



Sixth Annual Workshop on Hot Topics in Supply Chain Analytics, Practice, and Technology Sustainability's Impact On The Supply Chain

Come hear supply chain experts discuss the path to supply chain sustainability. Learn approaches to build and benefit from green practices within the supply chain. Share knowledge and experience with industry leaders.

THURSDAY, FEBRUARY 18, 2010

TechSolve Inc. (<http://www.techsolve.org>)
 6705 Steger Drive, Cincinnati, OH 45237

Program Schedule: 1:00 – 6:00 PM

1:00-1:20 PM – Sign-in
 1:20 PM- 5:00 PM – Speaker Presentations, Q&A
 5:00-6:00 PM – Reception

Program Description: The world has recently seen several environmental and financial extremes that have adversely affected the business sector. Lawmakers and global supply chain managers have identified the need to modify supply chain operations to react to resource depletion and mitigate the detrimental environmental footprint of supply chains on the future. This workshop will explore current practices in sustainable supply chain management including: (i) measuring the environmental impact of supply chains, (ii) leveraging factors, such as supply chain design, product life-cycle planning, and reverse logistics, that influence the environmental footprint, and (iii) discovering profit-enhancing innovations that give new meaning to waste elimination and revenue management. Green practices in supply chains will be discussed, along with opportunities for improvement, pitfalls to avoid, and specific approaches for developing sustainable supply chains. Questions addressed during this workshop include:

- What is the effect of environmental practices and regulations on supply chains and how do supply chains impact the environment in the short run and long run?
- What approaches have different industry sectors (consumer packaged goods, manufacturing, and healthcare) found useful to measure environmental footprint and to develop green supply chains?
- How does one manage the complexities associated with supply chain sustainability? What infrastructural and policy changes will yield the largest improvements in sustainability and what are the trade-offs involved?
- How can a US firm balance supply and demand opportunities offered by globalization with pressures to reduce costs under tighter environmental regulations while increasing revenues from green practices in the new economy?

To answer these questions, case studies will be presented, including Q & A to discuss issues in more detail. In addition, the event will provide opportunities to network and share alternative sustainable supply chain perspectives.

Speakers from:

Ethicon Endo-Surgery, GE Aviation, P&G, and TechSolve.

Registration: Seats are limited! There is a \$25 non-refundable registration fee, payable online by credit card. The registration site is <http://www.techsolve.org/events/>. Questions? Contact Tricia Burger, tricia.burger@uc.edu, 513 556-7140.

Sponsors	Les B. Artman, BBA 1972, University of Cincinnati	Accenture Foundation Inc.	TechSolve Inc.
-----------------	--	------------------------------	----------------