SUNDAY, APRIL 30, 2017

11:00 a.m. – 6:00 p.m.  REGISTRATION
Paradise Foyer

12:00 p.m.  GOLF TOURNAMENT
Sponsored by: Capstone Logistics & Americold
(Pre-registration required. Additional fees may apply.)
Join your peers for an exciting day of golf during the 2017 Supply Chain Conference at one of the top rated courses in Southern California. The Maderas Golf Club offers beauty and challenge as it winds through the cliffs, rock outcroppings, creeks, and forests of the inland hill country of north San Diego. Step onto the first tee and enjoy the course's three lakes, five waterfalls, and over forty acres of native wildflowers.

Come join us and see why Maderas Golf Club was rated one of America’s Top 100 Greatest Public Golf Course for 2015-2016 and among the best in California by Golf Digest.

2:00 p.m. – 5:00 p.m.  JDA Collaborative Flow Planning Workshop
Sunset 2 Room
The Collaborative Flow Planning Workshop is structured to contrast the well-known MIT Beer Game against the breakthrough business planning management process known as Flowcasting. The Beer Game will be run twice, once using “traditional” supply chain processes and once more supported through the use of Flow Planning concepts. The power of collaboration and visibility will be demonstrated to address the common bullwhip phenomenon. Workshop attendees should expect a unique and invaluable experience through this hands on event!

PLEASE NOTE, seating is limited to Manufacturing, Distribution, and Retail Executives (Director Level and above). Registration is required for this event. You can sign-up for this workshop during the registration process.

3:00 p.m. – 5:00 p.m.  On Shelf Availability Committee Meeting
Bay View Room
Sponsored by: Bumble Bee Foods, LLC
All attendees are welcome to this meeting! Please join us to build industry and company momentum to solve this $80 Billion retail size of prize.
5:00 p.m. - 6:00 p.m. **Strategic Networking Essentials Workshop**  
**Sunset 4 Room**  
*Sponsored by: Accenture*  
Become a better networker at our Strategic Networking Essentials workshop presented by Julie Janckila, Director of Corporate Partnerships, from the Network of Executive Women. Experts like the Harvard Business Review report that strategic networking skills are the essential difference between leaders and nonleaders. They are the key success factor for advancing your career, building business and becoming a more valuable asset to your organization.  
In this interactive workshop and you’ll learn:  
• Why networking is important  
• What networking is (and isn’t)  
• The 3 types of networks  
• Practical tips on how to network  
• How to stay connected with those you meet  
• How to craft your “elevator speech”  
• And lots of opportunities for practice!

(Moderator) *Julie Janckila, Director of Corporate Partnerships, Network of Executive Women*  
*Amanda Martinez, Group Vice President, Corporate Procurement, Albertsons Companies*  
*Aaron F. Vollrath, Vice President – North America Customer Operations, Henkel Corporation*

6:00 p.m. – 7:00 p.m. **WELCOME RECEPTION**  
**Sunset Pavilion**  
*Sponsored by: Burris Logistics*  
Join the TPA Supply Chain community to kick off our 8th annual Supply Chain Conference. Enjoy drinks and food while mingling with old friends and new colleagues while overlooking Mission Bay from the Sunset Pavilion.

**MONDAY, MAY 1, 2017**

6:30 a.m. – 5:30 p.m. **REGISTRATION**  
**Paradise Foyer**

7:00 a.m. – 8:00 a.m. **BREAKFAST & NETWORKING WITH EXHIBITORS**  
**Sunset Pavilion**

8:15 a.m. – 8:30 a.m. **OPENING REMARKS**  
**Paradise Ballroom**

8:30 a.m. – 9:30 a.m. **Preparing Your Team for Battle: Leadership Lessons from a Navy Seal Commander**  
**Paradise Ballroom**  
*Sponsored by: FHI*  
Commander Rorke T. Denver has run every phase of training for the U.S. Navy SEALs and led special-forces missions in the Middle East, Africa and Latin America. He starred in the 2012 hit film Act of Valor, based on real-life SEAL missions, and most recently served as a mentor coach on Fox’s "American Grit." Denver will share his insights and experiences to address what it means to be a leader, even in the most extreme circumstances. His extraordinary military experience will provide meaningful lessons on how to inspire and build successful teams.

*Commander Rorke T. Denver*
9:30 a.m. – 10:00 a.m.  
**BREAK WITH EXHIBITORS**  
*Sunset Pavilion*

10:15 a.m. – 11:15 a.m.  
**State of the Industry from the C-Suite**  
*Paradise Ballroom*

CPG-Retail supply chains are faced with unprecedented levels of disruption across six dimensions: Fragmenting Consumer Demand & Brand Trust; New Competitors; Evolving Channels; Fluctuating Supply; Changing Rules; and Disruptive Technologies. The companies that evolve to meet these challenges will succeed in delivering profitable growth. Those that don’t will struggle to grow at the top-line and the bottom-line. In this session, Chris D. Lischewski, CEO of Bumble Bee Foods, LLC and Rick Keyes, CEO of Meijer, Inc., will share perspectives around their biggest challenges – and how their supply chains are improving capabilities to deliver profitable growth.

*(Moderator) Rich Kauffeld, Principal, Pricewaterhouse Coopers Advisory LLC  
Rick Keyes, President & Chief Executive Officer, Meijer, Inc.  
Chris Lischewski, President & Chief Executive Officer, Bumble Bee Foods, LLC*

11:30 a.m. – 12:30 p.m.  
**CONCURRENT BREAKOUT SESSIONS**

1) **Annual Labor Law Update: The Future is CHANGING, Are You Ready?**  
*Dockside Room*

The political landscape has a new look! As a result, the labor relations environment for employers will change. The annual Labor Relations update, led by Littler Mendelson attorneys, will guide you through the latest developments in a fast-paced and informative session that will prepare you for the changes and challenges that lie ahead. Changes to the makeup of the NLRB will impact established legal precedent, policies, and practices. This program will identify areas that may be targeted or changed by the NLRB and offer compliance strategies and thoughtful approaches to alternatives available to employers. The session will also provide its annual review of the NLRB’s election data and the impact of the NLRB’s ambush election rules. Finally, the session will offer practical guidance based on recent experience under the new rules and priorities.

*Mark Schneider, Shareholder, Littler Mendelson, P.C.  
Sara Kalis, Associate, Littler Mendelson, P.C.*

2) **DSD – the challenges and benefits of DSD delivery for Retailers and Suppliers**  
*Sunset 5 Room*

DSD is both a great benefit and challenge for Retailers and Suppliers. In this session participants will learn what retailers say their highest priorities in DSD are, as well as what some of the best in class behaviors and traits of DSD suppliers are. The panel of experts will discuss the opportunities and challenges of managing a successful DSD business. Attendees will leave this session with specific behaviors, traits and examples of what they can do to enhance their DSD business.

Paul Avampato, VP Supply Chain, Mondelez International  
Sanjeev Gokhale, Group Director, Customer Supply Chain, The Coca-Cola Co.  
Brian Sikkema, VP Merchandise Planning and Inventory Management, Meijer, Inc.*
3) **Working through the Intricacies of FSMA's Importer and Foreign Verification Rules for Food Imports**

**Sunset 4 Room**

New FSMA rules are very specific about food imports and the importer of record to secure the food supply chain. How will the new FSMA Importer Rule affect your business, suppliers and customers? What do you need to know to ensure mounting regulatory pressure is addressed in your company? Hear from experts who can help you identify risk in your supply chain and provide firsthand insight into dealing with these new challenges.

*Moderator* Jason Craig, Director of Government Affairs, C.H. Robinson

Deb Boie, Importer Rule Specialist, Robinson Fresh

Monica DeMars, Manager, U.S. Customs, Robinson Fresh

Jose Rossignoli, General Manager, Tropicals, Robinson Fresh

Sergio Chazaro-Loaiza, La Mas Dorada in Mexico

4) **Changes Impacting Transportation Capacity ... World Dynamics & Economy, Technology and Demographics**

**Bay View Room**

Almost everything we touch during the day has been delivered on a truck at one time or another. In this presentation, we’ll take both a micro and macro look at what’s going on in the world and trucking in particular, that affects your ability to receive and deliver goods. A growing economy will significantly impact America’s fast-growing CDL truck driver shortage and other transportation labor sectors. This session will review causes of this shortage and options we may want to consider to help overcome these challenges in the years ahead.

Jeffrey Hart, Vice President, Sales, CPC Logistics, Inc.

5) **Contracting with a New Trading Partner? Learn 9 Ways to Reduce Your Risk BEFORE the First Shipment While Expediting the Sourcing Process**

**Sunset 1-2 Room**

From a compliance perspective, new vendors are a leaky bucket and can slip in without the proper “credentials”. Many times the qualification process is rushed in order to meet a deadline or simply increased customer demand. Rushing the vetting process can increase risk to your supply chain, even if it’s a one-time situation or in a smaller geographic region. Join leading food safety consultant and attorney, Shawn Stevens as he shares nine ways you can ensure new trading partners don’t add risk to your supply chain. Shawn will review a checklist of documents to require, actions to take and things to consider before you cut the first PO. Then learn from experience first-hand as Robert Maldonado, Director of Food Safety at Northgate Gonzalez Markets walks through their new vendor sourcing process and shares how they have been able to increase speed while increasing requirements for both foreign and domestic suppliers.

Shawn Stevens, Global Food Safety Consultant and Attorney, Food Industry Counsel, LLC

Robert Maldonado, Director of Quality Assurance & Food Safety, Northgate Gonzalez Markets
6) **Designing Your Supply Chain Around the Digital Consumer**  
**Sunset 3 Room**  
**Sponsored by: SAP Retail**

Mrs. Jones has gone digital, and she expects her grocer to deliver exciting and frictionless experiences that match her other shopping engagements, regardless of the pressure this puts on your existing infrastructure and processes. However, actively engaging with your digital shoppers can deliver insights into what they want before they arrive at your store (or you arrive at their door). These insights will have far reaching effects on your entire supply chain, from your supplier to your shopper's pantry.

The digitally connected supply chain understands inventory needs at every step of the process and thus can reduce inventory and costs at every level. This session will highlight specific areas where the digital supply chain will improve efficiencies and will expose steps that need to be taken to become a true digitally enabled supply chain.

*Randy Evins, Senior Principal IVE SAP Food Drug & Convenience, SAP Retail*

12:30 p.m. – 1:45 p.m.  
**NETWORKING LUNCHEON**  
**Paradise Terrace**

Enjoy lunch with your peers and exhibiting business partners while sharing ideas for improving your business and the industry.

1:45 p.m. – 2:45 p.m.  
**CONCURRENT BREAKOUT SESSIONS**

1) **FSMA Implementation – What Do I Need to Know and What Do I Need to Do?**  
**Sunset 4 Room**

The Food Safety Modernization Act has been in effect since 2011 and after years of rulemaking, the major regulations are now in effect. With thousands of pages of regulations, the rules are daunting and confusing. This session will break down the regulations for retail, wholesale and supply chain professionals to focus on what you need to know for your type of company and your role. Learn how the Preventive Controls, Foreign Supplier Verification Programs, Sanitary Transportation, Records Access and the Intentional Adulteration rules impact your business and how you can comply and work with the implementation teams in your company.

*Dr. Hilary Thesmar, Ph.D., RD, CFS, Vice President, Food Safety Programs, Food Marketing Institute*

2) **On Shelf Availability – From Insights to Action**  
**Sunset 3 Room**

The TPA OSA Steering Team is back, sharing both Retailer-Manufacturer pilot case studies, as well as Best Practice Guides to advance industry learning & shareable solutions. This interactive session will share recent progress to bring OSA to a covetable 98%.

*Waddell Daniels, Vice President of North American Supply Chain Planning, McCormick & Company*  
*Tom Drake, Senior Industry Strategy Director, JDA*  
*Brian Sikkema, Divisional Vice President, Merchandise Planning/Inventory Management, Meijer, Inc.*
3) How to Implement Fresh Produce Traceability and Reduce Operating Costs
- (Begin to) Think of traceability as an investment in the future of your business
Sunset 1-2 Room
Today, over 55% of all fresh produce cases are labeled with barcoded case labels that adhere to the standards outlined in the Produce Traceability Initiative (PTI). In this session, you will learn how retailers have leveraged the Produce Traceability Initiative into distribution center and store labor reduction, supply chain transparency and sales increases for their companies. You will also learn how your company can implement traceability of fresh produce in order to achieve the maximum results with the least cost.

Dan Vache, Vice President, Supply Chain Management, United Fresh Produce Association
Ed Treacy, Vice President, Supply Chain Efficiencies, Produce Marketing Association

4) Transportation Strategy at Giant Eagle: Building on Tradition to Better Serve the Future
Sunset 5 Room
Learn how Giant Eagle transformed their Transportation supply chain moving from 3 independent systems to a singular solution that optimizes the full transportation lifecycle from Procurement/Inbound to Outbound in a complex network resulting in significant improvements in cube and empty miles. TMS is one part of a larger supply chain solution that drives reduced data flow and real time visibility that supports our “vendor to shelf” initiative at a reduced cost. Giant Eagle continues to deliver to every store everyday across their 220 retail locations in Pennsylvania, Ohio, West Virginia, Maryland and Indiana. Additionally, Giant Eagle distributes to over 200 Get Go Convenience locations also utilizing the same TMS.

Ann-Marie Daugherty, Senior Director, Transportation, Giant Eagle, Inc.
Nick Adams, Account Executive, Manhattan Associates

5) Navigating the road ahead: insights from CSCMP's State of Logistics Report
Dockside Room
Join us for an update on logistics industry trends with Rick Blasgen, CSCMP President and CEO and Sean Monahan, Partner of A.T. Kearney and author of CSCMP’s 27th Annual State of Logistics Report. This report is the definitive go to document for not only to understand the cost of logistics in the US, but the factors, trends and industry insights driving the discipline. The report includes: a focused narrative on the economic environment impacting logistics; insights from interviews with industry leaders, including shippers, carriers, and analysts; a spotlight on relevant trends; and a strategic point of view on the state of the industry. We will also comment on other key innovations within the supply chain community and discuss with attendees what we might see in the future. It will be a preview to the release of the full report in June at the National Press Club.

Rick Blasgen, President & CEO, Council of Supply Chain Management Professionals (CSCMP)
Sean Monahan, Partner, Americas AT Kearney
6) FMI’s 2017 Productivity Benchmarking Survey: Top 5 KPI's driving efficiency

**Bay View Room**

This session will examine the FMI/Retail Owned Food Distributors (ROFDA) 2nd Annual Distribution Center Productivity Study. Syncontext and Keith Swiednicki International (KSI) will review productivity drivers and KPIs, as well as solutions to enhance productivity. The grocery industry is creating new consolidation in the productivity challenges and opportunities. This session will address the enhancements and productivity improvements that can be realized to improve efficiencies, cost savings and operational excellence.

*All session participants will have an opportunity to enter a raffle draw for a Los Angeles Chargers replica jersey. The winner will be announced at the end of the presentation.*

*Hector Orozco, President & CEO, Syncontext*

*Keith Swiednicki, President & CEO, KSinternational, Inc.*

3:00 p.m. – 4:00 p.m.

**CONCURRENT BREAKOUT SESSIONS**

1) Hazards of a Recall: Cracking the Code and Identifying Your Risks

**Sunset 3 Room**

Last year, industries regulated by the FDA, USDA, and CPSC saw more than 2,500 recalls. Companies that are unprepared for the eventuality of a recall face enormous potential for brand damage and financial losses. Additionally, between today's global supply chain and increased regulatory oversight, it can be hard for businesses to navigate a recall when multiple regulatory bodies are involved, especially when their jurisdictions start to overlap.

In this panel discussion, our industry experts will discuss some of the new regulations that have stumped other organizations and added even more complexity to the already daunting process of executing a product recall. Panel members from retail, legal and crisis response organizations will outline regulations from these agencies and some of the common issues, but also offer their expertise to answer specific questions from the audience to give them actionable insight to bring back to their organization.

*Ryan Gooley, Recall Consultant, Stericycle ExpertSOLUTIONS*

*Erin Bosman, Partner, Morrison & Foerster*

*Scott Farrell, President, Global Corporate Communications, Golin*

2) Getting the Most Out Of Joint Business Planning (JBP)- How Supply Chain Teams Can Get a Seat at the Table and Drive Exceptional Value

**Dockside Room**

The retail landscape is changing faster than ever before. The decades-long struggle for power between retailers and manufacturers is quickly losing relevance as consumers, with in-the-moment access to information about products, prices, and peer reviews that help them define “value” on their own terms, have taken control and alternative retail channels are taking share of overall spend. In this interactive session we will discuss how to drive value in the end-to-end supply chain by getting trade partners to the same table and talking.

Key questions that will be discussed are:
- What does a best-in-class JBP process look like?
- What should be the role of Supply Chain in JBP?
- How can Supply Chain teams get a seat at the table?
- What are the “metrics that matter” across the joint supply chain?
- What are initiatives with highest value creation potential between trade partners?
What are some examples of successful Supply Chain collaboration in JBP and how much value did they create?

You will leave this session with a good understanding of the JBP process and powerful ideas to implement in your next planning cycle.

(Moderator) Elfrun von Koeller, Principal, The Boston Consulting Group
Amanda Martinez, Group Vice President, Corporate Procurement, The Albertsons Companies
Aaron Vollrath, Vice President Customer Operations for North America – Henkel
Paul Avampato, VP Supply Chain, Mondelēz International

3) Trading Information for Inventory - Making Inventory Visibility Work in Today's Changing Market
Sunset 4 Room

Leveraging your supply chain provider and collaborating with your partners to break down the traditional barriers to efficiency – with visibility across more of the supply chain, and the interest of all partners at heart, it’s possible to reduce inventories without any reduction in service standards, or on-shelf availabilities.

Marc Levin, Senior Vice President Business Development, Key Accounts, AmeriCold
Craig Weiss, Senior Vice President Supply Chain, ConAgra
Mike Thomas, Vice President, Logistics, Grocery Outlet

4) Inbound Innovation: Best Practices for Inbound Quality Management
Sunset 5 Room

Learn how leading grocery retailer Wegmans created an innovative inbound-quality policy program resulting in significant waste reduction and delivery of the best condition, freshest product to shoppers. Working with Inmar and FHI, Wegman's built a policy and established data analytics that provide an invaluable platform for "win-win" vendor/retailer feedback and collaborative continuous improvement. Upon completion, participants (both retailers and manufacturers) will be able to understand how to develop mutual-benefit inbound quality policy programs, ways to establish and share process, and how vendors and retailers can share common-interest data that benefit both parties.

Reid Durst, President & COO, FHI
Rob Small, Sr. Director, Supply Chain Analytics, Inmar
Palesa Bakker, Customer Supply Chain Integration Sr. Manager, PepsiCo – North America Nutrition
Doug Stryker, Supply Chain Reverse Logistics Manager, Wegmans Food Markets, Inc.

TRANSPORTATION COLLABORATIVE WORKSHOP
Sunset 1-2 Room

In today’s competitive marketplace it isn’t wise to hit “Pause”. To succeed you must know how to effectively press the “Fast Forward” button and get ahead of your competition. This fast paced, interactive, collaborative (and fun!) workshop will focus on Transportation. Participants will look at challenges specific to each topic through creative lenses, ideate potential solutions, and make innovative—yet actionable—recommendations. You will have the opportunity to brainstorm with fellow attendees who, like you, want to actually help solve problems, not just talk about them. In the process, you will also learn some innovative techniques that may be useful within your own organization. The session will be moderated by experienced Collaboration Facilitators.

Ellen Saltsman, CEO, Fast Forward Collaboration Inc
4:00 p.m. – 4:30 p.m.  BREAK WITH EXHIBITORS
Sunset Pavilion
Sponsored by: Inbound Technologies

4:40 p.m. – 4:45 p.m.  GOLF AWARD PRESENTATION
Paradise Ballroom

4:45 p.m. – 5:45 p.m.  The Age of Connected Commerce: The Digitally Engaged Food Shopper
Paradise Ballroom
Today’s food shoppers have transitioned to a new norm. The use of mobile/digital technologies are reshaping channel, banner, and trip landscapes and are projected to continue to do so for the foreseeable future. For the past six months the Nielsen Company and FMI have partnered on a strategic engagement surrounding the Forces and Factors of Change driven by digital technologies for both today’s and tomorrow’s food shopper. During this presentation, we will reveal the top ten trends in digitally enabled food shopping for both retailers and manufacturers to consider in their go forward “Connected Commerce” strategies and capability investments.

Thom Blischok, Chairman and CEO, The Dialogic Group

5:45 p.m. – 7:00 p.m.  RECEPTION WITH EXHIBITORS
Sunset Pavilion
Join your industry colleagues and friends in an informal setting to discuss the day’s events, network and meet with exhibiting business partners.

TUESDAY, MAY 2, 2017

7:00 a.m. – 8:00 a.m.  BREAKFAST & NETWORKING WITH EXHIBITORS
Sunset Pavilion

8:15 a.m. – 8:30 a.m.  WELCOME & HOUSEKEEPING
Paradise Ballroom

8:30 a.m. – 9:30 a.m.  Winning The War For Talent: How to attract and retain millennials
Paradise Ballroom
Millennials are the largest generation in the workforce. They are key to helping companies create winning customer experiences because they are the new “consumers”. They are key to generating innovation because they are digital natives that thrive in new ways of working. Yet only 1 in 7 want to work for a large corporation. How are supply chain organizations attracting and retaining this group?

Today’s successful supply chain organizations need to understand the mindset of the new generations and consider new ways of working that will not only attract and retain Millennials but will promote business success. We will discuss the latest research on these emerging leaders and will introduce how successful companies are engaging millennials in new ways including hearing from some start-ups that support these new ways of working that you can use now.

(Moderator)Gerarda Van Kirk, Managing Director, Accenture
Stephen DeWitt, CEO, Work Market
Eric Gilpin, SVP Enterprise, Upwork
CONCURRENT BREAKOUT SESSIONS

1) The Regulatory Environment: Making Sense of it All  
   **Sunset 5 Room**
   Regulatory rules and reporting requirements are rapidly changing, and enforcement and scrutiny is at an all-time high. Hazardous waste, product characterization, and sustainability are complex, but not optional when fines for noncompliance can cost you millions. It’s critical not only to understand them but also to know how to apply them in your business. In this session, we will address regulatory issues and opportunities surrounding hazardous waste in the supply chain. Together, they will address the challenges and solutions available for managing hazardous items within the store and share joint-collaboration efforts and results. Upon completion, participants (both retailers and manufacturers) will be able to understand the complexities of hazardous waste management, learn useful ways to protect against extensive fines, and take away solutions to protect their respective brands and companies.
   
   **Robin House**, Director, Marketing Operations, Inmar  
   **Kristin Alstad**, Sr. Regulatory Compliance Manager, Inmar  
   **Sharon Saknit**, Director of Environmental Compliance, Costco  
   **John Mesheau**, P.E., Manager Environmental Compliance, Retail Business Services LLC, an Ahold Delhaize company

2) Supply Chain 4.0: Are You Ready to Digitize Your Supply Chain?  
   **Sunset 3 Room**
   The interplay of the "Internet of Things", advanced robotics, advanced analytics, and big data will take supply chain management to the next level: place sensors in virtually every thing, create networks everywhere, automate and analyze every bit, to significantly improve performance and customer satisfaction. But, what does that really mean? How should companies successfully prepare for a digital supply chain? In this session we will share a perspective on the technologies and trends that matter in consumer supply chains, create an experiential learning environment to "walk through" and assess your readiness to use digital capabilities, learn from and with each other and prepare for the future.
   
   **Shruti Lal**, Senior Expert, McKinsey & Company  
   **Ingrid Millan**, Engagement Manager, McKinsey & Company  
   **Fernando Perez**, Partner, Supply Chain Management Practice, McKinsey & Company  
   **Vishwa Chandra**, Partner, McKinsey & Company

3) Food and Beverage Supply Chain Insight and Fresh Perspective  
   **Bay View Room**
   Today, legislative demands are driving food safety and in turn innovation. To become compliant and increase our focus on food safety while reducing food waste, we need innovative solutions that mitigate the risks for all cold chain stakeholders. This session will look at the HACCP and FSMA legislation governing cold chain compliance and the influence this is having on the development of temperature monitoring solutions. We will also walk through the monitoring solutions available today and look to the future where cloud based solutions offer complete transparency and the opportunity to harvest cold chain data. Join us and learn more about legislation driving the cold chain, and prepare yourself to be the front runner in the digital cold chain community of tomorrow.
   
   **Ian Jones**, Head of Sales, Cool.it, Danfoss  
   **Debby Newslow**, D.L Newslow & Associates, Inc.
4) Modernizing the Supply Chain Through Enhanced Visibility and Operational Efficiency

**Sunset 4 Room**

Today, supply chain business processes are now inextricably linked to consumer satisfaction. As the consumer becomes more demanding, food industry trading partners are looking at enhancing the exchange of data within transportation and logistics processes in order to reap the benefits of more efficient storage, transportation cost savings and improved relationships with trading partners. In this presentation, Ryan Richard, Senior Director of Industry Development, Retail Grocery, GS1US, Lucelena Angarita Quality/GS1 Program Manager, IPC/SUBWAY®, Michele Werrline, Logistics Business Analyst, Land O'Lakes, and Zafer Louisa, United States Cold Storage Inc. will report on the progress of two collaborative workgroups - the Supply Chain Visibility and the Operational Efficiencies. Both have made great strides in increasing industry-wide penetration of the use of case level and item level product identification standards that enhance supply chain traceability. Additionally, the presentation will report on the expanded use of advance ship notices (ASNs) and other electronic data exchange methods across both direct store delivery and warehouse operations to support visibility, on-shelf availability and other efficiency objectives.

**Ryan Richard**, Sr. Director Industry Development Retail Grocery, GS1 US  
**Lucelena Angarita**, Quality/GS1 Program Manager, IPC/SUBWAY®  
**Michele Werrline**, Logistics Business Analyst, Land O'Lakes  
**Zafer Louisa**, United States Cold Storage Inc.

**9:45 a.m. - 11:00 a.m.**

**UNSALEABLES COLLABORATIVE WORKSHOP**

**Sunset 1-2**

In today’s competitive marketplace it isn’t wise to hit “Pause”. To succeed you must know how to effectively press the “Fast Forward” button and get ahead of your competition. This fast paced, interactive, collaborative (and fun!) workshop will focus on Unsaleables. Participants will look at challenges specific to each topic through creative lenses, ideate potential solutions, and make innovative—yet actionable—recommendations. You will have the opportunity to brainstorm with fellow attendees who, like you, want to actually help solve problems, not just talk about them. In the process, you will also learn some innovative techniques that may be useful within your own organization. The session will be moderated by experienced Collaboration Facilitators.

**Ellen Saltsman**, CEO, Fast Forward Collaboration Inc  
**Chip Saltsman**, President, Fast Forward Collaboration Inc

**10:45 a.m. – 11:15 a.m.**

**BREAK WITH EXHIBITORS**

**Sunset Pavilion**  
Sponsored by: Rehrig Pacific Company
CONCURRENT BREAKOUT SESSIONS

1) 7 Habits of The Highly Transparent Supply Chain
Sunset 3 Room
Has your supply chain gotten into some bad habits lately? With a steady stream of risks, regulations and recalls in the food supply chain, it's time to break the habit of "one-up and one-down" and implement the 7 habits of transparency. This session will explore the best practices molded in the life sciences and pharmaceutical industry around quality, regulatory, and risk management and how they can be applied to the food supply chain. Attend this session to learn how to take preventative measures to mitigate food safety risks. You will see demonstrated ROI of the time and cost savings associated with end-to-end traceability, and gain insight into designing supply chain and process for targeted recalls & food safety regulations.
(Moderator) Mike Leary, Partner, Clarkston Consulting
Lucelena Angarita, Quality/GS1 Program Manager, IPC/SUBWAY®
Ron Trauthwein, Group Director of Customer Solutions, The Coca-Cola Company

2) Supply Chain Visibility & Collaboration for True Win-Win-Win Partnerships
Sunset 5 Room
Retailers & Manufacturers can both win through Collaborative Business Processes. Following a proven and scalable process to solve for mutual business issues, each reaps great benefits. Please join us as Ahold, P&G and Dannon share and discuss best practice examples of their success working together, sharing data and collaborating to optimize New Item Launches, Shelf Run Down Management and Promotion Forecasting.
Ursula Iriarte, Senior Customer Supply Chain Leader, P&G
Thomas Elliot, Ahold Channel Director, Retail Solutions Inc.
Larry Della Noce, Senior Director Non-Perishable Replenishment, Ahold USA
Michelle Rodriguez, Manager Continuous Improvement, Ahold USA
Julissa Susanowicz, Customer Collaboration Analyst, Dannon North America

3) The Time is Now: Complying with Sanitary Transportation of Food and FSMA
Bay View Room
The Food Safety Modernization Act (FSMA) gives FDA broad new powers to regulate the safety of the food supply. In particular, FDA’s Sanitary Transportation of Food (STF) Rule places significant new mandates to satisfy comprehensive new standards relating to the transportation of food products. How will the STF Act impact your business as part of the Cold Supply Chain? Join us in a discussion on how the upcoming FSMA regulations will impact your refrigerated fleet and what you should be doing now to prepare today to ensure compliance in this new regulatory environment.
Don Durm, Vice President, Customer Solutions, PLM Trailer Leasing
4) 2017 Supply Chain Benchmarking: Tracking the Leaders and How They Master The Omnichannel World

**Sunset 4 Room**

This interactive session will highlight results of two separate studies conducted by the Boston Consulting Group (BCG): the 2017 GMA warehouse logistics benchmarking and the 2017 FMI supply chain benchmarking. We will discuss the issues aired in interviews with more than 50 supply-chain leaders both on the manufacturing and retailer sides, and share preliminary results from the recently completed benchmarking surveys. Hear how players are performing on cost, inventory, and service levels, and get an overview of current trends and most pressing concerns in the industry. We will also shine a spot light on the challenges e-commerce poses for supply chains – from master data management, to warehouse operations and last-mile delivery challenges. If you are struggling with these, you are not alone in the industry. Hear what leading players have done to adapt to an increasingly omnichannel world and take away practical examples to apply when you get back to your desk.

_Michael Ryba, Director, Retail Supply chain lead, The Boston Consulting Group_  
_Elfrun von Koeller, Principal, The Boston Consulting Group_

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12:15 p.m. – 1:30 p.m.  
**NETWORKING LUNCH**  
Paradise Terrace

1:30 p.m. - 3:00 p.m.  
**FRESH COLLABORATIVE WORKSHOP**  
Sunset 1-2 Room

In today’s competitive marketplace it isn’t wise to hit “Pause”. To succeed you must know how to effectively press the “Fast Forward” button and get ahead of your competition. This fast paced, interactive, collaborative (and fun!) workshop will focus on Fresh. Participants will look at challenges specific to each topic through creative lenses, ideate potential solutions, and make innovative—yet actionable—recommendations. You will have the opportunity to brainstorm with fellow attendees who, like you, want to actually help solve problems, not just talk about them. In the process, you will also learn some innovative techniques that may be useful within your own organization. The session will be moderated by experienced Collaboration Facilitators.

_Ellen Saltsman, CEO, Fast Forward Collaboration Inc_  
_Chip Saltsman, President, Fast Forward Collaboration Inc_
CONCURRENT BREAKOUT SESSIONS

1) Strategy Activation: the key to supply chain transformation in a technology-driven environment
   Sunset 3 Room
   Emerging technologies are improving supply chain operations to create unprecedented efficiencies. But achieving end-to-end supply chain excellence cannot happen without changing behavior, and engaging employees responsible for activating the strategies that make a difference. Penn State launched the first of its kind online bootcamp designed to help supply chain professionals keep pace with rapid innovation in shipping, manufacturing, and logistics; a complex space that’s constantly changing. During this session we will discuss the latest research and forces driving the need for supply chain innovation, present a model for initiating change through a concept called strategy activation and a real case study on the proven results of driving innovation and how the education component is key to success.

   Alan Todd, CEO, CorpU
   Elizabeth Faulkner, Senior Director, Johnson & Johnson’s Supply Chain Academy

2) SmartLabel™ - A Transparency Initiative for Consumer Trust
   Bay View Room
   Today’s consumers are demanding more information about the products they use and consume. The consumer packaged goods (CPG) industry recognized this growing information need and created a solution to address it - SmartLabel™. This digital platform offers the consumer accurate and detailed product information across food, beverage, personal care, household and pet care products. Join the SmartLabel™ team to learn the Why, What & How of the industry’s leading transparency initiative-SmartLabel™.

   Julie Savoie, Director of SmartLabel™, Grocery Manufacturers Association
   Daniel Clark, Senior Manager Quality Services, Bumble Bee Foods, LLC

3) From Beginning to End: Collaborative Value Chain Strategies to Reduce Unsaleables
   Sunset 5 Room
   Retailers, manufacturers and suppliers win when they work together to create and maintain an efficient supply chain that reduces costs and boosts the bottom line. Working with the TPA Joint Industry Unsaleables Leadership Team, the Supply Chain Solutions team from CHEP has evaluated more than 50 supply chain practices to identify the most effective strategies for unsaleables reduction. The result is a powerful new educational platform that can help trading partners reduce expired and damaged products, as well as more effectively manage discontinued items.

   Ted Lechner, Senior Manager Reverse Logistics, H-E-B
   Greg Riggs, Senior Supply Chain Analyst, SpartanNash Company
   Mike Boersig, Manager, Supply Chain Solutions, CHEP North America
   Ben Eugrin, Director, Supply Chain Solutions, CHEP North America
   Rob Shifter, Supply Chain Manager, Nestlé USA
Sunset Pavilion  
*Sponsored by: Rogers-Premier*

3:20 p.m. – 4:30 p.m.  
**Cultivating a Sustainable Future for the Guitar Industry Supply Chain**  
*Paradise Ballroom*  
*Sponsored by: Geodis*  
Charlie Redden of Taylor Guitars will discuss the complexity of a global supply chain, the diminishing supplies of tropical tonewoods that have long been relied upon by instrument makers, and the innovative steps Taylor Guitars has taken to safeguard these precious resources for the entire industry by partnering with forestry experts to develop new paradigms of sustainable forestry. While exploring the guitar industry’s supply chain, Redden will also share the valuable lessons he learned living in Cameroon as Taylor worked to transform an ebony mill and the ebony trade, the big-picture vision of cultivating tonewood forests for future generations, and his experience in managing a multi-layered international supply chain. During this interactive session Tolan Shaw, an award-winning artist who has risen in the San Diego music scene as a pop/rock singer-songwriter, will play some of his newest hits on his taylor guitar!  
*Charlie Redden, Director of Supply Chain, Taylor Guitars*

5:00 p.m. – 8:00 p.m.  
**Closing Celebration**  
*Main Pool*  
*Sponsored by: Ryan Companies*  
Don’t worry, it’s not over yet! Come wind down, listen to live music by Tolan Shaw, and celebrate the official close of the 2017 conference. Join the TPA Supply Chain community for one last evening of catching up with old and new friends, speakers, and colleagues. Share your favorite moments of the conference and enjoy one last San Diego sunset!