

18th Annual Midwest

Supply Chain Management Conference

"Working together to drive business value."



REGISTER TODAY!

WHEN & WHERE:

Thursday, March 25, 2021
8:30 AM – 1:45 PM
HopIn Virtual Conference

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**
- **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, Vice President and Regional Executive, Detroit branch, Federal Reserve Bank of Chicago:**
The US and Midwest Economy in 2021: Implications for Supply Chain Firms
- **Candace Matthews, Chief Reputation Officer, Amway**
Candace Matthews' Leadership Toolkit

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:

\$50 early bird (ends Friday, March 5, 2021)

\$75 regular registration

\$50 group registration (3 or more people from same company)

\$25 student fee (Students must be enrolled full-time at a university. Email elliottj@rightplace.org to register)

THE NEW LANDSCAPE IN OPERATIONS AND LOGISTICS

Moderator: Mike Joseph, Vice President Sales, Transplace

Panelists: 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

From tariffs, to trade, to technology, the external pressures and emerging trends are forcing companies to evaluate and restructure their supply chains to ensure growth and sustainability. In this interactive session, the panelists will discuss the latest trends in supply chain management, the impact of these trends, how to proactively address these trends, and the pitfalls to avoid.

Mike Joseph

Mike Joseph has 27 years in the Supply Chain/Transportation industry, with experiences focused on ERP and TMS applications, as well as implementation, support, and sales experience. He has helped numerous companies deliver results within the 3PL, Food/Beverage, Retail, Manufacturing, Pharma, Auto, and Electronics Industries. Currently, he is Vice President of Sales at Transplace and has held prior positions with Baan, LeanLogistics, and FourKites. Mr. Joseph is a member of CSCMP and serves as a Roundtable Board member as well. His personal life revolves around his family of five in West Michigan and serving as a Youth USA Hockey Coach and a Licensed USCG Captain.

Bill Selles

Bill Selles is senior director of procurement, supply chain services of Spectrum Health, a \$6.5 billion not-for-profit integrated health system based in West Michigan. He is an experienced leader in system-level thinking who aligns people and strategy with organizational efforts in large, complex organizations. Mr. Selles is responsible for all aspects of procurement in supply chain. He is charged with leveraging supply chain to help the organization realize its vision to be the leader in health by 2020. Under his leadership, supply chain services has saved over \$35M, centralized procurement activity, launched a procurement analytics department, and created a system-level value analysis structure. Mr. Selles joined Priority Health in 2012 as director, workforce management, bringing more than 5 years of management experience in from the retail sector. He has led logistics and operational processes, succession planning, strategy and people development in prior roles. Mr. Selles received his Bachelor of Business Administration from Grand Valley State University. He later earned a Master of Business Administration, with a concentration in strategy and organizational dynamics at Grand Valley State University. He is a member of the American College of Healthcare Executives (ACHE) and Association for Health Care Resource & Materials Management (AHRMM). He is a volunteer with the United Way Leadership Circle, an avid golfer, long distance runner and enjoys spending time with his wife and two children.

Eric Schmidt

Eric Schmidt is currently the Senior Manager of Agility Sourcing and XS -Supply Chain at Amway. Previous roles at Amway include leading teams in Direct Procurement, Indirect Procurement, Project Management and Supply Chain Optimization Projects. Prior to joining Amway, Eric was part of the Motorola Mobility and Gordon Food Services supply chain management teams with positions in Strategy, Supply Chain Planning and Transportation. Eric received his bachelor's and MBA in supply chain from Michigan State University. One of Eric's strong talents is creating a culture of fun and collaboration and motivating the team to reach stretch goals.

Adam Skinner

Adam Skinner is VP of Supply Chain Management at ODL. Prior to joining ODL, he was the Director of SCM at Adient. Mr. Skinner's prior experiences included SCM managerial positions at Magna Donnelly, Monaco Trucking, and Johnson Controls. He earned his BS in Technology degree from GVSU, a BBA in SCM from Ashford University, and two executive development certifications in supply chain from Ohio State University and MIT. He is currently pursuing a master's degree at Michigan State University. Mr. Skinner loves working with people and building successful teams.

EVENT PARTNERS:



Mark Zelek

Mark Zelek is the director of supply chain management of L3Harris Combat Propulsion Systems (CPS), a world leader in combat vehicle engine and transmission manufacturing company of approximately 330 people worldwide and 2020 sales of \$220M. With its division headquarters in Michigan, L3Harris CPS is a first tier subcontractor to the major combat vehicle prime contractors providing of a broad range of propulsion solutions and products used on military. L3Harris CPS customers including the U.S. Department of Defense and allied foreign governments. Mr. Zelek is responsible for procurement (raw material, components, subsystems and services), material estimating, forecasting, planning, inventory management, warehouse operations, coordinating with supplier quality assurance, and overall material and logistic cost reduction initiatives for L3Harris CPS. He has an extensive leadership career in aerospace and defense; including holding key leadership roles in supplier management, materials management and operations over a 31 year span at Boeing and McDonnell Douglas. He has successfully led start up, recovery and sustaining operations involving complex, global supply chains in multiple US and Italy manufacturing sites. Mr. Zelek is a respected subject matter expert in supply chain and has worked closely with Michigan State University's supply chain program. He holds an executive MBA from the University of California, Irvine and a BBA (Material & Logistics Management) from Michigan State University.

THE REALITY OF TRANSPORTATION RATES AND CAPACITY

Kyle Lintner, Principal and Managing Director, K-Ratio

Rates, Capacity, and Service have been affected in all Domestic and International lanes. Learn about the current state as well as gain a glance into the future as it relates to contract and spot rate and capacity analytics.

Kyle Lintner

Kyle Lintner is a Principal and Managing Director of K-Ratio. A 23-year financial markets professional, Mr. Lintner's career began as a market analyst before transitioning into trading futures, options, stocks, bonds, and currencies for his own accounts over the last 17 years. A member of the Chicago Board of Trade since 2006, he has served on a number of professional committees as an advocate for trading policies and best practices, and is a frequent news commentary contributor in print, television, and radio for analytical, logical, and objective assessments of freight market dynamics, conditions, and participants.

EVENT PARTNERS:



TRACK TOPIC: TECHNOLOGY

GLOBAL DEMAND PLANNING: EVOLVING SOLUTIONS IN A CUSTOMER-CENTRIC CULTURE

Andrew Sawhill, Director, Global Demand Planning & Supply Chain Analytics, Amway

The dynamics of the consumer landscape are ever-changing – and have only accelerated since the COVID-19 global pandemic. Fluctuations in product portfolio demand, dramatic shifts from offline to online sales channels, and relentless competition for customers requires supply chains to pursue enhancements in demand sensing and responsiveness capabilities to remain competitive. In this session, learn about the journey Amway is embarking on to overhaul its global forecasting and demand planning function – from a centralized, top-down approach based on traditional statistical models to one that is built from the bottom-up and seeks to leverage opportunities from artificial intelligence and machine learning technologies.

Andrew Sawhill

Andrew Sawhill is originally from Manistee, Michigan and holds a Bachelor of Science Degree in Chemical Engineering from Michigan Technological University and an MBA in Operations Management from the University of Tennessee. At Amway since 2011, Mr. Sawhill led teams of strategic supply chain analysts and distribution engineers in Grand Rapids as well as on assignment in Singapore; earlier this year, he concluded a second long-term assignment in Busan, South Korea, leading the transformation of the Asia Pacific supply chain planning organization. Mr. Sawhill is currently the Director for Global Demand Planning and Supply Chain Analytics at Amway, and has a wife, April, of 16 years, and two children, Colin (12) and Cora (11).

DIGITAL TRANSFORMATION: WHAT'S IN A NAME?

Steve Rothman, Founder & Managing Partner, IT Renaissance

It would be an understatement to say that “digital transformation” is the current “mega business phenomenon.” You can’t open your email or social media application or visit a news, business or technology web site and not see several new articles or posts about the “next big idea” in digital transformation. There is no doubt that the term digital transformation has reached overused, misused and over-hyped buzz word status. To make matters worse, a recent survey published in the Harvard Business Review estimated that 70% of the \$1.3 trillion that was spent on digital transformation in 2018 was wasted. This session will:

- Provide a concise and pragmatic definition and historical perspective on digital transformation
- Identify the technologies that will disrupt existing supply chain operating models
- Introduce several useful frameworks that will enable supply chain leaders to understand the threats, and identify the opportunities, that these technologies present
- Introduce a “playbook” for achieving digital transformation success

Steve Rothman

Steve Rothman is a founder and Managing Partner at IT Renaissance, a management consulting firm that partners with clients to plan, define and deliver successful digital transformations. Mr. Rothman has over 40 years of experience helping organizations leverage Information Technology to create business value. His areas of expertise include Digital Transformation, Lean Manufacturing, IT Strategy, Agile Software Development, large scale Program Management and the leadership and transformation of technology organizations. He has worked in the manufacturing, automotive, airline, distribution, utility, insurance, and financial services industries. Prior to founding IT Renaissance, Mr. Rothman had been a partner in the consulting practices of Andersen Consulting (Accenture) and Deloitte Consulting. He has also been a Senior Vice President in the IT organizations of Fidelity Investments and Nationwide Insurance and a Materials Manager for a Consumer Products Manufacturing company with a complex global supply chain. Mr. Rothman took a three-year hiatus from IT Renaissance in 2015 to serve as the Chief Transformation Officer for PRGX, the global leader in the Recovery Audit industry and a leading provider of Spend Analytics. Mr. Rothman has a Bachelor of Science in Electrical Engineering from Union College and a Master of Science in Industrial Engineering from Carnegie-Mellon University.

EVENT PARTNERS:



HUMANS ARE THE WEAK LINK IN CYBER SECURITY – AN IN-DEPTH LOOK AT HOW THE SUPPLY CHAIN MAY BE TARGETED BY NATION-STATES

Angela Hill, CEO, Jadex Strategic Group (JADEX)

This session includes an intricate tale about the physical vulnerabilities faced by the U.S. supply chain. The discussion highlights cyber threat actors working for nation-states and foreign intelligence services targeting key U.S. critical infrastructure. This security session will help supply chain management professionals understand the risks and vulnerabilities of not adopting a culture of security and identifies measures to mitigate risks to protect their data, assets, relationships, and reputational data. It highlights the national security threats facing the U.S. supply chain and offers 5 solutions to implement today to protect and mitigate risks.

Angela Hill

Angela Hill is CEO of Jadex Strategic Group and has worked for over a decade in counterterrorism and global intelligence operations in Afghanistan-Pakistan, Africa, Latin America, the Middle East, and North Korea. Her work included hunting deadly terrorists, lethal terror entities, and recruiting for human intelligence (HUMINT) operations as a U.S. Navy military intelligence analyst and a federal contractor to the Central Intelligence Agency (CIA) and other intelligence agencies. Prior to launching JADEX, Ms. Hill ran a comprehensive Security & Compliance Department, overseeing internal security program development, cybersecurity assessments, information security assessments, security awareness training, and National Institute of Standards and Technology (NIST) 800-171 and DFARS 7012 404 consulting engagements. Her expertise spans from national security, cloud, compliance and intelligence support to various clients from civilian to government entities. She has unique perspective when evaluating security operations due to her dynamic background in supporting global intelligence operations. Her experience lends understanding on how social engineering and data exploitation can be used for nefarious endeavors by hackers, criminals and national actors.

EVENT PARTNERS:



TRACK TOPIC: LEADERSHIP AND DEVELOPMENT

SUPPLIER DIVERSITY: A BUSINESS CASE THAT MAKES GOOD BUSINESS SENSE

Laura Hopson, President & CEO, EM Services, LLC

There is a steady demographic shift taking place in America, with diverse groups becoming a larger percentage of our population — and therefore a larger economic force in our economy. Today, minorities represent approximately 35% of the population. By 2043, that representation will be over 50%. By supporting supplier diversity programs, your company will make a direct impact with minority communities in our country, position you to as a top brand among those respective demographic segments and positively impact your organization's bottom line. This session will focus on the importance of supplier diversity programs, dialogue about overcoming barriers to implementation and highlight strategies for successful program development.

Laura Hopson

Laura Hopson is the President and CEO of EM Services, LLC. As a minority and female business owner, she is excited to embrace the true meaning of minority business development. Her focus not only is to help her customers streamline their current procurement processes and platforms but to help build a community network of businesses, so they can collaborate on new business ventures and opportunities. In 2019, Ms. Hopson was recognized by receiving the Diverse Business Leader award from Michigan's Corp! Magazine. She brings to the Michigan business community nearly 30 years of expertise stretching across manufacturing, sales, marketing, and management. Professionally, her focus on transforming brands, marketing, and people, have resulted in a number of great accomplishments over her career. Her background includes various positions at Herman Miller, VanerumStelter, Steelcase and Kentwood Office Furniture. After graduating from high school in Grand Rapids, Michigan, Ms. Hopson obtained her bachelor's degree in Industrial Engineering from the University of Michigan and her Master of Business Administration in Marketing and Finance from Western Michigan University.

EVENT PARTNERS:



DIVERSITY GAP IN SUPPLY CHAIN

Moderator: Helen VanTongerren, Senior Buyout Planner, Amway

Panelists: Graciela Cruz, Director, VP of A70 Transformation Office,, Amway
Joe Matthews, Vice President of Purchasing and Diversity Officer, Gentex
Frances Hogsten, Vice President of Global Procurement & Logistics, Haworth, Inc.

Successful and well-balanced companies know that diverse business leaders and their exceptional leadership skills provide major benefits to their organizations. Employers demand skills, including soft skills such as collaboration, creativity, problem-solving in the fast-paced supply chain work environment. It's shown time and again that these skills can improve employee engagement and make for smooth-running operations. So why is recruiting and retaining women and minorities in supply chain still an issue? Today, we have three awesome panelists who represent diverse backgrounds and experiences joining us to discuss the diversity gap in supply chain.

Helen VanTongerren

Helen VanTongerren is an APICS and lean six sigma green belt certified supply chain professional with over 15+ years of international working experience in the areas of global strategic sourcing, supply chain planning and project management in both China and US. She has been actively engaged in multi-culture and women inclusion network within Amway. She has passion for young professional development, she has mentored several interns and led Amway planning intern program in recent years. She also serves as the VP of Marketing for APICS Grand Rapids Chapter since May 2019.

Graciela Cruz

Graciela Cruz was previously in the role of Director of Supply Chain Planning for Amway. She has been with Amway for 6 years, before that spending 14 years with Procter & Gamble. Graciela was responsible for managing a global supply chain that oversees manufacturing and distributing nutrition, beauty, personal care and home products which are sold in 100 countries. In her Planning role her team optimized supply chain design and performance through collaboration with material suppliers and manufacturing operations. In addition to Supply Chain Planning, Graciela has also held key positions in Manufacturing Operations Leadership and Project Management. Graciela received her Bachelor's Degree in Mechanical Engineering from Stanford University. Graciela has most recently accepted a position as VP of the A70 Transformation Office, supporting the Global Leadership Team in charting the path to Amway's 10-year strategic vision (A70) with a focus on making it 10x easier for ABOs to acquire and retain a community of engaged customers. Her intimate knowledge of supply chain, manufacturing and fulfillment systems, as well as her proven capabilities as a strategic leader across many dimensions of the business will be critical assets to our A70 transformation plans. She and her husband have a seven year old daughter and reside in Ada, Michigan. Outside of work, Graciela can be found training for a half marathon or working on supporting Girl Scouts as Troop Leader for her daughter's 2nd grade Daisies.

Joe Matthews

Joe Matthews joined Gentex in 2010 as a Purchasing Manager. In 2013, he was promoted to Purchasing Director with additional responsibilities for supply chain management, with his most recent promotion to Vice President in 2014, his team is responsible for all direct and indirect material goods and services, logistics spend as well as customs compliance and supplier diversity. In 2018, he was appointed as Gentex's first Diversity Officer. In this role, Mr. Matthews is responsible for the development and implementation of Gentex's diversity, equity, and inclusion (DE&I) initiatives. He is a native of Gary, Indiana. He started his career at Delphi in Kokomo, Indiana in 1991. His experiences there include IC design, operations, manufacturing engineering, and roles of increasing responsibility in supply management. In 2003, Mr. Matthews became part of the sourcing leadership for Whirlpool Corporation in Michigan. In addition, he held leadership positions for the pre-integration sourcing planning for the Maytag acquisition, indirect, and supply chain. In 2009, he worked for Management Engineers (now PwC Strategy) to expand their presence into the United States. He graduated cum laude with a Bachelor of Science degree in Electrical Engineering from Rose-Hulman Institute of Technology. In addition, he has a Master of Engineering, Industrial Engineering and Operations Research, and a Master of Business Administration both cum laude from Cornell University.

Frances Hogsten, CPIM, CPM

Frances Hogsten, CPIM, CPM, is Vice President of Global Procurement & Logistics for Haworth, Inc; a large furniture manufacturer based in Holland, Michigan. Frances holds a Bachelors and Masters degrees in Manufacturing Engineering from Boston University. These credentials are combined with over 25 years of Supply Chain & Sourcing experience. Frances 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 led global supply chain organizations for companies in multiple industries such as: Ingersoll Rand (heavy industrial), Lutron Electronics (lighting industrial), Solectron (EMS), General Electric (heavy industrial). She has played an instrumental role in Supplier rationalization, driving working capital improvements as well as serving as Lean Champion for her functional group.

EVENT PARTNERS:



INTRACOMPANY SUCCESSION PLANNING

Todd Sperl, Owner and Managing Partner, Lean Fox Solutions

Rob Ptacek, President, Competitive Edge Training and Consulting, a Ptacek & Associates LLC Company, and Lean Fox Solutions Resource

This 45 minute session includes overview, considerations, planning, tips and techniques regarding building a strong intracompany succession plan. Intracompany succession planning includes planning for growth and personal development within the organization. This is not succession planning of ownership or executive leadership/general management of an organization. This session will discuss the following topics:

- The need for succession planning at all levels
- How to identify and develop the right people the right way
- Keys to consider when conducting intracompany succession planning
- Case study in intracompany succession planning
- Questions and discussion

Todd Sperl

Todd Sperl is an enthusiastic, creative leader who can look beyond today's problems to find tomorrow's solutions, an out-of-the-box thinker not bound by the status quo. In addition to leading lean transformations for hospitals and physician practices throughout the U.S. and Canada, he is an Adjunct Professor for the Oakland University Executive MBA program in Auburn Hills, Michigan. Mr. Sperl has co-authored three books on lean healthcare and the first iPad app for lean healthcare. He has presented at numerous regional and national conferences on Lean Six Sigma, change management and human resource assessment. Prior to founding Lean Fox Solutions, Mr. Sperl spent over nine years at St. John Providence Health in various HR and organizational effectiveness roles. He directed the deployment of Lean Six Sigma across SJH ensuring achievement of strategic goals and objectives. SJPH located in SE Michigan, is comprised of seven hospitals plus more than 125 medical facilities. Mr. Sperl led, coached, taught and mentored Leadership, Black Belts, Green Belts and Process Owners in DMAIC, Lean, Change Acceleration Process and Work-Out methodologies. Prior to that, he spent over seven years at Competency Management, Inc. managing projects for Fortune 500 clients focused on training programs, satisfaction surveys, pre-employment assessment tools, executive development, behavior-based modeling, selection interviewing and in-basket exercises. Mr. Sperl is a GE trained Master Black Belt and Master Change Agent. He received his BS in Psychology from the University of Wisconsin - River Falls and a MS in Industrial-Organizational Psychology from St. Mary's University in San Antonio, TX.

Rob Ptacek

Rob Ptacek is a Partner in Global Lean Institute, and President and CEO of Competitive Edge Training and Consulting, a firm specializing in leader and organizational development, and lean enterprise transformations. He is an Approved Scanlon Leadership Network Consultant and a Senior Advisor to the National Association for Job Shops and Small Manufacturers (NAJS). Mr. Ptacek holds a BS in Metallurgical Engineering from Michigan Technological University, Houghton, Michigan, and Masters of Management from Aquinas College, Grand Rapids, Michigan. Mr. Ptacek is an adjunct instructor of Management Principles, Manufacturing Strategy, and Total Quality Management, and has instructed at Grand Valley State University, Aquinas College, Davenport University, and currently instructs in the Lean Champion Certification program at Grand Rapids Community College. Mr. Ptacek has an extensive client list and has provided Lean and Leadership training and consulting in North America, Asia, and Europe. He has authored several books and articles on principled Leadership and continuous improvement topics. He is the author and illustrator of Shop Suey comics for industry, a comic book formatted training publication, the Supervisor Pocket Guide, and the Lean Sim Machine™ Advanced Lean Training Manual, and is on the advisory board for the Lean Pocket Guide and related materials offered by MCS Media. Mr. Ptacek has held leadership positions in Quality, Sales, and Operations Management, and has over 25 years of practical experience implementing continuous improvements in a variety of industries. He speaks on leadership and continuous improvement topics for several industry associations including, Precision Metal Forming Association (PMA), Society of Manufacturing Engineering (SME), American Society for Quality (ASQ), American Mold Builders Association (AMBA), National Association for Job Shops and Small Manufacturers (NAJS), and the Scanlon Leadership Network (SLN).

EVENT PARTNERS:

