SEMINAR OVERVIEW:

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.

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

SEMINAR OBJECTIVES:

• To understand how logistics and integrated supply chain can contribute to firm competitiveness.

• To discuss how logistics and supply chain capabilities can be synthesized and leveraged to achieve superior supply chain and logistics performance.

• To assist managers transitioning from managing specific functional areas, such as transportation and warehousing, toward the challenge of logistics planning and operational integration.

• To identify and understand the logistics and supply chain 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.

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.
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.

CRITICAL/EMERGING ISSUES WORKSHOP
One of the unique features of this seminar is the critical/emerging issues workshop, which facilitates discussion between participants concerning their most significant supply chain challenges and how to potentially address them. This provides tangible, relevant actions for potential implementation following the seminar.

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.

SEMINAR TIMING
The seminar begins on Sunday, May 5, 2019. The program will commence at 6:00 p.m. with a reception and dinner at the James B. Henry Center for Executive Development, followed by an orientation 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 10, 2019, followed by an optional lunch.
The following faculty members from Michigan State University will lead sessions during this seminar.

**SEMINAR DIRECTOR:**

Dr. David J. Closs  
The John H. McConnell Chaired Professor of Business Administration

**SEMINAR FACULTY:**

Dr. Yemisi Bolumole  
Associate Professor of Supply Chain Management

Dr. Jennifer Dunn  
Faculty Member, Management

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

Dr. Stanley Griffis  
Associate Seminar Director  
The John H. McConnell Professor of Business Administration

Dr. Jason Miller  
Assistant Professor of Logistics

Dr. Sriram Narayanan  
Kesseler Family Endowed Faculty Fellowship in Supply Chain Management

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

Dr. Judith M. Whipple  
Associate Seminar Director Professor of Logistics

**SEMINAR PROGRAM:**

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  
Strategic Manufacturing  
Synchronized Procurement  
Industry Presentation

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

**Unit Three**  
*Integration, Planning & Measurement*  
Supply & Demand Integration  
Network Integration  
Supply Chain Resilience  
Cost Concepts for Logistics Applications  
Strategic & Financial Frameworks

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

*For more information, go to: execed.broad.msu.edu*
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.

PRICE & REGISTRATION:
Only advance registrations are accepted for this program. The 2019 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://execed.broad.msu.edu

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

COMMENTS FROM 2018 SEMINAR PARTICIPANTS:

“Overall great program and valuable experience.”

“The program provided excellent interaction and collaboration.”

“The program content was very good.”

“Great program! Great faculty!”