

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.

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 21st 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.

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 firm.

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 experienced in international situations, with travel, teaching, and consulting in Europe, Asia, the Middle East, Australia/New Zealand, and Africa.

Building Your Business With Supply Chain Management Techniques

- And, How A Growing Business Affects

Supply Chain Management

Produced by **Discovery Executive Services**



The Supply Chain Workshop Series

February 25-26, 2014 Columbus, Ohio

Reserve The Date And Send In Your Reservation!

Act now to get in on this exciting program, the next stage of understanding – and using – supply chain management to spearhead organizational performance. Attendance will be limited. This workshop will change the way you do your job, and why, as well as change how the CEO relies on your team to lead enterprise success.

Why Attend?

Building Your Business With Supply Chain Management Techniques – And, How A Growing Business Affects Supply Chain Management is designed to meet the needs of several audiences:

- Senior and mid-level corporate executives who need to know how to leverage supply chain capabilities for growth and profitability;
- Senior and mid-level supply chain and logistics managers and leaders who need to understand options and alternatives in corporate direction to develop flexible plans and processes to support future decisions and objectives;
- Functional supply chain and logistics managers, and aspiring leaders, whose career paths can be enhanced by stronger links with corporate developments, and a clear understanding of supply chain management's role in supporting them;
- Analysts and functional associates who want to better position themselves for managerial and leadership roles within the organization; and
- Functional specialists at all levels who need to better integrate with peer departments and management in collaborative support of overall enterprise performance imperatives.

The program addresses all of those needs and interests, and features provocative out-of-the-box concepts in redefining the role and criticality of supply chain and corporate alignment in marketplace success.

What You Get Is More Than What You See

Surprise! Building the business, growing profitability, and leveraging supply chain capabilities aren't somebody else's job. The direction the organization needs to go to be competitive, and win, is profoundly influenced by what the supply chain can do – and how it needs to support a growing business. And, the supply chain, all of it, must be flexible and responsive in supporting those make-or-break decisions for changing the game made at the top.

Companies have an enormous variety of choices to make in growth strategies for marketplace impact, including: price, service, innovation, flexibility, agility, horizontal and/or vertical integration, and footprint extension. Sometimes, paradoxically, getting strategically smaller is a key to growth in profitability and prominence.

It is a two-way street, and a two-edged sword. Your job is to learn how to use supply chain resources – talent, processes, concepts – to enable strategic execution, to respond to rapid change in direction or environment, and to propose powerful alternatives to senior management.

This program lays out the fundamental issues and choices, and puts them in the context of general management and financial performance. Attendees *will* take home actionable and practical tools and concepts from this workshop. And, they will understand what motivates top-level decisions, along with their role in building close relationships with executive management and supply chain management.

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. **No risk guarantee:** If, after 90 days you don't think the learning experience was worth the money, just drop us a note and we'll send a refund – **no questions asked.**

Please send a check or credit card information to Cathy Avenida 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, 26th Floor, Columbus, Ohio 43215. Continental breakfast and lunch will be served on-site both days. Doors open at 7:15 am. Please call Cathy at 614-488-3165 or Art at 614-893-9414 with 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 for future program offerings, which will continue to build from the foundation of **Essentials of Supply Chain Management** and **Building Your Business With Supply Chain Management Techniques**. Scheduled topics include:

- **Essentials of Supply Chain Management – April 22-23**
- **Distribution Center Location, Planning, and Operations – May 14-15**
- **Strategic Sourcing and Procurement – July 24-25**
- **Essentials of Supply Chain Management - October 15-16**

Co-Sponsored by:

Benesch, Friedlander, Coplan, and Aronoff, LLP

