



2011 SCLA Peer Group Descriptions

<p>1. Demand Planning Responsiveness</p> <p><i>Rhonda Lummus, Ph.D., Indiana University</i></p>	<p>Forecasting demand to achieve maximum responsiveness to customer requirements and alignment within the business. These associates primarily focus on forecasting with a goal of synchronizing activities across the supply chain and with customers.</p> <p>Scope of session will include product forecasting and S&OP leadership and Collaborative Planning and Forecasting Requirements (CPFR) and Demand Driven Supply Chains</p> <p>Professionals from the following functional areas should consider attending this session: Supply Chain Management, Sales, Inventory Management, Supply Chain Optimization, Product Supply / Sourcing, Operations</p>
<p>2. Inventory Management & Information Technology</p> <p><i>David Menachof, Ph.D., University of Hull</i></p>	<p>Responsible for executing day to day product fulfillment activities. Service (i.e. ensuring the supply chain is in stock for the customer) and inventory productivity are the key areas of focus for this peer group.</p> <p>Scope of session will include the Use of technology related to inventory management such as RFID, Bar Coding, and Telematics will be discussed. Other key issues include stocking levels, safety stock calculations, VMI and aspects related to on-shelf availability.</p> <p>Professionals from the following functional areas should consider attending this session: Logistics, Planning, Inventory Management, Warehousing, Fulfillment</p>
<p>3. Customer Relationships</p> <p><i>Bob Novack, Ph.D. Penn State University</i></p>	<p>Development and administration of relationships with customers to facilitate strategic information sharing, joint planning, and integrated operations. Scope includes managing the process, systems and operations and vigorously pursuing "Customer Expectation Management". Associates in this peer group are the primary liaison for customer transactions, service issue, etc. Scope would include call center/customer care operations.</p> <p>Scope of session will include metrics for alignment, tools for collaboration, and customer expectations on sustainability.</p> <p>Staff from the following functional areas should consider attending this session: Logistics, Supply Chain Management, Supply Chain / Logistics Development, Sales & Marketing, Business Development, Customer Service</p>
<p>4. Order Fulfillment and Distribution</p> <p><i>Judy Whipple, Ph.D., Michigan State University</i></p>	<p>Ability to execute superior and sustainable order-to-delivery performance and related services. Responsible for product fulfillment and distribution functions. Examples include DC managers or leaders managing multiple locations.</p> <p>Professionals from the following functional areas should consider attending this session: Customer Service, Distribution, Supply Management, Logistics, Order Fulfillment, Operations, Sales & Marketing</p>
<p>5. Sourcing, Procurement & Manufacturing</p> <p><i>Garland Chow, Ph.D., University of British Columbia</i></p>	<p>Sourcing through purchasing and acquisition of materials, parts, and/or finished inventory from suppliers into manufacturing or assembly plants. Securing the best cost while meeting service levels is the primary focus. Support of manufacturing strategy and facilitation of postponement throughout the supply chain. Manufacturing flow management deals with establishing the manufacturing flexibility needed to serve the target markets and making the products. Focus is on quality and efficiency.</p> <p>Professionals from the following functional areas should consider attending this session: Sales, Product Supply, Logistics, Global Supply Chain, Sourcing and Procurement, Product Management, Materials Management, Global Sourcing</p>

<p>6. Supplier Collaboration</p> <p><i>Doug Lambert, Ph.D., The Ohio State University</i></p>	<p>Development and administration of relationships with suppliers to facilitate strategic information sharing, joint planning, and integrated operations. Responsible for developing processes and projects with key suppliers to improve service and reduce cost.</p> <p>Professionals from the following functional areas should consider attending this session: Distribution, Logistics, Sales, Operations, Procurement</p>
<p>7. Sustainability</p> <p><i>O. Keith Helferich, Ph.D., Central Michigan University</i></p>	<p>Sustainability is a broad concept that takes into account every dimension of the business environment: cultural, economic, environmental and social. A fully implemented sustainability approach drives a bottom-line strategy to reduce costs, conserve resources, a top line strategy to generate additional revenue, a talent strategy to get, keep, develop creative employees, and provide positive community contributions over the long term.</p> <p>Scope of session will address achieving cost reduction, revenue enhancement, intangible benefits and/or risk mitigation through sustainability strategic and operational initiatives.</p> <p>Professionals from the following functional areas should consider attending this session: Risk Management, Sustainability, Environmental or Social Programs, Customer Service, Human Resources, Cost Control, Public Relations, Logistics, Supply Chain, Materials, Operations, Transportation, Inventory, Warehousing, Maintenance, Returns, Packaging</p>
<p>8. Transportation & Carrier Management</p> <p><i>Terry Pohlen, Ph.D., University of North Florida</i></p>	<p>Transportation infrastructure to achieve product movement of product via road, rail, air or water. Responsible for managing day to day operations and negotiating contracts/rates with these vital third party partners.</p> <p>Scope of session will cover carrier management as the market shifts from over to under capacity with the economic recovery, sustainability—reducing transportation’s carbon footprint and fuel consumption, Panama Canal and the effect on transportation and distribution networks, re-optimizing the distribution network—how are changes in the DC network affecting transportation, financial solvency of motor carriers—will my carrier be there tomorrow? Intermodal use and issues, air cargo screening and 10+2 requirements, effect of highway congestion, infrastructure, tolls, and hours of service, in-sourcing/outourcing the private fleet, preparing for the future—what issues will drive transportation decisions</p> <p>Professionals from the following functional areas should consider attending this session: Logistics, Operations, Solutions Management, Transportation, Sales, Supply Chain</p>
<p>9. Distribution Design, Material Handling & Support</p> <p><i>Joel Sutherland, Lehigh University</i></p>	<p>The effective design and functionality of warehouse/distribution facilities is a critical component to overall supply chain performance in order to optimize cost and service. Additionally, sustainable or “green” building design is gaining importance.</p> <p>Scope of session will include distribution centers, freight consolidation terminals, break-bulk facilities, cross-docks, and reverse logistics centers. This peer group supports these important functions by evaluating and/or recommending facility design, material handling equipment, automation, technology, operating procedures, and “green” improvements.</p> <p>Professionals from the following functional areas should consider attending this session: Distribution/Logistics Management, Warehouse Management, Reverse Logistics, Industrial Engineering, Operations, Fulfillment & Delivery, Inbound & Outbound Transportation, Finance, IT, lean/Six Sigma, Quality, Process Improvement, Inventory Management</p>
<p>10. Logistics Strategy</p> <p><i>Richard Young, Ph.D., Penn State University</i></p>	<p>The supply chain environment is constantly evolving requiring a systematic planning and design methodology to evaluate alternatives. Responsible for compiling long term supply chain strategies. Examples include network planning, new operating models & evaluating significant capital investments.</p> <p>Scope of session will cover, alignment of supply chain strategies with those of the firm, conducting timely environmental scans to maintain/enhance competitiveness, keeping supply chain complexity from undermining strategy, making metrics consistent with strategy, coordinating supply chain functions, impact of mergers and acquisitions.</p>

	<p>Professionals from the following functional areas should consider attending this session: Transportation, Logistics, Distribution, Operations, Supply Chain Solutions</p>
<p>11. Human Resources</p> <p><i>Don Klock, Ph.D., Rutgers University</i></p>	<p>One of the major battles being fought today by employers is in the area of “retraining the workforce of the 21st Century.</p> <p>Scope of session will provide insight into critical areas needed to succeed in a competitive global market, such as: customer focused innovation, talent recruitment, development and retention, staff that can handle systemic continuous improvement programs such as Lean, tying the corporate vision and values into the workplace for maximum communication, understanding and buy in by the worker, worker health and wellness resulting in productivity and satisfaction gains</p> <p>Professionals from the following functional areas should consider attending this session: Human Resources, Productivity</p>
<p>12. Process Improvement</p> <p><i>Tom Goldsby, Ph.D., University of Kentucky</i></p>	<p>This peer group will explore leading practices in process improvement throughout the supply chain -- efforts designed to enhance value and reduce costs.</p> <p>Scope of session will discuss the applications of Lean, Six Sigma, and other improvement methods to achieve operational excellence. The session will illuminate the benefits and challenges associated with process improvement in organizations today.</p> <p>Professionals from the following functional areas should consider attending this session: Supply Chain Management, Optimization</p>
<p>13. Senior Executive</p>	<p>This peer group covers critical issues facing supply chain executives today and discusses what companies are doing about them. Foresight into future growth opportunities as well as unanticipated pitfalls will be explored.</p> <p>Must be both a corporate member and serve on the Executive Committee to register for this peer group.</p>