



UT's supply chain management/logistics programs are top ranked by publications such as *U.S. News and World Report*, *Supply Chain Management Review*, and *Journal of Business Logistics*.

The Forum Directors

John T. (Tom) Mentzer, Ph.D.

Executive Director

Dr. Mentzer holds the Bruce Chair of Excellence in the University of Tennessee's Department of Marketing and Logistics. He is a nationally recognized opinion leader in the field of supply chain management. His education and research interests focus on delivering competitive advantages in supply chain management. Dr. Mentzer has authored or co-authored eight books, including the popular *Handbook of Global Supply Chain Management*.

Theodore (Ted) Stank, Ph.D.

Director

Dr. Stank is the John H. Dove Professor of Logistics and head of the Department of Marketing and Logistics at the University of Tennessee. His research focuses on the performance benefits associated with logistics and supply chain management best practices. He has authored over 60 articles in academic and professional journals and has consulted with and provided executive education services to over 40 manufacturing and logistics firms.

J. Paul Dittman, Ph.D.

Director of Corporate Partnerships

Dr. Dittman joins the university after 30 years in the corporate environment, most recently as vice-president of supply chain strategy, projects, and systems for the Whirlpool Corporation. He currently teaches at the undergraduate, graduate, and executive education levels and manages the Demand & Supply Integration Forums. Dr. Dittman teamed with Dr. John T. Mentzer and Reuben Slone, executive vice president for OfficeMax, to co-author a *Harvard Business Review* article titled "Are You the Weakest Link in Your Company's Supply Chain?"

Demand & Supply Integration Forums

As frontrunners of demand and supply integration, UT's Forum faculty members are responsive to the dynamic integration of organizations, their suppliers, and their customers to determine, create, fulfill, and communicate value in the global environment.

The Supply Chain Strategy and Management Forum is one of three roundtable think-tanks within the University of Tennessee's Demand & Supply Integration (DSI) Forums, which address critical issues affecting profitability at each link along the organizational supply chain. The Forums are collaborative initiatives of the sponsoring organizations and the University of Tennessee's College of Business Administration.

The Demand & Supply Integration Forums address three distinct but vitally linked strategic business components:

Supply Chain Strategy and Management

Enhancing value and profitability throughout the supply chain

Sales Forecasting and Demand Planning

Maximizing the effectiveness of sales forecasting and demand planning

Customer Value/Marketing Strategy

Listening and responding to the voice of the customer

For general Forum information, please visit

<http://Forums.utk.edu>

Please also visit <http://TheCenter.utk.edu> to learn about UT's Lean Enterprise, Supply Chain Management/Logistics, Process Improvement, Leadership Development and Executive MBA programs.

Supply Chain Strategy and Management Forum

Enhancing Value and Profitability Throughout Your Supply Chain



"The Forum faculty's approach to supply chain management is unique; it reflects the real-world challenges of matching increasingly volatile global demand patterns with ever-changing sources of supply.

This Demand-Supply Integration perspective represents the forefront of research in supply chain management and focuses on the complex problems firms face in today's global environment."

—ALAN WILSON
CHIEF EXECUTIVE OFFICER
McCORMICK FOODS



Department of Marketing and Logistics

<http://Forums.utk.edu>

About the Forum Sponsorship Benefits

The Supply Chain Strategy and Management Forum is a research-based think tank that brings University of Tennessee faculty together with executives from some of the world's most progressive companies. Through interactive large-group discussions and breakout sessions, together they address critical supply chain issues affecting profitability at each link along the organizational value chain. This collaborative format allows sponsors to have unprecedented opportunities to probe, challenge, and offer feedback with an immediacy that leads to unparalleled dialogue.

By participating in the Supply Chain Strategy and Management Forum, sponsors will enjoy the following benefits:

- 1 Networking with highly respected corporate and academic leaders in the supply chain field
- 2 Staying current on the latest supply chain trends
- 3 Benchmarking and sharing best practices with other Forum sponsors during interactive breakout sessions
- 4 Delivering immediate value with profit-generating ideas and career-boosting methodologies
- 5 Receiving five seats, which can be shared with customers or suppliers, at both the spring and fall Forums

In addition, sponsors have unprecedented access to:

- 6 Undergraduate and MBA students for internships and full-time positions from a top-ranked supply chain management program
- 7 Pre-publication previews of the latest research articles and books authored by UT's faculty
- 8 Directing the research initiatives of Forum faculty
- 9 Discounted pricing on UT supply chain executive education seminars, supply chain assessments, and other special project work done by Forum faculty

Who Should Attend

Executives and managers seeking a broader perspective on optimizing their company's supply chain to enhance value and profitability.

Program Content

Program content for all Forums is member-directed. Twice a year, Forum members identify issues they are facing in managing and optimizing their supply chain structures. Thought leaders and senior executives from a broad cross section of industries are then invited to present their ideas, insights, and successes; discuss best practices; and establish benchmarks on these topics.

Sponsorship Information

The program fee for the Supply Chain Strategy and Management Forum is \$10,000* annually and includes five tickets annually (10 tickets total) to the spring and fall Forums.

* Forum program fee includes breakfasts, lunches, evening receptions, and materials. Forum sponsors are responsible for their own travel, hotel, and incidental costs. Sponsorship savings are available for companies participating in two or more of the Demand & Supply Integration Forums.

For more information about the Supply Chain Strategy and Management Forum, please visit <http://bus.utk.edu/supplychain/> or contact:

Dr. J. Paul Dittmann

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"The Supply Chain Strategy and Management Forum is a great source of leading-edge thinking and research... faculty members constantly seek, and act on, feedback from Forum members to make the Forum more responsive to the needs and wishes of its membership. The Forum just keeps getting better."

—MARTIN H. COALSON

ASSISTANT VICE PRESIDENT, PRODUCT DEVELOPMENT & YIELD MGT.
UNION PACIFIC RAILROAD

Our Forum members have included:

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|-----------------------|--------------------|-------------------|-------------------------|-------------------------------|
| Alcoa | Cintas | Hewlett Packard | McKesson | Sanford |
| Avery Dennison | Cummins Filtration | Honeywell | Nissan | Schneider |
| BB&T | DLA | John Deere | Office Max | The Limited |
| Boeing | Dell | Johnson & Johnson | Ozburn-Hessey Logistics | Union Pacific Railroad |
| Boise Cascade | Deloitte | Kimberly Clark | Peerless Pump | Whirlpool |
| Brunswick | Eastman Chemical | La-Z-Boy | Penske | WWL Vehicle Services Americas |
| Bush Brothers | Estee Lauder | Lockheed Martin | Radio Systems | |
| Cardinal Health | Genuine Parts | Maersk | Ryder | |
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