

# PROCURE CON 2007

The Comprehensive Strategic Sourcing & Procurement Event

November 6-9, 2007  
JW Marriott Las Vegas  
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## Delivering Tangible Value To Your Organization: Taking Procurement To The Next Level

### ProcureCon 2007 Offers You Key Knowledge To:

- **Create** Strategic And Sustainable Supplier Relationships To Help Drive Innovation
- **Establish** A Transparent And Predictive Spend Management Process Across Your Organization
- **Successfully Implement** An Integrated Procure-To-Pay e-Procurement Program
- **Develop** Effective Change Management Skills To Enhance Your Procurement Organization's Skills, Talent Pool And Visibility
- **Find Innovative Ways** To Add Value In Both Direct And Indirect Procurement
- **Achieve** Maximum Benefits From Your Global Sourcing And Outsourcing Opportunities

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### 3rd Annual SRM Summit

November 6, 2007

Develop robust supplier relationships to optimize performance, profitability and sourcing effectiveness

### Sustainable Sourcing Summit

November 9, 2007

Plant The Seeds For Sustainable Sourcing And Reap In A Profitable 'Green' Supply Chain

### MUST ATTEND sessions at ProcureCon 2007

- Direct AND Indirect Tracks
- 3rd Annual CPO Salon
- Idea Xchange
- Women in Procurement Breakfast
- Global Sourcing Soiree
- ...and much more!

### Featuring 35+ Executive Speakers Including:



**Michael Rager**  
VP Global Procurement  
Diebold, Inc.



**Rick Jacobs**  
VP Supply Chain Management  
Eaton Corporation



**Gary Miller**  
Vice President, Purchasing and  
Chief Procurement Officer  
Goodyear Tire and Rubber



**Steve Cassady**  
Director Global  
Procurement  
Kohler Co.



**Patrick Egan**  
VP Indirect Sourcing,  
Worldwide Procurement Dept.  
Pfizer

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# Day 1 Supplier Relationship Management Summit

Tuesday, November 6, 2007 • Visit [www.procureconUSA.com](http://www.procureconUSA.com) for detailed speaker and session info

## 7:45 Breakfast, Networking & Registration

## 8:25 Welcome Address

Carina Kuhl, Executive Director, **ProcureCon 2007**

## 8:30 Chairperson's Opening Remarks

## 8:45 Supplier Relationship Management—Mastering The Art Of Managing Sole Sources

John O. Proverbs, Senior Director,  
Supply Chain, **KLA-Tencor Corporation**



Sole source suppliers are not a bad thing; if you have a good supplier partner, having a second source takes extra effort and may not be necessary. However, you need to ensure you have a risk management plan and clear performance requirements in place as well as master the art of managing the relationship and changing expectations.

- Strategic sole source suppliers – what and why
- Assess, negotiate, build and sustain the relationship
- Critical detrimental relationship factors
- Sole sourcing myths
- Structuring and managing the relationship
- Key behavioral attributes and your alternatives
- Leverage tried and true supplier management elements

**RISK MANAGEMENT**

## 9:30 Bid Optimization As A Powerful Tool To Drive Additional Cost Savings From Your e-Sourcing Initiatives

Larry Giunipero, Ph.D., CPM, Professor Supply Chain  
Management, **Florida State University**



Bid optimization can be a powerful analytical and decision-support tool in assessing a variety of problems encountered in a typical sourcing process, such as building a sourcing plan, determining key variables for a complex RFQ and bid award analysis. In this session Dr. Larry Giunipero explains how bid optimization can be used as a tool to improve your sourcing process, while meeting the needs of the supply base and preserving good supplier relationships. The presentation is based on his work on a CAPS research project on the topic.

- Applying optimization to realize additional cost savings from your e-sourcing initiatives
- Embedding new technology within the traditional strategic sourcing process
- Assessing the distinct advantages of bid optimization for complex award decisions
- Using optimization to improve your sourcing process while maintaining strong relationships with your suppliers

**NEW CAPS RESEARCH**

## 10:15 Panel Discussion: Assessing Your E-Procurement Solutions Needs To Drive Supplier Collaboration And Cost Savings

### Panelists:

Kristine Parker, Director Supplier Content  
& Integration, **Agilent Technologies**



John O. Proverbs, Senior Director,  
Supply Chain, **KLA-Tencor Corporation**



Larry Giunipero, Ph.D., CPM, Professor Supply Chain  
Management, **Florida State University**



Jim Kelly, Managing Principal  
and CEO, **JVKellyGroup, Inc.**



E-procurement has become a valuable method to streamline workflow, automate processes, and increase visibility and accountability. We've all heard the nightmare stories of system implementations that have taken on a life of their own with ever-increasing resource needs and expanded timelines. We discuss how to identify your e-procurement needs and strategies to keep your future e-procurement system implementation on track.

- Identifying your business objectives and effectively communicating your goals throughout the organization

- Determining the functions you plan to automate, including:
  - Real-time information exchange and supplier contract management
  - Spend management and payment visibility
- Weighing the benefits of on-demand vs. hosted solutions to meet your organization's needs
- Considering the ability of your solution to address long-term scalability requirements
- Overcoming the challenges of adopting an e-procurement solution

## 11:00 Morning Refreshment Break

## 11:30 Achieving True B2B E-Commerce: Implementing An Invoice Automation Solution To Streamline Spend Management

James L. Polak, Director, General  
Purchasing, **PPG Industries, Inc.**



Electronic invoice presentation and payment (EIPP) is a valuable tool for both sellers who want to get electronic invoices into the hands of buyers (accounts receivable) and buyers who want to receive all invoices electronically (accounts payable). We discuss how EIPP helps to streamline spend management.

- Identifying the advantages of transitioning to an automated procurement solution
- Realizing the cost benefits of automating links between suppliers and internal users
- Examining lessons learned from PPG's invoice automation system adoption
  - Technology
  - Processes
- Going beyond spend analysis to consider the big picture

## 12:00 Panel Discussion: Changing The Face Of Procurement With Automated Purchasing And Payment Alternatives

James L. Polak, Director, General  
Purchasing, **PPG Industries, Inc.**



Chris Eyerman, Director, Connectivity Solutions, **Ariba, Inc.**



Darin Herring, VP Purchasing Services, **American Express**



As a continuation of the previous session, we invited several providers to discuss the value and opportunities of EIPP

- Identifying sources of ROI throughout the procure-to-pay cycle - from connecting with the suppliers to payment
- Critical factors for ensuring a successful transformation
- Driving adoption of new business models that incorporate e-sourcing strategies on a global scale
- Discussing cross-industry best practices

## 12:45 Luncheon For All Conference Attendees

## 2:00 Identifying and Selecting Supply Chain Partners That Can Best Meet Your Business Objectives

Joseph Richardson, Ph.D., Manager,  
Global Commodity Management, **FMC Technologies**



As Supply Chain Professionals, we have an obligation to lead the organization in identifying the maximum value from the supply chain and to develop the best competitive advantage for our company. The traditional focus on getting the best contracts and Service Level Agreements (SLAs) may not provide you with the value proposition to out distance the competition. We, at FMC, are working with our key strategic suppliers to develop strategic supply chains that focus on "Value":

- Using the right Source Selection criteria to segregate suppliers into Strategic and Tactical Categories
- Integrating Strategic Suppliers into the Design Team
- Identifying Low Cost Country (LCC) sourcing and outsourcing opportunities based upon the Total Cost of Ownership (TCO) philosophy, not just the lowest "piece part cost"
- Selecting and sustaining the appropriate KPIs to measure and monitor

**ADVANCED SRM**

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supplier performance

- Being acutely aware of the significance of People, Process, Technology, Political and Cultural Issues that may derail your supply chain efforts

## 2:45 Successfully Managing Suppliers With A Strategic Balance Of Cost Savings And Encouraging Value-Added Activity In The Sourcing Process

Randy Clark, Strategic Sr. Buyer,  
Non-Automotive Purchasing, **VOLVO GROUP**

In recent years there has been extensive discussion about the ability to extract increased value from suppliers and move away from cost-focused relationships.

- Engaging with suppliers at early stages of the manufacturing process to derive maximum contribution to design, development and product innovation
- Identifying which part of the business and innovation process could gain most from supplier contribution
- Analyzing your key supplies to determine which have the most value to offer to you
- Communicating the value of supplier contribution to other business units in terms of product innovation and development with an emphasis on driving down costs

## 3:15 SRM Idea Xchange

The SRM Idea Xchange enables you to dig deeper into subject matter that is important to your strategic sourcing operations. After a morning of taking in successful case studies, this is your opportunity to sit down with your attending peers, contribute your ideas, and get the answers you need to do your job better. Each table and topic will be moderated by an executive leader who facilitates the discussion and ensures that everyone has an opportunity to participate in the conversation at hand. After 20 minutes of discussion, the moderators will rotate tables - and you'll start again, with a different topic and a different moderator. Over the course of the afternoon, you'll have the chance to sit through three different topics of discussion, with three different moderators. The sessions will be split up into two groups - one for direct and one for indirect procurement.



## Indirect Spend

**Roundtable 1: Supplier Performance Measurement For Indirect And Services Spend**

**Roundtable 2: Containing Costs Through Supplier Relationship Management In Light Of Rising Labor Rates**

**Roundtable 3: Using Bid Optimization Tools For Further Cost Savings** - Larry Giunipero, Ph.D., CPM, Professor Supply Chain Management, **Florida State University**

## Direct Materials Spend

**Roundtable 4: Effective Supplier Selection And Development Strategies In Low Cost Countries** - Joseph Richardson, Pd.D., Manager, Global Commodity Management, **FMC Technologies**

**Roundtable 5: Utilizing SRM Technology To Establish Better Relationships And Streamline Transactions**

**Roundtable 6: Managing Sole Sources** - John O. Proverbs, Senior Director, Supply Chain, **KLA-Tencor Corporation**

## 4:30 SRM Idea Xchange Wrap Up And Conclusion Of The Supplier Relationship Management Summit

## 4:30 Invitation Only! The 3rd Annual CPO Salon

Hosted by



Are you a Chief Procurement Officer or the head of your sourcing or supply chain organization? Then join us at the CPO Salon for executive networking with attendees who are of the same seniority and face the same challenges you do. Share ideas, swap business cards, and enjoy a complimentary cocktail at this exclusive reception. This event is INVITATION ONLY and restricted to senior level practitioner attendees. Solution providers and sponsors will not be invited. The CPO Salon is invitation only. If you wish to nominate your CPO or senior management colleague, or if you qualify to attend, please contact Carina Kuhl at carina.kuhl@wbresearch.com or 212-885-2663 for further details.

## 6:00-7:30 ProcureCon 2007 Registration And Welcome Reception

# Day 2 Main Conference

Wednesday, November 7, 2007 • Visit [www.procureconUSA.com](http://www.procureconUSA.com) for detailed speaker and session info

## 7:30 Invitation-only Focus Group Breakfast

Hosted by:

## 7:45 Breakfast, Networking & Registration In The ProcureCon Solution Zone

## 8:10 Opening Address

Carina Kuhl, Executive Director, **ProcureCon 2007**

## 8:15 Chairperson's Opening Remarks

Tony Bonidy, President & CEO, **COMBINENET**



## 8:30 Keynote Address: What's Really New In Procurement: Changing The Game To Gain Respect Within Your Organization

Scott Searls, SVP, Procurement and Logistics, **Alltel Communications**



Scott takes a challenging and commonsense approach to understanding how both old and trendy procurement ideas are transforming business and our profession. Challenging the traditional notions of everything from the use of metrics, Low Cost Region Sourcing, Supplier Collaboration, Spend Management and outsourcing to "designer supply chains" and managing cost from a "predictive" basis.

**07 RICHTER AWARD**

## 9:40 Customer Experience Management: Driving Value to Procurement's Internal Customers

Susan Feiner, VP, Global Procurement, **American Express**



American Express' Purchasing Services, through its Customer Experience Management Group, has been at the forefront in building a relationship management infrastructure that has increased Procurement's value to its business partners. Learn how this leading-edge function was developed, including organizational structure, supporting programs and customer satisfaction measurement. Receive valuable insights to increase internal customer satisfaction by creating a more "customer service" focused procurement culture.

## 9:10 The Global Sourcing Organization Of The Future

Lisa Reisman, Co-founder & Managing Director, **Aptium Global**

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10:20 **Coffee & Networking Break Inside The Solution Zone**

10:50 **Transforming The Supply Organization To A Center-Led Decentralized Model - 3 Years, 37,000 Man-hours, And \$8 Million Later...**

Peter Connelly, CPO, **Leggett & Platt**



Center-led Procurement (CLP) extends the reach of purchasing to lead and improve procurement processes regardless of whether they are executed centrally or locally. At Leggett, 250 independent business units were turned into a centrally led, de-centrally executed model – every commodity and every staff member were affected worldwide. Peter candidly discusses \$ and % in terms of cost savings initiatives that did and didn't work.

- Implementing and enforcing policy and processes in a CLP environment on suppliers and business units with the help of cross-functional teams
- Structuring your automated procurement systems to support a center-led decentralized environment
- Maintaining data quality and educating the entire organization on why up-to-date quality data is essential
- Measuring the success of CLP in terms of supplier performance and at a business unit level

11:30 **Panel Discussion: Analyzing The Relative Benefits Of Adopting Organizational Design Alternatives**

Ron Schnur, VP – Strategic Sourcing,

**Coors Brewing Company**

Steve Decker, Director of Software

Purchasing, **Hewlett Packard**

Steve Cassady, Director Global Procurement, **Kohler Co.**

Laura Taylor, VP Strategy and Operations,

Enterprise Procurement, **Pitney Bowes**



Many purchasing organizations have experimented with permutations of centralized and decentralized purchasing and concluded there isn't a 'one fits all' model. We discuss all essential considerations you need to take into account when reviewing organizational design options for your company.

- Determining the merits and drawbacks of various designs and their respective evolution over time
  - Center-led
  - Centralized
  - De-centralized
  - Outsourced/Off-shored
  - Hybrid models
- Methods of evaluating input considerations and constraints
  - Reviewing commonly adopted parameters

12:10 **Panel Discussion: Accurately Predicting Market Variations In Today's Volatile World**

Rick Jacobs, VP Supply Chain Management,

**Eaton Corporation**

Peter Connelly, CPO, **Leggett & Platt**

Michael Rager, VP Global Procurement, **Diebold, Inc.**



The commodity market is extremely volatile these days; prices are affected by local and world demand and supply trends, global currency movements, the economic policies of developing economies and supplier consolidations. Yet accurate forecasts are critical for both product development budgets and evaluating buying strategies.

- Identifying areas of volatility to keep an eye on
- Understanding the impact of big picture commodity market trends on your organization
- Staying on top of changes in foreign market economies to protect the integrity of your business
- Developing a strategy to counteract the impact of commodity shortages

12:55 **Lunch For All Attendees Inside The Solution Zone**

2:15 **Start Of Track Sessions: Choose Track A or B**

*"The networking at ProcureCon is extremely worthwhile - the chance to share strategic directions and issues with other procurement executives is invaluable!"* Michael Massetti, Senior Director Supplier Management, **Lucent Technologies**

**Track A: Direct Procurement**

2:15 **Track Chair Introductions**

2:20 **Commodity Idea Xchange**

These roundtables are broken into direct & indirect tracks with track-specific sessions (listed below) held right afterwards in the same respective rooms.

**Direct Procurement**



3:00 **If you can't measure it, you can't improve it ... Procurement metrics**

Inez Curry, Director, Procurement Center of Excellence, **Rohm & Haas**



What metrics are truly meaningful and valuable to drive procurement process improvements and increased procurement visibility and accountability information? In this session we discuss best practices for ensuring metrics align to company goals and using the right metrics to measure your procure-to-pay process, as well as how to reduce input and output inaccuracies/deviations.



- Operational metrics such as on-time deliveries, orders released within full leadtime, working capital (DPO)
  - Efficiency metrics such as e-invoicing, first pass invoice processing, etc.
  - Strategic metrics, such as cost savings, low-cost country sourcing, etc.
- Understanding how other metrics relate to your key metrics
- Detecting and understanding the gap between the measure and the target
- Driving metrics-based improvement, visibility and accountability in your procure-to-pay process

3:40 **Networking Break Inside The Solution Zone**

4:10 **Integrating Procurement And Product Development To Improve Efficiency And Bottom Line Revenue**

Jeff Jawahar Garg, Director Integrated Supply Chain, New Product Introductions, **Motorola**



- Mining product intelligence data from the procurement organization that can be translated into improvements in product development
  - Reducing initial costs
- Fostering a commitment to information sharing between design, engineering and procurement organizations
- Early Supplier Involvement with engineering for better product quality and reduced cost
- Reaping the benefits of integrated communication
  - Product quality
  - Customer satisfaction
  - Cost savings

4:50 **Transforming Your Supply Organization Into A Cost Management Leader**

Sarmento Silva, Transaction Process Excellence Director, **Honeywell**



- Making proactive buying decisions to create tangible value within your organization
- Transitioning from traditional spend management to more predictive behaviors to optimize purchasing decisions
- Leveraging predictive cost analysis to control the amount of money leaving the company
- Identifying areas of potential cost savings and proactively communicating this information to your team

## Track B: Indirect Procurement

### 2:15 Track Chair Introductions

### 2:20 Commodity Idea Xchange

These roundtables are broken into direct & indirect tracks with track-specific sessions (listed below) held right afterwards in the same respective rooms.  
**Indirect Procurement**



### 3:00 Developing Strength And Competency For The Long Haul In The Indirect Space

Michael Rager, VP Global Procurement, **Diebold, Inc.**

Diebold, Inc. considers procurement as one of the primary levers in driving additional value for the corporation and this awareness has allowed Mike Rager, VP of indirect procurement, to continuously push for cost reductions by changing the spend behavior and mindset across the company.

**12,000 SUPPLIERS**

- Defining the indirect space and identifying the Key "spenders"
- Assessing cost reduction projects versus cost control mechanisms
- Developing the competency and embedding change
- Moving from tactical buy to strategic leadership

### 3:40 Networking Break Inside The Solution Zone

### 4:10 Implementing A Global Indirect Procurement Strategy To Achieve Tangible Cost Savings

Tim Hart, Director Global Indirect Procurement, **Intel**

Intel's indirect materials and services make up 37% of the company's annual procurement spend. With increased globalization and the dynamic growth of indirect spend, the company rolled out a single global sourcing organizational model amplifying their global sourcing strategy. This organizational model combined with the sourcing strategy enabled a reduction in human resources, while increasing savings and productivity.

- Global Indirect Procurement organization model design
- Effectively implementing and sustaining a global indirect procurement model
- Amplifying your global indirect sourcing strategy
- Effectively implementing and sustaining a global indirect procurement strategy
- Critical success factors of indirect procurement

### 4:50 Driving Down Indirect Costs Via Strategic Negotiation With Your Suppliers

Patrick Bliss, Director Purchasing, **Apollo Group**

Two of the most overlooked and underutilized areas when considering strategic negotiation for indirect spend are Travel and Entertainment (T&E) and Fuel/Energy. When addressing the available savings in regards to T&E, strategic negotiation with managed travel program providers and consolidated T&E platforms can offer great results. Another focus area that can give considerable savings to the bottom line is that of Fuel/Energy. With fuel/energy costs continuously on the rise, redirecting efforts on the management of ancillary fuel/energy programs such as freight management (incoming and outgoing) as well as the use of energy efficient equipment in brick and mortar locations can provide an edge in strategic sourcing. In controlling spend within both T&E and Fuel/Energy markets, considerable resources are available for initial and in depth analysis. This presentation focuses on some key best practices to consider within these areas, as well as present some starter guidelines for gathering resources during the analysis and diligence phase.

## ProcureCon Leadership Summit & Idea Xchange

The Leadership Summit is invitation-only. If you wish to nominate your CPO or senior management colleague, or if you qualify to attend, please contact Carina Kuhl at [carina.kuhl@wbresearch.com](mailto:carina.kuhl@wbresearch.com) or 212-885-2663 for further details

### 2:15 Chairperson Introduction

### 2:30 Keynote Address: The Rise Of The CPO: What Lies Beyond Procurement?

Brian Slobodow, Chief Operating Officer, **Neways International**

Brian recently moved from a CPO function at Johnson & Johnson Consumer Products with board level responsibility and accountability for all direct materials and contract manufacturing, totaling \$800+ million in spend to a COO function at Neways International, a mid-sized nutritional and personal care products manufacturer recently acquired by private equity firm Golden Gate Capital.

- The impact of the CPO throughout procurement and the rest of the business
- Putting your transferable skill-set to use in moving from a CPO to a COO or other general leadership role
- Transitioning challenges in shifting from a large corporate environment into a mid-size company within a broader leadership role
- Assessing the differences between working in a traditional corporate structure to a private equity structure

### 3:10 Keynote Address: Leveraging Traditional Metrics To Demonstrate Procurement's Contribution To The Corporate Bottom Line

Risto Vuolle, Chief Procurement Officer, **Angst+Pfister Group (Switzerland)**

When Risto first started working for A+P, a very successful industrial components distribution company with global presence and over 30,000 customers, he realized the whole SCM needed to change; it was the fox guarding the hen house with sales also being responsible for procurement. Information was poorly managed and a solid metrics system was lacking. Hear how he and the management team are driving change in working behavior and establishing a solid metrics program to drive accountability and overall cost savings.

### 3:45 Collaborating With Your Suppliers To Gain Control Of External Costs And Protect Against Instability

Laura Taylor, VP Strategy and Operations, Enterprise Procurement, **Pitney Bowes**

You will agree there are unlimited sources of potential disruption to your supply chain, but there are finite numbers of failure modes; disruptions in supply, transportation, at facilities, in communications and freight breaches. Strong supplier relationships are considered a key method to help mitigate global supply chain disruptions through cooperative response planning and an integral part of the organizations' overall strategic process.

**RISK MANAGEMENT**

- Adopting a collaborative procurement strategy to insulate your supply chain from unstable conditions
- Distributing risk across multiple suppliers to avoid potential interruptions in your supply chain
- Providing detailed data to empower your partners to make intelligent decisions that will positively impact your business
- Creating visibility into supplier management activities

### 4:15 Interactive Roundtables



### 5:30 End Of Day One

### 5:30-7:30 ProcureCon Global Sourcing Soiree

Love traveling? Then pack your bags and join us for the Global Sourcing Soiree! Finish off a full day of learning with specialty drinks and refreshments from various regions of the world. Upon entry, you'll be outfitted with a passport and encouraged to get a stamp from each regional station. Once you've filled your passport, submit it to us for a chance to win a 3 Day Hyatt Hotel Voucher for anywhere in the world!

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## 7:00 Breakfast & Networking Inside The Solution Zone

### 7:00 Women In Procurement Breakfast

The Women in Procurement Breakfast is open to all women in procurement attending ProcureCon 2007. For additional information, please contact Carina Kuhl at [carina.kuhl@wbresearch.com](mailto:carina.kuhl@wbresearch.com) or 212-885-2663.

## 8:00 Chairperson's Opening Address

### 8:15 Structuring Contracts And Supplier Relationships In A MAD World (Mergers, Acquisitions, And Divestitures)

Patrick Egan, VP Indirect Sourcing, Worldwide Procurement Dept., **Pfizer**



Current market strategies require flexible supply chains to meet the ever changing requirements of the modern business environment. Rapidly changing environments brought on by the constant cycle of acquisitions, divestitures and restructuring are pressuring procurement and the supply chains they support to adapt quickly and efficiently to the new models. How do you structure both procurement operations and supplier relationships to manage through the minefield of uncertainty?

- Creating flexible contracts with contract companies to absorb fluctuations in product demand and fight off agile niche competitors flooding your specialty markets
- Establishing long-term supplier relationships allowing you to focus on business development
- Having a centralized, skilled and dedicated group to manage the relationship with your 'outside partners' through checks and balances in line with your own standards and requirements
- Optimizing and showing the tangible value of your supplier management programs
- Handling the effects of internal and external restructurings on your supplier contracts and relationships

### 9:00 Developing Robust Supplier Relationships To Achieve A Strategic Procurement Operation

Rick Jacobs, VP Supply Chain Management, **Eaton Corporation**



With continued growth in procurement outsourcing and low-cost country sourcing, supplier enablement is one of the top challenges for procurement professionals looking to increase spend under management and drive tangible cost savings to the bottom line. In this session we review how the shift in emphasis to value and supplier engagement affects the complex nature of procurement and supplier relationships.

- Reviewing your supplier base to assess whether rationalization or categorizing suppliers may be advantageous to reducing business complexities
- Evaluating if suppliers can help to manage the high risk and complications of purchasing from different areas
- Clearly establishing the roles, responsibilities and performance assessment between you and your procurement partners
- Integrating automated systems and processes to ensure seamless communication and data transfer with your key suppliers
- Communicating the successes and rewarding your suppliers accordingly

**RISK MANAGEMENT**

### 9:40 Keynote Address: Developing A Supplier Value Improvement Process To Achieve A World-Class Supply Chain

Ryan Doerkson, Director Strategic Sourcing, **Cessna Aircraft**  
Rick Wilson, Manager, Supplier Development, Aerospace Indirect Center of Excellence, **Cessna Aircraft**



Cessna uses a process for selecting suppliers for development based on business complexity, risk and opportunities. They train a supplier's personnel on improvement tools such as lean, six sigma and

purchasing best practices. As a result those suppliers become a well integrated and effective extension of Cessna's supply chain. Others who don't fit the supplier development mold participate in value-stream mapping as part of Cessna's supplier value improvement process (SVIP). Hear this method helps to simplify processes, eliminate waste and improve productivity for all parties.

- Using lessons learned from direct procurement to streamline the indirect business model
- Adopting a supplier rating system to support your company
- Implementing a SVIP – Supplier Value Improvement Process
- SVIP in Action
- Identifying lessons learned and opportunities for improvement
- How to exceed management's expectations

**LEAN SIX SIGMA TOOLS**

## 10:20 Refreshments & Networking Inside The Solution Zone

### 11:00 Successfully Managing The Outsourcing Process Through Effective Cross-Functional Teams

Gary Miller, VP, Purchasing and Chief Procurement Officer, **Goodyear Tire and Rubber**



There are many opportunities to outsource functions and services such as the back office, HR, procurement and IT to a capable third party provider. The challenge lies in selectively outsourcing based on your strategic objectives, maintaining control of quality and performance and instilling a continuous improvement mindset within both your organization and your partners.

- Establishing cross-functional teams with functional and purchasing knowledge to help manage the outsourcing process
- Applying selective outsourcing based on your company's strategic objectives
- Making sure you don't outsource BAD processes
- Enlisting the help of your cross-functional teams to manage the outsourced functions going forward
- Technology, key metrics and tools used to effectively manage and optimize your outsourced functions and services
- Ensuring your outsourcing strategy drives sustainable value within your organization

**\$11 BILLION GLOBAL SPEND**

### 11:40 Effective Global Sourcing And Supply For Superior Results

Robert M. Monczka, Ph.D., Director, Strategic Sourcing and Supply Chain Strategy Research, **CAPS Research**, Distinguished Research Professor of Supply Chain Management, **W.P. Carey School of Business at Arizona State University (ASU)**



True global sourcing involves integrating and coordinating common items, materials, processes, technologies, designs and suppliers across worldwide buying, design and operating locations. Although most companies practice some form of international purchasing, it is mostly a less integrated and coordinated approach than global sourcing. However, more than 70% of managers surveyed said their companies plan to use global sourcing in the future. Dr. Monczka provides you with benchmark information on how companies are organizing, planning for and executing global sourcing and supply strategies based on his recently completed CAPS study and strategy work with numerous firms.

- Assessing the current state and results achieved from global sourcing and supply
- Identifying the critical success factors to achieve cross-enterprise integration for effective global sourcing and supply through best practices and case studies
- Establishing international purchasing offices and sourcing in emerging markets
- Facing today's competitive challenges and supply trends to determine your strategic direction
- Critical factors positively driving global sourcing performance outcomes as a basis for selecting process improvement priorities

**NEW CAPS RESEARCH**

## 12:20 Effectively Managing Contingent Labor In The Workplace

Ralph DeNino, VP Procurement, **L-3 Communications**



Mr. DeNino's presentation addresses a topic of common interest to virtually all businesses - the management of Contingent Labor in the workplace. Most companies today augment their full time employee workforce by filling staffing gaps with temporary workers usually furnished by other firms. While this practice provides companies with a cost effective and flexible approach to satisfying labor needs, oftentimes management discipline and other important considerations are ignored in structuring relationships with labor providers. Specific areas of focus will include the following:

- Understanding the marketplace for Contingent Labor services
- Structuring a flexible umbrella contract that facilitates and promotes organizational use in a multi-division environment
- Leveraging spend to assist in negotiating better agreements
- Risk mitigation strategies
- Implementing a Managed Services Program to improve efficiency and reduce costs

## 12:50 Luncheon For All Attendees

## 2:00 Attracting And Maintaining Procurement Talent Over Time

Michael Plancon, Global Sourcing Lead, **BP plc.**



The ever-changing business environment of innovative procurement and supply chain management organizations demands continuous evaluation and updating of your team's specific skill sets. BP plc has developed its Rapid Sourcing Team to develop and train new university recruits into the organization in support of long-term succession planning. Assess the right mix to unlock the potential of your team of procurement professionals by:

- Tracking business changes that cause a realignment of skill sets
- Maintaining the skill sets over time
- Building your companies' procurement experts based on your companies' needs
- Attracting talent into your procurement organization

**07 RICHTER AWARD**

## 2:30 Extracting The Wider Benefits Of Global Sourcing

Moderated by: Charles Jackson, CEO, **Quadrem**

Panelists: Almir Rezende, Director of Strategic Procurement, **CVRD (Brazil)**

**INTERNATIONAL SPEAKER**



John Gunderson, CPM, Group Executive, Global Supply Chain & Contracts, **Newmont Mining Corporation**



David D. Young, VP, Supply Chain Management, **Barrick Gold Corporation**



- Identifying emerging markets that can meet your sourcing needs and accommodate future growth

- Managing risk through supplier diversification
- Increasing visibility to maximize compliance with SOX and corporate governance initiatives
- Increasing efficiency via technology and electronically-connected supplier networks
- Overcoming challenges of enabling small suppliers and internationalization

## 3:15 Expanding The Frontiers Of Global Sourcing: Capitalizing On Emerging Market Opportunities

Charlie Villaseñor, C.P.M., DSM, Chairman, **Procurement and Sourcing Institute of Asia (PASIA)**



Even if a company only has domestic suppliers and domestic customers, it must always be analyzing whether it would be better to go overseas. As companies are always subject to global competition, they must be conducting constant analysis of their global sourcing opportunities as well.

**INTERNATIONAL SPEAKER**

- Taking advantage of favorable business conditions in untapped markets
- Mitigating the risks of partnering with foreign suppliers
  - Adopting a proactive approach to supplier development
  - Assessing suppliers' core competencies to identify potential partners
- Successfully navigating the intricacies of conducting business abroad such as politics, taxes and tariffs, regulations and other considerations
- Restructuring your organization to integrate new sourcing markets into your global supply chain

## 4:00 Panel Discussion: Taking A Strategic Look At Low Cost Country Sourcing To Ensure Long-Term Sustainability

Charlie Villaseñor, C.P.M., DSM, Chairman, **Procurement and Sourcing Institute of Asia (PASIA)**



Steve Decker, Director of Software Purchasing, **Hewlett Packard**



Andrew Reese, Editor in Chief, **Supply Chain & Demand Executive**

**SupplyDemandChain**

Gary Miller, VP, Purchasing and Chief Procurement Officer, **Goodyear Tire and Rubber**



- Prioritizing your business goals within international markets in terms of:
  - Material costs
  - Labor rates
  - Skilled workers
  - Market size
- Ensuring your team is equipped to overcome cultural barriers to communication
- Performing a cost-benefit analysis to determine risks and rewards of operating internationally
- Creating a strategy to ensure continued efficiency and savings

## 4:35 Conclusion & Wrap-up By Chairperson

## 4:45 End Of Main Conference

# Day 4 Sustainable Sourcing Summit

Friday, November 9, 2007 • Visit [www.procureconUSA.com](http://www.procureconUSA.com) for detailed speaker and session info

## 8:30 Breakfast & Registration

## 9:00 Chairperson's Remarks

## 9:15 Keynote Presentation: Greening The Supply Chain At SC Johnson Through Their Award-Winning Greenlist™ Raw Material Rating Process

David Long, Sustainable Innovation Manager, Global Environmental and Safety Actions, **SC Johnson & Son, Inc.**



More and more companies are setting aggressive environmental goals to reduce air and water emissions and waste. They are sourcing 'greener' raw materials for their products, greening their supply chain processes and reducing their footprint despite increases in production and sales. In 2001, SC Johnson developed the Greenlist™ process, a highly flexible and adaptable raw material rating system, to transform the way the company measures, tracks and advances its products to further the company's longstanding commitment to environmentally responsible products. Take this great opportunity to learn about the award-winning Greenlist™ process today.

- Practical challenges with the adoption and integration of the

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- Greenlist™ process
- Working alongside your suppliers to achieve your environmental goals
- Embedding the rating system into your company's information system
- Tracking progress and results of Greenlist™
- Achieved business benefits to date including reduced operating costs

**2 PRESIDENTIAL AWARDS**

## 10:00 Examining The Business Case Of Indirect Sustainable Sourcing Practices To Drive Your Company's Environmental Goals

Chris O'Brien, Director,  
**Responsible Purchasing Network**



In this session we make the business case for going green beyond 'it's the right thing to do' by evaluating the realistic costs and benefits of sourcing sustainable indirect materials in your company.

- Evaluating the value proposition for transitioning to a sustainable sourcing model
- Creating an environmental action plan to reduce your adverse impact on the environment
- Identifying and overcoming barriers to transitioning to a sustainable sourcing model
- Assessing sample specifications including cost, quality, and supply issues
- Finding green certifications you can trust and suppliers in compliance

## 10:45 Coffee And Networking Break

## 11:00 Sustainable Sourcing Idea Xchange



## 12:00 Luncheon For All Attendees

## 1:15 Developing Strategic Partnerships To Support Your Organization's Sustainable Purchasing Objectives

Tim Riordan, VP Supply Chain, **Interface Inc.**



Interface Inc., the largest commercial carpet manufacturer in the world, initially recognized that designing flooring systems to reduce environmental impacts in a manner that is integrated with economic and product performance poses major opportunities to reduce waste and thus improve the company's overall performance. They have implemented a number of programs to help reach its goal of becoming a "truly sustainable company" by 2020 and they managed to save over \$260 Million from waste reduction in the first decade of the program. A key element of the 2020 goal is the company's work with its suppliers to find solutions through Green Procurement.

- Conducting life cycle assessments (LCA) to gain an understanding of the sustainability issues associated with your products
- Working closely with your suppliers to reduce and eliminate the main environmental impacts of your products through product and process innovations
- Using eco-metrics and creating a procurement accounting system taking cost, waste, rates of consumption and

- productivity into consideration in relation to your sustainability goals
- The benefits and downside of integrating your green procurement program with your business systems
- Overall green procurement lessons learned and benefits to date and an outlook on the future

## 1:45 Using Lean Techniques To Effectively Drive The Greening Of Your Supply Chain

Tom Murray, Pollution Prevention Division,  
**US Environmental Protection Agency**



The Green Suppliers Network (GSN) is managed jointly by US EPA and the NIST, leveraging a national network of manufacturing technical assistance resources to remove institutional roadblocks to greening the supply chain. GM, Eaton, Baxter Healthcare and Pfizer are just a few of the major manufacturers who joined this group which works to improve both environmental and economic performance at all levels of the manufacturing supply chain. GSN offers a number of program including 'Lean and Clean' in which company's undergo a technical review using value stream mapping, combining environmental considerations and lean improvement techniques to realize process efficiencies.

**GOVERNMENT PERSPECTIVE**

- Addressing environmental waste through lean initiatives to eliminate raw material loss and disposal costs
- Expanding on the advantages of lean and green
- Conducting a technical review through value stream mapping to identify areas for improvement
- Using traditional lean metrics to measure the results of your green supply chain initiative

## 2:15 Creating A Sustainable Program To Reduce Pollution And Cut Costs At Your Facilities

Speaker from **Pitney Bowes**



Pitney Bowes has put a number of sustainability programs in place, including an Asset Recovery program, an Energy Management Team, a Design for Environmental Quality program, and an ISO-certified Environmental Management System at its Danbury facility. As a result of these programs Pitney Bowes has been reducing the amount of waste they generate; increasing recycling; conserving energy; purchasing clean, renewable electricity; and designing products to be more environmentally friendly. Hear how you can reduce pollution and cut costs at your facilities as well.

- Realizing significant cost and resource savings through a product take-back program
- Setting up a Design for Environmental Quality (DFEQ) program to create more sustainable products
- Results achieved to date from a procurement and scm perspective

## 2:45 Panel Discussion: Realizing The Bottom Line Benefits Of "Green Purchasing"

David Long, Sustainable Innovation Manager, Global Environmental and Safety Actions, **SC Johnson & Son, Inc.**



Tom Murray, Pollution Prevention Division,  
**US Environmental Protection Agency**  
Patrick Egan, VP Indirect Sourcing, Worldwide Procurement Dept., **Pfizer**



Leading companies have already proven that 'green' can be 'black' in terms of profitability. Hear how you can optimize the benefits of green purchasing.

- Evaluating the financial impact of adopting a sustainability policy within your organization
- Translating green procurement policies into bottom line cost savings
- Reaping secondary benefits of green purchasing in terms of branding and community relations
- Examining lessons learned from implementing a formal environmental policy

## 3:30 Closing Remarks & End Of ProcureCon 2007



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