

## 2021 SCLA Peer Group Descriptions

*Peer group discussions are facilitated by a leading academic as well as an industry expert.*

<p><b>1. Continuous Process Improvement</b></p> <p><i>Chip White, Ph.D. Georgia Tech</i></p>	<p><b>Description:</b> This peer group will explore leading practices in process improvement throughout the supply chain -- efforts designed to enhance value and reduce costs.</p> <p><b>Scope of session:</b> This group will discuss the applications of Lean, Six Sigma, and other improvement methods to achieve operational excellence. Focus will be directed to non-manufacturing as well as manufacturing environments toward effective implementation and sustainment of operational excellence.</p> <p><b>Topics to be discussed:</b> The session will illuminate the benefits and challenges associated with process improvement in organizations today, including organizational culture, barriers to improvement, measurement systems, tools and methods, and success factors.</p> <p><b>Who should attend:</b> Professionals from the following functional areas should consider attending this session: Supply Chain Operations, Logistics, Purchasing/Supply Management, and Operational Excellence.</p>
<p><b>2. Customer Relationship Management &amp; Supply Chain Logistics Strategy</b></p> <p><i>Michael Knemeyer, Ph.D. Ohio State University</i></p> <p><i>Harry Haney, Director Loyola University</i></p> <p><i>Rudi Leuschner, Ph.D. Rutgers University</i></p>	<p><b>Description:</b> The customer relationship management process provides the structure for how relationships with customers will be developed and maintained. Management identifies key customers and customer groups to be targeted as part of the firm's business mission. Important is your supply chain strategy that sets the direction and roadmap to where you want to be over a multiyear time horizon. That strategy must be responsive to the market and recognize the company's core competencies and resources.</p> <p><b>Scope of session:</b> This session could cover any aspect of the development, implementation and performance measurement of the supply chain and logistics strategic plan. This session also could cover any aspect of the development, implementation and performance measurement of the supply chain and logistics strategic plan.</p> <p><b>Topics to be discussed:</b> Topics could include: methods of segmenting customers; how to build effective cross-functional, cross-firm teams; tools for developing a joint plan that leads to the co-creation of value; developing measures of success; and, guidelines for sharing benefits. Specific topics could include: alignment of supply chain strategies with those of the firm and its customers, and across supply chain functions, conducting timely environmental scans to maintain/enhance competitiveness, keeping supply chain complexity from undermining strategy, using metrics consistent with strategy, coordinating supply chain functions, recognizing megatrends impacting strategy, assessing supply chain capabilities, impact of mergers and acquisitions, supply chain transformation, and accounting for supply chain risk.</p> <p><b>Who should attend:</b> Professionals with responsibilities for the following areas should consider attending this session: Sales, Marketing, Logistics, Purchasing/Product Supply, Production/Operations, Finance, Research and Development, and Sustainability. Managers of one or more supply chain functions such as Transportation, Logistics, Distribution, Operations, Sourcing and overall Supply Chain who have input into the strategic direction of the supply chain or its components.</p>
<p><b>3. Distribution Operations &amp; Talent Management</b></p> <p><i>Misty Bennett, Ph.D. Central Michigan University</i></p> <p><i>Stan Griffis, Ph.D.</i></p>	<p><b>Description:</b> The effective management of distribution facilities is a critical component to overall supply chain performance in order to optimize cost and provide excellent service. Scope of this peer focus group includes the full range of activities within distribution centers, from order processing to order fulfillment and all the functions in between. One of the major battles being fought today by employers for operations effectiveness is in the area of talent management and leadership.</p> <p><b>Scope of Session:</b> The session will provide insight into critical areas needed to succeed in a competitive global market, such as: customer focused innovation, talent recruitment,</p>

<p><i>Michigan State University</i></p> <p><i>Omar Helferich, Ph.D. Calvin University</i></p> <p><i>Jack Buffington, Ph.D. University of Denver</i></p>	<p>development and retention, staff that can handle systemic continuous improvement programs such as lean, change management in implementing new initiatives and programs, tying the corporate vision and values into the workplace for maximum communication, understanding and buy in by the employee health and wellness resulting in productivity and satisfaction gains</p> <p><b>Topics to be discussed:</b> This peer focus group supports important areas by evaluating and/or recommending distribution management practices, facility design (including “green”), material handling equipment, automation, technology, and operating procedures, including lean practices and KPIs. The topics could include leading such projects as: SC Talent Gap and how to overcome it, Management Development Programs, Succession Planning Processes, Training and Development Activities, Competencies Skills Assessment and Development, Recruiting Best Practices, Change Management, Corporate Goal Alignment, Managing your Hi-Potentials and Boomers, Gen X and Gen Y people, and How to leverage Universities in this important strategic initiative.</p> <p><b>Who should attend:</b> Professionals from the following functional areas should consider attending this session: Warehousing and Distribution/Logistics Management, Industrial Engineering, Sales &amp; Marketing, Operations Management, Fulfillment &amp; Delivery, Customer Service, Inbound &amp; Outbound Transportation, Lean/Six Sigma, Quality/Process Improvement, Inventory Management, and Information Technology. Senior SCM Leadership, Senior Human Resources Leadership, and any SCM executive that is interested in increasing productivity in his/her organization.</p>
<p><b>4. Transportation &amp; Demand Planning</b></p> <p><i>Terry Pohlen, Ph.D. University of Texas</i></p>	<p><b>Description:</b> This peer group is a facilitated discussion among industry professionals focused on the key transportation issues confronting carriers and shippers and the demand planning that impacts need. Forecasting and demand planning serve to predict future events and simultaneously achieve maximum responsiveness to demand requirements through alignment with transportation and throughout the supply chain. Associates involved in these activities focus on forecasting and demand planning with a goal of synchronizing activities and processes throughout their organizations and their supply chain partners, including suppliers, transport and customers.</p> <p><b>Scope of session:</b> The peer group discussion focuses on exchanging alternatives and best practices to address the challenges confronted in the transportation marketplace from carrier, shipper, and third-party provider perspectives. The scope includes forecasting methods, software and technology, organizational processes for demand planning, S&amp;OP leadership, performance metrics, Collaborative Planning and Forecasting for Replenishment (CPFR), and design of demand-driven supply chains</p> <p><b>Topics to be addressed:</b> Transportation and demand planning topics could cover best practices impact due to current and forecasted demand patterns. Example of topics could include shipper-carrier relationships; managing transportation spend more effectively; navigating uncertain capacity in the transportation market; changing consumer buying patterns and increasing parcel [ecommerce] volumes; mitigating the effects of regulatory changes and driver shortages. Topics also could cover best forecasting methods, benchmarks of performance, software and technology to use, organizational processes and structures for demand planning, S&amp;OP leadership, performance metrics, Collaborative Planning and Forecasting for Replenishment (CPFR), and design of agile and responsive supply chains.</p> <p><b>Who should attend:</b> Individuals influencing or making key transportation decisions; having responsibility for managing transportation operations or budgets; or managing relationships across the shipper-carrier interface. Professionals from the following functional areas should consider attending this session: Supply Chain Management, Sales, Inventory Management, Marketing, Analytics, Supply Chain Optimization, Product Supply / Sourcing, Operations, Forecasting, Demand Planning</p>

<p><b>5. Inventory &amp; Procurement Management</b></p> <p><i>Don Klock, Ph.D. Rutgers University</i></p> <p><i>Dave Closs, Ph.D. Michigan State University</i></p>	<p><b>Description:</b> When properly organized with the right people and leadership, procurement will create a “real” competitive advantage for the company. This is accomplished by focusing on delivering value and savings, building strong strategic supplier relationships and driving innovation, improving quality and reputation, and reducing time to market. Responsibilities for executing day to day product fulfillment activities will be discussed. Service (i.e. ensuring the supply chain is in stock for the customer), inventory efficiency, and implementation of new technologies are the key areas of focus for this peer group.</p> <p><b>Scope of session:</b> The session will cover issues related to planning and managing inventory using information technology. The focus will also be on current challenges and opportunities in procurement.</p> <p><b>Topics to be discussed:</b> Potential specific topics include new technologies for sourcing effectiveness, managing inventory, new processes, forecasting demand (models and collaborative approaches), cycle and safety stock levels, software innovations, process optimization, recruiting and retaining talent.</p> <p><b>Who should attend:</b> Professionals from the following functional areas should consider attending this session: Procurement/ sourcing, Supply management, Logistics, Planning, Inventory Management, Warehousing, Fulfillment, Information Technology, Supply Chain Management</p>
<p><b>6. Senior Executive</b></p> <p><i>Tom Goldsby, Ph.D. University of Tennessee</i></p>	<p><b>Description:</b> This peer group covers critical issues facing supply chain executives today and discusses what companies are doing about them. Foresight into future growth opportunities as well as unanticipated pitfalls will be explored.</p> <p><b>Who should attend:</b> Only corporate members who serve on the Executive Committee are to register for this peer group.</p>