Resilient Enterprise Symposium

Co-Sponsored by
Center for Excellence in Manufacturing Management
and The Global Supply Chain Forum

Toward A Resilient Global Supply Chain

8:30 Am to 2:30 PM
Friday, October 14, 2005

Keynote address:
Nick LaHowchic, President and CEO
Limited Logistics Services, a subsidiary of Limited Brands
“Enterprise Navigation in an Age of Turbulence”

Presentations by Ohio State thought leaders:
- Joseph Fiksel, Co-Director, Center for Resilience
  “In Search of the Resilient Enterprise”
- Keely Croxton, Global Supply Chain Forum
  “Practical Approaches to Supply Chain Resilience”
- Peter Ward, Director of Research,
  Center for Excellence in Manufacturing Management
  “Lean Processes Can be Effective and Resilient”

Featured Luncheon Speaker:
Dr. Yossi Sheffi, Director,
M.I.T. Center for Transportation and Logistics
Author of the new book: “The Resilient Enterprise:
Overcoming Vulnerability for Competitive Advantage”

Panel Discussion: “The Linkages between Resilience,
Risk Management, and Supply Chain Performance”
- Terry Cullum, General Motors
- John Harris, Eli Lilly
- Scott Noesen, Dow Chemical
- Jim Thomas, Novartis

What is Resilience?
In a world of increasing complexity and uncertainty, resilience has become a key competitive factor. The drivers of business resilience include foresight, adaptability, agility, diversity, safety, security, strategic alliances, and resource efficiency.

Explore how your organization can improve the resilience of its supply chain processes by attending this unique symposium.

Location: The symposium will be held at The Blackwell Inn at Fisher College of Business, on The Ohio State University campus in Columbus, Ohio. Directions are available at www.theblackwell.com.

Registration: The fee of $50 includes the cost of the luncheon, and all attendees will receive a copy of Dr. Sheffi’s book.

To register and pay for attendance at this event, or to request more information, please contact Jackie McClure from 8 AM to 1 PM Monday to Thursday at 614-292-3199 or at mailto:mcclure.92@osu.edu.

Accommodation: A block of hotel rooms is being held at the Holiday Inn on the Lane, 614-294-4848. To receive the OSU group discount, mention “Resilient Enterprise” and reserve by September 22, 2005.

For information about the Center for Resilience:
Joseph Fiksel
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www.resilience.osu.edu
Nicholas J. LaHowchic is President and Chief Executive Officer of Limited Logistics Services, a wholly-owned subsidiary of Limited Brands. He joined The Limited, Inc., as President of The Limited Distribution Services, in 1997. Prior to joining The Limited, he served as the President of Supply Chain Services for Becton Dickinson and Company, a medical technology company, and was the Director of Customer Service and Logistics at Colgate-Palmolive. Additionally, he has held various leadership positions at Nabisco Brands, McGraw Hill, and Thomas J. Lipton. Mr. LaHowchic received his B.S. in accounting from Fairleigh Dickinson University and his M.B.A. from Pace University.

Dr. Yossi Sheffi is Professor of Engineering at the Massachusetts Institute of Technology, where he serves as Director of the Center for Transportation & Logistics. He has conducted extensive research in the applications of operations research, logistics strategy, and integrated supply chain processes and is the author of a text book on transportation networks and dozens of scientific publications. Sheffi is frequently quoted in the media and has been interviewed by the New York Times, Financial Times, Forbes, BBC, and National Public Radio, among others. He is also a much sought after speaker, and participates annually at the World Economic Forum in Davos, Switzerland.

In his new book, The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage (MIT Press 2005, $29.95), Dr. Sheffi shows that companies' fortunes in the face of business shocks depend more on choices made before the disruption hits than on actions taken in its midst. He shows how firms can build flexibility throughout their supply chains, based on proven supply chain design principles and the right culture—balancing security, redundancy, and short-term profits. And he shows that investments in resilience and flexibility not only reduce risk but create a competitive advantage in an increasingly volatile marketplace.

Dr. Joseph Fiksel is Co-Director of the Center for Resilience at The Ohio State University. He is also a Principal of Eco-Nomics LLC, a sustainable enterprise management consulting firm. He is a recognized authority on sustainable business practices, including Life Cycle Management, Risk Management, and Design for Environment. He has testified on risk analysis issues before Congressional and White House committees, and is a frequent invited speaker at business and professional conferences. His most recent book, Design for Environment: Creating Eco-Efficient Products and Processes, has been translated into Spanish and distributed worldwide.

Dr. Keely L. Croxton is Associate Professor of Logistics in the Marketing and Logistics Department at the Fisher College of Business. Her research explores the intersection of the fields of optimization and supply chain management. On the former, she is interested in applying mathematical models to decision-making in logistics. On the latter, she has worked with Ohio State’s Global Supply Chain Forum to develop a process-oriented framework for supply chain management. She has published in several journals and is also an author of the book Supply Chain Management: Processes, Partnerships, Performance.

Dr. Peter T. Ward, Professor and Chair of the Management Sciences Department at the Fisher College of Business, is recognized as one of the global leaders of lean management. Professor Ward’s research has been published in a number of journals, including Decision Sciences, Journal of Operations Management and Production and Operations Management. He is research director for the Center of Excellence in Manufacturing Management, is associate editor of the Journal of Operations Management and serves on several editorial boards. He also serves as a judge for Industry Week’s Best Plants program and is on the advisory board of Ford Motor Company’s Lean Resource Center.