

Lehigh University  
 May 1-2, 2007  
 Center for Value Chain Research - Spring Symposium  
 Rauch Business Center, 621 Taylor Street, Bethlehem, PA 18015  
 Rooms 091 (ground floor)

## *New Perspectives on Global Value Chain Alignment*

### AGENDA

Tuesday, May 1 (Attire for reception and dinner is business casual)

<i>Time</i>	<i>Event</i>
6:30 - 8:30 pm	Reception and Dinner, Bethlehem Brew Works ( <a href="http://www.thebrewworks.com">www.thebrewworks.com</a> )

Wednesday, May 2 (Attire for all sessions is business casual)

<i>Time</i>	<i>Event</i>
8:00 - 8:30 am	Registration & Continental Breakfast
8:30 - 8:45 am	Welcome, Introductions and Update on CVCR Activities  Mike Santoro & Larry Snyder, Co-Directors - CVCR Joel Sutherland, Managing Director - CVCR
8:45 - 10:00 am	<p>Session 1: <i>Solving the Supply-Demand Alignment Mismatch</i></p> <p>It's an age old question: How do you match supply with demand while at the same time keeping customers satisfied? In this session you will learn about an approach that can get companies moving in the right direction. It's an innovative technique that builds on analyzing both the volume and variability of demand for products. This will be an interactive session with case studies and audience participation.</p> <p>Kate Vitasek, Managing Partner, Supply Chain Visions</p>
10:00 - 10:15 am	Break
10:15- 11:00 am	Session 1 (cont'd): <i>Solving the Supply-Demand Alignment Mismatch</i>
11:00 - 12:00 pm	<p>Session 2: <i>Integrating the End-to-End Import Supply Chain</i></p> <p>Many organizations are faced with managing global supply chains starting in China with customers demanding service levels as if you were next door. What are the trends impacting these supply chains? What are companies doing to address the total landed costs, inventory carrying costs, lead times and "cost per touch"? This session will address the issues faced from the "1st mile to the last mile".</p> <p>John Fitzgerald, Director of Strategic Accounts, Retail Sector, UPS Supply Chain Solutions</p>
12:00 - 1:00 pm	Lunch

1:00 - 2:00 pm	<p><b>Session 3: <i>Adopting Global Security Best Practices</i></b></p> <p>With global supply chains becoming a prime target for professional theft rings and terrorist cells, the risks are too high to rely on antiquated or cosmetic safeguards. In this session, you will hear from a security expert who has been actively engaged in conducting investigations and designing successful supply chain security programs for many of the top names in industry. You will learn where the biggest vulnerabilities are as well as the essential components of an integrated and effective asset protection program.</p> <p><b>Barry Brandman, President, Danbee Investigations</b></p>
2:00 - 3:00 pm	<b>Session 4: <i>Interaction session</i></b>
3:00 - 3:15 pm	<b>Break</b>
3:15 - 4:15 pm	<p><b>Session 5: <i>Coordinating Global Supply Networks</i></b></p> <p>This session highlights the value of globally coordinating a firm's diverse supply and operating locations. It also presents a set of factors that support worldwide coordination as well as a set of best practices that define companies that are at the top of their global game.</p> <p><b>Robert Trent, Associate Professor of Management and Supply Chain Management Program Director, Lehigh University</b></p>
4:15 - 4:45 pm	<b>Wrap-up</b>
5:00 - 6:00 pm	<b>Cocktail reception: Zoellner Arts Gallery (Lehigh University)</b>