

# ***Essentials of Supply Chain Management - The Basics***

Produced by **Discovery Executive Services**



## **The Supply Chain Workshop Series**

**November 12-13, 2013 Columbus, Ohio**

### ***Reserve The Date And Send In Your Reservation!***

Act now to get in on this exciting new program. Attendance will be limited. This workshop can change the way you look at – and do – your job. Not to mention changing how your leaders see – and value – what you contribute to the success of the organization. That's November 12 and 13; see registration details below.

### ***Why Attend?***

The **Essentials of Supply Chain Management** program is designed to meet the needs of several audiences:

- Those who are new to the supply chain field;
- Executives who are newly assigned to lead or support a supply chain organization;
- Managers from other parts of the organization, who need to understand what supply chain management is, and how they can better relate to, and work with, supply chain functions
- Senior managers who need to learn how to integrate related functions into a cohesive single supply chain organization; and
- People with years of experience in one supply chain function who need to understand what the other elements of the total supply chain process are, and how they relate.

The program has proven itself in meeting these needs over and over, as attendees tell us, and their colleagues.

## ***What You Get Is More Than What You See***

The program covers thirteen links in the supply chain – what they are and how they connect. While the totality of your supply chain is probably more extensive than this, these thirteen will provide you with the basics, the foundation upon which to build deeper understanding.

The workshop begins with an overview that traces the evolution of supply chain management and its predecessors up to where we are today – and where we are likely to go in further definition, integration, and evolution. The core elements of Warehousing, Transportation, Sourcing and Procurement, Customer Service, Manufacturing Integration, Inventory Management, Network Design and Facility Location, Materials Handling, Reverse Logistics, and Information Systems are covered at an elemental level. Strong emphasis is also devoted to Talent Management, the people part of the equation. The relationship of the fundamentals to Sales and Operations Planning (S&OP), Enterprise Performance and supply chain contributions to ROA/ROE outcomes are also outlined. Additionally, you will also discover tools and techniques for communicating with, persuading, and educating C-level executives and organizational peers.

Attendees *will* take home actionable and practical tools and concepts from this workshop.

## ***Live And In Person!***

Not a webinar, not a video, not a big-screen remote broadcast, and not a lecture hall with hundreds of people.

Our workshops are small and personal, allowing one-to-one contact with our world-class faculty.

What makes **Essentials of Supply Chain Management**, and all of our other programs, different are:



- High interaction, with faculty and with fellow class members
- Q & A and discussion that speaks to *your* interests, and not just to the PowerPoint slides
- Integration of case method learning, with team problem-solving and creative solutions. The cases let you put fundamental concepts to work in relevant, real-world situations, and stimulate further thinking about how they relate to your working world.

- Recognition that supply chains can have wide variation in structure and execution
- Practical, real-world concepts, points of view, and examples to make learning relevant and useful
- Relevance and currency, putting today's supply chain news into the context of how our professional universe has evolved – and continues to
- Value, providing exceptional content and quality at a reasonable cost and in a manageable time commitment



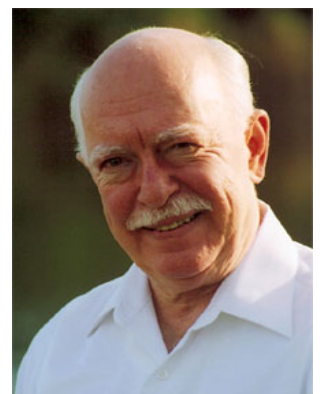
## ***Faculty***

Our core faculty is anchored by acknowledged legendary figures in the world of supply chain management, recognized for both their experience and for their current thought leadership in the industry. Practitioners, writers, speakers, and educators, Ken Ackerman and Art van Bodegraven have been there and done that, and exemplify the difference between talking the talk and walking the walk. They have teamed up to deliver supply chain education for the past ten years, and their programs have received rave reviews from attendees at both CSCMP programs and independent corporate programs.

Adjunct faculty, with specialized functional and industry knowledge and experience, are drawn from our extensive network of accomplished and engaging colleagues, each with a track record of success, demonstrated chops as educators, and the scars that come with hands-on, feet-on-the-ground working roles in the field.

**Art van Bodegraven** is an acclaimed writer, speaker, educator, practitioner, and consultant. He has specialized in logistics and supply chain management for nearly 25 years, following more than two decades as a generalist management consultant. He has consulted with scores of clients in nearly every industry vertical, including multi-national organizations and major US corporations.

His weekly blog, *The Art of Art*, is *DC Velocity's* most widely read, and the monthly column, *Basic Training*, for which he is principal author, consistently generates the magazine's greatest response level. Art conceived and co-authored *Fundamentals of*



*Supply Chain Management – An Essential Guide For 21<sup>st</sup> Century Managers*, and has developed and delivered dozens of private and public workshops.

A Purdue graduate, he has worked extensively with The Ohio State University and its MBLE (Master of Business Logistics Engineering) program, and with Georgia Tech's Supply Chain and Logistics Institute. Art has also prepared programs for Clemson University, the University of Louisville, and Wright State University.



**Kenneth B. (Ken) Ackerman** is an internationally recognized consultant, writer, and teacher in physical distribution and warehousing. He has edited and published the monthly *Warehousing Forum* for two decades, is the author of half a dozen books on warehousing, and is co-author of *Fundamentals of Supply Chain Management*. Ken has been developing and delivering management workshops for the better part of thirty years, and has collaborated with Art van Bodegraven in programs for the Council of Supply Chain Management Professionals (CSCMP) for nearly ten years.

A graduate of Culver and Princeton, he holds an MBA from Harvard, and is the first person to receive the highest service awards from CSCMP, WERC (of which he is a founder), and IWLA. Ken grew up in the distribution industry, building a multi-city public warehousing company before forming his consulting organization.

Today, Ken is in high demand for appearances at leading logistics and supply chain events around the globe. He has recently created the digital information source for professionals with the *World of Warehousing*. Ken also leads groups in Columbus for Vistage the world's leading chief executive organization.

Both Ken and Art are deeply experienced in international situations, with extensive travel, teaching, and consulting in Europe, Asia, the Middle East, Australia/New Zealand, and Africa.

### ***If You Want To Be Included . . .***

The fee for the workshop is US\$995 per person, and \$895 each for additional persons from the same company. Please send a check or credit card information to Cathy Avenido at Ackerman Company, 2041 Riverside Drive, Suite 204, Columbus, Ohio 43221. Please include phone and email contact information, along with your name, address, company, title, and street address.

The workshop will be hosted by the Transportation and Logistics Group of Benesch, Friedlander, Coplan, and Aronoff LLP (Benesch Law) in the Grant Room of their offices at 41 S. High Street, 26<sup>th</sup> Floor, Columbus, Ohio 43215. Continental breakfast and lunch will be served on-site on the 12<sup>th</sup> and 13<sup>th</sup>. Please call Cathy at 614-488-3165 or Art at 614-893-9414 with any questions.

Please make your own arrangements for transportation, lodging, and dinner. Three superior hotels are within easy walking distance of the workshop, and the area contains many excellent restaurants.

Stay tuned for announcements of the 2014 program offerings, which will continue to build from the foundation of **Essentials of Supply Chain Management**. Scheduled topics include:

- **Enterprise Success and Supply Chain Strategies** - January 23-24
- **Essentials of Supply Chain Management** – March 10-11
- **Distribution Center Location, Planning, and Operations** – May 14-15
- **Strategic Sourcing and Procurement** – July 24-25
- **Essentials of Supply Chain Management** - September 22-23

***Co-Sponsored by:***

**Benesch, Friedlander, Coplan, and Aronoff, LLP**



***Attendees Say:*** *"Wickedly entertaining" "Encyclopedic knowledge" "The best two days of learning ever"*