

# Developing World-Class Supply Chain Collaboration

February 22-25, 2010

August 23-26, 2010



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Smeal Ranks  
No. 1 in Supply  
Chain Education.

## Program Objectives

Participants will develop a better understanding of leading practices and industry standards for world-class collaboration. The program prepares organizations to be effective partners established in bedrock principles of trust. Participants will then learn how to incorporate best practice methodology in Sales and Operations Planning (S&OP) to achieve optimal functional alignment for coordinated demand-supply planning. Participants will also learn step-by-step processes for Collaborative Planning, Forecasting, and Replenishment (CPFR) from one of the world's leading authorities on CPFR and trading partner collaboration.

## Program Benefits

Developing World-Class Supply Chain Collaboration will improve your ability to:

- Use collaboration to increase profits, reduce costs, and improve visibility
- Execute better supply chain performance through information sharing and trust-building
- Smooth fluctuations in demand and synchronize supply with demand signals
- Enhance customer service, reduce stock outs, and improve product line ROIs
- Implement proven collaborative methodologies like S&OP and CPFR within your organization
- Develop productive trading partner relationships and strategies
- Access, analyze, and understand disparate data sources and emerging trends in product management

## Who Should Attend

This program is designed for managers and executives responsible for coordinating collaborative efforts across functions within an organization or managing trading partner relationships across multiple firms. It is designed for those who want to bring proven methodologies like S&OP and CPFR into their organizations to facilitate demand management, reduce working capital, and improve customer response.

## Program Content

Delivery is balanced between in-depth discussion on content and active engagement in group exercises to immediately put into practice newly learned concepts. Topics include:

- **External Collaboration**
  - Managing supply chains in the 21st century
  - Building and maintaining trust in a business partnership
  - People, processes, and technology
  - Change management mandates for an organization
  - Collaborative Planning, Forecasting, and Replenishment (CPFR)
- **Internal Collaboration**
  - Sales and Operations Planning (S&OP) Principles
  - Concept of Consensus forecasting
  - Coordinated demand and supply planning
- **Integrating External & External Collaboration**
  - Practical insights from industry leaders

## Enhance Your Competencies with a Supply Chain Certificate!

Penn State Executive Programs and the Center for Supply Chain Research are providing three opportunities to advance your supply chain proficiency and to demonstrate your commitment to self-enrichment and subject expertise. Receive a Certificate in Supply Chain Management, a more advanced Certificate in Supply Chain Leadership, or a new Certificate in Supply Chain Operational Excellence by completing a combination of open-enrollment programs.

## Faculty Leaders

Sessions are led by top faculty from Penn State and other leading institutions, as well as supply chain professionals. Each instructor has an extensive background in research and consulting, and in educating executives. Each brings to the classroom best-practice tools and implementation processes for achieving world-class results.

### Faculty Director

Paul Strzelec, President & CEO, Digital Tempus

### Faculty Leaders

Doug Thomas, Associate Professor of Supply Chain Management, The Smeal College of Business, Penn State

Joe Andraski, President and CEO, Voluntary Inter-Industry Commerce Solutions Association (VICS)

Jason Reiman, Vice President, Global Customer Service, Planning, & Logistics, The Hershey Company

## Program Dates

February 22-25, 2010

August 23-26, 2010

## Location

This program will be conducted at the Penn State University Park campus in State College, Pennsylvania, and held in private, modern executive education facilities.

## Program Hosts

Since 1954, organizations and individuals around the world have turned to **Penn State Executive Programs** to meet their leadership development needs. Drawing on the vast resources of one of the nation's top universities and the internationally ranked Smeal College of Business, executives and senior managers develop capabilities that translate into strategic creativity, effective leadership, innovation, and efficient business processes. We are currently ranked among the very best executive education providers by major publications including *The Economist* and *BusinessWeek*. For more information visit <http://www.smeal.psu.edu/psep/>.

Serving as a bridge between companies and supply chain knowledge, the **Center for Supply Chain Research (CSCR)** is one of the nation's leading institutions dedicated to supply chain research and education. It was recently named the 2006 institutional recipient of the Eccles Medal by the Executive Board of Directors of the International Society of Logistics (SOLE). CSCR and the Smeal College of Business offer one of the largest concentrations of supply chain researchers, practitioners, and supply chain students in the world. Visit <http://www.smeal.psu.edu/cscr/> for more information.



*The World's Leading Source for the Supply Chain Profession.™*

The Council of Supply Chain Management Professionals (CSCMP) is the preeminent worldwide professional association of supply chain management professionals. CSCMP exists to improve supply chain management skills by facilitating communications among supply chain professionals, identifying and conducting research on supply chain theory and practice, and creating awareness of the significance of supply chain to business and the economy.

## Fees

The program fee for Developing World-Class Supply Chain Collaboration is \$3,600. This includes all instructional materials, private room accommodations, and meals.

### Association member pricing applies:

\$3,500 for members of the Council of Supply Chain Management Professionals

\$3,000 for Center for Supply Chain Research corporate sponsors

We support team participation to maximize the impact of learning. Teams of three or more receive significant savings for each additional participant. Please call for details on all of our special participation options.

We accept MasterCard, Visa, Discover, and American Express.



## Related Programs

- **Achieving Supply Chain Transformation**  
[www.smeal.psu.edu/psep/mesc3.html](http://www.smeal.psu.edu/psep/mesc3.html)
- **Designing and Leading Competitive Supply Chains**  
[www.smeal.psu.edu/psep/dlsc.html](http://www.smeal.psu.edu/psep/dlsc.html)
- **Processes and Tools for Supply Chain Success**  
[www.smeal.psu.edu/psep/mesc2.html](http://www.smeal.psu.edu/psep/mesc2.html)
- **Essentials of Supply Chain Management**  
[www.smeal.psu.edu/psep/mesc1.html](http://www.smeal.psu.edu/psep/mesc1.html)
- **Applying Lean Principals Across the Supply Chain**  
[www.smeal.psu.edu/psep/lsc.html](http://www.smeal.psu.edu/psep/lsc.html)
- **Building Global Supply Chains for Competitive Advantage**  
[www.smeal.psu.edu/psep/gbs](http://www.smeal.psu.edu/psep/gbs)

### Registration

Class size is limited. Reserve space via phone or e-mail (Phone: 814-865-3435; Toll Free: 800-311-6364; FAX: 814-865-3372; E-mail: [psep@psu.edu](mailto:psep@psu.edu)). Then apply online at <http://php.smeal.psu.edu/psep/apply/>

