



Strategic Supply Chain Management Forum

Tuesday, **March 2**, and
Wednesday, **March 3**, 2010

Toronto Marriott Downtown Eaton Centre • Toronto



Stephen W. Bauld
President and
Chief Executive Officer
Purchasing Consultants
International Inc. (PCI),
former Vice-President
Ontario General Contractors'
Association, and
Co-Author, *Leadership,
Or the Lack Thereof*



Andy J. Ellis
Senior Vice-President
Supply Chain and Logistics
Walmart Canada Corp.



Brian Martin
Vice-President
Sales and Marketing
Schenker of Canada Limited

Mitigate risk and create
opportunities within your
supply chain.

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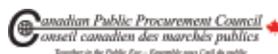
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Manage supply chain risk to maximize operational continuity.

Today's reality is that operational risk comes from threats to your suppliers' businesses as well as your own. If a supplier is at risk from credit failure or poor pandemic planning, you're at risk too. Learn how other supply chain experts assess the nature and magnitude of risk in complex supplier partner networks and then act to mitigate critical risk before it's too late.

Ensure your supply chain strategy addresses corporate priorities.

There's a convergence occurring in purchasing, procurement, logistics, and operations, at the same time professionals in each discipline are being challenged to interpret the changing environment and respond to increased senior management demands.

This event offers a unique forum for supply chain executives to collaborate with public and private sector practice leaders on how to meet these demands and drive alignment between supply chain strategy and overall organizational strategy.

Take control of supply chain risk and opportunity.

The credit crunch and economic turmoil have placed additional pressure on all elements of the supply chain, and the professionals who manage complex supplier partner networks are challenged to add value for their organizations and customers.

Strategic Supply Chain Management Forum will help you optimize your supply chain and ensure its uninterrupted performance and contribution to organizational results. Get the information you need from the experts, including:

- **Andy J. Ellis**, Walmart Canada Corp. and **Bob Armstrong**, SCL Canada, who will share cross-industry and best practice experiences in measuring the business benefits of sustainable supply chain management
- **Glen Hodgson**, The Conference Board of Canada, who will consider the economy's impact on global, regional, and local supply chain management
- **Ken J. Bradley**, Lytica Inc., and **James W. Lawton**, Dun & Bradstreet, who will assess supply chain risk, and tools and techniques to mitigate risk
- **Robert W. Dye**, Purchasing Management Association of Canada, who will moderate an expert panel discussing strategic supply chain management in challenging times
- **Stephen W. Bauld**, Purchasing Consultants International Inc. and Co-Author *Leadership, Or the Lack Thereof* who will discuss the future of strategic supply chain management

Increased supply chain complexity demands integrated solutions.

Don't miss this unparalleled opportunity to collaborate with your peers and public and private sector experts on how to apply supply chain solutions consistent with your business strategy and across a network of partner organizations.

I look forward to meeting you and to your participation in this unique event.

Sincerely,

Bill Robertson

Executive Director, Conference Programs

Assess your network's strengths and weaknesses with the experts' insights.

Discuss proven best practices and get the information you need to optimize your supply chain:

- managing the supply chain in a challenging economy
- strategies and tools to identify, assess, and mitigate supply chain risk
- enhancing customer value and reducing costs
- supply chain financing solutions and innovations
- harnessing supply chain innovation to increase sustainability and profitability
- measuring supply chain performance to increase competitiveness



DAY 1—TUESDAY, MARCH 2, 2010

8:00 a.m. Registration and Continental Breakfast

8:30 a.m. Opening Remarks from the Chair

Philippe Richer, Deputy Director,
Service Industries Directorate, Industry Canada

8:45 a.m. Plenary Session 1

Keynote Presentation: The Economy's Impact on Strategic Supply Chain Management

Glen Hodgson, Senior Vice-President and Chief Economist,
The Conference Board of Canada

Glen Hodgson will share his latest analysis on the recent performance of and future outlook for the global economy. Glen will draw on his years of research experience, including that on global value chains with the Conference Board's International Trade and Investment Centre, to assess the economy's impact on the evolution of global, regional, and local supply chains.

9:30 a.m. Plenary Session 2

Increasing Competitiveness with Supply Chain Performance Measurement

Philippe Richer, Deputy Director,
Service Industries Directorate, Industry Canada

Brian Martin, Vice-President, Sales and Marketing,
Schenker of Canada Limited

As competition becomes increasingly global, innovation evolves from the firm-to-firm level to supply chain-to-supply chain level of interaction. In this complex environment, measurement of key performance indicators is essential to supply chain management innovation and performance. It's estimated that firms that measure supply chain performance outperform their industry counterparts in many ways, including reduced total landed costs and reduced shipment delays.

Examine how to achieve superior results for your organization with disciplined performance measurement:

- the key supply chain measurement metrics used by Global 1000 organizations
- best-in-class application of supply chain performance measurement to enhance competitiveness
- the impact of trends in supply chain agility, costs, low cost country sourcing, and innovation

- case study of supply chain performance measurement and business results

10:15 a.m. Networking Break

10:45 a.m. Plenary Session 3

Cost Reduction Opportunities with Value Enhancement

Patricia J. Moser, President, i3 advantage inc.

Anne Donaldson-Page, Owner and Management Consultant,
stratAHEAD

Insanity is doing the same thing over and over again and expecting different results.
—Albert Einstein

The bottom-line focus of organizations has intensified in the economic downturn, creating a huge opportunity for procurement and supply chain groups to demonstrate their role's contribution to corporate profitability and even viability.

However, in many businesses, the usual sources of savings such as price reductions and volume consolidation have already been utilized. As the pressure to drive profits increases, how can procurement and the supply chain contribute to superior results?

Patricia Moser, acknowledged procurement and supply chain thought leader, will provide a roadmap on how to rethink and redesign your approach to cost reduction. Patricia will explore issues you may not have considered before and how to approach them. Patricia and Anne will also focus on "levers of opportunity" beyond price reduction to reduce costs, and how to engage senior leadership to support changes that help drive bottom-line performance.

11:30 a.m. Plenary Session 4

Supply Chain and Enterprise Risk Management: Understanding and Mitigating Risk

Ken J. Bradley, President, Lytica Inc.

James W. Lawton, Senior Vice-President and General Manager, Supply Management Solutions, Dun & Bradstreet, United States

The reality that one failing company can quickly put the next business at risk has prompted some organizations to apply customer evaluation techniques to suppliers. However, this approach is insufficient—supplier relationships are much more complex, and business continuity requires a thorough understanding of supply chain vulnerabilities across sophisticated partner networks.

To meet these challenges, leading supply chain experts are applying new tools and best practices to assess the financial and overall stability of suppliers. Supply chain experts Ken Bradley and James Lawton will share the latest thinking on supply chain continuity and financial tools and techniques to optimize supply chain risk mitigation.

Ken will discuss a comprehensive approach to overall supply chain risk management, and Jim will review tools and techniques specifically developed to analyze supplier health and evaluate supplier relationships—before it's too late.

12:30 p.m. Luncheon and Keynote Presentation

David Binks, President, FedEx Express Canada Ltd.

FedEx Express Canada President, David Binks, will provide a corporate leader's perspective on global supply chain management and its importance to Canadian businesses.

David will examine new global trade patterns and the importance of exports to individual Canadian businesses and to the Canadian economy as a whole. He will discuss the trends in the marketplace including the focus on sustainability and supply chain innovations.

2:00 p.m. Plenary Session 5 Supply Chain Financing: Risks, Challenges, and Opportunities

Philippa Fitzsimons, Director, Supply Chain and Trade Solutions, BMO Capital Markets

Fergus B. Groundwater, Program Lead, Global Trade Management Centre of Innovation, Export Development Canada

Recent fundamental shifts in the global marketplace are presenting new challenges and opportunities in global supply chain management. Wider global trading relationships have promised greater operational effectiveness, but also bring with them exposure to new and different risks.

Global trade and supply chain financing presents its own risks and opportunities. In this session, supply chain and finance experts will examine how to mitigate risks and leverage the financial supply chain to create competitive advantage. Hear about the latest options and emerging innovations in supply chain finance and risk management.

3:00 p.m. Refreshment Break

3:15 p.m. Plenary Session 6 Panel Discussion: Government and Supplier Partnerships Best Practices

Moderator:

Lou Milrad, Associate Counsel, Miller Thomson LLP

Panellists:

Marian Macdonald, Assistant Deputy Minister, Supply Chain Management, Ontario Ministry of Government Services

James Macintyre, Director, Purchasing, Region of Peel

Rick Otway, Regional Vice-President, Ontario Public Sector Operations, Cisco Systems Canada Co.

Louis Shallal, Director, IT Services, The Regional Municipality of York

Roy W. Wiseman, Chief Information Officer, Region of Peel

Many governments are working to reduce procurement and supplier costs as they pursue a “return on investment”—providing better service more efficiently. In response, suppliers are attempting to deepen their relationships by aligning working practices to meet their government customers' business objectives.

The panellists will examine best practice and innovative examples of this partnership approach in IT, procurement, and general purchasing at different levels of government. Participate in the discussion of how to apply these approaches to other sectors to improve business partnerships and practices in the public and private sectors.

4:15 p.m. Closing Remarks from the Chair

Philippe Richer, Deputy Director, Service Industries Directorate, Industry Canada

4:30 p.m. Day 1 Adjourns

DAY 2—WEDNESDAY, MARCH 3, 2010

8:00 a.m. Continental Breakfast

8:30 a.m. Opening Remarks from the Chair

Philippe Richer, Deputy Director,
Service Industries Directorate, Industry Canada

8:45 a.m. Plenary Session 7

Keynote Presentation: Going Green— Measuring Progress and Business Benefits in Sustainable Supply Chain Management

Bob Armstrong, President, SCL Canada

Andy J. Ellis, Senior Vice-President, Supply Chain and
Logistics, Walmart Canada Corp.

The scope of Wal-Mart's green goals are...
without parallel.

—*Business Week*, May 2009.

Leading supply chain managers are pursuing sustainable supply chain management because it's good business and it's good for the planet. Beyond marketing and corporate social responsibility, their motives are greater efficiency and reduced costs. Fundamental to this movement is a focus on measurement at industry leaders such as Walmart, with their "packaging scorecards" and "green ratings" initiatives, among others.

The experts will discuss the latest developments in measuring and achieving green supply chain management. Bob Armstrong will highlight recent progress made through cross-industry collaboration, and Andy Ellis will share Walmart's experience as a mega-retailer at the forefront of this revolution.

9:45 a.m. Refreshment Break

10:00 a.m. Plenary Session 8

Research Presentation and Panel Discussion: Strategic Supply Chain Management—Adding Value in Challenging Times

Moderator:

Robert W. Dye, President and Chief Operating Officer,
Purchasing Management Association of Canada

Panellists:

Tricia Benn, Director, Research, Business, and
Professional Publishing, Rogers Media, Rogers

Christine Moore, Vice-President, Supply Chain,
Unified Purchasing Group of Canada

Andrew Wolfe, Director, North American Procurement,
Open Text Corporation

With new market realities driving fundamental changes in the creation, production, and distribution of goods and services, strategic supply chain management professionals are building sophisticated supply chain partner networks to compete globally.

Drawing on new research from the Purchasing Management Association of Canada, *Purchasing b2b* and *Materials Management & Distribution* magazine, the panel will share their strategies to increase profitability, fuel innovation, and manage change in today's competitive marketplace. They'll also discuss research findings and their first-hand experiences, including:

- how supply chain leaders can increase their senior management influence
- what supply chain professionals are doing to survive the recession and prepare for recovery
- supply chain cost control, supplier relationship management and reorganization, best practices, and more

11:00 a.m. Plenary Session 9

The Future: Learning from Cross-Sector Experiences and Advances

Stephen W. Bauld, President and Chief Executive Officer,
Purchasing Consultants International Inc. (PCI), former
Vice-President, Ontario General Contractors' Association,
and Co-Author, *Leadership, Or the Lack Thereof*

The convergence of purchasing, procurement, logistics, and operations offers an opportunity to leverage learning from each specialty, just as experience in different industries and sectors can add valuable perspective.

More than 32 years of diverse international experience in public and private sector supply chain management has given Stephen Bauld insight into all sides of supply chain issues. Stephen will use construction and other major procurement case study examples to

examine how and why things can go wrong, and what you can do to prevent problems. He will also consider the role of leadership and other key factors in improving performance in disciplined, strategic supply chain management in the public and private sectors.

11:45 a.m. Closing Remarks from the Chair

Philippe Richer, Deputy Director,
Service Industries Directorate, Industry Canada

12:00 p.m. Conference Adjourns

The Business Strategy Conference Suite

The economic downturn has had a profound impact on the way that Canadian and Global leaders conduct business. In response to these trying times, The Conference Board of Canada developed a suite of **5 important business events** that examine the strategies and best practices that you need to successfully navigate through the recovery. Each of these conferences focus on a specific area of your business, how it's been affected by the crisis, and what your organization can do to prosper in the coming year.

Creating Business Value with Integrated Sustainability
October 29–30, 2009, Toronto

M&A Strategy in 2010: Finding Opportunity in a Changing Environment
November 30–December 1, 2009, Toronto

Leadership 2009: Developing Strategic Management Capacity
December 7–8, 2009, Toronto

Building Financial Strength for Future Growth
February 2–3, 2010, Toronto

Strategic Supply Chain Management Forum
March 2–3, 2010, Toronto

For more information on any of these events, and the special registration rates available, please visit our website, or contact Joel Elliott at 613-526-3090 ext. 236, elliott@conferenceboard.ca

Collaborate with other supply chain leaders from across Canada.

This conference will be of particular interest to Chief Executive Officers, Chief Information Officers, Chief Technology Officers, Vice-Presidents, Directors, and private and public sector leaders responsible for:

- supply chain management
- enterprise risk management
- procurement
- project management
- operations and logistics
- sustainability
- IT
- corporate social responsibility
- finance



The Conference Board of Canada is going green!

In Print

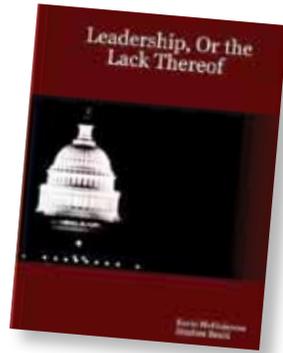
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In Venue

The green house gas emissions resulting from this event are being offset by Zerofootprint, through a variety of ISO 14064 compliant projects in Canada. We encourage our delegates to offset their travel to the event as well, using the calculator provided after registering online. This event is also bullfrogpowered with 100% green electricity. Bullfrog Power will inject carbon-free green power, sourced exclusively from wind power and low-impact hydro producers onto the Ontario electricity grid to match the amount of electricity used by this event.

Register early and save!

Register before **February 1st, 2010** to save **\$100** off of the total conference fee, as well as receive a complimentary copy of *Leadership, Or the Lack Thereof*. Your free copy of the book will be made available to you upon arrival at the event.



For more information on this special offer, and other ways to save, please call Joel Elliott at 613-526-3090 ext.236 or elliott@conferenceboard.ca.

Further your understanding with Conference e-Proceedings

Conference e-Proceedings are recorded audio-visual archives of the presentations made at events, synchronized directly with the PowerPoint slides. This **\$750 value is included in the conference fee for this event!** A link will be e-mailed to all delegates approximately 15 business days after conference. This electronic tool can be used to further your understanding of the discussed topics, share information with colleagues, or to take notes on sessions you may have missed. In this way, the knowledge gained from our events can be experienced long after the final conference session.

For more information on e-Proceedings, or to purchase an archive from one of our past events, please visit our website.

Fees	Before Feb. 1, 2010	After Feb. 1, 2010
Forum	\$1,635	\$1,735

Your registration in this event includes the sessions, continental breakfasts, refreshment breaks, luncheon, and a link to speaker presentations.

To Register

Online: www.conferenceboard.ca/conf

Fax: Complete the Fax Registration Form on the back cover and fax form to 613-526-4857

Having trouble registering?

Phone Registrar: 1-800-267-0666 or 613-526-4249

E-mail Registrar: registrar@conferenceboard.ca

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Visit www.conferenceboard.ca/conf or call 1-800-267-0666 and find out about our **4-for-the-price-of-3** team offer.

Conference fees don't include accommodations. Please contact the hotel directly for reservations, and mention The Conference Board of Canada to receive the **preferred rate of \$159 available until January 31, 2010.**

Hotel and Forum Venue

Toronto Marriott Downtown Eaton Centre
525 Bay St.
Toronto, Ontario M5G 2L2
416-597-9200

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Network Members save on registration!

Members of The Conference Board of Canada executive networks save on registration for all upcoming conferences! For details on the savings available, and how to take advantage of them, please contact Joel Elliott at 613-526-3090 x236 or elliott@conferenceboard.ca. For more information on network membership, please visit www.conferenceboard.ca





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Priority Code PDF2

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YES! Please register the following delegate for this event (4-for-the-price-of-3 team offer available—See www.conferenceboard.ca/conf for details.)

Name		Title
Organization		Tel
E-mail	Fax	
Mailing Address		
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Your registration in this event includes the sessions, continental breakfasts, refreshment breaks, luncheon, and a link to speaker presentations.

Fees	Before Feb. 1, 2010	After Feb. 1, 2010
<input type="checkbox"/> Forum	\$1,635	\$1,735

Please confirm attendance at event functions:

Luncheon: Day 1

Payment method: (all fees are due by the event date) American Express MasterCard VISA Cheque (payable to "The Conference Board of Canada")

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