

## *Reinventing Supply in Dynamic Markets*

**Meeting Location:** The Ritz-Carlton, Atlanta, 181 Peachtree Street, N.E., Atlanta, Georgia. The attire for this event is business casual.

### **Synopsis:**

Today's market dynamics compel supply executives to consider reinventing business strategies. Successful business performance will be heavily influenced by understanding the "new normal." This CSSL program is designed to help the senior supply management executive define, articulate and plan for the future.

### **Program focus:**

During this interactive executive forum you will discover, discuss, and debate reinventing elements of supply. Today's imperative dictates the past is less useful when looking forward to supply opportunities and risks.

### **Topics include:**

- Exploring the role of supply in the "new normal" using scenario planning.
- Learning how [Manufacturing and Non-Manufacturing ISM Report On Business<sup>®</sup>](#) data can be used to enhance your business decisions.
- Discovering how to engage and nurture executive business partners and align supply management with business strategies.
- Discussing opportunities, challenges and solutions faced by your CPO peers.
- Delving into future global business trends and discussing relevant corporate strategies.

## **AGENDA as of 9/22/09**

*Attire for the Wednesday dinner and the CSSL Program is business casual.*

### **Wednesday, December 9, 2009**

6:00 p.m.	<b>Reception</b>	
7:00 p.m.	<b>Welcome Dinner</b>	

### **Thursday, December 10, 2009**

8:00 a.m.	Continental Breakfast	
8:30 a.m.	<b>Introductions and Welcome</b>	Joe Cavinato, Ph.D., C.P.M. Director, Center for Strategic Supply Leadership (CSSL) & ISM Professor of Supply Chain Management Thunderbird School of Global Management
9:00 a.m.	<b>Session 1: Setting the Stage</b>	Joe Cavinato, Ph.D., C.P.M.
9:30 a.m.	<b>Break</b>	

9:45 a.m.	<b>Session 2:</b> <b>The Role of Supply in the New Normal</b> Session Focus: Scenario Planning	Speaker from A.T. Kearney, Inc.
11:00 a.m.	<b>Session 3:</b> <b>ISM Indexes: Tools for Business Decisions</b> Session to look at economic issues and how CPOs can use the <i>ISM Report On Business</i> ® monthly indexes to manage in dynamic times and markets. Attendees will learn from the world-renowned experts who chair the Institute for Supply Management™ Manufacturing and Non-Manufacturing Business Survey Committees.	Norbert J. Ore, CPSM, C.P.M. Group Director Georgia-Pacific LLC Chair, ISM Manufacturing Business Survey Committee  Anthony S. Nieves C.P.M., A.P.P. Sr. Vice President, Supply Management Hilton Hotels Corp Chair, ISM Non-Manufacturing Business Survey Committee
12:00 noon	<b>Lunch</b>	
1:15 p.m.	<b>Session 4:</b> <b>Strategic Business Partner: CPOs Engage and Align</b>  At the table...that's where the effective CPO develops and maintains internal client partnerships to board level. Effective internal engagement ensures the shift to strategic business partner — for the CPO and for the supply function as a whole. This session looks at today's successful CPO who delivers and engages on multiple levels. Such CPOs contribute to innovation, top line revenue growth, operational effectiveness and organizational strategy. Learn how to build a plan to nurture and manage internal relationships and align supply performance with business performance.	Nancy Q. Smith Director, Strategic Partnering Exemplary Performance  Shawn Anderson Senior Vice President, Procurement and Vendor Performance Management First Data Corporation
2:45 p.m.	<b>Break</b>	
3:00 p.m.	<b>Session 5:</b> <b>CPO Sharing: Success Stories, Initiatives and Challenges</b> This session will include topics of risk management and M&A.	
4:00 p.m.	<b>Daily Wrap-up</b>	Joe Cavinato, Ph.D., C.P.M.

### **Friday, December 11, 2009**

8:00 a.m.	Continental Breakfast	
8:30 a.m.	<b>Sessions 6 and 7:</b> <b>Future Business Trends and Corporate Strategies</b> This session will be presented by a distinguished scholar who is a leading authority on future business trends, global economic assessment, international finance and banking, and global corporate strategy and implementation.	Fariborz Ghadar William A. Schreyer Professor of Global Management, Policies and Planning. Founding Director, Center for Global Business Studies Penn State University
10:15 a.m.	<b>Break</b>	
10:30 a.m.	<b>Sessions 6 and 7, Continued</b>	Fariborz Ghadar
11:30	<b>Closing Remarks</b>	Joe Cavinato, Ph.D., C.P.M. CSSL
12:00 noon	<b>Closing Lunch</b>	