



# Supply Chain Forum

November 9-11, 2010



# Forecasting & Demand Management Forum

*Executive Roundtable*

November 10-12, 2010

KNOXVILLE MARRIOTT | KNOXVILLE, TENNESSEE



## Tuesday, November 9

6:00pm-8:00pm  
*Riverview Room, 11th Floor*

### 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, November 10

7:30am-8:00am  
*John Sevier Lobby*

### Supply Chain Forum Registration & Continental Breakfast

8:00am-8:30am  
*MS/KY Ballroom*

### Welcome & Agenda Review

#### Dr. Ted Stank

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

#### Dr. Paul Dittmann

*Managing Director, UT Demand and Supply Integration Forums*

8:30am-9:30am  
*MS/KY Ballroom*

### OPENING KEYNOTE

#### The Next Generation Supply Chain

**Mr. Joel Marpe**, *Vice-President of Logistics Administration, Walmart*

9:30am-9:45am  
*John Sevier Lobby*

### Break

9:45am-10:45am  
*MS/KY Ballroom*

### Managing the Upturn and Its Coming Capacity Constraints

**Mr. Steve Martin**, *Vice-President, Supply Chain Excellence, Ryder*

10:45am-11:00am  
*John Sevier Lobby*

### Break

11:00am-12:00pm  
*MS/KY Ballroom*

### Topic: Lean Supply Chain

**Mr. Ron Briskie**, *Vice-President, Supply Chain, Avery Dennison Office Products North America*



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12:00pm-1:30pm  
*Georgia Ballroom*

## Lunch

1:30pm-2:45pm  
*MS/KY Ballroom*

## Metrics and Performance

**Dr. Bruce Behn**, *Ergen Professor of Business and CBER  
Faculty Fellow, UT*

2:45pm-3:00pm  
*John Sevier Lobby*

## Break

3:00pm-4:15pm  
*MS/KY Ballroom*

## Breakouts: Hot Topic Breakouts

Facilitators: **Drs. Dittmann, Foggin, Holcomb, Srinivasan & Stank**

*MS/KY Ballroom*

**Track 1: Collaboration; S&OP; Inventory Management;  
SKU Management**

*Blount North*

**Track 2: Lean; TOC; Six Sigma**

*Blount South*

**Track 3: Mega Trends**

*Alvin York*

**Track 4: Network Optimization**

4:30pm-5:00pm  
*MS/KY Ballroom*

## Report Out

6:00pm-7:30pm  
*The Square Room,  
Market Square*

## Supply Chain Forum Reception Meet & Greet Our MBAs

This is an opportunity to meet an exclusive group of Logistics MBAs

*The Square Room,  
Market Square*

## Forecasting and Demand Management Forum Opening Reception

Relax and reconnect with colleagues at this unique reception venue in the heart of Knoxville

## Thursday, November 11

7:30am-8:45am  
*Wm Blount*

## Supply Chain Forum Breakfast Buffet and Business Meeting

All attendees are invited.

8:15am-9:00am  
*John Sevier Lobby*

## Forecasting and Demand Management Forum Registration and Continental Breakfast

9:00am-9:15am  
*MS/KY Ballroom*

## Remarks & Agenda Review

**Dr. Mark Moon**, *Director UT Forecasting Forum and Associate Professor  
of Marketing UT Department of Marketing & Logistics*

**Dr. Paul Dittmann**, *Managing Director, UT Demand and Supply  
Integration Forums*

9:15am-10:30am  
*MS/KY Ballroom*

## Keynote: Designing a Network and Managing SKUs in the Fulfillment Process

**Mr. David Clark**, *Vice-President of North America Operations, Amazon*

10:30am-10:45am  
*John Sevier Lobby*

## Break



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10:45am-12:00pm <i>MS/KY Ballroom</i>	<b>Topic: CPFR</b> <b>Mr. Mike Pechtel</b> , <i>Director of Strategy/Planning &amp; Operations for Lowe's Whirlpool Corporation</i>
12:00pm-1:00pm <i>Georgia Ballroom</i>	<b>Lunch</b>
1:00pm-2:30pm <i>MS/KY Ballroom</i>	<b>S&amp;OP at Dal-Tile</b> <b>Mr. Jaideep Mani</b> , <i>Director, Supply Chain Planning, Dal-Tile Corporation</i>
2:30pm-2:45pm <i>John Sevier Lobby</i>	<b>Break</b>
2:45pm-3:00pm <i>MS/KY Ballroom</i>	<b>Forecasting Organization Structures and Metrics</b> <b>Dr. Mark Moon</b> , <i>Director UT Forecasting Forum and Associate Professor of Marketing UT Department of Marketing &amp; Logistics</i>
3:00pm-4:00pm <i>Alvin York Andrew Jackson James Polk</i>	<b>Breakout: Forecasting Organization Structures and Metrics</b> Facilitators: <b>Drs. Autry, Moon and Dittmann</b>
4:00pm-5:00pm	<b>Report Out</b>
6:00pm-7:30pm <i>Marriott Hotel</i>	<b>Forecasting and Demand Management Forum Evening Reception</b>

## Friday, November 12

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7:30am-9:00am <i>Georgia Ballroom</i>	<b>Forecasting and Demand Management Forum Breakfast Buffet and Business Meeting</b> All attendees are invited.
9:00am-10:30am <i>MS Ballroom</i>	<b>Global Forecasting Panel</b> <b>Mr. Karim Belazzoug</b> , <i>Demand Planning Process Leader, Michelin USA</i> <b>Mr. Dave Pocklington</b> , <i>Director, Sales Forecasting &amp; Analysis, Amway</i>
10:30am-10:45am <i>MS Ballroom</i>	<b>Break</b>
10:45am-12:00pm <i>MS Ballroom</i>	<b>CLOSING KEYNOTE</b> <b>Topic: Using POS Data</b> <b>Mr. David Johnston</b> , <i>Senior Vice-President, Manufacturing and Wholesale Distribution, JDA</i>
12:00pm-1:00pm <i>Georgia Ballroom</i>	<b>Lunch</b>
1:00pm	<b>Adjourn</b>

<http://forums.utk.edu>

All events are business casual