

Wednesday, September 2, 2009

7:00am Registration – Foyer

7:15am Exhibitor Appointments (Optional – available for all attendees)

8:00am Welcome and Introductions

Tom Single, Director Solutions Development, Saddle Creek Corporation

8:15am 1. Leveraging Technology in Warehousing and Transportation
It won't be much use in the warehouse if it can't get in or out. Mr. Krauskopf, co-founder of Spyglass, the company that created Internet Explorer (then called Mosaic) and licensed it to Microsoft will take you through the ins and outs of Transportation IT and what it means to shipping and warehousing. Learn about the data that carriers keep and review the current state of shipper & carrier data exchange. From EDI to email blasts to GetLoaded.com, why some schemes work and others do not because of how carriers measure profitability. From Mr. Krauskopf's experience managing carriers, running a brokerage, and building the Freight Zone data exchange technology, he will provide both an overview and a few practical steps you can use to better manage how the freight gets in and out of your warehouse.

Tim Krauskopf, Tech Innovator, Entrepreneur, and Co-founder of Spyglass

9:30am Break

10:00am 2. Computing ROI

How can you plan for or project ROI when purchasing and deploying technology solutions in your company? What should you look at before making a decision? (customer requirements, operations efficiencies, sales and marketing, hardware and software costs, reporting capabilities.) How do you measure success against your plan? Are there any hard dollars savings or benefits with technology solutions acquisition or deployment? How do you measure soft dollar savings and benefits? What resources are needed and what is the best approach to calculate an ROI? These questions and more will be answered in this session which will provide a framework for computing ROI and emphasize ROI calculation importance for any technology investment.

11:00am B1a-3. Going Green

Breakout 1a Green concepts receive substantial exposure throughout the supply chain. The speaker will help warehouse operators cost justify green initiatives and identify solutions with payback to implement initiatives now.

Brian Death, VP Human Resources & Administration, J.D. Smith and Sons, Ltd.

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11:00am Breakout 1b **B1b-4. Selecting a WMS/TMS** **Phil Obal, President, IDII**

Selecting new software for a 3PL warehouse operation is complicated. Most 3PLs are now asking for their inventory, billing, and customer operations – but a new trend has appeared in the last 7 years. That trend is that operation managers are now asking for multi-tasking (aka interleaving), labor standards, visibility, and metrics. These items have been in the better private warehouse WMS solutions, but are now appearing in many 3PL WMS offerings.

This session covers how to (1) build a WMS RFP, (2) understanding common functions that are missing or different in the market place, (3) proper steps in verifying the vendor's claims, and (4) insights in parcel/LTL freight software acquisition.

Speaker is Philip Obal of IDII, a management consulting company that specializes in software selection and implementation including WMS /TMS solutions research, reports and books. See <http://www.idii.com> for more details. Phil will provide 1 free copy of his book (to the first 30 conference registrants (\$125 value) *Selecting Warehouse Software from WMS & ERP Providers - Expanded Edition* – for info see <http://www.idii.com/sws/>

12:00pm **Lunch and Exhibitor Appointments** (Optional – available for all attendees)

1:00pm **5. Warehouse Efficiency** **Moderator: Brian Carlson, VP of Professional Services, Cornerstone Solutions, Inc.**
Tools warehouse operators can use to pursue new business, improve operating efficiency including slotting software (labor & space saving), pricing software, labor management/productivity standards and more will be included. Speakers will present three levels of warehouse efficiency investment relative to price tags: from ~\$30K at bottom level; up to \$100k, and up to \$500K at highest level.
Panelists: Emerson Judkins, Director of Operations, Interstate Warehousing, Inc. Pete Gilstrap, President and Founder, ASC Software

2:00pm Breakout 2a **B2a-6. Using Technology to Market your Company** **Kim Gomme, President, ebasedEvolution**
Website management and replacement – Identify the new technologies available to develop web sites and understand if that technology is Search Marketing and Social Media Marketing friendly. Review content requirements and the frequency for content changes. Includes: In-house, Outsource, Search Friendly CMS, and When to redesign and/or change content.
Company Blogs – Understand when to choose a company blog vs industry blogs and how to utilize this in your Search Marketing and Social Media Marketing efforts. Includes: Offsite, Onsite, Topics, Layout, Administration Responsibility, Linking Network, and SEO Friendly Layout, Topics, and Frequency.
Web centric marketing growth – Be aware of the advantages in using Paid Search Marketing, Organic Search Marketing and/or available Social Media Outlets. Search Marketing vs. Social Media Marketing
Google Ad Words - How can I see if there is a true ROI on Google Ad Words? Identify elements of real ROI and the importance of analyzing analytics.
Industry Portals and Link Farms – identify benefits and risks of these options. Link Farms -- Bad News!

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2:00pm Breakout 2b	<p>B2b-7. Increase Transaction Volumes, Revenues and Profitability of your Logistics Operation Through Paperless, Integrated Workflow Solutions</p> <p>Learn how to manage your carrier and shipper network by streamlining and automating processes and managing the time sensitive data and documents necessary to operate profitably. Find out how dynamic workflow technology combined with content management systems improve the management of rate confirmations, regulatory documents and delivery documents to improve your carrier selection capabilities.</p>	Larry Kerr , President of EBE Technologies
3:00pm 3:15pm Breakout 3a	<p>Break</p> <p>B3a-8. Trends in Mobile Computing – Driving New Efficiencies through Advanced Technologies</p> <p>In today's economy, exploring the latest in mobile business automation technology is critical to your company and warehouse operations. During this informative session, you will learn how recent mobile wireless technologies are offering companies greater returns and more opportunities by extending business applications to the point of work in the warehouse. This session will help you identify best practices in the industry and identify opportunities for improvements that can be applied to your current operations and prepare for a new mobile future.</p> <p>What you'll take away from this session:</p> <ul style="list-style-type: none"> • Increase the ROI of your technology • Gain expert management strategies to increase productivity • Easily deploy or upgrade a mobile solution in your warehouse • See first hand the latest in mobile computing technologies 	Darryl Ferguson , West Region Manager, Psion Teklogix Corp.
3:15pm Breakout 3b	<p>B3b-9. Creating and Deploying Efficient EDI and Integration Capabilities</p> <p>In this session the design and deployment strategies needed to maximize capabilities and speed to market for EDI and related projects on behalf of your customers and partners as it relates to internal systems such as WMS and TMS will be described. The objective is to define strategies for reducing long term costs associated with these projects while enhancing overall capabilities. In addition, current trends and challenges will be discussed to provide details on the importance of integration and the associated strategies as it relates to the business goals of cost reduction and customer retention.</p>	Brian Mozhdehi , CEO, Ramp Systems
4:15pm Breakout 4a	<p>B4a-10. Voice Recognition Systems</p> <p>Ackerman will discuss how voice systems work, as well as their benefits, costs, and ROI.</p>	Ken Ackerman , President, Ackerman Company
4:15pm Breakout 4b	<p>B4b-11. How Does Your Material Handling System Compare to Other Warehouse Operations?</p> <p>See how some of today's warehouse operations have engineered their material handling systems to process orders with speed, accuracy, and productivity. This presentation will take a case study approach by reviewing the designs of a variety of existing material handling systems. The case studies will reveal operational metrics in a wide range of configuration types: person to goods, goods to person, manual, mechanized, and automated, as well as discrete and batch pick operations. In addition, this sample review of operations will provide a good understanding of how business drivers affect the material handling system design.</p>	Ken Ruehrdanz , Market Development Manager, Dematic Corp.
5:15pm 6:15-8:15pm	<p>Beer & Wine Networking Reception (Complimentary) Attendees on own for dinner</p> <p>Exhibitor Appointments (Optional – available for all attendees)</p>	

Thursday, September 3, 2009

7:00am **Exhibitor Appointments** (Optional – available for all attendees)

8:00am **12. What do our customers want from Technology?** **Brian Childs**, Director - Logistics, Plumbing Americas, Kohler Co.
Customers- what do our customer's want from Technology.

9:00am **B5a-13. Utilizing Technology for Physical Security** **Mike Sandes**, Co-Owner and Vice President, Ackerman Security
Attendees will understand key technology opportunities for warehouse physical security - that they can leverage common network properties, such as – mail, universal interfaces, and multicasting, into direct benefits for video surveillance, access control systems and more.

The IP revolution is underway with substantial benefits of networked physical security. IP-enabled security devices and systems are migrating from the high-end to the medium sized and lower cost systems over time, as more end users understand and place value on the benefits of networked systems. Manufacturers have produced equipment that communicated using vendor specific formats and protocols. Anyone can purchase virtually any off the shelf networking component such as a hub, switch, or IP camera for that matter and those devices can be connected and will communicate with other devices from different manufacturers on the same network or over the Internet.

The key issue: that network devices are built to communicate using standard protocols established by the IEEE, and every device can potentially communicate with every other, if programmed to do so. Operators can view and secure remote locations across town or thousands of miles away. The session will include a demo of the power and opportunities available from network and Internet connections in a security system.

10:00am **Break**

10:30am **14. Driving Technology Change: Machiavelli Was Right** **Pete Rector**, Senior VP of Strategic Initiatives, Genco
Changing processes by introducing new often untested technologies seems to require either the objectivity of independent wealth, a Teflon vest, or luck. A discussion of organizationally approaching technology, change management, and progress.

11:30am **Concluding Comments & Thanks** **Tom Single**, Director Solutions Development, Saddle Creek Corporation

11:45am **Conference concludes**

11:45-2:15pm **Exhibitor Appointments** (Optional – available for all attendees)