



*Join us in Jacksonville!*

**WINTER CONFERENCE AGENDA  
FEBRUARY 26/27, 2008**

**PONTE VEDRA RESORT & SPA and the UNIVERSITY OF NORTH FLORIDA, JACKSONVILLE, FL**

**ARRIVAL – Monday, Feb. 25th**

Meeting Participants Arrive.  
(Guests staying at Ponte Vedra Beach Resorts, The Lodge & Club at Ponte Vedra Beach)

**1:30** *Golf scramble (optional)*

**DAY ONE – Tuesday, Feb. 26th**

(Meeting held at University of North Florida, University Center)

**7:15** Continental breakfast

**8:00** *Welcome – Introductions*  
*Lisa Shambro, Executive Director, FASS*

**8:15** **Keynote – Traceability**

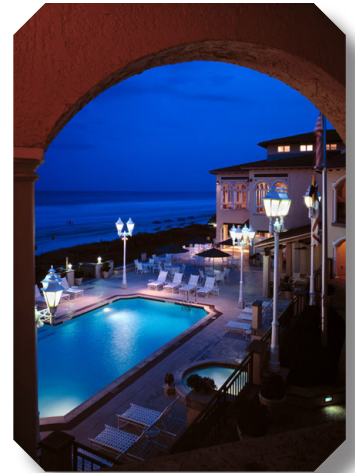
*Issues and Insights for Supply Chain Management*  
*Matt Walsh, Vice President of Sales & Marketing, Bestol Footcare*

The recent rash of news reports on product recalls have significant implications for supply chain management and international trade compliance. Why do recalls depend on the supply chain? Because of the surge in globalization, many U.S. companies depend on overseas production, where quality controls can be difficult to monitor. One of the critical challenges of international supply chain management is the ability for organizations to design a supply chain that is able to cope with multiple contingencies. That is, if recalls are inevitable, organizations must focus on creating a supply chain ready to cope with them. The session will discuss best practice suggestions to track and trace the pedigree of raw materials all the way through the manufacturing process and out to end-point customers. The session will also overview supply chain process integration and alignment particularly within the international arena, including 'the ability to know where product is going, and assessing ahead of time overall traceability processes across the supply chain.

**9:15** **Cost to Serve**

*Professor Yemisi Bolumole, University of North Florida*

A team of researchers at UNF have been involved in a comprehensive study of relevant channel and cost issues affecting the Paper and Plastics industry. This session reports on research findings and recommendations from this research and addresses the multi-level, multi-perspective nature of cost to serve issues in the supply chain, with particular focus on the supplier-manufacturer dyad. Specifically, issues concerning the rationalization of cost of goods sold; developing customer segment-specific sales-guidelines; and identifying optimal combinations of channel options in order to maximize commercial exposure as well as return on investments, will be discussed. Additionally, how to implement recommendations in industries typically characterized by traditional processes and values, and how to implement change management while also being able to maintain a supply chain vision for the future, will be discussed.



**10:15** **Break**

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**DAY ONE – Tuesday, Feb. 26th** *(continued)*

10:30

**Import/Export State of the Industry**

*Professor Robb Frankel, University of North Florida*

In today's marketplace where the term "global trade" has become more norm than competitive edge, how can organizations create change catalysts for success in this environment? The session will address how companies can establish a supply and demand network and reconcile this with global sales and operations planning, in such a way that makes the most of their rationalized corporate infrastructure. Factors that are continually influencing the import/export landscape will be discussed including supply/demand coordination; global sourcing; network design; global market-making; global trade management and compliance; risk management and the consideration of product, service and process in supply chain design. Best practice approaches on what has led to successful fundamental change in business process will be discussed in an open forum.



11:30

**Lunch**

12:30

**Sourcing Simulation**

*Professor Dave Cantor, University of North Florida*

In today's global economy, it is important to understand the dynamics of global supply chain competition. Session participants will have the opportunity to play the role of a distributor in a global supply chain. From this perspective in a network of suppliers and customers, each participant will have to make sourcing, inventory management, and selling decisions to customers that face unique market conditions. 'Players' will have to manage products that have a high depreciation rate. The management of inventory and interpreting the development of global markets are some of the key decisions that the players will have to make.



2:30

**Break**

2:45

**Vision Team Presentation**

*Rob Swift, P & G ; Randi Sumner, Facilitator*

Presentation on work to date establishing functional expectations for the industry in the year 2012. Facilitated discussion to follow to validate and agree on next steps.

4:45

**F4SS – Organizational Development**

*Randi Sumner, Facilitator*

5:15

Adjourn for the day

6:30

**Dinner**

Group Cocktails/Dinner  
The Lodge & Club, Ponte Vedra Beach





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## DAY TWO – Wednesday, Feb. 27th

Meeting held at University of North Florida, University Center

7:15

Hot breakfast

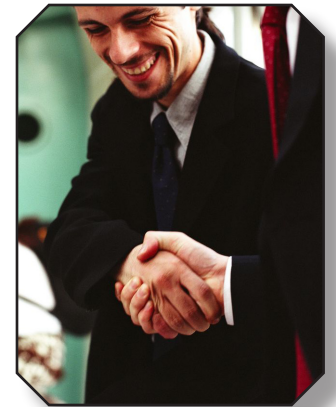
8:00

### Leveraging Supplier Value through Performance Evaluation

**Sherry Gordon**

*SCM Expert and Author of "Supplier Evaluation and Performance Excellence"*

This presentation focuses on how to develop a good supplier evaluation process and performance metrics that are meaningful to your organization. A supplier performance management business process begins with a strategy, supplier performance expectations and evaluation criteria in order to create metrics that are relevant and useful to your organization and give insights that help your suppliers improve their performance. Supplier evaluations should look at leading indicators that are predictive, not just lagging indicators that look at the past, and provide insights into risk factors and root causes of performance problems. Challenges include gathering the most useful information for scorecards and getting from metrics collection to action and supplier performance improvement. The session will address the components of a good evaluation process and success factors.



9:15

### QAI Team Reports

*Bill Babuschak, J&J; Jack Horvath, P&G*

### Global Audit Harmonization Initiative

*Mark Overland, Cargill*



10:15

### Break

10:30

### CSOP-No Touch Replenishment Team Report

*Dave Shinn, Unilever; Dave Hempson, Marietta*

11:30

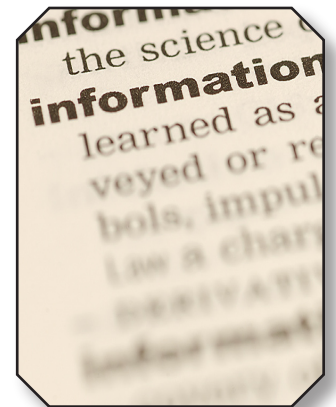
### Lunch

12:30

### Trends in Contract Manufacturing

*Sean Monahan, Vice President, A. T. Kearney*

This presentation provides a historical perspective on trends in contract manufacturing across other industries (electronics, automotive, textiles, etc.) to highlight drivers of change, industry structure and other elements. Findings will provide the foundation for a discussion on the comparative state of CPG, and lessons to be leveraged from the path of other industry sectors.



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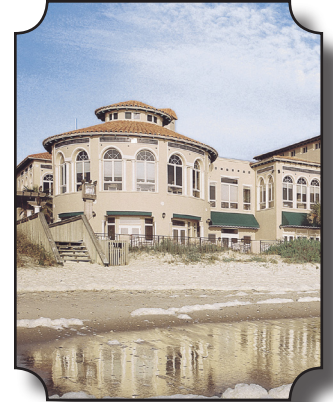
## DAY TWO – Wednesday, Feb. 27th *(continued)*

1:30

### McGill University, Reports on CPG Industry Manufacturing Outsourcing Research

*Professor Vince Thomson, McGill University*

We will be the first to receive a report on the recently completed research within the CPG Industry to dimensionalize the level of outsourcing in the US and Canada, how this has changed from the level of outsourcing in previous years, and the anticipated levels in years to come. Also discussed will be the motivations and drivers of outsourcing, pros and cons, and barriers to outsourcing.

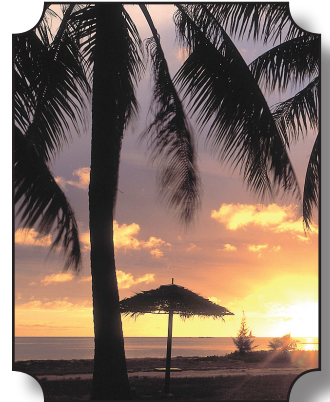


2:30

### Discussion, Next Steps, Key Learnings, Close

*Randi Sumner, Facilitator; Lisa Shambro, F4SS*

Conference concludes.



4:00

