



The 2014

Strategic Sourcing and Supplier Relationship Management Conference

Moving Beyond Transactional Processes to Harness
the Strategic Value of Partnerships

March 11, 2014, Pre-Conference Workshop

March 11-12, 2014, Conference

Regents Hall, Lewis Towers at Loyola University Chicago



Benefits of attending:

- Optimally balance competitive cost pressures with collaborative engagement across the supply base
- Realize the true value and growth opportunities available from working in collaboration
- Next steps in supplier management evolution to achieve the next level of performance/effectiveness

Presented with assistance from **vantage** partners

In collaboration with



QUINLAN
SCHOOL of BUSINESS

Benefits of attending:

- Embed SRM into the DNA of the organization to overcome the internal barriers to success
- Learn how to use supplier management to optimally balance competitive cost pressures with collaborative engagement across the supply base
- Ensure your corporate culture is collaborative and not combative when working with suppliers
- Master performance measurement and metrics to ensure the results desired are the results achieved
- Gain the ability to partner with business leaders to deliver innovations and savings through supplier relationship management and effective sourcing/procurement execution
- Create a sustainable platform that will respond to changing business needs and shifts within the company.

Who Should Attend:

The Conference is intended senior executives in supply chain, sourcing, procurement, finance, strategy, and operations to network, brainstorm issues and exchange experiences and advice on how to best manage supplier relationships

Previous participants of the Strategic Sourcing and SRM Conference

Abbott Laboratories	FMC Technologies	Novo Nordisk A/S
AbbVie Inc.	Frontier Communications Corporation	NTT DATA, Inc.
ACD International	GC America	PCB Piezotronics Inc.
Acme Hardesty	GOJO Industries	Procter & Gamble Company
Aetna Inc.	Humana Inc.	Purdue Pharma LP
Agensys, Inc	Intermountain Healthcare, Inc.	Quaker Foods and Snacks
Ahold USA	Johns Manville	Regeneron Pharmaceuticals, Inc.
AIG	Jones Lang LaSalle	S.C. Johnson & Son, Inc.
Alcatel-Lucent	Kaiser Foundation Health Plan, Inc.	Schlumberger
Allstate	Kellogg Company	Shell Oil Company
Amway	KLA-Tencor Corporation	Shure Incorporated
Anadarko Petroleum	Kraft Foods Group, Inc.	Storck USA, L.P.
Anderson Packaging	Lend Lease	SunTrust Banks, Inc.
Applied Materials, Inc.	Liberty Mutual Group	TD Canada Trust
Aramco Services Company	Lockheed Martin Corporation	The Boeing Company
Best Buy Europe	Lord Corporation	The Coca-Cola Company
Campbell Soup Company	MeadWestvaco Corporation	The Sherwin-Williams Company
Capital One Financial	Microsoft Corporation	The Walt Disney Company
Cargill	Nationwide Insurance	Total Petrochemicals & Refining USA, Inc
CH2M HILL	NiSource	USAA
Cisco Systems Inc.	Nokia Corporation	Verizon
Deutsche Post DHL	Novartis International AG	Zodiac Pool Systems, Inc.
Eastman Chemical Company		Zogenix, Inc.
First Solar Inc.		

Pre-Conference Workshop Tuesday, March 11, 2014

REGISTRATION AND CONTINENTAL BREAKFAST 8:30 - 9 AM

WORKSHOP 9 AM - 12:30 PM

Change and Stakeholder Management: Essential Tools for Realizing True Value through Collaboration

Supplier Relationship Management (SRM) is built on a foundation of change by reconfiguring the way multiple operations, both externally and internally to an organization, conduct business. Traditional sourcing practices seek to reduce costs while also trying to improve quality and service, yet the a primary reliance on competitive pressure to motivate suppliers often proves inadequate to obtain desired results. By systematically harnessing the power of collaboration, and with a more holistic and balanced program in place to strategically manage all interactions with suppliers across the entire lifecycle of engagement, vast new opportunities and value can be realized.

Communicating and enabling this enterprise-wide change (which requires not just new processes and tools, but also new attitudes and skills) is no simple matter—and it takes the ongoing engagement of all stakeholders. During this intensive workshop, the facilitators will detail proven change management and stakeholder engagement techniques that can motivate and enable new and constructive behaviors. We will explore ways to change the organizational mindset around working with suppliers, including ways to build trust, improve communication, and optimally balance collaboration with traditional competitive sourcing strategies.

Jonathan Hughes, Partner, Sourcing & Supplier Management Practice Leader
Vantage Partners

NETWORKING LUNCHEON FOR WORKSHOP ATTENDEES ONLY 12:30 - 1:30 PM

Tuesday, March 11, 2014

CONFERENCE REGISTRATION 1 - 1:30 PM

WELCOME AND NETWORKING ACTIVITY 1:30 - 2 PM

Kickoff the conference by engaging in an activity to get to know your peers in a relaxed, fun and unique way.

A 2 - 3 PM

State of SRM: The Ongoing Transformation of Sourcing and Supply Management

Today's sourcing and procurement executives are under tremendous pressure to extract cost savings from the supply base while also trying to maintain quality, ensure supply continuity, and leverage suppliers to support innovation and market growth. Meanwhile, while sourcing and supply chain management are increasingly viewed as strategic by C-suite executives, leaders of these functions often find themselves with organizations that are not fully equipped to deal with the challenges and opportunities they confront. Explore the leading edge of procurement and supply management practices: from strategic category management, to supplier relationship management, to optimal partnering with internal clients and business partners. Gain insights into what investments deliver the greatest returns for procurement and supply chain organizations, and what kinds of value they can in turn deliver to their companies and shareholders.

Jonathan Hughes, Partner, Sourcing & Supplier Management Practice Leader
Vantage Partners

NETWORKING AND REFRESHMENT BREAK 3 - 3:15 PM

B 3:15 - 4:15 PM

Closing the Gap between Procurement, Sourcing and SRM

Organizations that fail to see the long term benefits of building relationships with suppliers and instead want to capitalize on the short term benefits of the lowest possible price are not only leaving a considerable amount of value on the table but also putting their suppliers at risk. The panelists will demonstrate how to move beyond transactional vendor relationships to be more strategic and collaborative in nature, and gain access to resources and knowledge that you would not by operating independently.

Moderator

John A. Caltagirone, Director, Supply and Value Chain Center
Quinlan School of Business Loyola University Chicago

Panelists

Pete Alle, Senior Director Global Customer Service & Logistics Center of Expertise
Mondelēz International

Pamela Baxter, Senior Director of Sourcing & Supply Chain Processes
American Red Cross

Sally Potter, Shared Value Partnership Manager, Global Sustainable Procurement
The Coca-Cola Company

C 4:15 - 5:15 PM

Where the Rubber Meets the Road: True Stories from a Successful Partnership through Concept, Implementation and Beyond

How do you get a strategic partnership up and running effectively? How do you lead or coach the team to achieve the desired results? The leaders of this strategic partnership will share highlights from the step by step process they followed, to develop and implement the “strategic sweet spot” and operating practices of their successful partnership. They’ll also talk about “what’s next” in terms of new growth opportunities and how they are looking to enhance the relationship in the future.

Roger Bont, Global Quality Assurance Director, **Cargill**

Bonnie Welshons, Director, Quality and Regulatory Operations, Ingredients, Packaging Materials & External Supply Chain, **General Mills**

NETWORKING COCKTAIL RECEPTION 5:15 - 6:15 PM

HOSTED BY **vantage** partners

Wednesday, March 12, 2014

REGISTRATION AND CONTINENTAL BREAKFAST 7:30 - 8 AM

D 8 - 8:50 AM

“You Get What You Give”: Driving Behaviors to be the Customer of Choice

While much of the discussion around supplier management is related to how the supplier performs the success of the program is critically dependant on the type of customer that you are. Are you easy to work with or does your supplier want to avoid your calls? Are you contributing to an open and honest relationship that will be mutually beneficial or are you putting up barriers? Hear from practitioners as they share the steps they have taken to look inward at their organization to ensure that they are contributing to an effective and cohesive relationship.

Moderator

Cathy Kutch, Director of Supplier Relations and Diversity, Kellogg Company

Panelists

Jim Pazzanese, Vice President, Supply Management, **Sodexo**

Kim Berney-Brooke, Director, Supplier Risk & Relationship Management - Americas Regional Lead, **UBS**

Kreg Koford, Director, Supply Chain Solutions, **Intermountain Healthcare**

Presentations

Available online in advance of the conference

E 8:50 - 9:40 AM

Navigating the Relationship Lifecycle

Even the most effective and well established supplier relationships are not always sunshine and roses. The relationship can quickly turn adversarial on moment's notice. During this session the facilitator will share his experience in navigating the relationship lifecycle of love, distrust and hate, which can be a daily struggle. He will demonstrate how he has been able to effectively manage all kinds of relationships and explain how to counteract the behaviors common of each stage that may derail the process.

William F. Kornegay, Senior Vice President, Supply Management, **Hilton Worldwide**

NETWORKING AND REFRESHMENT BREAK 9:40 - 9:55 AM

F 9:55 - 10:45 AM

Internal Breakthrough Collaboration: Alignment, Strategy and the Journey to Success

SRM success depends as much on internal relationship management as it does on external. Alignment between sourcing and partnership strategies and how these connect to the overall business strategy of the organization is a prerequisite for success in any supplier management endeavor. During this session, uncover ways to breakdown internal silos to drive cross-functional engagement across the enterprise to enable suppliers to become strategic assets and enablers of business strategy fulfillment.

Chas Nardoni, Vice President, Sourcing and Procurement, **The Walt Disney Company**
Jim Gomes, Senior Manager, Sourcing and Procurement, **The Walt Disney Company**

G 10:45 - 11:35 AM

The ABCs of Effective Governance: If You Cannot Measure It, How Can You Improve It?

Measurement is a critical success factor of strategic sourcing and SRM however, how do you quantify the "relationship"? Time, cost, deliverables, etc. can easily be measured and communicated but in order to truly understand if your SRM efforts are effective you need to measure the non-tangible areas of the relationship. Explore how to define accurate metrics for the most challenging elements to measure, identify areas of improvement, and communicate results for sustained support of your initiative.

Gregg Parsley, Strategic Sourcing Manager, **Shell**

NETWORKING LUNCHEON 11:35 AM - 12:30 PM

Call Customer Service at 212 339 0345

H 12:30 - 1:30 PM

Stories of Adversity and Success: “What did you do when...”

During this unique session we will invite the audience to provide rapid fire questions to the panelists, as well as to peers in the audience, to be able to gain insight into their specific experiences. This will enable you to share your real-life challenges and have the expert panelists/peers devise solutions in an honest and open account, providing you with the knowledge and real-world examples needed to drive your initiatives forward.

Moderator

Jonathan Hughes, Partner, Sourcing & Supplier Management Practice Leader
Vantage Partners

Panelists

Cathy Kutch, Director of Supplier Relations and Diversity, **Kellogg Company**

Gregg Parsley, Strategic Sourcing Manager, **Shell**

Kate Shanahan, Head of International & Commercial, **Synectics Solutions**

NETWORKING AND REFRESHMENT BREAK 1:30 - 1:45 PM

I 1:45 - 2:35 PM

The Coca-Cola Story: Driving Value Beyond Sourcing

During the session hear the processes by which the Coca-Cola Company has been able to drive additional value from their engagements beyond traditional sourcing including finding untapped sources of innovation, knowledge, resources, and capabilities.

Sally Potter, Shared Value Partnership Manager, Global Sustainable Procurement
The Coca-Cola Company

J 2:35 - 3:30 PM

Talent Management Equation in Driving Success

Having the right network of people in place to execute the supplier management strategy is crucially important to drive success in a strategic environment. Due to the high degree of complexity that can come with building and fostering a collaborative relationship, the skill sets required cannot be taken for granted. Hear from a panel of experts as they define the skills, behaviors and competencies that are required, and how you can harness and promote them to drive success.

Moderator

Eric Goodman, Head of Strategic Sourcing & Supplier Management
Deutsche Post DHL

Panelists

Chas Nardoni, Vice President, Sourcing and Procurement, **The Walt Disney Company**

Marc J. Campbell, Senior Vice President, Procurement, **Jones Lang LaSalle**

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Delivery Method: Group-Live Prerequisites: Bachelor's degree or higher-level education

Program Level: Intermediate Advanced Preparation: No advanced preparation required



Registration Information

Online www.conferenceboard.org/supplierrelations2

Email customer.service@conferenceboard.org

Phone 212 339 0345 *8:30 am to 5:30 pm ET Monday through Friday*

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Regents Hall, Lewis Towers at Loyola University Chicago

Conference (925014-2)

Dates: March 11-12, 2014

Associates **\$2,295** Non-Associates **\$2,895**

Pre-Conference Workshop (B03014-2)

Date: March 11, 2014

Associates **\$605** Non-Associates **\$705**

Fees do not include hotel accommodations. For a listing of local hotels, please contact customer service.

Venue Information

Regents Hall, Lewis Towers
at Loyola University Chicago
820 N. Michigan Avenue
(Building entrance located 111 E. Pearson)
Chicago, IL 60611

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



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Promotion Code