

# 18<sup>th</sup> 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](mailto:elliottj@rightplace.org) to register)

# EVENT AGENDA:

8:30 - 8:35 A.M.	Welcome Remarks	
8:35 - 9:35 A.M.	<b>OPENING KEYNOTE: The US and Midwest Economy in 2021: Implications for Supply Chain Firms</b> Rick Mattoon, Vice President and Regional Executive, Detroit branch, Federal Reserve Bank of Chicago	
9:35 - 9:50 A.M.	Break	
9:50 - 10:35 A.M.	CONCURRENT BREAKOUT SESSIONS - First Choice	
<b>OPERATIONS &amp; LOGISTICS</b>	<b>TECHNOLOGY</b>	<b>LEADERSHIP &amp; DEVELOPMENT</b>
<b>GLOBAL CHANGE – THE IMPACT ON BUSINESS</b> Moderator: Sonja Johnson, Executive Director, Van Andel Global Trade Center  Heather Taylor, Assistant Vice President, Enterprise Risk Management & Insurance Programs, Grand Valley State University  Etienne Visser, Managing Director, Transportation Services, Transplace Europe  Kelly Bysouth, Chief Supply Chain Officer, International Automotive Components	<b>GLOBAL DEMAND PLANNING: EVOLVING SOLUTIONS IN                  A CUSTOMER-CENTRIC CULTURE</b>  Andrew Sawhill, Director, Global Demand Planning & SC Analytics, Amway	<b>SUPPLIER DIVERSITY   A BUSINESS CASE THAT MAKE                  GOOD BUSINESS SENSE</b>  Laura Hopson, President & CEO, EM Services, LLC
10:35 - 10:50 A.M.	Break	
10:50 - 11:35 A.M.	CONCURRENT BREAKOUT SESSIONS - Second Choice	
<b>OPERATIONS &amp; LOGISTICS</b>	<b>TECHNOLOGY</b>	<b>LEADERSHIP &amp; DEVELOPMENT</b>
<b>THE NEW LANDSCAPE IN OPERATIONS &amp; LOGISTICS</b> Moderator: Mike Joseph, Vice President Sales, Transplace  Bill Selles, Sr. Director of Procurement, Spectrum Health  Eric Schmidt, Manager - XS Supply Chain, Amway  Adam Skinner, Vice President of Supply Chain, ODL Inc.  Mark Zelek, Director, Supply Chain Management, Combat Propulsion Systems, L3Harris Technologies	<b>DIGITAL TRANSFORMATION: WHAT'S IN A NAME?</b>  Steve Rothman, Founder & Managing Partner, IT Renaissance	<b>DIVERSITY GAP IN SUPPLY CHAIN</b> Moderator: Helen VanTongerren, Senior Buyout Planner, Amway  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.
11:35 - 11:50 A.M.	Break	
11:50 A.M. - 12:50 P.M.	<b>KEYNOTE: Candace Matthews' Leadership Tool Kit</b> Candace Matthews, Chief Reputation Officer, Amway	
12:50 - 1:35 P.M.	CONCURRENT WORKSHOPS - Third Choice	
<b>OPERATIONS &amp; LOGISTICS</b>	<b>TECHNOLOGY</b>	<b>LEADERSHIP &amp; DEVELOPMENT</b>
<b>THE REALITY OF TRANSPORTATION RATES AND CAPACITY</b>  Kyle Lintner, Principal and Managing Director, K-Ratio	<b>HUMANS ARE THE WEAK LINK IN CYBER SECURITY -                  AN IN-DEPTH LOOK AT HOW THE SUPPLY CHAIN MAY BE                  TARGETED BY NATION-STATES</b>  Angela Hill, CEO, Jadex Strategic Group	<b>INTRACOMPANY SUCCESSION PLANNING</b>  Todd Sperl, Owner and Managing Partner, Lean Fox Solutions  Rob Ptacek, President of Competitivw Edge Training and Consulting, a Ptacek & Associates LLC company, and Lean Fox Solutions resource
1:35 - 1:45 P.M.	Closing Remarks	

# EVENT PARTNERS:

