

These are 4 Days Vital
to Your Career and
Your Organization...

28 **WERC**
ANNUAL
CONFERENCE
MAY 1-4 • 2005

- 80 Expert Industry Speakers
- 4 Main Stage Presentations
- 15 Feature Presentations
- 28 Roundtable Discussions
- 30 Topic Sessions
- 11 Networking Functions
- 12 Facility Tours

1 *Excellent experience
you can't afford to miss!*



DALLAS

CONFERENCE-AT-A-GLANCE

Sunday, May 1

1:00 – 2:15 pm	2 Roundtable Discussions
1:30 – 3:30 pm	1 Roundtable Discussion
2:30 – 3:45 pm	2 Roundtable Discussions
3:00 – 8:00 pm	WIRE (WERC's Industry Resources Event) and Welcome Reception
6:30 – 8:00 pm	

Monday, May 2

7:30 – 11:00 am	5 Facility Tours
7:30 – 9:30 am	Breakfast Presentation
9:45 – 11:00 am	2 Feature Presentations 4 Topic Sessions 3 Roundtable Discussions
11:30 am – 1:30 pm	Luncheon Presentation
1:45 – 3:00 pm	2 Feature Presentations 4 Topic Sessions 3 Roundtable Discussions
3:30 – 4:45 pm	2 Feature Presentations 3 Topic Sessions 3 Roundtable Discussions
6:00 – 8:30 pm	Annual Banquet
10:30 pm – 2:00 am	1 Facility Tour

Tuesday, May 3

7:30 – 8:30 am	Buffet Breakfast
8:00 – 11:00 am	6 Facility Tours
8:45 – 10:00 am	2 Feature Presentations 4 Topic Sessions 3 Roundtable Discussions
10:15 – 11:30 am	2 Feature Presentations 4 Topic Sessions 3 Roundtable Discussions
11:35 am – 1:30 pm	Luncheon Presentation
1:45 – 3:00 pm	1 Feature Presentation 3 Topic Sessions 2 Roundtable Discussions
3:30 – 4:45 pm	1 Feature Presentation 3 Topic Sessions 2 Roundtable Discussions
5:30 – 7:30 pm	Theme Party

Wednesday, May 4

7:30 – 8:30 am	Buffet Breakfast
8:45 – 10:00 am	2 Feature Presentations 2 Topic Sessions 2 Roundtable Discussions
10:15 – 11:30 am	1 Feature Presentation 3 Topic Sessions 2 Roundtable Discussions
11:35 am – 1:30 pm	Luncheon Presentation



WHAT CAN YOU EXPECT?

QUALITY INFORMATION

Practical, how-to information that can be applied immediately to your job

EXPERT PRESENTERS

Over 70 industry professionals will share their expertise on the hottest industry topics

BROAD NETWORKING

Opportunities for networking with 1,000+ professionals who deal with the same issues you're facing

A VARIETY OF TOPICS

In addition to the hot topics from the main stage and 15 feature presentations, 30 topic sessions are available to choose from 10 tracks

EDUCATIONAL TOURS

Explore first-hand how other warehouses run their operation by touring one of several local DCs

INTERACTIVE DISCUSSIONS

Be an active participant in your learning through facilitated Roundtable discussions on key warehousing topics

LOTS OF FUN!

Evening events such as the annual banquet and theme party are the perfect time to unwind and relax with friends



WHO SHOULD ATTEND?

There is something for everyone ... industry newcomers and veterans alike! Whether you're a senior level executive, a manager, a supervisor or anyone else in the warehousing, distribution, or logistics industry, the information presented at this conference is practical and designed to benefit you.

WHERE IS IT?

Enjoy a unique blend of Southwestern warmth, cosmopolitan flair, Old West charm and modern sophistication. With over 160 museums, galleries, arts & cultural attractions and a wide variety of nightlife and world-class restaurants, you'll find plenty to do in Dallas!



CONFERENCE COMMITTEE



**DIRECTOR,
2005 ANNUAL CONFERENCE**
Kenneth D. Miesemer
Hershey Foods Corporation

**DIRECTOR,
2006 ANNUAL CONFERENCE**
Patrick J. Byrnes
Supply Chain Partners

PROGRAM CHAIR
Thomas W. Speh, PhD
Miami University

ROUNDTABLE CHAIR
Kathryn M. Zepaltas
Kendall-Jackson Wine Estates

FACILITY TOUR CHAIR
Norman E. Saenz, Jr.
Carter & Burgess Consulting

From the Conference Director...

Based on feedback from attendees, we know that talking with peers is one of the most popular aspects of the conference. Roundtables meet this need by offering an interactive venue for you to exchange ideas and discuss your operational challenges and solutions.

To accommodate the growing interest in these sessions, we've more than doubled the number of Roundtables from 13 in 2004 to 28 this year! That's 28 opportunities to meet with your peers to solve everyday issues in a participative environment.

How do you sign up? It's easy, just stop by the WERC registration desk to pre-register. And make sure you plan on arriving in time for the first Roundtable sessions on Sunday, May 1! See page 4 for more details.

You've asked for it and we've listened!

Kenneth D. Miesemer

"I find the WERC conference to be a very valuable learning opportunity for anyone wanting to further their knowledge in logistics and distribution."

Mike Quinn
Director, Warehousing & Distribution
Giant Tiger Stores

TABLE OF CONTENTS

Schedules for:

Sunday, May 1	4
Monday, May 2	5
Tuesday, May 3	9
Wednesday, May 4	14
Registration Information	16
Airline Reservations	16
Hotel Reservations	17
General Information	17
Facility Tours	18
Registration Form	19

TOPIC CHAIRS



FACILITIES
Joseph H. Mikes
First Industrial Realty Trust, Inc.



METRICS
Peter Bradley
DC Velocity



PEOPLE
Wanda Franks
Aspen Distribution, Inc.



PROCESSES
Catherine L. Cooper
O4 Logistics



RELATIONSHIPS
Scott B. Hines
Lowe's Companies, Inc.



STRATEGIES
Paul M. Avampato
Kraft Foods



SYSTEMS
Randy C. Taylor
Fortna, Inc.



TRANSPORTATION
Hokey Min, PhD
University of Louisville



VALUE-ADD SERVICES
C. Glenn Mauney
GENCO



WAREHOUSING 101
Thomas W. Speh, PhD
Miami University

1:00 – 2:15 pm

A Critical Eye on Piece Picking*

John T. Giangrande
Senior Account Executive
Fortna, Inc.

Improving productivity = increased profits. Join this discussion to share ideas and experiences about ways to improve productivity based on pick path layout, picking methods, tools/work aids and technology. Don't miss this one!

**This Roundtable is repeated on Wednesday, May 4, 10:15 - 11:30 am.*

1:30 – 3:30 pm

I'm Okay, You're Okay, But What About THEM?

Thomas L. Freese **Leslie Hansen Harps**
Principal Writer
Freese & Associates, Inc. Leslie Harps Communications

Join your peers in this special roundtable to talk about the everyday people issues that we all face. Recruiting, turnover, motivation, training, diversity — this is your opportunity to discuss ideas and solutions in an open forum.

This session will be a little longer and accommodate up to 60 participants. Several topics will be presented for discussion in an informal, candid and highly-interactive venue. You'll be able to share your concerns and issues as well as your successes and creative solutions, and facilitators will help keep things moving and on track. *Let's learn from each other!*

2:30 – 3:45 pm

Analyzing Warehouse Automation*

Lawrence Dean Shemesh
President
OPSdesign Consulting

To automate or not to automate, that is the question. Do the benefits of warehouse mechanization and automation initiatives outweigh the associated cost and risk? Join fellow attendees to share ideas and experiences from concept development and alternative evaluation through implementation.

**This Roundtable is repeated on Tuesday, May 3, 3:30 - 4:45 pm.*

3:00 – 8:00 pm WERC's Industry Resources Event (WIRE)



WIRE offers an open forum for discussion and a one-stop place to "connect" with peers and learn about the latest warehousing-specific products. Enjoy snacks and a beverage while you interact with suppliers in a casual, pressure-free environment. Visit with

representatives from multiple areas of the industry, including material handling equipment, picking systems, warehouse management systems and more!

Industry Suppliers: For more information about securing a booth for your organization, go to www.werc.org/wire

6:30 – 8:00 pm Welcome Reception

WERC prides itself on making you feel welcome! Whether you're a first-time attendee or a seasoned veteran, you'll enjoy this time to catch up with old friends, meet new ones and enjoy a beverage and hearty hors d'oeuvres. This is a chance to review your conference program and begin planning your next 3 days!



1:00 – 2:15 pm

Global Warehousing*

Linda Childs Hothem
CEO
Pacific American Services (PAC-AM)

Welcome international conference attendees and others with an interest in international warehousing! Let's share best practices in international logistics, discuss partnering around the globe and explore US Foreign Trade Zone programs and other trade incentives.

**This Roundtable is repeated on Tuesday, May 3, 1:45 - 3:00 pm.*

What is a Roundtable?

Roundtables are special sessions

where a facilitator leads those who attend in a discussion of the listed topic. There is no presentation — or possibly only a short introduction. Because the focus is on allowing time and opportunity for all participants to express an opinion, ask questions and share ideas, the number of participants is limited to 25. The more robust the discussion, the better the roundtable, so come prepared to share!

Pre-registration will be required. Please check at the WERC registration desk for more details.



2:30 – 3:45 pm

Marketing the Invisible*

Mark E. Richards
Vice President
Associated Warehouses, Inc.

Discuss the unique challenges that are part of marketing intangible or invisible products such as outsourced services. Share your organization's challenges and the methods you've found to be effective. You are guaranteed to leave with at least one actionable idea.

**This Roundtable is repeated on Monday, May 2, 1:45 - 3:00 pm.*



See page 18 for details.



Kip Tindell
CEO and President
The Container Store

Hiring, Retaining and Spotighting Truly Great People

In the words of Kip Tindell, CEO and president of The Container Store, "a funny thing happens when you take the time to educate your employees, pay them well and treat them as equals. You end up with extremely motivated and enthusiastic people." Happy and motivated employees are just one of the reasons why The Container Store consistently lands at the top of *Fortune* magazine's annual list of the "100 Best Companies to Work For." During his presentation, Tindell will share his philosophy on developing and nurturing the company's unique, communication-driven culture in its Distribution Center. Tindell's mission has resulted in an environment with a true heart and soul...a place for employees to develop a career...and a fun place where employees truly love to come and work alongside great people.



Karen Fries
Training Manager
Norm Thompson
Outfitters, Inc.

Practical, Hands-on Change Management

In change management, there are five steps in which people go from change avoidance to change acceptance. But it's not a linear — or an easy — process. Learn how Norm Thompson Outfitters compensated for a "false start" in their WMS Implementation. You'll also hear how a plan for change facilitates a more accepting environment, the pitfalls of not communicating change from the top down and the power that DC associates can have over buy-in. Leave this session with the tools to successfully plan for change management and creative, realistic tips.



MODERATOR:
Susan M. Rider
Consultant
Rider & Associates



Rick D. Blasgen
Senior VP,
Enterprise Logistics
ConAgra Foods, Inc.



Scott McWilliams
CEO
Ozburn-Hessey
Logistics



Joel L. Sutherland
President
Air-Road Logistics

The View From the C-Level

Attend this popular session to hear industry leaders share their insights on topics such as today's supply chain issues, transportation capacity, leadership, future technologies, engaging the customer, collaboration with channel partners, cost vs. service and logistics professionals' career tracks. This directed discussion will provide a forum for candid dialogue among representatives from various aspects of the industry. Learn their take on key challenges and future opportunities — and future directions for warehousing and distribution.



Trends in Design & Construction Technology

Karl Heitman
President
Heitman Architects Inc.

Kevin McKenna
Regional VP
Clayco Construction Company

Making the right decisions when it comes to building your distribution facility is a critical first step to success. In this session, you will begin to understand the true investment value behind a facility's hard construction costs. Gain insights on emerging design technologies and the latest construction trends shaping today's industrial buildings. Hear how many leading corporations are making critical, cutting-edge, facility-build decisions.



True Partnership: 30 Days to 30 Years

Elaine Duras
Logistics Team Leader
Ticona

John F. Rowan
President & CEO
General Warehouse & Transportation Company

We all envision business-to-business relationships that are true partnerships based on mutual respect, constructive give and take and expectation of mutual success. The challenge is achieving such relationships in a highly competitive environment where rate and cost cutting are primary drivers, and agreements are not secured with long-term contracts. You'll hear the evolution of a 30-year 3PL/customer partnership that has its basis in a public warehouse agreement and leave with a grasp of the factors that underlie a rewarding relationship.



Reduce, Reuse, Recycle

Lennie Myers
Chief Marketing Officer
Image Microsystems

Mike O'Donnell
VP, Manufacturer Services
GENCO

With the US government's increased focus on the "three R's" of reverse logistics — Reduce, Reuse, Recycle — many manufacturers and retailers will be required to formalize and streamline their returned goods process. To do this, recovery channels such as international markets, on-line auctions, B2B exchanges, and specialized category salvage must be combined with repair, refurbish, and reuse tactics. The presenters will explain a flexible disposition strategy and provide specific examples of successful methods used to increase recovery values.



10 Keys to Motivating Associates

Thomas L. Freese
Principal
Freese & Associates, Inc.

Mark H. Story
Director of Operations
PFSweb, Inc.

"The beatings will continue until morale improves" is an old joke that wryly indicates the frustrations of dealing with the realities of motivating associates. Leadership skills make the difference between successful managers and those who fail. This session will identify the *what, why* and *how* of motivating hourly associates. You'll hear the top five do's that impact morale and motivation and five things to avoid at all costs.

9:45 - 11:00 am *continued*

3 ROUNDTABLE DISCUSSIONS

Pre-registration required at conference

The Impact of Railroads

Royce S. Fisk

*Sr. Business Director of Food & Refrigerated Group
Union Pacific Railroad*

What role do the railroads play in the much-talked-about and very real carrier capacity issues with which operations managers are dealing? Join this discussion to explore current and future issues and opportunities from the rail perspective.

Applications for Voice

Ronald W. Hounsell, CIRM

*Director, Logistics Services
Cadre Technologies, Inc.*

Voice technology is now well established in the warehouse and, cost-wise, more accessible. Users and potential users are invited to discuss what it takes to implement voice technology, what issues arise and what results should be expected.

Safety Pays and Pays...*

Dan Zipes

*Associate VP, Distribution
Home Interiors & Gifts*

Worker comp claims, lost time, overtime and lost productivity can have a damaging effect on your bottom line and employee morale. Share your ideas on implementing a safety program from orientation to building employee buy-in.

** This Roundtable is repeated on Tuesday, May 3, 3:30 - 4:45 pm.*

11:30 am - 1:30 pm

LUNCHEON PRESENTATION



Scott McKain

*Vice Chairman,
Board of Directors
Obsidian Capital Corporation*

All Business is Show Business

It is difficult to keep up and thrive during these changing times. With experience in both business and entertainment, Scott McKain has developed a unique concept...ALL businesses need to apply the techniques of SHOW business to prosper and grow in today's culture. Directors on the set are responsible for "calling the shots." Yet, they also must integrate the differing personality styles and interests of people as varied as the actors to the technicians (think senior managers to front-line associates). A similar challenge is apparent in today's businesses. This program will show you how to direct the show that you run!

1:45 - 3:00 pm

2 FEATURE PRESENTATIONS



MODERATOR:

Thomas L. Tanel

*President & CEO
CATTAN Services Group, Inc.*

For-Hire Logistics and Transportation Services

The leadership team of the Institute of Supply Management (ISM) Logistics and Transportation Group will conduct a panel discussion on the basics of buying logistics and transportation services. The focus will be on the potential and limitations of for-hire logistics and transportation services, the management and control of cost, and available options within the logistics network. You'll learn the similarities and differences between inbound and outbound services and the priorities of buyers and providers as well as the value that your purchasing and supply management skills bring to bear on buying these services.



Jeanne R. Reisinger

*Director, Global Customer
Services/Logistics
Procter & Gamble*

Hardwire Corporate and Warehouse Strategies

Conference attendees last year commented on the "excellent content" in this session so we're bringing it back. Learn about integrating corporate strategy, warehouse strategy and customer needs to gain a competitive advantage. You'll leave with tools to link your warehouse and corporate strategy, examples of how doing so has worked and tips for evaluating customer needs vs. wants.

"I found the conference to be a valuable experience. The topics were "real world" and the keynote speakers were fantastic."

Joe Munley

*Assistant Vice President
BJ's Wholesale Club, Inc.*



1:45 - 3:00 pm *continued*

4 TOPIC SESSIONS

Dignity and Respect in the Workplace

Susan Meholic Cromwell
Human Resource Manager
Aspen Distribution

Workforces are more diverse than ever before. And because of that, employers need to take a proactive approach in training employees in diversity issues and promoting a culture of respect and dignity in the workplace. This presentation will outline the basics of a dignity policy, guidelines for creating such a program and the importance of inclusion and fair treatment for all employees. You'll learn the advantages, benefits and the importance of workplace diversity.

Growth = Success = New Challenges

David McCready
VP, Distribution Operations
O'Reilly Auto Parts

When a company experiences rapid growth, the resulting success often creates operational challenges. O'Reilly Auto Parts is in the enviable position of experiencing rapid growth — which has created the need to reinvent their distribution operations. They are currently involved in a large-scale project to improve distribution performance. This first-hand case study will review the business challenges, the planning process, technologies deployed and impact to the business.

Connectivity and Collaboration

Kevin Lynch
President & CEO
Nistevo Corp.

Trucking transportation remains a manual, labor-intensive process that often has a significant impact on the warehouse and other supply chain members. Whether you're facing capacity issues, looking to maximize truckload efficiency or to streamline processes through the use of technology, this session will provide keen insights for you. Kevin Lynch will share his knowledge of how shippers and carriers can dramatically improve the efficiency of their logistics operations through improved connectivity and collaboration.

Measure Against Potential

Peter Schnorbach
VP, Product Marketing
RedPrairie

While commonly used productivity metrics such as units per load, units shipped or moves per hour provide a useful measure against historical standards, they fail to accurately report the operation's effectiveness against its true potential. This presentation will explain the difference between position metrics and activity-based engineering standards. Hear how to use such standards to drive improvement for nagging issues like attendance, increased safety, job training and union issues.

3 ROUNDTABLE DISCUSSIONS

Pre-registration required at conference

Everything You Ever Wanted to Know About EPC and RFID

Kevin Donahue
Director
Checkpoint Systems, Inc.

Learn key decision points and the details that must be considered to successfully implement an Electronic Product Code™ (EPC) and Radio Frequency Identification (RFID) program. Non-technical professionals and those who want a high-level view of today's EPC/RFID tagging requirements and the benefits of implementation are encouraged to attend.

Managing a Small(er) Warehouse: Creativity Required

Randall B. Plost
Houston Distribution Manager
Victaulic Company of America

The problems in a small warehouse are similar to those in a large DC, but finding the solution often requires extra creativity. Join this discussion to share your ideas for solving such problems as absenteeism, safety issues and maintenance — or any others you are facing!

Marketing the Invisible

Mark E. Richards
Vice President
Associated Warehouses, Inc.

Discuss the unique challenges that are part of marketing intangible or invisible products such as outsourced services. Share your organization's challenges and the methods you've found to be effective. You are guaranteed to leave with at least one actionable idea.

3:30 - 4:45 pm

2 FEATURE PRESENTATIONS



Amy S. Carovillano
VP, Logistics & Distribution
The Container Store

GREAT People / GREAT Culture

Learn how The Container Store, the originator and leading retailer of storage and organization products, has embraced and fostered a strong corporate culture in its distribution center through training, communication, respect, empowerment and FUN! This commitment to the company's culture has resulted in career warehouse employees, improved productivity and an environment where employees look forward to coming each day to work alongside great people. The culture and trust in the company has landed the retailer a spot on *Fortune* magazine's annual list of "100 Best Companies to Work For" for the past five years.



Ann E. Christopher
Vice President & General Counsel
Kenco Group, Inc.

Legal Reality

Responding to customer demands and ensuring your company is legally protected sometimes seem contradictory in purpose. Customers and 3PLs will benefit from this session, which promises to provide a comprehensive explanation of the legal pitfalls that can compromise your ability to avoid costly claims and lawsuits. Learn the art of effective negotiation, which is instrumental in protecting the best interests of all involved. In addition, you'll hear an overview of recent government regulations from Sarbanes-Oxley to C-TPAT. What you don't know can hurt you!

3:30 - 4:45 pm *continued*

3 TOPIC SESSIONS

A Multi-Market Model for Site Selection

Robert F. Duncan, Jr.
Senior Vice President
CB Richard Ellis

Susan Harte
Managing Director
Stratemeier, Balkin & Biggins

Effective corporate real estate management in today's fast-paced environment requires understanding how the real estate portfolio can serve the corporation's business model, work and culture. This session will focus on proactive, process-centric approaches to link business unit and economic goals with real estate requirements. Two areas that are guaranteed to add measurable shareholder value are the capital markets' impact on occupancy costs and integrating financial incentives into the site selection process. Learn how these strategies are being implemented for the largest warehousing, distribution and logistics companies throughout North America.

Do You Measure Up?

Peter Bradley
Chief Editor
DC Velocity

Karl B. Manrodt, PhD
Associate Professor
Georgia Southern University

WERC and *DC Velocity* have teamed to create an annual benchmarking study, with WERC members and *DC Velocity* readers participating in an on-line benchmarking project. Attend this session for a report on common definitions of metrics, what metrics are most important to users and how they vary by industry. More importantly, hear how a firm's strategy determines what metrics to use and how the number and type of DCs or warehouses affect metrics.

No Really, Where Is My Order?

Jim Brownell
Director of Business Development - Retail
Manhattan Associates, Inc.

Purchase orders, customer orders, drop ship, VMI, direct to customer, store shipments, returns, return to vendors, store transfers, value-added services... These are all orders! If you're like most companies, you have from 3 to 10 systems to track these different types of orders. What if you had one system that tracked all orders with full visibility and capability — that tracked orders logically and physically? Jim Brownell, former CIO of The Gap, Williams-Sonoma and Coldwater Creek, will talk about what it means to have a true order management system, what it can do for your supply chain and how distribution professionals can really be prepared to answer: *Where is my order?*

3 ROUNDTABLE DISCUSSIONS

Pre-registration required at conference

Is a Mechanized Strategy for You?

Leonard A. DeWeerd
VP, Business Development
Retrotech, Inc.

Warehouse operations "in pain" frequently evaluate mechanized automation to relieve that pain. If you're considering such a solution, join this discussion, which will consider how a company can determine a technical direction and plan a project. Keys to developing solutions and the implementation process will be the catalysts for this discussion.

Relationship Issues*

Robert Koerner
President & COO
Total Logistic Control, LLC

Ask anyone who's been there: setting up and building a successful 3PL / customer relationship takes diligence, hard work, trust and... the list goes on. Join this discussion to share your challenges, successes and, yes, even failures, so we all can get smarter about the process.

**This Roundtable is repeated on Tuesday, May 3, 8:45 - 10:00 am.*

Warehouse Network Design

Michael S. Watson, PhD
VP, Business Development
LogicTools, Inc.

New technology allows inventory optimization to play a key role in warehouse location decisions. Join this discussion to share ideas about trends in network design, inventory optimization, the value of supply chain planning and key design and methodology issues.

6:00 - 8:30 pm

WERC ANNUAL BANQUET

Classically Trained, Comically Derailed...

This is NOT your parent's banquet. We promise good food in a white-table-cloth, but casual atmosphere, and great entertainment. Are you a music lover? Do you like to laugh? How about a combination of the two? We've got it for you.

Mike Rayburn, the "World's Funniest Guitar Virtuoso," will wow us with his critically acclaimed show, which is an eclectic mix of masterful guitar, universally-appealing comedy, and musical combinations never intended by songwriters. Mike uses his astounding guitar creations, uproarious songs and presentation skills to entertain and energize. Mike is a regular at Carnegie Hall, receiving standing ovations at every performance and has been featured in *Newsweek*, *USA Today*, *Billboard* and on the nationally-syndicated "Bob and Tom" radio show. Join us for this relaxing evening of good food, good friends and fun!



10:30 pm - 2:00 am

FACILITY TOUR

Pre-registration required

Attention night owls! Visit Alliance Airport to see a FedEx Express sort as it happens. *See page 18 for details.*

7:30 - 8:30 am

BREAKFAST BUFFET

8:00 - 11:00 am

6 FACILITY TOURS

Pre-registration required

See page 18 for details.

8:45 - 10:00 am

2 FEATURE PRESENTATIONS



Richard H. Sharpe
President & CEO
Competitive Logistics LLC

Getting It From Here to There

The dynamics of transportation planning are playing a major role in cost control initiatives for many companies. DC consolidation trends, utilizing pooling points or building continuous moves can all be significant drivers to solid inbound and outbound transportation strategies. This presentation will outline current strategies that increase customer service while reducing costs, the best way to apply transportation technologies and how to identify the hidden barriers that can lead to failure. Hear a case study example of one consumer products company's successful approach to their transportation requirements.



Barry Brandman
President
Danbee Investigations

Theft, Sabotage, Terrorism: Are You Prepared?

Few topics are more important than protecting your personnel, inventory and supply chain. During this session, you'll learn why distribution companies are easy targets, which security safeguards are easily exploited and practical solutions that will dramatically upgrade your asset protection program. You'll also discover the impact that government security initiatives are having on the warehousing and transportation industries and take away proven safeguards to implement in your own operations.

4 TOPIC SESSIONS

Balanced Scorecard in the DC

Thomas W. Speh, PhD
Rees Distinguished Professor of Distribution
Miami University
Peter Brewer, PhD
Associate Professor
Miami University

Looking for how to best use the metrics and data you gather? The Balanced Scorecard approach to strategic management and measurement was developed at Harvard Business School almost 15 years ago, yet there have been few attempts to apply it in the warehouse. In this session, you'll gain a solid understanding of this robust methodology, including its value, how to implement it in the warehouse and key metrics that can be used in a warehouse balanced scorecard.

Voices Carry

Frank Drasler
VP, Distribution
Kwik Trip
Larry Sweeney
VP, Product Management
Vocollect, Inc.

Minimizing the fulfillment cycle and increasing accuracy are paramount to sustaining customer satisfaction. And with increased customer pressure, nowhere is process improvement more important than on the warehouse floor where the orders are fulfilled. As companies expand their reach to more customers and product lines include more SKUs, the number of orders rises — and the cost of even one error climbs. Come to learn how one company is leveraging voice technology to drive efficiencies within their enterprise — and their plans for the future.

Uninterrupted Output

Casey Chung
Director, Production Planning
Blockbuster, Inc.
John Pulling
COO and VP of IT
Provia Software

Blockbuster Entertainment, one of the most recognizable names in media entertainment, is using constraint-based modeling to plan work in their DC and is achieving maximum output. This approach considers the potential constraints or bottlenecks, including labor, equipment, VAS, order complexity and transportation requirements that can affect output and produces a daily work schedule (order release times, requirements for warehouse equipment and assembly workstations, etc.) plus detailed schedules for staging lanes, dock doors and carrier appointments. Real-time feedback of actual *versus* scheduled performance allows for "on-the-fly" adjustments if an unexpected event occurs, which allows for maximized output to continue uninterrupted.

From Storage to Value-Add Center

William Church
President, Distribution Group
Standard Corporation,
A UTi Worldwide Company
Barry Emerson
Director of Customer Service, Logistics & Planning
Robert Bosch Corporation

Sylvester Hester
President and
Randall Waldrup
Director of Operations
Key Logistics Solutions, LLC

Back by popular demand, this session will tell how the Robert Bosch Southeast DC evolved from a traditional overflow warehouse to a center that does just-in-time deliveries, returnable packaging, returnable cleaning, line side supply and quality control. You'll hear about the impact of being a Foreign Trade Zone and how qualification as a certified minority vendor allows Robert Bosch to grow in the automotive market. This case study will also highlight the value of a long-term partnership between customer and warehouse operator.

8:45 - 10:00 am *continued*

3 ROUNDTABLE DISCUSSIONS

Pre-registration required at conference

Relationship Issues

Robert Koerner
President & COO
Total Logistic Control, LLC

Ask anyone who's been there: setting up and building a successful 3PL / customer relationship takes diligence, hard work, trust and... the list goes on. Join this discussion to share your challenges, successes and, yes, even failures, so we all can get smarter about the process.

Legal Challenges in Logistics*

Ann E. Christopher
Vice President & General Counsel
Kenco Group, Inc.

This interactive session will address specific legal challenges in today's logistics environment. Security, the infiltration of organized crime, insurance loopholes and defenses are among the issues to discuss. Gain an informed perspective on laws and regulation as they impact your business and learn how best to address risk to your operation.

**This Roundtable is repeated today at 10:15 - 11:30 am.*

Managing Performance in the Warehouse

Diane Z. Lowman
VP of Human Resources
Standard Corporation,
A UTi Worldwide Company

People are a manager's greatest resource — and often the greatest challenge. This discussion will focus on the thorny issues that you face everyday in managing performance in the warehouse. Come share your success stories, tips and techniques.

10:15 - 11:30 am

2 FEATURE PRESENTATIONS



Thomas R. Quinn
Director of Fulfillment Services
Mailing & Fulfillment Service Association

3PF ≠ 3PL

3PF (third party fulfillment) companies are not the same as 3PLs. They serve unique markets, such as marketing organizations, by providing marketing support applications. And they use specifically designed software to support these applications. This session will clearly explain the activities of a 3PF company and point out the potential benefit of expanding a 3PL to include 3PF activities.



Philip W. Carlson
Senior Director of Transportation
Kraft Foods North America



Carl V. DuBose
Senior Manager, Logistics Operations
PepsiCo Beverages & Foods

Damage Prevention Techniques & Training

A damage prevention strategy could save your company time and money! This was certainly the case for Kraft Foods when they took a proactive approach to damaged goods in their operation. This session will talk about the Kraft program and the training video that resulted. In addition, you'll hear how PepsiCo Beverages & Foods has institutionalized the loading techniques described in the video through innovative training. You'll leave with tips for a relatively simple and highly effective approach to preventing load damage.

“ This was a well planned event. The tracks were informative, the speakers were the best they've been, and the topics were spread out to allow everyone the chance to hone in on a specific area of interest.”

Fred Shultz
Director,
Safety and Compliance
Satellite Logistics Group

10:15 - 11:30 am *continued*

4 TOPIC SESSIONS

Blue Sky Into Reality

William B. Keeley
President
Keeley Construction, Inc.

John R. Patelski
President
A. Epstein and Sons
International, Inc.

John Yasak
Director of Distribution Operations
Jewel-Osco
(Division of Albertsons)

Have you ever dreamed about converting your old, obsolete facility into a well-functioning and up-to-date warehouse or longed for more clear height in order to increase your racking efficiencies? Well, dreams can become reality! Attend this session to learn key elements of the renovation process including a detailed discussion of redevelopment components and related construction costs. You will also hear a case study of how Jewel/Albertsons raised the roof of a 400,000 square foot DC while continuing operations.

Training From the Bottom Up

Danny Batchelor
Manager-Operations Training
Home Interiors & Gifts

Dan Zipes
Associate VP, Distribution
Home Interiors & Gifts

Too many companies fail to see the benefits of training hourly associates. This session will outline compelling reasons to train hourly employees, especially in areas other than job function. Implementing such training can lead to increased morale, creating bench strength for key positions, growing a pool of qualified team leaders and supervisory candidates, communicating company culture and reduced turnover. Hear the real story from speakers who have witnessed it happen in their company.

Engineering the Last 5%

Steve Mulaik
Partner
The Progress Group

Stuff happens — and 5% to 10% of orders in most warehouses never follow the path intended by the warehouse's designer. This session focuses on how to get the last 5% out — the orders that keep you at work late and cause pain. You'll witness a showcase of innovative practices to deal with that elusive 5%, uncovered through a career of touring real world, mid- to large-size warehouses. Each attendee will walk away convinced that the process and procedures around the last 5% should be thought through as much as the process and procedures around the 95%.

MHE and WMS Decisions

Robert B. Silverman
President
Gross & Associates

Robert Wilson
VP, Distribution Systems & Quality
Fossil, Inc.

Daunting — that often describes trying to decide the appropriate material handling and warehouse management technology for an operation. This session is for you if you're grappling with questions like: Will there be payback on automated equipment? How much information system support is justified? Will a basic operation that requires fewer resources to maintain meet our needs? Using examples from their decades of experience, the presenters will demonstrate how to analyze requirements and options to determine optimal and cost-effective technologies for your warehouse.

3 ROUNDTABLE DISCUSSIONS

Pre-registration required at conference

Capacity Challenge*

George Grossardt
VP, Alliance Services
Schneider Logistics, Inc.

In 2004, securing trucking capacity at any rate became increasingly difficult as freight demand increased in the 3rd and 4th quarters. Come to discuss what is driving the capacity/demand imbalance and how shippers and carriers can manage through difficult demand capacity situations. You'll gain insights about how to ensure freight moves during the surge season in 2005.

**This Roundtable is repeated on Wednesday, May 4, 8:45 - 10:00 am.*

Location, Location, Location

Rick Anderson
Global Logistics Director
Robert Mondavi Winery

In a post 9-11 world, are companies looking at smaller DCs in multiple locations or fewer locations with "big boxes"? How are changes on the transportation side (hours of service, fuel costs, driver availability) impacting network design? How important are economic incentives? Join your peers to consider these and other site selection questions in an open forum.

Legal Challenges in Logistics

Ann E. Christopher
Vice President & General Counsel
Kenco Group, Inc.

This interactive session will address specific legal challenges in today's logistics environment. Security, the infiltration of organized crime, insurance loopholes and defenses are among the issues to discuss. Gain an informed perspective on laws and regulation as they impact your business and learn how best to address risk to your operation.

11:35 am - 1:30 pm

LUNCHEON PRESENTATION



Larry Winget
The Pit Bull of Personal Development

Hardcore Self Help That's Funny!

Larry Winget is billed as "The Pit Bull of Personal Development" and "World's Only Irrational Speaker." With that attitude, you know you'll enjoy his hilarious approach to teaching universal principles of success. He believes that most of us have complicated life and business way too much and that we need to lighten up, take responsibility, be more flexible and stay positive. Winget, a 2002 member of the National Speakers Association Speakers' Hall of Fame, is the author of *Shut Up, Stop Whining & Get A Life: A Kick Butt Approach to a Better Life*, which reached #1 on the *Wall Street Journal* business books list. Larry promises to show us how to keep things in perspective — in a way we'll long remember.

FEATURE PRESENTATION



Edward H. Frazelle, PhD
President & CEO
Logistics Resources
International

Warehouse Measures: Where We're At

A question that gets asked every day is "how do our stats stack up against others in the industry?" This session will present some answers to that question as Dr. Ed Frazelle reports on a recently completed comprehensive survey of warehousing performance measures in a variety of industries. The study considers current performance productivity, accuracy, cycle times, storage location utilization and the utilization of various technologies in the DC. Be among the first to hear the results of this timely report.

3 TOPIC SESSIONS

Engage Associates/ Unleash Productivity

Ronald W. Hounsell, CIRM
Director, Logistics Services
Cadre Technologies, Inc.

Patrick Kelley
Director of Logistics
True Value Company

There still are significant opportunities to unleash the full potential of your warehouse productivity and actively engage hourly employees in the process. Equally important, these improvements are sustainable over time through continuous improvement techniques. This session will examine common approaches to measuring labor productivity and the state of supporting technology. It will look at a range of options for incenting warehouse workers and present a case study from True Value Hardware illustrating the power of a comprehensive approach to warehouse productivity.

Third Party Logistics: Present and Future

Richard D. Armstrong
President
Armstrong & Associates, Inc.

It's no secret that the strategic and tactical capabilities of individual 3PLs vary. In this session, Armstrong will share his analysis of which 3PLs are doing the best job; the impact of globalization, consolidation and technological change and how supply chains and 3PL profitability vary by industry verticals. He will present summary results from his warehouse pricing research and his expectations for the future in third party logistics.

HOS Realities

MODERATOR:
Michael R. Crum, PhD
Professor of Transportation & Logistics
Iowa State University

The Federal Motor Carrier Safety Administration's hours-of-service (HOS) regulations went into effect in January 2004. The revisions to HOS represent the most significant motor carrier industry public policy change since economic deregulation in 1980. In this session, panelists will provide shipper and carrier perspectives about the cost and service impact that resulted from these changes. They will also discuss how carriers and shippers/receivers have worked together to mitigate possible adverse effects.

2 ROUNDTABLE DISCUSSIONS

Pre-registration required at conference

Data Profiling*

Norman E. Saenz, Jr.
Manager of Logistics
Carter & Burgess Consulting

The quickest method to identify productivity improvement opportunities is to profile your operations using reliable data. Discover how this analysis can guide you to look at solutions ranging from simple process or layout changes to high-investment technology solutions.

**This Roundtable is repeated on Wednesday, May 4, 8:45 - 10:00 am.*

Global Warehousing

Linda Childs Hothem
CEO
Pacific American Services (PAC-AM)

Welcome international conference attendees and others with an interest in international warehousing! Let's share best practices in international logistics and discuss partnering around the globe and explore US Foreign Trade Zone programs and other trade incentives.

"The annual WERC conference provides a wealthy resource of knowledgeable industry professionals to tap for valuable information and best practices."

Ronnie Patron
Supervisor, Warehouse
Berlex Labs Inc.

3:30 - 4:45 pm

FEATURE PRESENTATION



Judith Anderson
Partner
Anderson & Rust
Consulting



Charles L. Taylor
Principal
Norbridge Consulting

Leading with Grace and Ease

What if there were tools and technologies to lead corporate change with “grace and ease” as opposed to the usual “drama and trauma”? What if there was truly a way to corporate nirvana where there was passion and commitment at all levels of the organization to the same shared goals? The presenters believe — based on years of leading change from the shop floor to the boardroom — that not only are grace and ease possible, they are the way successful organizations and leaders work. You don’t want to miss this session where the speakers will share such tools and technologies using real-world case studies.

3 TOPIC SESSIONS

0-1-2-3-GO!

Patrick J. Byrnes
President
Supply Chain Partners

How many definitions of crossdocking have you heard? How many variations of the *how, why, where* of crossdocking do you know about? Attend this session to hear the simple-to-define — and highly effective — approach that some facilities are taking to control the rising cost of labor and 3PL handling fees. The practical 0-1-2-3 touch strategy is easy to understand and to implement and can result in real savings in time and money. Take this idea back to your operation and see the results!

The Last Warehouse

Kevin Atkins
Director, Customer Supply Chain Technology
Kraft Foods

Dale Brockwell
Senior Director,
Customer Supply Chain–DSD
Kraft Foods

If you consider the retail store as the last warehouse in the supply chain, where Direct Store Delivery brands can generate 25% of sales and 50% of store profit in only 20% of space, you would definitely agree that a creative and competitive warehouse strategy should include DSD. This session will illustrate how many dollars of profit can be put in the bank if a short- and long-term plan has action steps that include out-of-stocks, data synch, POS and maybe even RFID!

Focused Metrics

Thomas Patterson
VP/General Manager
Saddle Creek Corporation

Tom Vander Weide
General Manager, Logistics
G-3 Enterprises

Are the metrics or KPIs you’re measuring the right factors to watch? Are they driving improvement in your operations? Finding data to collect is the easy part. Keeping it standardized and focused on performance is the challenge. This session will consider what makes metrics programs successful from both the service provider and customer perspectives. It will detail a case study of a consumer products company with eight domestic, regional DCs, most operated by 3PLs. Learn how to use metrics to drive both internal and external improvements.

2 ROUNDTABLE DISCUSSIONS

Pre-registration required at conference

Analyzing Warehouse Automation

Lawrence Dean Shemesh
President
OPSdesign Consulting

To automate or not to automate, that is the question. Do the benefits of warehouse mechanization and automation initiatives outweigh the associated cost and risk? Join fellow attendees to share ideas and experiences from concept development and alternative evaluation through implementation.

Safety Pays and Pays...

Dan Zipes
Associate VP, Distribution
Home Interiors & Gifts

Worker comp claims, lost time, overtime and lost productivity can have a damaging effect on your bottom line and employee morale. Attend this session to share your ideas on implementing a safety program from orientation to building employee buy-in.

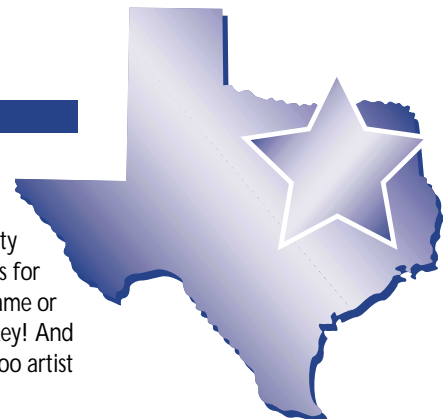
5:30 - 7:30 pm

THEME PARTY

Howdy Y’all!

Welcome to WERC’s Texas State Fair

Everything is **BIG** in Texas and this state fair is no exception. We promise a night of Southern Hospitality and a state fair atmosphere served up with good eats and a local DJ to spin some platters (that’s CDs for you young’uns). Try your hand at the midway games like “Flippin’ Chickens” and “Frog Bogg” or a game or two of Texas Hold’Em poker. But don’t get caught cheating or the sheriff may throw you in the pokey! And don’t let them Carnival Barkers talk you into anything, but you might want to mosey over to the tattoo artist or the palm reader and add a little excitement to your evening at the TEXAS STATE FAIR.



7:30 - 8:30 am

BREAKFAST BUFFET

8:45 - 10:00 am

2 FEATURE PRESENTATIONS



Kate L. Vitasek
Managing Partner
Supply Chain Visions

Perfecting the Perfect Order

You know it's true. What really matters in today's customer-driven economy is "Did the customer get what they wanted, when they wanted it, how they wanted it?" Companies have worked hard to get their fill rates up—often into the 90th percentile—only to find that many customers still aren't satisfied. What to do? One possibility is to go beyond measuring simple fill rates and examine perfect order metrics. Attend this session to learn the basics of the Perfect Order Metric and how to use cross-functional process metrics, such as the Perfect Order Index, to help your company achieve overall performance. Examples will be given of supply chain process metrics and a case study will be provided.



John M. Hill
Principal
ESYNC

-ibilities are Key

In the customer-focused, cost conscious, fast-paced and time-sensitive world of distribution, *flexibility*, *adaptability* and *visibility* are key elements of the successful company. Sounds good, right? Difficult to execute — for sure! Attend this session to hear about the business needs that drive these elements and the technology that enables them. Learn how to balance flexibility, cost and speed across the network.

2 TOPIC SESSIONS

Improved Labor Productivity: A Case Study

Doug Higginbotham
VP, Distribution
Yankee Candle Company

Charles Zosel
Division Manager, Productivity Improvement
Tom Zosel Associates, Ltd.

Hear how Yankee Candle Company justified and implemented its productivity program, the obstacles it encountered and the results it has achieved. You'll gain insight and proven approaches from this success story as it outlines three critical components for a successful labor productivity implementation: Engineering (establishing the best practice and a fair and accurate rate), Labor Reporting (discrete rate calculation, performance feedback, manpower planning), and Management Execution (change management, training, and leveraged use of the tool).

Partnering With Your Vendor

Larry Strayhorn
President
Diamond Phoenix

Jason King
Director of Facilities & Engineering
Green Mountain Coffee Roasters

Establishing a strong partnership with your vendors is often a critical step in the long-term success of any project. Hear how Diamond Phoenix's systems group teamed with the Green Mountain Coffee Roasters, early in the process, to develop an innovative distribution system for a new warehouse and DC. The system includes conveyors, pick-to-light, wire guided narrow aisle trucks, shelving, and a comprehensive software system that provides a new approach to wave picking. You'll learn first-hand information about the effectiveness of this team approach and its impact today and for the future for Green Mountain's strategic growth plans.

2 ROUNDTABLE DISCUSSIONS

Pre-registration required at conference

Capacity Challenge

George Grossardt
VP, Alliance Services
Schneider Logistics, Inc.

In 2004, securing trucking capacity at any rate became increasingly difficult as freight demand increased in the 3rd and 4th quarters. Come to discuss what is driving the capacity/demand imbalance and how shippers and carriers can manage through difficult demand capacity situations. You'll gain insights about how to ensure freight moves during the surge season in 2005.

Data Profiling

Norman E. Saenz, Jr.
Manager of Logistics
Carter & Burgess Consulting

The quickest method to identify productivity improvement opportunities is to profile your operations using reliable data. Discover how this analysis can guide you to look at solutions ranging from simple process or layout changes to high-investment technology solutions.

10:15 - 11:30 am

FEATURE PRESENTATION



Catherine L. Cooper
President
Q4 Logistics

Getting It Right the First Time!

This session will present practical, proven advice for managing projects from defining the project to developing an effective team and assigning tasks to overcoming objections and coping with politics. You'll hear specific distribution project examples and learn best practices gleaned from interviews with 75 logistics project managers. Learn about PM tools including the decision history matrix, a three-step process for contingency planning and how to conduct a project impact analysis. Discover how to avoid blunders that have sabotaged others!

3 TOPIC SESSIONS

Integrating WMS With TMS: Should I Care?

Todd Wiegand
Director, Sales & Marketing
Zethcon Corporation

Many companies still see warehousing and transportation as functional silos that do not interact with each other, which can result in a "throw it over the wall" mentality that leads to chaos trying to get that "hot" order shipped. This presentation will focus on the benefits derived by optimizing processes across warehouse (WMS) and transportation operations (TMS). You'll learn ways to drive value from such integration, extend the TMS functionality to the customer and alternatives to TMS.

Postponement: A Competitive Weapon

Gene E. Obrock
VP, Operations
Henkel Consumer Adhesives

World-class customer service can be the differentiation that keeps your customers coming back. Have you considered achieving such outstanding customer service by adopting postponement techniques into your distribution network? Learn how Henkel Consumer Adhesives leverages distribution as a competitive weapon through integrating value-added services and postponement in meeting customer requirements.

ERP vs. Best-of-Breed WMS

Lawrence Corrigan, II
Director, Distribution
Tractor Supply Company

Richard Romero
Sr. Director Supply Chain Management
Blockbuster Inc.

Patti Satterfield
Business Development Manager
Q4 Logistics

Some ERP vendors are moving into the WMS field, which creates a decision point for warehouse operational and IT professionals. This session will focus on the real-world experiences of companies who have gone through an evaluation of ERP for warehouse management vs. best-of-breed WMS. You'll learn the criteria used to determine the best solution, the pros and cons of the decision and the benefits experienced. This interactive panel discussion will outline a roadmap for others to follow as they make this decision for their own operations.

2 ROUNDTABLE DISCUSSIONS

Pre-registration required at conference

Metrics, Metrics, Metrics

Kate L. Vitasek
Managing Partner
Supply Chain Visions

Is your operation metrics-driven or are metrics just driving you crazy? Numbers, stats, and reports don't make your operation efficient or effective. Join this candid discussion to get a better handle on the *what* and *how* of metrics so you can use them to improve your operations.

A Critical Eye on Piece Picking

John T. Giangrande
Senior Account Executive
Fortna, Inc.

Improving productivity = increased profits. Join this discussion to share ideas and experiences about ways to improve productivity based on pick path layout, picking methods, tools/work aids and technology. Don't miss this one!

11:35 am - 1:30 pm

LUNCHEON PRESENTATION



Tim Gard
Comic Visions, LLC

Developing a Comic Vision

Tim Gard finds humor almost everywhere. And he'll help you find the humor in all kinds of situations as you listen to his outrageous stories. Gain a fresh perspective on work and life in this laugh-a-minute presentation and discover how to harness humor to instantly reduce stress and renew spirits throughout the day. You'll leave conference with a smile on your face and ready to face the demands of the job with a refreshed attitude, new ideas and a host of new contacts in the industry.

CONFERENCE REGISTRATION

Take advantage of the EARLY BIRD SPECIAL!
Register by Tuesday, March 15 and SAVE.

CONFERENCE FEES	WERC MEMBER	NON-MEMBER	*NEW WERC MEMBER	**EDUCATOR MEMBER	EDUCATOR NON-MEMBER	*NEW EDUCATOR MEMBER
Early Bird Registration (until March 15, 2005)	\$ 925	\$1,225	*\$1,165	\$475	\$575	*\$555
Regular Registration	\$1,025	\$1,325	*\$1,265	\$575	\$675	*\$655
Sunday WIRE only	\$ 25 (WIRE is included in above registration fees.)					

WERC Members Save!

* **Not a member?** Join WERC and you'll save on conference registration and receive membership benefits through December 2005! WERC membership is on an individual basis only. Membership dues are not tax deductible as a charitable contribution, but may be deductible as a business expense. No partial registration fees will be honored.

** Educator membership is available only to full-time members of the instructional staff of an accredited college, university, trade, technical, specialty or high school.

HOW TO REGISTER

- **ONLINE** – Save time and postage! Log onto www.werc.org Click on Annual Conference, then on Registration and follow the instructions on the screen.
- **FAX OR MAIL** – Complete the registration form on page 19. If there is more than one registrant, please photocopy the original and use a separate form for each person.

REGISTRATION CONFIRMATION

Once we receive your registration form and payment, WERC will mail you a letter of confirmation with additional conference details.

CANCELLATION POLICY

Cancellation Date	Refund Amount†
Until March 4, 2005	No charge
March 5 – April 1, 2005	Refund less \$150
April 2 – 15, 2005	Credit, less \$250, toward WERC's 2006 Annual Conference
After April 15, 2005	No refund or credit

† Substitutions can be made without penalty at any time. To do so, please notify WERC of the change in writing and recognize that if the transfer is made from a WERC member to a non-member, you will be charged the difference.

Please keep in mind...

- Registrations will not be processed until full payment is received.
- Register by April 5, 2005, to be included in the conference list of attendees.

AIRLINE RESERVATIONS

United Airlines is offering discounted airfare for the WERC Annual Conference.

 **UNITED AIRLINES**

Group Reservations

1-800-521-4041

Reference #

550KZ

Policy: United Airlines offers a 5%-10% discount off the lowest applicable discount fare. An additional 5% discount is applicable when tickets are purchased 60 days prior to travel.



HOTEL RESERVATIONS

This year's conference is being held at the

Adam's Mark Hotel Dallas
400 North Olive St.
Dallas, TX 75201

Reservations
(800) 444-2326

Hotel Direct
(214) 922-8000

Take advantage of this year's discounted group rate of **\$149** (subject to 15% city tax).



ROOM RESERVATIONS

Call the hotel at **(800) 444-2326**. To receive the reduced rate, tell them you are attending the Warehousing Education and Research Council's Annual Conference.

DEADLINE

To reserve a room at the discounted rate of \$149, you must make your reservation by March 25, 2005. After this date, the discounted rate will be honored only as space is available. Make your reservations early!

PAYMENT

When you make your reservation, your credit card will be charged the deposit amount of one night's room and tax. This amount will be credited to your final room bill upon checkout.

ROOM CONFIRMATION/CHANGES

The hotel will confirm your room reservation directly. Any changes should be handled directly with the Adam's Mark Hotel Dallas at (214) 922-8000. If you need to cancel your room, you must do so 3 days prior to arrival to receive a full refund. No refunds will be given after that date.

HOSPITALITY SUITES

WERC does not permit hospitality suites to operate in the conference hotel during the official conference dates of May 1-4, 2005.

DEADLINES TO REMEMBER

- Conference Cancellation *by March 4*
- Early Bird Registration *by March 15*
- Hotel Rate *by March 25*

GENERAL INFORMATION

ONSITE REGISTRATION DESK

Registrants may stop by the WERC registration desk from 8:00 am – 8:00 pm on Sunday to pick up the Schedule of Events and other important conference materials. The registration desk will also be open from 7:00 am – 5:30 pm Monday and Tuesday and from 7:00 am – 2:00 pm on Wednesday.

WHAT TO WEAR

Expect temperatures in Dallas to be in the low 80's during the day, with evening temperatures in the 60's. Also keep in mind that the meeting rooms are air-conditioned and tend to be cool. Appropriate dress for all conference functions is business casual. Casual dress is appropriate for the Tuesday evening theme party.

LITERATURE DISPLAY

WERC will display books and other industry-related educational materials during the conference. A printed list of these resources, including prices and ordering information, will be provided on site. In addition, complimentary copies of various educational industry literature will be available.



AUDIO TAPES

Want to attend two sessions that are being held at the same time? Or, want to hear a presentation again? Many of the sessions will be recorded and made available for purchase on site or following the conference.

GUEST TICKET PRICES

A limited number of guest tickets are available for any meal or social function. Inquire at the WERC registration desk. Prices are as follows:

Sunday WIRE and Welcome Reception*	\$ 25.00
Breakfast Monday	\$ 40.00
Tuesday / Wednesday	\$ 30.00
Lunch (any day)	\$ 55.00
Monday Banquet*	\$ 75.00
Tuesday Theme Party*	\$ 75.00
*All 3 evening events	\$140.00

FACILITY TOURS

Pre-registration is required for all tours. Using the codes, please write your 1st, 2nd, and 3rd choice on the registration form to the right. You will only be assigned to one tour. If your first choice is not available and you haven't selected alternate tours, you will not be assigned to any tour.

Tours fill quickly, so register early. Requests are honored on a first-come, first-served basis, and only upon receipt of your registration fee. You will receive tour confirmation before conference. At the conference you will get a tour ticket with the specific departure time for your tour.

Approximate time allotment for tours:

May 2, 2005, Monday Morning	7:30 - 11:00 am*
May 2, 2005, Monday Evening	10:30 pm - 2:00 am
May 3, 2005, Tuesday Morning	8:00 - 11:00 am

**On Monday morning, pastries, coffee and juice will be provided since buses depart before breakfast will be served.*

FedEx SOUTHWEST REGIONAL HUB

Attention night owls: We have an exciting opportunity for you to see a FedEx Express sort as it happens! FedEx Express is the world's largest express transportation company, providing fast and reliable delivery to every U.S. address and to 215 countries. On this tour, we'll take you to Alliance Airport where you'll see the company's 170 acre hub, including aircraft ramp operations, truck depot and sort buildings. You'll get a first hand look at this energized operation from unloading the aircraft to the automated system that sorts 24K pieces per hour — the entire hub sorts and moves up to 200K pieces per day. It's worth missing a few hours of sleep to see this!

Scheduled Tour: Monday, May 2 Code: FE-12

Please note: *This tour will depart at 10:30 pm returning around 2:00 am.*

HOME INTERIORS & GIFTS

Home Interiors & Gifts is America's largest direct seller of home décor products, including candles, framed art, mirrors, furniture and more. The company consolidated six DCs into one location in Dallas — a 600,000 sq. ft. facility + 800,000 sq. ft. outside storage, handling 1,300 SKUs. You'll tour this DC which now processes an average of 4200 orders, 700,000 pounds shipped and almost 250,000 pieces picked per day. Take a look at their order selection process — how they pick orders from two-mirrored three-level pick pods, a 25,000 sq. ft. mezzanine, full case pick line and non-conveyable product areas and learn about their RF-directed putaway, replenishment and stocking.

Scheduled Tours: Monday, May 2 Code: HIG-1
Tuesday, May 3 Code: HIG-2

JCPENNEY ALLIANCE LOGISTICS CENTER

The Alliance facility is a state-of-the-art, retail logistics center that receives both domestic and imported merchandise, which is distributed to 13 store support centers and four JCPenney Direct Logistics Centers. Tour this 1.1 million sq. ft. dry storage facility with 15,000 SKUs and see their RF and barcode ID-based picking and material tracking. Get a first-hand look at their order filling pick-to-light process with over 3,400 pick faces. You'll also learn how inventory is maintained in a "lights out" automated storage and retrieval system (AS/RS) with storage for 145,000 pallets.

Scheduled Tours: Monday, May 2 Code: JCP-3
Tuesday, May 3 Code: JCP-4

KRAFT FOODS

Kraft is the largest food and beverage company headquartered in North America and second largest in the world. This tour will introduce you to the 500,000 sq. ft. dry facility at their Ft. Worth Mixing Centers. You'll see multiple material handling methods including forklift, slip sheet and clamp and a real-time, internally-supported warehouse system that directs employee activity and manages proper code date rotation for items. Learn how they combine floor storage, single-select racking and push-back racking to optimize space and discover how they measure productivity using engineered standards and XYZ coordinates. You'll want to pay special attention to their industry-recognized damage reduction efforts and the on-site construction of display-ready pallets.

Scheduled Tour: Tuesday, May 3 Code: KF-5

MARY KAY INC.

Headquartered in Dallas, Mary Kay Inc., is one of the largest direct sellers of skin care and cosmetics in the world. The company has an independent sales force of 1.3 million beauty consultants in more than 30 markets worldwide. On this tour, you'll visit their one-year old Dallas DC which handles 1,500 SKUs and supplies a 9 state area, with 140,000 consultants. With 187,000 sq. ft. and 115 employees, this facility processes 4500 shipments a day. You'll have the opportunity to view all the functionality of this DC including an overview of their WMS system, pick-to-light, AS/RS and AGV systems.

Scheduled Tours: Monday, May 2 Code: MK-6
Tuesday, May 3 Code: MK-7

NORTH TEXAS FOOD BANK

The North Texas Food Bank is a member of America's Second Harvest, the nation's food bank network. You'll visit their 72,000 sq. ft. warehouse which distributes donated food and grocery products (28M pounds last year) to over 400 non-profit agencies in a 13 county area. View their frozen, refrigerated and dry storage areas and a 3,000 sq. ft. in-house commercial kitchen that produces 8,000 meals weekly. Inventory moves quickly at this DC — turning over every two weeks with a significant portion picked up by member agencies. Join this tour on Monday to see how the facility prepares for distribution or on Tuesday to see full distribution activity.

Scheduled Tours: Monday, May 2 Code: NT-10
Tuesday, May 3 Code: NT-11

THE CONTAINER STORE

The Container Store is the nation's leading specialty retailer of storage and organization products with 33 stores across the US. Dallas is home to the company's headquarters and their brand new centralized DC, which supports retail store replenishment, on-line/catalog fulfillment and wholesale operations. Recognized as "Warehouse of the Month" in a 2004 issue of *Modern Material Handling* magazine, this facility operates in 575,000 sq. ft. and has more than 180 employees. You'll get a first hand look at their RF-directed operations, using Catalyst WMS to process 10,000 lines daily. View their narrow aisle-picking with over 35,000 locations, and more than 40 pieces of material handling equipment.

Scheduled Tours: Monday, May 2 Code: CS-8
Tuesday, May 3 Code: CS-9

REGISTRATION

May 1-4, 2005

Please type or print; photocopy and use a separate form for each person registering

Dr. / Mr. / Ms. _____

Nickname (for badge) _____ Title _____

Company _____

Address _____ Suite _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ E-Mail _____

▶ Is this your first WERC conference? Yes No

▶ Type of business: Manufacturer Wholesaler/Distributor Retailer 3rd Party Consultant Other

▶ Area of responsibility: Warehouse Operations/Mgmt General Mgmt Logistics Planning/Mgmt
 Marketing/Sales Traffic/Transportation Mgmt MIS Planning Other

Your registration code: **0 5 A C - 31**

FACILITY TOURS

Please write in the appropriate code for your 1st, 2nd and 3rd tour choice and your request will be honored on a first-come, first-served basis. Due to limited space, you will only be assigned to one tour. **Tour codes and detailed descriptions are on page 18.**

1st Choice _____ 2nd Choice _____ 3rd Choice _____

HOTEL INFORMATION

To request a room at the conference hotel, contact the **Adam's Mark Hotel, Dallas** at (800) 444-2326. *See details on page 17.*

REGISTRATION FEES

	UNTIL 3/15/05 <i>Save \$100</i>	AFTER 3/15/05		UNTIL 3/15/05 <i>Save \$100</i>	AFTER 3/15/05
<input type="checkbox"/> WERC Member	\$ 925	\$1,025	<input type="checkbox"/> Educator Member**	\$475	\$575
<input type="checkbox"/> Non-member	\$1,225	\$1,325	<input type="checkbox"/> Educator Non-member	\$575	\$675
<input type="checkbox"/> NEW WERC Member*	\$1,165 <i>Join WERC & save!</i>	\$1,265	<input type="checkbox"/> NEW Educator Member*	\$555 <i>Join WERC & save!</i>	\$655

Registration for WIRE Only: \$25 (non-refundable) *WIRE is included in above registration fees.*

TOTAL AMOUNT DUE \$ _____

* Become a WERC member and receive membership benefits through December 2005.

** Educator membership is available only to full-time members of the instructional staff of an accredited college, university, trade, technical, specialty or high school.

PAYMENT INFORMATION

American Express MasterCard Visa Check enclosed (payable to WERC in U.S. dollars on a U.S. bank)

Name on Card _____ Expiration Date _____

Cardholder's Signature _____ Account # _____

TO REGISTER:	Online	Phone	Fax	Mail
	www.werc.org	(630) 990-0001	(630) 990-0256	WERC 1100 Jorie Blvd., Ste. 170 Oak Brook, IL 60523-4413

CANCELLATION POLICY (see details on page 16)

CANCELLATION DATE	REFUND AMOUNT
Until March 4, 2005	Full refund
March 5 – April 1, 2005	Refund less \$150
April 2 – 15, 2005	Credit, less \$250, toward WERC's 2006 Annual Conference
After April 15, 2005	No refund or credit

Substitutions can be made without penalty at any time.

REGISTER TODAY!

Get Connected at

WIRE

WERC's Industry Resources Event

Looking for new products to help improve your operations? Want exclusive access to top industry suppliers?

Then make sure your conference plans include WIRE! Talk to suppliers about the challenges facing your operation and make valuable new contacts. You won't want to miss the conference's first major networking event!

- Interact with key industry suppliers to learn more about the latest industry products
- Talk one-on-one with suppliers in a pressure-free environment
- Get answers to your material handling questions
- Learn fresh and innovative approaches to your operational challenges
- Gain important connections



Take in the sights and sounds of Dallas on Saturday and start your conference experience on Sunday with a day full of interactive events, including Roundtable Discussions, WIRE and the Welcome Reception.

See page 3 for more details.

"The WERC conference provides the best opportunity to meet and network with knowledgeable professionals across the country who share the same passion for distribution."

- Brad Kaiser
Operations Supervisor
EDS/Sally Foster, Inc.

"I found the conference to be invaluable. It is a unique experience where you can learn from peers and direct competitors while also interacting with customers and prospects."

- Ryan Delaney
Business Development
Manager
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