WHEN & WHERE:
March 21, 2018
8:00 AM – 4:00 PM
GVSU Eberhard Center
301 Fulton St. W, Grand Rapids, MI 49504

EVENT DESCRIPTION:
The Midwest Supply Chain Management Conference is a comprehensive supply chain management education and networking event. This year’s conference will include leaders from industry, consulting and academia who will share practical experiences in:
• Operations & Logistics
• Growth & Innovation
• Future Perspectives
• Leadership & Development

Continued change in the global economy has created new opportunities for supply chain professionals. Future success will be heavily influenced by the strategies, practices and processes that organizations put in place to facilitate innovation and operational excellence. As an individual or as an organization, you will walk away from this conference with positive energy and new ideas for the future.

KEYNOTE SPEAKERS INCLUDE:
• Rick Mattoon, Senior Economist, Federal Reserve Bank of Chicago:
  The US and Midwest Economy in 2018: Implications for Supply Chain Firms
• Scott Wayne, Partner, The Envoy Portfolio:
  The Cartography of Innovation

WHO SHOULD ATTEND?
Executives, managers and other individuals interested in learning more about integrated supply chain management strategies and how they can help transform the overall competitiveness of a business. Individuals with responsibility for product design/engineering, procurement/sourcing, manufacturing/operations, distribution/logistics, customer demand management, human resources and information technology will benefit from attending this conference.

EVENT FEES:
$225 early bird (ends February 23, 2018)
$275 regular registration
$225 group registration (3 or more people from same company)
$35 student fee
(Students must be enrolled full-time at a university. Call 616.771.0327 to register)
## EVENT AGENDA:

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<th>Time</th>
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<tr>
<td>8:00 - 8:30 A.M.</td>
<td>Registration &amp; Breakfast</td>
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<tr>
<td>8:30 - 8:45 A.M.</td>
<td>Welcome Remarks</td>
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<tr>
<td>8:45 - 9:45 A.M.</td>
<td>OPENING KEYNOTE: The US and Midwest Economy in 2018: Implications for Supply Chain Firms Rick Mattoon, Senior Economist, Federal Reserve Bank of Chicago</td>
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<td>10:00 - 11:00 A.M.</td>
<td>CONCURRENT BREAKOUT SESSIONS - First Choice</td>
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<td>11:00 - 11:15 A.M.</td>
<td>Break</td>
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<td>11:15 - 12:15 P.M.</td>
<td>CONCURRENT BREAKOUT SESSIONS - Second Choice</td>
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<td>12:15-1:15 P.M.</td>
<td>Lunch &amp; Exhibitors</td>
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<td>1:15 - 2:15 P.M.</td>
<td>KEYNOTE PRESENTATION: The Cartography of Innovation</td>
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<td>2:30 - 4:00 P.M.</td>
<td>CONCURRENT WORKSHOPS - Third Choice</td>
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<td>7:30 - 9:30 P.M.</td>
<td>Networking and Closing</td>
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### OPERATIONS & LOGISTICS
- **SUPPLY CHAIN DISASTER PLANNING AND MANAGEMENT**
  - Kevin Wickering, Director of Materials and Logistics, Shape Corp.
- **THREE MONTHS IN: A STATUS REPORT ON THE EFFECTS OF THE ELD MANDATE IN TRUCKING**
  - David J. Osiecki, President, Scopelitis Transportation Consulting LLC
- **GLOBAL SOURCING STRATEGIES AND SUPPLIER DEVELOPMENT PANEL DISCUSSION**
  - W. Drew Schramm, President, World Resource Partners
  - Jeff Easto, Sourcing Operations Leader, GE Aviation Systems
  - Frances Hogsten, Vice President of Global Sourcing, Haworth, Inc.

### GROWTH & INNOVATION
- **SELL THROUGH VS. SELL IN; THE NEXT STEP IN SUPPLY CHAIN MATURITY**
  - Steve Johandes, Founder, 100x
  - Jim Mallekoote
- **BLOCKCHAIN 101**
  - Daniel Pickett, Chief Data Scientist, FreightWaves and BiTA
- **BIG DATA IN SUPPLY CHAIN MANAGEMENT**
  - Nolen Akerman, Principle Data Scientist, Global Analytics, Kellogg Company
  - Timothy Merkle, Group Manager of Advanced Analytics, Steelcase
  - Bill Selles, Director of Supply Chain Sourcing, Spectrum Health
  - Adam Rant, Senior Business Systems Analyst, Amway

### FUTURE PERSPECTIVES
- **LOOKING INWARD: TRANSFORMING A MATURE SUPPLY CHAIN TO DRIVE INNOVATION**
  - Chuck Cames, Manager of Supply Chain Network Planning, Meijer
  - Derek Hladki, Manager of Regional Food Safety, Meijer
  - Mike Moss, Manager of Systems and Analysis, Meijer
  - Joshua Vliem, Director of Merchandise Services, Product Flow and Financial Planning, Meijer
- **DEVELOPING OPEN-BOOK RELATIONSHIPS IN THE SUPPLY CHAIN**
  - Scott A. Watts, Executive Vice President, CEO Americas, Dematic
- **MITIGATING THE RISK OF COUNTERFEIT PRODUCTS: A LOOK FORWARD**
  - Jeremy M. Wilson, Ph.D., Director, Center for Anti-Counterfeiting and Product Protection, and Professor, School of Criminal Justice, Michigan State University

### LEADERSHIP & DEVELOPMENT
- **THE CUSTOMER CENTRIC SUPPLY CHAIN - CHANGING HOW WE THINK ABOUT SUPPLY CHAIN MANAGEMENT**
  - Steven A Melnyk, Ph.D., Professor of Supply Chain Management, The Eli Broad College of Business, Michigan State University
- **CASE STUDY - CONSTELLATION BRANDS’ JOURNEY IN BUILDING A CULTURALLY INTELLIGENT DIVISION**
  - Kristin Ekkens, Director of Corporate Partnerships, Cultural Intelligence Center
  - Stephanie O’Brien, S&OP Manager, CSP, Constellation Brands
  - Dana Groebe, Sr. Special Projects Coordinator, Constellation Brands
- **INTRODUCTION TO STRENGTHSFINDER**
  - Ken Barr Jr., Consultant, Beacon Leadership

## EVENT PARTNERS:
SESSION DESCRIPTIONS AND SPEAKER BIOS

KEYNOTE SPEAKERS

The US and Midwest Economy in 2018: Implications for Supply Chain Firms
Rick Mattoon, Senior Economist, Federal Reserve Bank of Chicago

Rick Mattoon
Rick Mattoon is a senior economist and economic advisor in the economic research department of the Federal Reserve Bank of Chicago. His primary research focuses on issues that face the Midwest regional economy. Mr. Mattoon began his career at the Chicago Fed in 1990. In 1997, he left the bank to serve as a policy advisor for economic development, energy and telecommunications to the Governor of Washington. He later served as director of policy and legislation for the Washington Utilities and Transportation Commission. He returned to the bank in 2001.

Mr. Mattoon’s work has appeared in the National Tax Journal, State Tax Notes, Public Choice and Society. He is the co-author of a chapter on state and local governments and the national economy in the Oxford Handbook of State and Local Government Finance. He serves on the Board of the Chicago Manufacturing Renaissance Council, the Advisory Committee to the Chicago Workforce Investment Board, the pension committee of the Civic Federation and is a member of the Joint Advisory Board of Economists to the Governor of Virginia. He also serves as a lecturer at the Kellogg School of Management at Northwestern University. Mr. Mattoon received a B.A. from Kenyon College and an M.A. from the University of Chicago.

The Cartography of Innovation
Scott Wayne, Partner, The Envoy Portfolio

In this session, Scott Wayne will show you how to take head-on the challenge of innovating in a stressful, overloaded, technology-centric era. Making a case for transforming the way we live, Mr. Wayne explores an experiential approach to generating ideas by living more diverse personal and corporate lives. Sharing current examples and non-examples of innovation in the marketplace today, he poses the question—what is innovation? Reframing our ability to identify new risks and opportunities as markets and technologies shift, innovation becomes more accessible. Mr. Wayne purports that by shifting our personal habits and attitudes and increasing our mindfulness, we allow our minds the space to make new connections, resulting in more new ideas. From the neurology of idea generation through the iterative execution process, he shares his unique perspective on the cartography of innovation.

Scott Wayne
Scott Wayne is a partner with The Envoy Portfolio, a social-impact negotiation support and market influence firm that works on a small number of discrete initiatives to deliver positive outcomes for clients, society and the environment. A typical month involves gathering market intelligence, counseling clients on strategies, brokering partnerships and moderating summits and board meetings. He is a graduate in International Affairs from the London School of Economics and Georgetown University School of Foreign Service. He served as a British diplomat during Tony Blair’s Government before founding The Frontier Project, one of the most disruptive organization transformation consulting firms in the United States. He is the author of The Cartography of Negotiation, a hands-on guide to negotiating and is in the midst of writing his second book on crisis negotiation. In between consulting engagements, he’s a regular speaker at global conferences on the fields of negotiation and market disruption.

EVENT PARTNERS:
**TRACK TOPIC: OPERATIONS & LOGISTICS**

**SUPPLY CHAIN DISASTER PLANNING AND MANAGEMENT**

Kevin Wickering, Director of Materials and Logistics, Shape Corp.

Planning and reacting to the unexpected – how ready are you for a major disruption in your supply chain? Are you ready for a natural disaster to hit at the heart of your resin supply? Are you ready for a fire at your one and only coating supplier? Are you ready for a flood in the middle of your main rail artery? This session addresses some of the risks that we ignore every day and what steps you can take to better prepare yourself for when it does happen.

**Kevin L. Wickering**

Kevin L. Wickering is Director of Materials and Logistics at Shape Corp in Grand Haven, Michigan. Shape is a global automotive tier 1 supplier with plants in the USA, Mexico, China, Thailand, and the Czech Republic. He is a graduate of Michigan State University with a degree in Materials and Logistics Management. Mr. Wickering is the Chairperson for The Right Place, Inc.’s Supply Chain Management Council (SCMC). Mr. Wickering has 26 years of experience in automotive materials and logistics and has held positions in this field at Prince Corporation, Johnson Controls, Holland Special Logistics, Trim Quest LLC, and Shape Corp.

**THREE MONTHS IN: A STATUS REPORT ON THE EFFECTS OF THE ELD MANDATE IN TRUCKING**

David J. Osiecki, President, Scopelitis Transportation Consulting LLC

The Electronic Logging Device (ELD) mandate is perhaps the biggest regulatory change to hit the trucking industry since, deregulation of the industry in 1980. In mid-December 2017, hundreds of thousands of carriers, and millions of truck drivers, were required to implement ELDs to electronically capture driving and other work time. Paper logbooks are gone, and the industry is living in a new electronic world. While the government’s complex ELD rules spell out new hardware and software requirements, the underlying “hours of service” rules did not change. So, the question on many people’s minds is whether ELDs will really reduce the hours of service “fudging” that paper logbooks allowed. And, more importantly, will ELDs reduce industry capacity by limiting the ability of carriers and drivers to make certain runs within the legal limits? This session addresses these and other questions concerning the ELD mandate. This session highlights some additional technologies, like foundational safety technologies for autonomous vehicle operations, that will drive further change in the logistics and trucking industries in the near future.

**David Osiecki**

David Osiecki is the President of Scopelitis Transportation Consulting, LLC, a specialized consulting and advisory business that serves the evolving business, regulatory and compliance needs of the transportation industry. As a wholly owned subsidiary of the largest full service transportation law firm Scopelitis, Garvin, Light, Hanson & Feary (“The Scopelitis Firm”), STC is designed to augment the professional service offerings of the firm. STC is based in Washington, DC and quickly reacts to changes in the transportation industry by providing advisory and implementation services to clients to help ease the process of adapting to ever-changing rules and regulations. Mr. Osiecki began his 30-year transportation career in 1986 as a motor carrier safety auditor in the field for the Federal Highway Administration’s Office of Motor Carriers (OMC), the predecessor agency of the Federal Motor Carrier Safety Administration, which was established by Congress in the year 2000. He spent several years building his trucking and regulatory expertise in program, policy and regulatory development positions for OMC in Washington, DC. He left federal service in 1995 and spent 20 years at the American Trucking Associations in Washington working on behalf of the trucking industry in policy, regulatory and advocacy-related positions. Mr. Osiecki rose to the Executive Vice President & Chief of National Advocacy for ATA, and has represented the industry before State legislatures, federal agencies, the U.S. Congress and in the national media, including appearances on national network news programs. Over the last 15 years, Mr. Osiecki has also been a regular speaker and commentator before transportation and trucking industry groups.

**EVENT PARTNERS:**

[Logos of various organizations]
GLOBAL SOURCING STRATEGIES AND SUPPLIER DEVELOPMENT PANEL DISCUSSION

W. Drew Schramm, President, World Resource Partners
Jeff Easto, Sourcing Operations Leader, GE Aviation Systems
Frances Hogsten, Vice President of Global Sourcing, Haworth, Inc.

In an ever-changing world, global sourcing strategies and developing quality suppliers are vital for businesses to succeed. In this session, a panel of supply chain leaders from companies in West Michigan will discuss what challenges they are experiencing with their global supply chains and how they are addressing them. The panel will also interact with the audience to help develop answers to specific questions using their personal experiences.

Drew Schramm

Drew Schramm is President of World Resource Partners. World Resource Partners is an employee-owned company that cares about people, believes in being fair and transparent and seeks customers who believe what they believe. World Resource Partners was established in 1995 to focus on a global manufacturing network for better asset and cost management for its customers. As an international sourcing business, World Resource Partners remains a leader in developing ethical, reliable manufacturing solutions.

Previously, Mr. Schramm was the senior vice president, supply chain management, for Spartan Motors, Inc. Spartan Motors is an engineer and manufacturer in the heavy-duty, custom vehicles marketplace with annual revenues of $470 million. Mr. Schramm had global accountability for enterprise wide supply management activities. Previous to Spartan Motors, Mr. Schramm was the senior vice president of supply management for Herman Miller. While at Herman Miller, he developed a strong lean manufacturing relationship with key suppliers through the use of continuous improvement experts from his team. His supply management team had also created a supplier diversity program that resulted in awards and recognition from several diversity organizations. Additionally, he led a strong environmental effort with the DFE (Design for Environment) protocol. This protocol has resulted in environmentally superior components from the supply base which enabled Herman Miller to create products to meet and exceed customer’s ecofriendly expectations.

Previously, Mr. Schramm has worked with Praxair Industrial Gases, Abbott Laboratories and Avon Cosmetics in supply management as well as operational roles. He has an undergraduate degree in Business and in Economics from Rutgers College and an MBA from Lake Forest Graduate School of Business in Lake Forest, Illinois. Mr. Schramm was the Chairperson of the Committee for Sustainability and Social Responsibility for ISM (Institute for Supply Management) as well as a member of the board of directors for D’Addario & Company, Farmingdale, NY from 2009 to 2012.

Jeff Easto

Jeff Easto is the Sourcing Operations Leader for GE Aviation Systems. He is responsible for leading sourcing operations at seven manufacturing sites around the US. These sites manufacture both civil and military avionics, power generation and power distribution systems for aircraft. He joined GE in 2011 as a buyer of electronic components supporting GE’s avionics business. Since then he has held various roles within the Sourcing Organization. Most recently he led a global commodity team focusing on GE’s electronics spend. In that role, he was able to drive out cost and focus on simplifying the supply chain to improve supplier performance. Mr. Easto has a Bachelor’s Degree from Ferris State University and a Master’s in Business Administration from Grand Valley State University. Outside of work, he enjoys spending time with his family, camping, and working as an on call firefighter.

Frances Hogsten

Frances Hogsten is Vice President of Global Sourcing for Haworth, Inc. In this position, she is responsible for strategic direction and management of all global sourcing. She joined Haworth in August 2011. Her most recent assignment was with Ingersoll Rand - Industrial Technologies Sector in North Carolina where she was the VP for Global Sourcing & Supply Chain. Prior to Ingersoll Rand, she spent time at Solectron Technologies Inc., Lutron Electronics Inc. and General Electric’s Power Systems and Lighting Divisions. Ms. Hogsten has significant experience in managing global teams located in Europe, Asia (China & India) as well as North America and has personally spent time in Mexico and Asia. She has played an instrumental role in Supplier Rationalization, driving working capital improvements as well as serving as Lean Champion for her functional group. She also has firsthand experience as a Project Leader for an ERP Implementation. She has a Masters degree in Manufacturing Engineering from Boston University, is certified as a Purchasing Manager through ISM and holds a Certificate in Production and Inventory Control through APICS. These credentials are combined with over 18 years of Supply Chain and Sourcing experience.
TRACK TOPIC: GROWTH & INNOVATION

SELL THROUGH VS. SELL IN; THE NEXT STEP IN SUPPLY CHAIN MATURITY
Steve Johandes, Founder, 100X
Jim Mallekoote

Growth in the supply chain can be defined many ways. Growth in the supply chain does not mean growth to get bigger, but growth in maturity for the purpose of being able to rapidly adapt to changing business requirements.

Steve Johandes
Steve Johandes is a trusted advisor, board member, Vistage chair and investor. Helping legacy-driven family offices, PE firms, organizations and executives determine “What’s neXt?”. He describes the work he does as putting the X in eXponential thinking. This phrase is backed up by his serial entrepreneurship and C-level leadership roles that represent a deep multi-national portfolio of corporate expertise at all revenue levels from startup to $500M. Mr. Johnades’ company grew from $40M to $400M under his leadership and created value through three primary areas: ongoing operations, innovation and arbitrage. He is always looking at how investment in these three areas can translate into tangible value creation. He is a CPA who went to film school and understands the art of storytelling and the power of visual medium and mantra in executive team alignment and the creation of one language, one mind and one plan. Through his private practice, his Vistage groups and the boards he serves on, he currently works with companies representing approximately 3,400 employees and approximately $1.3B in revenue.

Jim Mallekoote
Jim Mallekoote was part of Apple’s culture for over three decades. He participated in redesigning Apple’s worldwide sales strategy, and, in the process, realized Apple needed to change their approach to inventory management. In 2002, he designed, implemented and lead Apple’s iPod initiative in the USA. At that time Apple needed to change from a company selling computers to a company focused on consumer electronics products and that change was difficult for Apple’s culture, however, the culture change was essential for Apple to succeed with their future products such as the iPhone, iPad, Apple Watch, etc. Later Jim worked with Apple’s teams in China, Japan, Canada, Mexico and Europe to revamp their cultures, sales structures, distribution channels and inventory management metrics. He mentored the leaders of these countries to “let go of the old and embrace the future”.

Jim has held C-suite and equity positions within wholesale distributors, consumer electronic stores, real estate companies and tool & die shops. Since retiring from Apple, Jim continues to work with executives of high-energy companies as they navigate the challenges of our fast-changing world.

BLOCKCHAIN 101
Daniel Pickett, Chief Data Scientist, FreightWaves and BiTA

To remain best in class in your industry you must deploy the correct tools across the supply chain in order to operate at the highest levels and remain competitive in your space. Embrace the future of a disruptive supply chain technology. Explore the basics of Blockchain, and learn how Blockchain will transform transactions the way the internet transformed communication.

Daniel Pickett
Daniel Pickett is an experienced leader in capital markets technology, research, and trading. He is a CFA charter holder with a background leading teams in software/database development, quantitative research, data science/analytics, and bond research/trading. He has led teams for blue chip firms including Vanguard, USAA, and Unum. He has also conducted consulting engagements with firms ranging from startups to Fortune 500 companies.
This session discusses the goals, objectives, use cases and challenges that companies like Amway, Steelcase, Kellogg and Spectrum Health have with big data gathering and analytics for use in managing complex supply chains.

Bill Selles
Bill Selles is director, supply chain sourcing for Spectrum Health, a not-for-profit, integrated health system based in West Michigan. He is an experienced leader in lean transformation efforts in large, complex organizations. Bill is responsible for all aspects of supply chain procurement resources. He is charged with leveraging supply chain to help the organization realize its vision to be the Leader in Health by 2020. Bill’s areas of responsibility include: Sourcing, Purchasing, Value Analysis and Supply Chain Analytics.

Bill joined Spectrum Health in 2012 as director, workforce management at Priority Health, bringing several years of operations and logistical experience across multiple industries. In that role Bill led a variety of teams including business reporting and automation functions. Prior to Spectrum Health, Bill led supply chain transformation work for Target Corporation bringing synergies to store and DC operations in Michigan. Bill also carries entrepreneurial experience from launching an organization to become a top 1,000 global website at the time of its acquisition.
Looking Inward: Transforming a Mature Supply Chain to Drive Innovation

Chuck Carnes, Manager of Supply Chain Network Planning, Meijer
Derek Hladki, Manager of Regional Food Safety, Meijer
Mike Moss, Manager of Systems and Analysis, Meijer
Joshua Vliem, Director of Merchandise Services, Product Flow and Financial Planning, Meijer

It’s something all supply chain professionals want, but struggle to deliver – challenging convention within existing processes, identifying opportunities for improvement, and aligning change in a way that gets buy-in from the organization. This is difficult, but often worthwhile, because there may be chronic issues hiding in established practices. Spoiler alert: it can be done, even in a mature supply chain. This session focuses on one example for how to transform a mature supply chain to drive innovation and results.

Chuck Carnes
Chuck Carnes is the Manager of Supply Chain Network Planning at Meijer, within the larger Supply Chain Strategy and Services area. In this role, he leads a team of 6 supply chain engineers and analysts with the responsibility to plan for medium to long-term needs of the company’s supply chain, including large capital expense, capacity monitoring and asset utilization, distribution network alignment, and project management, including implementation of distribution capabilities. Prior to joining Meijer, he spent 6 years as a supply chain strategy consultant with Miebach Consulting, as well as 2 years in supply chain engineering and continuous improvement with Ryder Integrated Logistics. He received his MBA and MS in Global Supply Chain Management from Indiana University, and previous to that a BS in Industrial Engineering from Purdue University.

Derek Hladki
Derek Hladki is currently working as the Manager, Regional Food Safety for Meijer where he is responsible for regulatory compliance within Supply Chain, Manufacturing, and Retail Stores. Over his 6 year career, he has held several positions within Food Safety and Retail Operations. He received his B.S. in Biosystems Engineering from Michigan State University. During his spare time, he enjoys spending time with his wife and daughter in Northern Michigan.

Mike Moss
Mike Moss is currently working as the Inbound Logistics Systems and Analysis Manager for Meijer. He leads a six person team responsible for the TMS and all other systems utilized in Logistics along with carrier contracts, rates, and routing guides. He has led the efforts within Logistics at Meijer to utilize and integrate business intelligence tools into day to day Logistics Operations. During his 10 year career, Mr. Moss has held various positions within Logistics and Transportation Management technology. He received his B.A. from Michigan State University in Supply Chain Management.

Joshua Vliem
Joshua Vliem is currently working as the Director of Merchandise Services, Product Flow and Financial Planning for Meijer. Over the course of his 15 year retail career, Josh has held several management positions in Supply Chain, Logistics, Pricing, Finance, and Merchandise Planning. He received his B.S. from Calvin College in Chemical Engineering and in his spare time enjoys spending his time with his wife and four children.
DEVELOPING OPEN-BOOK RELATIONSHIPS IN THE SUPPLY CHAIN
Scott A. Watts, Executive Vice President, CEO Americas, Dematic

Intensive, two-sided relationships are critical to generating value in the supply chain. As organizations increase reliance on specialized knowledge and leading-edge technology to deliver innovative solutions to supply chain challenges, traditional relationships are being reexamined and redefined. This session focuses on the role of open-book approaches for establishing transparency and trust in supply chain relationships.

Scott A. Watts
Scott A. Watts is Executive Vice President, CEO Americas, at Dematic with world headquarters in Grand Rapids, Michigan. He has a rich track record of success in building and managing technical service businesses in several industries including material handling, foods manufacturing, transportation, automotive and telecommunications. He has a Bachelor of Science in Business Administration, Accounting, from Central Michigan University and an MBA from the Eli Broad College of Business at Michigan State University.

MITIGATING THE RISK OF COUNTERFEIT PRODUCTS: A LOOK FORWARD
Jeremy M. Wilson, Ph.D., Director, Center for Anti-Counterfeiting and Product Protection, and Professor, School of Criminal Justice, Michigan State University

One of the greatest yet perhaps least examined challenges supply chain practitioners face is counterfeit products. Counterfeits are a multidimensional threat to companies, the economy, society, public health and safety, and national security. This session identifies key elements of brand protection and the risk posed by counterfeit products. It highlights important features of counterfeiting along with its causes and consequences. Additionally, this session presents ongoing research by Michigan State University on approaches to mitigate the risk of counterfeit products now and into the future. It concludes with an organic discussion with participants about the risk and response to counterfeits.

Jeremy M. Wilson, Ph.D.
Jeremy M. Wilson, Ph.D., is a Professor in the School of Criminal Justice at Michigan State University (MSU), where he founded and directs the Center for Anti-Counterfeiting and Product Protection (A-CAPP) and the Program on Police Consolidation and Shared Services. Prior to joining MSU, Dr. Wilson was a Behavioral Scientist at the RAND Corporation, where he led the development of the Center on Quality Policing and the Police Recruitment and Retention Clearinghouse. He has been a visiting scholar in the Australian Resource Council’s Centre of Excellence in Policing and Security at Griffith University, the Willett Chair in Public Safety in the Center for Public Safety at Northwestern University, and an instructor for numerous law enforcement training programs. Dr. Wilson has collaborated with police agencies, communities, task forces, companies, associations and governments throughout the U.S. and the world on many complex public safety problems, and has led over $10M of projects sponsored by the U.S. Congress, various units of the U.S. Departments of Justice (COPS, NIJ, BJA) and Interior (NPS), community and institutional foundations, local governments, police departments, professional associations, and corporations. Among other areas, he has written extensively for practitioners and scholars on brand protection, product counterfeiting, police staffing and personnel planning, organizational consolidation, resource allocation, community policing, field interventions for violence prevention, data and measurement, empirical modeling and evaluation. Dr. Wilson’s research and commentary have been featured in numerous books, professional publications, academic journals, and Congressional testimony, and in various forms of national and international media.

EVENT PARTNERS:
**THE CUSTOMER CENTRIC SUPPLY CHAIN – CHANGING HOW WE THINK ABOUT SUPPLY CHAIN MANAGEMENT**

Steven A Melnyk, Ph.D.,
Professor of Supply Chain Management, The Eli Broad College of Business, Michigan State University

In the past, conventional wisdom had it that all communications between the customer and supply chain went through marketing. This structure allowed marketing to focus on the customer and supply chain management to focus on execution and delivery. For supply chain, this focus often took the form of a driving emphasis on cost. This wisdom is now being challenged. Due to a “perfect storm” of forces including changes now taking place in the market, changes within our customer base, changes in technology, and changes within the supply chain itself, companies are now discovering the power of having supply chains that are “customer centric” – supply chains where the key customers are identified and focused on and where there is direct contact between the supply chain and these customers. In this session, we explore these changes, their implications for supply change management, and their implications for management – both within the supply chain and within the firm. The wall between the customer and the supply chain is coming down and things will change.

Steven A. Melnyk, Ph.D.

Steven A. Melnyk, Ph.D. is Professor of Supply Chain Management in the Eli Broad College of Business at Michigan State University. He received his Ph.D. from the University of Western Ontario in 1981. He has co-authored 20 books, and over 90 refereed journal articles. His research focus includes supply chain risk and resilience, strategic supply chain management, behavioral research, and certified management standards. Dr. Melnyk sits on the editorial review board for numerous journals. From 2014 to 2016, Dr. Melnyk was a member of the APICS Board of Directors. In 2017, Dr. Melnyk accepted a joint appointment from the University of Newcastle (Australia) where he is the Newcastle Global Innovation Chair in Supply Chain Management. In 2017, the Academy of Management - the Operations and Supply Chain Division -- recognized Dr. Melnyk as a Distinguished Scholar in the field.

**CASE STUDY – CONSTELLATION BRANDS’ JOURNEY IN BUILDING A CULTURALLY INTELLIGENT DIVISION**

Kristin Ekkens, Director of Corporate Partnerships, Cultural Intelligence Center
Stephanie O’Brien, S&OP Manager, CSCP, Constellation Brands
Dana Groebe, Sr. Special Projects Coordinator, Constellation Brands

What does leadership, a culture team, operating guidelines, and beer have in common? Constellation Brands is a leading international producer and marketer of beer, wine and spirits with operations in the US, Mexico, New Zealand, Italy, and Canada. In an effort to work and relate more effectively across its international beer division, Constellation Brands adopted a top down and bottom-up approach to building a culturally intelligent division. In this session, the speakers show why the rest of Constellation Brands’ divisions want what the beer division has!

Kristin Ekkens

Kristin Ekkens, MA, is a cultural strategist, consultant, and global speaker. Her passion and area of expertise is helping organizations drive culturally intelligent innovation. Prior to joining the Cultural Intelligence Center as Director of Corporate Partnerships, Ms. Ekkens led system-wide inclusion and diversity efforts at an integrated healthcare organization of over 25,000 employees. She worked closely with various stakeholders to integrate cultural intelligence into the organization’s DNA, creating a more inclusive and equitable culture that produced business results. She also led initiatives to attract, retain, promote, and leverage diverse talent. Her career experience also includes TEDx speaker (2014), business owner, Cultural Intelligence Certified Facilitator, corporate intercultural trainer, executive director of a national non-profit, and workplace language and literacy program director. Ms. Ekkens has been recognized as a “cultural entrepreneur” and was recognized in 2017 as a Top Women-Owned Business finalist by the Grand Rapids Business Journal. In 2016 she was awarded a Building Bridges award from the West Michigan Hispanic Chamber of Commerce and the 40 under forty Business Leader award from the Grand Rapids Business Journal. Passionate about language and culture, she earned a master’s degree in Teaching English to Speakers of Other Languages from Michigan State University and bachelor degrees in Spanish and Linguistics from Calvin College in Grand Rapids, Michigan. Her international experience includes living in Spain, Mexico and Costa Rica, and traveling extensively throughout the United States, United Kingdom, Western Europe, and New Zealand. Her life motto comes from an African principle - Ubuntu - we are who we are because of others. Her two boys and husband remind her of that every day.
Dana Groebe
Dana Groebe is a Customer Management Senior Special Project Coordinator at Constellation Brands. In this role, she is responsible for the training, testing and implementing of the Track and Trace solution for the Business Operations team and third-party logistics providers. Ms. Groebe started with Constellation Brands in 2015, beginning as a Customer Management Coordinator managing wholesaler inventory levels serviced out of a third-party warehouse billing 20 million cases of beer per year. Prior to Constellation, Ms. Groebe was a National Account Manager at Coyote Logistics where she oversaw Carrier Relationship Management by providing logistical solutions for over 300 moved loads per month across North America. She is a graduate of University of Richmond where she obtained a Bachelor of Science in Business Administration with a concentration in Management, from the Robins School of Business.

Stephanie O’Brien
Stephanie O’Brien is a Sales and Operations Planning Manager at Constellation Brands. In this role, she leads new product development for the Operations Services team within the Beer Division, oversees process management for Sales and Operations planning and is responsible for reporting analysis of Sales and Operations KPIs. Ms. O’Brien started her career with Constellation Brands in 2013, beginning as a Customer Management Associate Manager and was then promoted to Inventory Planning Manager assuming responsibility for a team that supplied inventory to 12 distribution centers across the U.S. Prior to Constellation, Ms. O’Brien was an Account Management Director at Singlehop where she led account management through record growth and implemented programs that drove significant revenue. She is a graduate of Loyola University Chicago where she obtained a Bachelor’s degree in Managerial Arts and Leadership. She is also a Certified Supply Chain Professional (CSCP) by APICS.

INTRODUCTION TO STRENGTHSFINDER
Ken Barr Jr., Consultant, Beacon Leadership
Would you like to be more engaged, energized and empowered in your workplace? Gallup research supports that people who focus on their strengths every day are six times as likely to be engaged, are more productive (both individually and in teams), and are more than three times as likely to say they have an excellent quality of life. Do you want to leverage your talents to transform your professional experience? If so, StrengthsFinder™ is for you. In this session, you will learn about the StrengthsFinder assessment. Attendees will discover what the assessment is, how it was developed, and practical applications for you and your colleagues. Participants will explore clues to their unique talents, the connection between strengths, engagement, and success, and receive an overview of online resources. Take-aways include sample reports and a strengths resource list.

Ken Barr Jr.
Ken Barr Jr. is a Licensed Professional Counselor, career coach, and organizational consultant dedicated to helping individuals and teams discover, develop, and apply their strengths. He works frequently in the education, non-profit, retail, hospitality, healthcare, and customer service fields providing solutions that include program startup, team development, best practices, recognition, and talent insights. Mr. Barr has been part of the strengths movement for more than 10 years and has helped more than 13,000 people begin their strengths journey.

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