WHEN & WHERE:
March 25, 2020
8:30 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
• Technology
• 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 2020: Implications for Supply Chain Firms
• Todd Palmer, Executive Coach, Extraordinary Advisors
  Hiring HUMANS, not Resumes: The 5 Keys to Winning the Battle for Talent

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:
$250 early bird (ends Friday, February 28, 2020)
$300 regular registration
$225 group registration (3 or more people from same company)
$50 student fee
(Students must be enrolled full-time at a university. Call 616.771.0327 to register)
## EVENT AGENDA:

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45 - 8:30 A.M.</td>
<td>Registration &amp; Breakfast</td>
</tr>
<tr>
<td>8:30 - 8:45 A.M.</td>
<td>Welcome Remarks</td>
</tr>
<tr>
<td>8:45 - 9:45 A.M.</td>
<td>OPENING KEYNOTE: The US and Midwest Economy in 2020: Implications for Supply Chain Firms</td>
</tr>
<tr>
<td>10:00 - 11:00 A.M.</td>
<td>CONCURRENT BREAKOUT SESSIONS - First Choice</td>
</tr>
<tr>
<td>11:00 - 11:15 A.M.</td>
<td>Break</td>
</tr>
<tr>
<td>11:15 - 12:15 P.M.</td>
<td>CONCURRENT BREAKOUT SESSIONS - Second Choice</td>
</tr>
<tr>
<td>12:15 - 1:15 P.M.</td>
<td>Lunch &amp; Exhibitors</td>
</tr>
<tr>
<td>1:15 - 2:15 P.M.</td>
<td>KEYNOTE PRESENTATION: Hiring HUMANS, not Resumes: The 5 Keys to Winning the Battle for Talent</td>
</tr>
<tr>
<td>2:30 - 4:00 P.M.</td>
<td>CONCURRENT WORKSHOPS - Third Choice</td>
</tr>
</tbody>
</table>

### OPERATIONS & LOGISTICS

- **EMERGING TRENDS IN SUPPLY CHAIN MANAGEMENT**
  - Mike Joseph, Vice President Sales, Transplace
  - Bill Selles, Sr. Director of Procurement, Supply Chain Services, Spectrum Health
  - Eric Schmidt, Manager - XS Supply Chain, Amway
  - Adam Skinner, Vice President of Supply Chain Management, ODL Inc.
  - Mark Zelek, Director, Supply Chain Management, L3Harris Combat Propulsion Systems

- **DIGITAL TRANSFORMATION: WHAT’S IN A NAME?**
  - Steve Rothman, Founder & Managing Partner, IT Renaissance

- **THE NEW LOGISTICS LANDSCAPE**
  - Leslie Brand, Chief Executive Officer, Supply Chain Solutions
  - Claren Lau, President, ALTL
  - Doug Johnson, Executive Vice President, Columbian Logistics Network
  - John Stewart, Independent Supply Chain Consultant, JM Stewart LLC

### GROWTH & INNOVATION

- **OPERATIONS & LOGISTICS**
  - **DIGITAL TRANSFORMATION: WHAT’S IN A NAME?**
    - Steve Rothman, Founder & Managing Partner, IT Renaissance
  - **OUR JOURNEY TO ZERO**
    - Dar Baas, Director, Kent County Department of Public Works

- **GROWTH & INNOVATION**
  - **CREATING AN INCLUSIVE SUPPLY CHAIN: CHALLENGES, STEPS AND OUTCOMES**
    - Dr. Sriram Narayanan, Kesseler Family Endowed Faculty Fellow in Supply Chain Management, Eli Broad College of Business, Michigan State University
  - **SUPPLIER DIVERSITY | A BUSINESS CASE THAT MAKE GOOD BUSINESS SENSE**
    - Laura Hopson, President & CEO, EM Services, LLC

### TECHNOLOGY

- **THE TARGET IS YOU... CYBERSECURITY MATTERS!**
  - Chad Paalman, Co-Founder and CEO, NuWave Technology Partners
  - Angela Hill, Security Practice Manager, NuWave Technology Partners
  - Tracy Lawrence, Commercial Insurance Specialist, Oliver-Dyk Insurance Company
  - John Ford, Chief Information Security Officer, ConnectWise
  - Chris Loehr, Executive Vice President, Solis Security, Inc.

- **MAKING THE MOST OF INTERNSHIPS FOR YOUR BUSINESS**
  - Cindy Brown, Vice President of Talent Initiatives, The Right Place

### LEADERSHIP & DEVELOPMENT

- **OPERATIONS & LOGISTICS**
  - **THE NEW LOGISTICS LANDSCAPE**
    - Leslie Brand, Chief Executive Officer, Supply Chain Solutions
    - Claren Lau, President, ALTL
    - Doug Johnson, Executive Vice President, Columbian Logistics Network
    - John Stewart, Independent Supply Chain Consultant, JM Stewart LLC

- **GROWTH & INNOVATION**
  - **SUPPLIER DIVERSITY | A BUSINESS CASE THAT MAKE GOOD BUSINESS SENSE**
    - Laura Hopson, President & CEO, EM Services, LLC

- **TECHNOLOGY**
  - **THE TARGET IS YOU... CYBERSECURITY MATTERS!**
    - Chad Paalman, Co-Founder and CEO, NuWave Technology Partners
    - Angela Hill, Security Practice Manager, NuWave Technology Partners
    - Tracy Lawrence, Commercial Insurance Specialist, Oliver-Dyk Insurance Company
    - John Ford, Chief Information Security Officer, ConnectWise
    - Chris Loehr, Executive Vice President, Solis Security, Inc.

- **LEADERSHIP & DEVELOPMENT**
  - **MAKING THE MOST OF INTERNSHIPS FOR YOUR BUSINESS**
    - Cindy Brown, Vice President of Talent Initiatives, The Right Place

- **OPERATIONS & LOGISTICS**
  - **THE NEW LOGISTICS LANDSCAPE**
    - Leslie Brand, Chief Executive Officer, Supply Chain Solutions
    - Claren Lau, President, ALTL
    - Doug Johnson, Executive Vice President, Columbian Logistics Network
    - John Stewart, Independent Supply Chain Consultant, JM Stewart LLC

- **GROWTH & INNOVATION**
  - **SUPPLIER DIVERSITY | A BUSINESS CASE THAT MAKE GOOD BUSINESS SENSE**
    - Laura Hopson, President & CEO, EM Services, LLC

- **TECHNOLOGY**
  - **THE TARGET IS YOU... CYBERSECURITY MATTERS!**
    - Chad Paalman, Co-Founder and CEO, NuWave Technology Partners
    - Angela Hill, Security Practice Manager, NuWave Technology Partners
    - Tracy Lawrence, Commercial Insurance Specialist, Oliver-Dyk Insurance Company
    - John Ford, Chief Information Security Officer, ConnectWise
    - Chris Loehr, Executive Vice President, Solis Security, Inc.

- **LEADERSHIP & DEVELOPMENT**
  - **MAKING THE MOST OF INTERNSHIPS FOR YOUR BUSINESS**
    - Cindy Brown, Vice President of Talent Initiatives, The Right Place

### EVENT PARTNERS:

- APICS Grand Rapids Chapter
- CSCMP Western Michigan Roundtable
- Institute for supply management ISM—Greater Grand Rapids, Inc.