



James A. Haslam Business Building

THE UNIVERSITY of TENNESSEE 
KNOXVILLE
COLLEGE of BUSINESS ADMINISTRATION

Demand & Supply Integration Forums Fall Event

Supply Chain Strategy & Management Forum

November 10-12, 2009

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Demand and Sales Forecasting Management Forum

November 11-13, 2009

On behalf of the faculty & staff of the Demand & Supply Integration Forums, we invite you to join us at the Fall 2009 Forums. This unique event brings the **Supply Chain Strategy & Management Forum** and the **Demand & Sales Forecasting Management Forum** together at the Knoxville Marriott during the same week. Furthermore, a joint plenary session on November 12th offers a great opportunity to interact with *both* supply chain and forecasting professionals regarding topics of interest to both groups. We believe this unique format will provide the best of both worlds by allowing attendees to benchmark with supply chain and forecasting colleagues who are facing similar challenges in today's dynamic business environment. Sponsors are invited to attend both meetings at no additional charge.

Agenda

Tuesday, Nov 10

6:00pm-8:00pm

Supply Chain Forum Opening Reception

Meet & Greet UT Undergraduates

Please join colleagues, faculty and undergraduates for refreshments and stimulating conversation before the Forum begins.

Wednesday, Nov 11

7:30am-8:00am

ALL SESSIONS HELD AT THE MARRIOTT HOTEL

Supply Chain Forum Registration & Continental Breakfast

8:00 a.m.-8:30 a.m.

Welcome & Agenda Review

Dr. Ted Stank

Dove Distinguished Professor; Associate Dean of the Center for Executive Education in the College of Business Administration, and Director, UT Supply Chain Forum

Dr. Paul Dittmann

Managing Director, UT Demand and Supply Integration Forums

8:30 a.m.-9:30 a.m.

**Opening
Keynote:**

Mr. Craig Simon, *President FedEx Global Supply Chain Services, FedEx*

9:30 a.m.-10:00 a.m.	Break
10:00 a.m. - 11:00 a.m.	Why Companies Outsource Integrated Global Logistics Mr. Scott McWilliams , <i>CEO, OHL</i> Mr. Jody Holder , <i>Director Supply Chain North America, Sara Lee Household & Beverage</i>
11:00 a.m. - 12:00 p.m.	Supply Chain Risk in Managing a Tiered Supply Base Mr. Dana W. Hullinger , <i>Director Supply Chain Strategy, Integrated Defense Systems, The Boeing Company</i>
12:00 p.m.-1:30 p.m.	Lunch
1:30 p.m.-3:00 p.m.	Positioning Yourself for a Better Carbon Footprint (Green Supply Chain) Mr. Tom France , <i>Global VP of Caterpillar Distribution, Caterpillar</i> Mr. Rob Hills , <i>Deloitte Partner</i>
3:00 p.m.-3:15 p.m.	Break
3:15 p.m.-4:30 p.m.	Breakout: Best Practices in Supply Chain Metrics Facilitators: Drs. Dittmann , Mentzer , and Stank
4:30 p.m.-5:00 p.m.	Metrics Report Out
5:30 p.m & 5:45 p.m.	GATHER AT GUEST SERVICES FOR TRANSPORT TO EVENING RECEPTION
6:00 p.m. - 7:30 p.m.	Supply Chain Forum Reception - Wolf Kaplan Center at Neyland Football Stadium - UT Campus - Meet & Greet Our MBAs This is an opportunity to meet an exclusive group of Logistics MBAs.
	
	Opening Reception - Sales Forecasting Forum Executive Roundtable The Skyboxes at Neyland Stadium Relax and reconnect with colleagues in this unique venue overlooking Neyland Stadium
Thursday, Nov 12	ALL SESSIONS HELD AT THE MARRIOTT HOTEL
7:30 a.m. -8:45 a.m.	Supply Chain Forum Sponsors-Only Breakfast Buffet and Business Meeting <i>For Representatives of Supply Chain Forum Firms Only</i>
8:15 a.m.-9:00 a.m.	Sales Forecasting Forum Registration and Continental Breakfast
8:45 a.m.-9:00 a.m.	Break
9:00 a.m.-9:15 a.m.	Remarks and Agenda Review
9:15 a.m.--10:30 a.m.	Keynote: Global Demand and Supply Megatrends Dr. J. Tom Mentzer , <i>Chancellor's Professor, Harry J. and Vivienne R. Bruce Chair of Excellence in Business, UT Department of Marketing & Logistics</i>
10:30 a.m.-10:45 a.m.	Break
10:45 a.m.-12:00 p.m.	Where is the Economy Heading? Mr. Paul Anderson , <i>Vice-President of Marketing Support, BNSF Railway</i>
12:00 p.m.-1:00 p.m.	Lunch

1:00 p.m.-2:30 p.m.	S&OP Best Practices Mr. Douglas C. DeVries , <i>Senior Vice President, Global Marketing Services, John Deere</i> Dr. Mark Moon , <i>Forum Director and Associate Professor of Marketing, UT</i>
2:30 p.m.-2:45 p.m.	Break
2:45 p.m.-4:00 p.m.	Breakout: S&OP Best Practices Facilitators: Drs. Mentzer , Moon and Dittmann
4:00 p.m.-5:00 p.m.	S&OP Report Out
6:00 p.m.-7:30 p.m.	Sales Forecasting Forum Evening Reception at the Marriott

Friday, Nov 13

ALL SESSIONS HELD AT THE MARRIOTT HOTEL

7:30 a.m.-9:00a.m.	Sales Forecasting Forum Sponsors-Only Breakfast Buffet and Business Meeting <i>For Representatives of Demand and Sales Forecasting Forum Firms Only</i>
9:00 a.m.- 10:15 a.m.	How S&OP Has Changed in the Past Twenty Years to Become an Increasingly Powerful Process Ms. Colleen "Coco" Crum , <i>Managing Principal, Oliver Wight Americas</i>
10:15 a.m.-10:30 a.m.	Break
10:30 a.m.-11:30 a.m.	The Forecasting Process at Kimberly-Clark Ms. Marianne Knops , <i>Demand Senior Specialist, Kimberly-Clark Corporation</i>
11:30 a.m.-12:30 p.m.	13 Years of Forecast Audits Dr. Mark Moon , <i>Forum Director and Associate Professor of Marketing, UT</i>
12:30p.m.-1:30 p.m.	Lunch
1:30 p.m.	Adjourn

Our research shows that companies with sophisticated, highly developed sales forecasting processes have documented returns on investment of more than 200 percent.