SUPPLY CHAIN MANAGEMENT

SUPPLY CHAIN LOGISTICS MANAGEMENT

52nd Annual Executive Seminar

May 6-11, 2018
at the James B. Henry Center for Executive Development
Michigan State University

Executive Development Programs
Broad College of Business
MICHIGAN STATE UNIVERSITY
An Invitation

For over 50 years, Michigan State University’s Supply Chain Logistics Management Executive Seminar has been the world’s premier supply chain logistics executive education experience.

The seminar combines academic frameworks and real-world examples, including discussion and review of best practice trends. The seminar faculty consists of academic and industry speakers that are thought-leaders in supply chain logistics management. The program is designed for experienced executives whose firms are driving integrated logistics within the context of an overall supply chain strategy. Emphasis is placed on supply chain integration, performance measurement, supply chain technology and analytical applications, global operations, organizational dynamics and the lessons learned from world-class supply chain logistics organizations.

We hope your organization joins us this year to further develop your supply chain logistics management executive talent.

David J. Closs
Seminar Director

Seminar Objectives

- To discuss how logistics and integrated supply chain can contribute to firm competitiveness.
- To understand how logistics theory, dynamics, structure, technology and principles can be synthesized to achieve superior supply chain and logistics performance.
- To assist managers transitioning from managing specific functional areas, such as transportation and warehousing, toward the challenges of logistics planning and operational integration.
- To identify and understand the logistics and supply challenges and trade-offs associated with global operations.
- To share and discuss industry best practices in a collaborative learning environment designed to bring value to every organization.
Who Should Attend

This seminar is designed for executives and senior managers in customer service, transportation, warehousing, logistics, planning and supply chain who are interested in learning strategies, concepts and techniques necessary to contribute more fully to competitive performance at their firms. The seminar provides insight into the design and execution of global supply chains, which can contribute to identification/implementation of new value-added initiatives.

The seminar uses a combination of presentations, small-group workshops and discussion sessions to promote interaction among participants and industry/academic speakers. The entire seminar, from morning breakfast through evening hospitality, is designed to maximize networking and the exchange of ideas.

Effective Practice Workshop

One of the unique features of this seminar is the effective practice workshop, which facilitates exchange of best practices between participants. These small-group discussions can lead to implementation of innovative ideas and improvements across organizations leading to improved performance.

MSU LOGA Simulation

Throughout the week participants are involved in MSU LOGA, a computer-based interactive simulation that replicates a supply chain process, including network design, procurement, manufacturing and logistics. In addition to providing integrated planning and administrative experience, LOGA provides continuity across classroom sessions by introducing the excitement of interfirm competition.

Personal Action Plan

Each participant will be encouraged to complete a personal action plan. This document is designed to highlight key learnings and facilitate implementation of specific actions following conclusion of the seminar. This plan enhances the action-orientation of this seminar, which is one of the reasons that many companies send representatives every year.
The content of the seminar is designed to approximate a graduate-level supply chain logistics management course. The four major instructional units are:

**Unit One: Dimensioning the Supply Chain Opportunity**
- Supply Chain Management & Customer Value
- Integrated Logistics
- Synchronized Procurement
- Strategic Manufacturing
- Industry Presentation

**Unit Two: Managing the Logistics Process**
- Inventory Management
- Transportation
- Warehouse Management
- Industry Presentation
- Supply Chain Analytics

**Unit Three: Integration, Planning & Measurement**
- Supply & Demand Integration
- Network Integration
- Supply Chain Resilience
- Industry Presentation
- Cost Concepts for Logistics Applications
- Performance Assessment

**Unit Four: Leading in a Dynamic Environment**
- Developing and Maintaining Supply Chain Relationships
- Global Compliance and Supply Chain Challenges
- Negotiation
- Supply Chains of the Future

**Seminar Director**

**Dr. David J. Closs**
The John H. McConnell Chaired Professor of Business Administration,
Michigan State University
Seminar Faculty

Dr. Yemisi Bolumole  
Associate Professor of Supply Chain Management,  
Michigan State University

Dr. Jennifer Dunn  
Faculty Member, Management,  
Michigan State University

Dr. David J. Frayer  
Assistant Dean, Executive Development & Professional Programs,  
Michigan State University

Dr. Stanley Griffis  
Associate Seminar Director  
The John H. McConnell Professor of Business Administration,  
Michigan State University

Dr. Brian W. Jacobs  
Associate Professor of Supply Chain Management,  
Michigan State University

Dr. Ranjani Krishnan  
Ernest W. & Robert W. Schaberg Endowed Professor of Accounting,  
Michigan State University

Dr. Jason Miller  
Assistant Professor of Logistics,  
Michigan State University

Dr. Cheri Speier-Pero  
Ernst & Young Professor of Accounting and Information Systems,  
Interim Chairperson, Supply Chain Management,  
Michigan State University

Dr. Judith M. Whipple  
Associate Seminar Director  
Professor of Logistics,  
Michigan State University
Seminar Timing

The seminar begins on Sunday, May 6, 2018. The program will commence at 5:30 p.m. with a reception and dinner at the James B. Henry Center for Executive Development, followed by an orientation and planning session. Classes begin each day at 8:00 a.m. Evening sessions are scheduled on Monday and Tuesday. The graduation banquet is Thursday evening. The seminar concludes at 12:00 noon on Friday, May 11, 2018, followed by an optional lunch.

Location

The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa, and an on-site 18 hole championship golf course. The Henry Center is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this seminar.

Participants will have private accommodations complete with full kitchen, executive desk, personalized voice mail and two separate phone lines. Facilities are available for after-class relaxation and informal discussions.
Registration

Only advance registrations are accepted for this program. The 2018 seminar fee will be $4,995.* This fee includes all meeting materials and meals, beginning with the welcome reception and dinner on Sunday and continuing through lunch on Friday.

**Lodging is not included as part of the seminar fee.** The nightly hotel rate at the Candlewood Suites is approximately $98/night. Hotel reservations will be made by MSU.

**Cancellation Policy.** Cancellation within 15 days of the seminar start will be limited to emergency situations and may result in a cancellation fee ($500). Participant substitutions are welcome at any time prior to the start of the seminar. If a registered participant does not attend the seminar and does not notify us in advance, they will be charged the full seminar fee. To register for this seminar or if you have questions, please contact Tricia Walters (or register online):

- **email:** walterst@broad.msu.edu
- **telephone:** (517) 353-5665
- **online:** https://edp.broad.msu.edu

*Please call or email about our discounts for members of the Council of Supply Chain Management Professionals and repeat clients.

The Broad College annually offers more than 50 unique executive education and corporate learning programs on campus, online or at your location. Learn more at http://execed.broad.msu.edu

**Comments from 2017 seminar participants**

“The best overall training experience that I’ve been a part of – very well planned and organized.”

“Wonderful experience, the faculty is great.”

“Excellent presentations/good mix of interaction and education.”

“Outstanding presenters who were very knowledgeable.”

“Well organized – great job!”
Participating companies from recent years*

3M
Akebono Brake
Altria Compounds
Asahi Kasei Plastics
Avon Products
Becton Dickinson
Boeing Company
BP
Bristol-Myers Squibb
Cisco Systems
ConAgra
ConocoPhillips
Deere & Company
DHL Supply Chain
Dole Packaged Foods
Dow
DuPont
Fiat Chrysler Automobiles
GE Healthcare
GE Oil & Gas
General Mills
General Motors
Gerber Products
Goodyear Tire & Rubber
Hershey
IBM
Johnson & Johnson
Kellogg
Kenco Logistic Services
Kimberly-Clark
Kohler Company
Kraft
Lucite International
Mobil Chemical
Mast Global Logistics
Nabisco Foods
Nexeo Solutions
Ore-Ida Foods
Otsuka Pharmaceutical
Owens-Corning
Pepsi-Cola
Petrobras
Pfizer
Power Packaging
Procter & Gamble
Raytheon
Rockline Industries
Rorer Pharmaceutical
Schlumberger
Sears
Shell International
Sony
Spartan Stores
Steelcase
Supernus Pharmaceuticals
Tenneco
Texas Instruments
Twinings North America
United Parcel Service
US Army TACOM
VF Corporation
We Energies
Whirlpool
Wolverine World Wide
Xerox
Yankee Candle

*partial listing

WHO WILL MAKE BUSINESS HAPPEN?
SPARTANS WILL.