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Agenda

GENERAL SESSIONS, BREAKOUTS & NETWORKING EVENTS

Below is the full schedule for all events and activities during the conference. The schedule will be updated and details will be added over the coming months.

[Click here to download program guide.](#)

Sunday, February 12

7:00 AM – 3:00 PM

Sponsored by NRS - National Retail Systems

Golf Tournament

Join your industry colleagues for golf and networking at the Celebration Golf Club. The format is a four player scramble, ensuring fun for golfers of all abilities. The golf tournament is complimentary* and included in the price of your conference registration, but you must register for it.

*There is a \$60 fee to rent golf clubs (rental/equipment fees are the responsibility of the attendee).

TO REGISTER:

Retailers & Product Manufacturers - You can register for the tournament when registering for the conference online. While registering for the conference, attendees are prompted to fill out a registration form. To register for golf, check the "register me for golf" checkbox and answer all questions included on the Golf Section of the form.

Sponsors & Exhibitors - To register for the tournament, please contact RILA's exhibits & sponsorship team, Email Somers.Flanagan@rila.org for more information.

11:00 AM – 6:30 PM
Room: City Hall Foyer

Registration and Information Desk Open

Pick up your registration materials here, along with answers to all your questions.

4:30 PM – 5:00 PM
Room: Sarasota

Conference Orientation

Whether you are a new attendee or a 10-year veteran, attend this pre-session to ask questions of, learn tips from, and network with conference veterans and RILA staff.

5:00 PM – 6:30 PM
Room: Coquina Lawn*Sponsored by FedEx*

Colleagues and Cocktails - Welcome Reception

Please join us at our welcome reception to kick off the 2017 Retail Supply Chain Conference. This conference will be broken down into five focus areas enabling you to network and converse with like-minded peers. The focus areas will include:

1. Building Game Changing Capabilities,
2. Coexisting Retail Networks,
3. Creating the Organization,
4. Managing through Adversity, and
5. Understanding the Customer.

Monday, February 137:00 AM – 6:30 PM
Room: City Hall Foyer

Registration and Information Desk Open

Pick up your registration materials here, along with answers to all your questions.

7:00 AM – 7:45 AM
Room: City Hall Foyer

Sponsored by Kuehne-Nagel

Breakfast

Join us for breakfast and networking before the day begins.

8:00 AM – 8:30 AM
Room: Osceola Ballroom

Sponsored by DHL

Welcome and Conference Kickoff

Please join us as we kickoff the annual Retail Supply Chain Conference!

8:30 AM – 9:15 AM
Room: Osceola Ballroom

Sponsored by Kurt Salmon, a part of Accenture Strategy

Opening Keynote: Perspectives From the C-Suite

Greg Sandfort, CEO of Tractor Supply Company, will open the 2017 Retail Supply Chain Conference—discussing the changing nature of retail, and supply chain's critical role in serving the customer and exceeding expectations. Tractor Supply Company (TSC) has been thriving, opening new stores around the country in 2016 and increasing sales for over 60 consecutive quarters. TSC operates retail farm and ranch stores focused on supplying the lifestyle needs of recreational farmers and ranchers, as well as tradesmen and small businesses. Founded in 1938 and now operating 1,575 stores in 49 states, Tractor Supply Company has annual revenues of approximately \$6.2 billion, with an average growth rate over the past five years of 9.42%.

Greg Sandfort, Chief Executive Officer, Tractor Supply Company

9:15 AM – 10:00 AM
Room: Osceola Ballroom

Sponsored by Dematic

Unbox Your Thinking to Create Innovation Breakthroughs

Businesses know that innovation keeps them on the cutting edge of everything from technology to lifestyle to marketing to productivity increases. Why has innovation become mission critical? In this eye-opening, roller-coaster tour through the landscape of now, you will learn how "Ubertrends" — massive waves with broad implications for today's business and consumer lifestyle — are reshaping the innovation landscape. Ubertrends help explain the driving forces behind market phenomena and how these tectonic shifts affect demographics, products and retail logistics technology.

Michael Tchong, Founder, ubercool INNOVATION

10:00 AM – 10:30 AM
Room: City Hall Foyer

Sponsored by Landstar Transportation

Business Break

Enjoy a brief break to grab some snacks and refreshments.

10:30 AM – 11:15 AM
Room: Sun A

Winning: Employer of Choice

BREAKOUT TRACK: CREATING THE ORGANIZATION

Your organization has taken great strides to hire the best supply chain leadership team possible and invest in their development. How do you keep that team of all-stars intact and performing at peak capability?

Join our talent management experts for a candid discussion on the value of being an employer of choice. The panel will discuss key aspects of supply chain talent retention:

- *Creating a collaborative culture*
- *Establishing meaningful incentives*
- *Cultivating professional growth*
- *Preparing succession plans*

Session developed by Conference Steering Committee Member(s) Brian Gibson.

Moderator: Brian Gibson, Executive Director, Center for Supply Chain Insights, Auburn University

Jeff Spratlin, Senior Director, Human Resources, Supply Chain & Product Development, The Home Depot, Inc.

Pete Pietras, Director, Supply Chain, Human Resources, ULTA Salon, Cosmetics & Fragrance, Inc.

10:30 AM – 11:15 AM
Room: Sun C

Digital Analytics for Driving Supply Chain Performance

BREAKOUT TRACK: UNDERSTANDING THE CUSTOMER

Digital analytics are providing the baseline for big-time continuous-improvement projects. However, retailers will not be able to take advantage of the insights garnered through digital analytics without the appropriate infrastructure in place. Attend this panel discussion to learn about the technologies for gathering digital analytics and how they can provide actionable insights for retailers.

Session developed by Conference Steering Committee Member(s) Tony Zasmovich.

Darrin Browder, Director, Transportation & Logistics, Dell Inc.

Tyler Paul, Director, Operations and Logistics, Groupon, Inc.

Curt Bimschleger, Managing Director, Retail Logistics, FedEx Corporation

10:30 AM – 11:15 AM
Room: Osceola 1-3

Sponsored by Orbis

Coexisting Channels within a Single DC

BREAKOUT TRACK: COEXISTING RETAIL NETWORKS

Demand planning and order fulfillment is difficult enough to manage, but add in a totally different channel and operations becomes even more challenging. YETI had been operating in the retail and distributor channels however soon realized the need to add direct-to-consumer – and this decision came during a time of explosive growth. Learn practical ways YETI, with their partner GEODIS, overcame challenges in systems, productivity, and inventory utilization to successfully launch and operate a multi-channel operation.

Session developed by Conference Steering Committee Member(s) Dave Hauptman.

Justin Allen, Director, Warehousing & Logistics, Yeti Coolers LLC
Lee Kirk, Vice President, Operations, GEODIS

10:30 AM – 11:15 AM
Room: Naples

Sponsored by NYK/Yusen

Take Control of Your Supply Chain

BREAKOUT TRACK: MANAGING THROUGH ADVERSITY

In this session with popular convenience store, 7-Eleven, & end-to-end supply chain solutions provider, NFI, attendees will learn how 7-Eleven gained better control of its supply chain by implementing best practices developed internationally leading to cost savings and streamlined transportation operations. The panel relates to popular topics including global supply chain, inventory management, strategic supply chain planning, transportation, and supply chain transparency. Attendees will receive insights from 7-Eleven & NFI on best practices and lessons learned.

Operating more than 56,600 stores around the world, 7-Eleven has become a convenience shopping staple. As 7-Eleven evolved its supply chain strategy, challenges arose across international markets. As it addressed these issues, 7-Eleven was able to identify best practices that would be applicable across borders. Seeing a similar problem domestically, 7-Eleven partnered with NFI to implement international best practices in North America. By implementing a transportation management solution, NFI and 7-Eleven were able to streamline the inbound transportation and eliminate excessive transportation fees.

This innovative solution provided 7-Eleven with more visibility and control of their supply chain and operating expenses. Retailers will leave this session with a surge of ideas for streamlining and thinking outside the supply chain box on a global scale.

Session developed by Conference Steering Committee Member(s) Paul Minor & Kory Kozar.

Carl Weaver, Director, Logistics, 7-Eleven, Inc.
Jeff Kanterman, Vice President, Transportation, NFI Industries

10:30 AM – 11:15 AM
Room: Osceola 4-6

Sponsored by NYK/Yusen

Delight Your Customer While Unleashing Value From Returns

BREAKOUT TRACK: MANAGING THROUGH ADVERSITY

This session's panel will discuss how retail trends, including rising ecommerce sales, millennial shopping expectations and social media, are impacting returns and driving retailers to need robust return solutions. Many retailers are turning towards a comprehensive solution that includes flexible returns options for transportation and package drop-off, heightened data visibility, ways to refund quickly, advanced merchandise disposition, and ultimately, a better customer experience. In this session, you will hear from a retailer how selecting the right reverse logistics platform and partners can help drive more recovery value than from traditional liquidation models, reduce waste, and give customers a more seamless returns experience.

Session developed by Conference Steering Committee Member(s) Nola Wood.

Joy Hicks, Salvage & Sustainability Manager, The Home Depot, Inc.,
Jim Brill, Project Manager New Product Evaluation, UPS,
Tobin Moore, Chief Executive Officer, Co-Founder, Optoro

10:30 AM – 11:15 AM
Room: Sun D

Sponsored by XPO

Blurred Lines: Challenging the Traditional Supply Chain

BREAKOUT TRACK: BUILDING GAME-CHANGING CAPABILITIES

The rise of exponential technologies has created a burning platform: disrupt or be disrupted. Innovation, data inundation, and the blurred lines of information flow and the consumer/producer relationship are redefining our notions of the traditional supply chain and challenging us to work smarter, creating value for the customer, the supply chain – and for our business.

Session developed by Conference Steering Committee Member(s) Scott Munker.

Sluggar Barber, Senior Director, Project Management, Engineering, & Strategy, Abercrombie & Fitch, Co.
Adam Mussomeli, Consultant, Deloitte Consulting LLP

10:30 AM – 11:15 AM
Room: Sun B

Sponsored by XPO

Fast ≥ Cheap

BREAKOUT TRACK: BUILDING GAME-CHANGING CAPABILITIES

Apparel retailers and brands are in the midst of a speed-to-market arms race, with speed as a new component that can be as or more important than cost. This new dynamic environment adds complexity to the already challenging world of product design, development and sourcing.

Not only are consumers becoming savvier and increasingly demanding, speed to market (STM) is becoming more complicated as the lines between channels and markets merge and manufacturing bases and assortments grow more complex.

In this panel, STM leaders Neiman Marcus and Phillips-Van Heusen discuss concepts like runway to retail, examine speed-to-market models (below), and explain how their organizations are working to get faster, profitably.

Session developed by Conference Steering Committee Member(s) Frank Layo.

Jill Barron, Vice President, Supply Chain, Neiman Marcus, Inc.

Anna Conley, Vice President, Engineering, PVH Corp.

Jack Horst, Partner, Kurt Salmon

11:30 AM – 12:15 PM
Room: Osceola Ballroom

Sponsored by Port of New York & New Jersey

Luncheon

Join your peers for lunch and networking before listening to our lunch speaker.

12:15 PM – 1:15 PM
Room: Osceola Ballroom

Sponsored by UPS

Authentic Leadership: Learning to Lead from your Core

Former NBA power forward and current ESPN broadcaster John Amaechi knows a thing or two about leadership and communication. There are countless personalities out there in politics, business and the media who we are encouraged to look towards for our own immutable leadership skills. John talks about how to establish an authentic baseline from which to build a leadership profile that will be congruent for ourselves and powerful for those we lead and manage. It's important to become a person worthy of following by transforming personal skills, experience and the will to lead into a coherent leadership and management style—instead of trying to copy others, learn how each of us can maximize our own qualities to become our most effective personal leader.

John Amaechi, Founder and Chief Executive, Amaechi Performance

1:30 PM – 2:30 PM
Room: Florida Exhibit Hall A-D

Exhibit Hall Preview

Take this time to get a preview of the Exhibit Hall, enabling you to chart your course for later or engage in an early conversation among retailers and solution providers.

2:45 PM – 3:30 PM
Room: Sun A

A New Talent Solution: Disability Hiring for Supply Chain

BREAKOUT TRACK: CREATING THE ORGANIZATION

With supply chain executives citing talent recruitment and retention as top issues, many leading retail companies have discovered that people with disabilities represent a valuable and untapped talent pool. It is more than just offering someone a job but it is meeting the needs of business. Moreover, including people with disabilities enhances corporate culture and increases employee engagement, leading to higher productivity and profitability. Learn how CVS and other retail companies have tapped into people and resources. The National Organization on Disability (NOD) has helped some of the world's most recognized retail brands develop or expand successful disability inclusion initiatives to solve talent shortages, engage employees, attract consumers, and increase profitability.

Session developed by Conference Steering Committee Member(s) Carlos Menezes.

Duane Rohr, Manager, Workforce Initiative, CVS Health

Christopher Dillon, Diversity Initiatives Consultant, Walgreen Co.

Howard Green, Deputy Director, Professional Services, National Organization on Disability

2:45 PM – 3:30 PM
Room: Sun C

Sponsored by Orbis

Optimizing Inventory in a Retail Organization by Using a Single Set of Numbers

BREAKOUT TRACK: COEXISTING RETAIL NETWORKS

Learn how Princess Auto, a Canadian national retailer, is driving their entire supply chain from a forecast of customer demand. How they translate forecasts into product flows, capacity plans, operational plans, and financial budgets. The lessons learned and new capabilities found through a change management model that focused on the process rather than a technical solution.

Session developed by Conference Steering Committee Member(s) Barry Henderson.

Ken Larson, Senior Vice President, Customer Experience, Princess Auto Limited

Greg Roth, Vice President, Supply Chain, Princess Auto Limited

Mike Doherty, Partner, Demand Clarity

2:45 PM – 3:30 PM
Room: Osceola 1-3

Sponsored by Orbis

Letting Go of the Status Quo: Five Drivers of Retail Business Transformation

BREAKOUT TRACK: COEXISTING RETAIL NETWORKS

Change – no matter how big or small – is a challenge for many retailers. Whether it be a lack of innovative thinking or a penchant for legacy ways of doing, many brands continue to cling to the status quo. But in a disruptive market where shoppers are consistently demanding more for less, rooting out inefficiencies and finding opportunities to streamline operations must be an ongoing executive priority.

Join Kurt Salmon and representatives from Cabela's, the world's foremost outfitter of hunting, fishing and outdoor gear, for a candid discussion on business transformation. They will discuss strategies for extracting additional brand value, even when it seems hard to find. Drawing from real-world lessons learned, the panel will discuss:

- *How to achieve c-suite and executive transformation buy-in, and why success requires a top down approach*
- *The leadership investments required in order to deliver true transformation, as it relates to people, time and money*
- *Strategies for defining success and measuring ROI*
- *Best practices for ensuring accountability among project leaders*
- *The importance of transparency in the transformation process*

Session developed by Conference Steering Committee Member(s) Scott Collignon.

**Doug Means, Executive Vice President & Chief Supply Chain Officer, Cabela's Inc.,
Scott Collignon, Senior Director, Supply Chain Operations, Cabela's Inc.,
Praveen Kishoerpuria, Managing Director, Kurt Salmon Part of Accenture Strategy**

2:45 PM – 3:30 PM
Room: Osceola 4-6

Sponsored by NYK/Yusen

Uncertainty on the High Seas: Ocean Shipping Outlook

BREAKOUT TRACK: MANAGING THROUGH ADVERSITY

It's been brutal for both retailers and ocean carriers. Has the dust settled? How does a retailer ensure import product moves from overseas in a timely and efficient manner and costs are kept in check at the same time? How does one choose one carrier over another if the container ends up on the same ship? This session will outline 2017's new ocean carrier alliance makes up and will explore perspectives and strategies from retailers and carriers to manage capacity shifts, vessel & service realignment and their impact on the retailer's experience.

Session developed by Conference Steering Committee Member(s) John Moseley.

**Moderator: John Moseley, Senior Director, Trade Development, Port of Houston
Deborah Winkleblack, Vice President, International Logistics & Customs Compliance, Claire's Stores, Inc.
Rolando Portal, Senior Director, Domestic Logistics, Academy Sports + Outdoors
Wolfgang Freese, President, Hapag-Lloyd (America), LLC.
Nick Fafoutis, Senior Vice President Sales & CCO, CMA CGM (America) LLC
Mario Giannobile, Senior Director, North America Sales, East, Maersk Line**

2:45 PM – 3:30 PM
Room: Sun D

Sponsored by XPO

Sustainable Design for Omnichannel Distribution

BREAKOUT TRACK: BUILDING GAME-CHANGING CAPABILITIES

When REI made the choice to build the most sustainable distribution center in the world, they also committed to sharing how it was done. The integrated design approach reflected how business is done differently at REI and stretched the imagination of what was possible. Whether challenging the energy modelling of MHE to scale the solar system to deliver Net 0 energy or challenging what employee comfort means in a desert environment REI conserving millions of gallons of water, REI and their partners overcame these obstacles and achieved the design goals. REI's vision for their new facility in Arizona extended beyond sustainability and asked "What if technology could enable picking and order assembly in one-touch?" REI's partners were energized by the challenge and pursued the solution. This panel discussion assembles REI and their partners to discuss how this vision became real. REI is committed to open sourcing of the facility design and will share how a vision became reality.

Session developed by Conference Steering Committee Member(s) Bill Best.

**Moderator: Bill Best, Divisional Vice President, Supply Chain Operations, Recreational Equipment, Inc. (REI)
Rick Bingle, Vice President, Supply Chain, Recreational Equipment, Inc. (REI)
Craig Porter, President, Chief Executive Officer, Renaissance Companies
Chris Castaldi, Vice President, Sales, DMW&H**

2:45 PM – 3:30 PM
Room: Sun B

Sponsored by XPO

The Powerful Process Behind New Membership Economy

BREAKOUT TRACK: BUILDING GAME-CHANGING CAPABILITIES

The power of membership and popularity of subscription commerce create "sticky" and authentic connections, drive recurring revenue, and deliver deep consumer insights to help control and enhance customer relationship. Hundreds of consumer subscription services have sprouted up over the past decade, and the segment is now growing exponentially. OceanX and Birchbox are two hugely successful examples of the 2,000+ subscription based start-ups in the past 3 years. This trend is supported by weakening retail sales and increasing online dominance by Amazon. Amazon owns the relationship with the customer and uses it to play manufacturers, brand owners, and product creators against each other. Retailers, Consumer Packaged Goods, and other companies can combat the Amazon effect by creating meaningful and memorable experiences with their customers through the direct sales channel.

In this session we will hear from companies who have been successful selling directly to their customers through the membership subscription channel. They are the driving force behind the New Membership Economy, combining their experience in direct-to-consumer subscriptions with intuitive technology and seamless fulfillment services.

Session developed by Conference Steering Committee Member(s) Fred Takavitz.

**Pooja Agarwal, Vice President, Operations, Birchbox, Inc.,
Georg Richter, Chief Executive Officer, Ocean X**

3:30 PM – 4:00 PM
Room: City Hall Foyer

Sponsored by Optoro

Business Break

Enjoy a brief break to grab some snacks and refreshments.

4:00 PM – 5:00 PM
Room: Osceola Ballroom

Sponsored by LOG-NET

Short Takes from Supply Chain Executives

A highlight of the conference-- hear from three top executives in retail supply chain, each covering an aspect of the business that they are passionate about, in these brief, TED-talk style segments.

**Chris Sultemeier, Executive Vice President, Logistics, Wal-Mart Stores, Inc.,
Abhinav Shukla, Senior Vice President & Chief Operating Officer, True Value Company,
Todd Steffen, Senior Vice President, Distribution & Transportation Transformation, Newell Brands**

5:00 PM – 6:30 PM
Room: Florida Exhibit Hall A-D

Sponsored by Direct ChassisLink Inc.

Networking in the Exhibit Hall

Join other conference attendees for this great networking opportunity.

Tuesday, February 14

7:00 AM – 6:30 PM
Room: City Hall Foyer

Registration and Information Desk Open

Pick up your registration materials here, along with answers to all your questions.

7:00 AM – 7:45 AM
Room: City Hall Foyer

Sponsored by MercuryGate

Breakfast

Join us for breakfast and networking before the day begins.

7:00 AM – 7:45 AM
Room: Sun C

Sponsored by MercuryGate

WISC Networking Breakfast

Melissa Greenwell, COO of The Finish Line, will lead this networking breakfast and facilitate connections with other supply chain professionals. Hear Melissa's insights from a distinguished career as a C-suite executive and take advantage of this small setting to get a sneak preview of her general session later in the morning. Not just for women, men also are welcome—bring your colleagues!

Melissa Greenwell, Executive Vice President, Chief Operating Officer, The Finish Line, Inc.

8:00 AM – 8:15 AM
Room: Osceola Ballroom

Welcome Remarks

Please join us for the second day of the Retail Supply Chain Conference!

8:15 AM – 9:00 AM
Room: Osceola Ballroom

Sponsored by Damco

Money on the Table: How Balanced Leadership Increases Profits

Forget the old, well-worn reasons for pursuing diversity in leadership roles—it isn't just a "feel good" initiative, it directly affects a company's bottom line. Through Melissa Greenwell's extensive career as a C-suite executive and trusted advisor with a "seat at the table," she has seen firsthand how companies with imbalanced leadership are missing out on profits and opportunities for growth. Using business cases, interviews with top business leaders, and brain science, Greenwell demonstrates the organizational and financial cost of homogeneous leadership, and how companies are making money by diversifying their leadership. She also describes how you can address these issues with actionable steps, such as those currently in place at The Finish Line, where she is Executive Vice President and Chief Operating Officer—and drive revenue growth in your own companies.

Melissa Greenwell, Executive Vice President, Chief Operating Officer, The Finish Line, Inc.

9:00 AM – 9:45 AM
Room: Osceola Ballroom

Sponsored by Hub Group

Word on "The Street"

Wall Street and industry analysts are keeping a keen eye on the retail industry—where retailers are and where they're headed. Stock prices and the market are a key reference point for companies, but how are analysts forming their opinions? Hear insights from top retail analysts and get the scoop on what Wall Street is looking for, how they assess retailers, and what trends they anticipate for the future.

Session developed by Conference Steering Committee Member(s) Lisa LaBruno.

**Paul Trussell, Director, Apparel Retail & Broadlines Equity Research, Deutsche Bank AG,
Matt McClintock, Analyst, Barclays Capital,
Moderator: Nikki Baird, Managing Partner, RSR Research,
Jing Wang, Research Associate, Fung Global Retail & Technology**

9:45 AM – 10:15 AM
Room: City Hall Foyer

Sponsored by Transplace

Business Break

Enjoy a brief break to grab some snacks and refreshments.

10:15 AM – 11:00 AM
Room: Sun A

The Role of Failure in the Innovative Process

BREAKOUT TRACK: CREATING THE ORGANIZATION

Failure plays a crucial role in the process of innovation, and we would like to explore this in more depth. Specifically, we are interested in assessing ERP changes, software implementations and other tech programs that failed at one stage or another. More importantly, we are interested in how the customer overcame the initial obstacles and believe that many RILA members will have similar stories and experiences. Session developed by Conference Steering Committee Member(s) Steve Sigrist.

Keith Heydt, Director, Global Inbound Operation, Gap Inc.
Thad Bedard, North America Vertical Leader, Retail, APL Logistics

10:15 AM – 11:00 AM
Room: Sun C

New Frontiers in Reverse Logistics

BREAKOUT TRACK: UNDERSTANDING THE CUSTOMER

This session will cover how retailers need to create a reverse logistics strategy to continue to drive maximum recovery for items that are returned and not able to be put back on store shelves and/or returned to A-stock. Come listen to this panel discussion of how a leading retailer is leveraging technology in addition to traditional liquidation methods to drive incremental value. Considering 15% of all goods are returned or never sold and that 95% of these items are sold via the secondary market, it is very important for retailers to be smart about liquidation and what channel(s) will boost recovery. Listen to how one retailer was able to leverage a technology-based solution with a customized, private, branded marketplace to open new revenue streams doors. Others will also talk about why outlet stores made sense to their returns strategy. Other discussion topics include: redeploying merchandise, outlet stores, tent sales and all other options for returned goods. Session developed by Conference Steering Committee Member(s) Curt Bimschleger.

Moderator: Curt Bimschleger, Managing Director, Retail Logistics, FedEx Corporation,
John Komaromy, Director, Return Logistics, Sears Holdings Corporation,
Eric Moriarty, Vice President, Sales, B-Stock Solutions, Inc.,
Jacob Bruun-Jensen, Principal, Deloitte Consulting LLP

10:15 AM – 11:00 AM
Room: Naples

Exceeding Customer Expectations with Ship from Store

BREAKOUT TRACK: UNDERSTANDING THE CUSTOMER

Retailers' networks of brick & mortar locations are often touted as a key weapon in the battle for fast, efficient delivery of online orders. But good execution of ship from store is a complex challenge that requires many parts of the supply chain and stores to work together in concert, to understand and serve their customers. Hear how the world's top toy retailer, Toys "R" Us is making great strides in the customer-facing world of ship from store—what's working, what hasn't, and how customers have helped shape the process. Session developed by Conference Steering Committee Member(s) Jess Dankert.

Jeff Kellan, Vice President, Supply Chain Operations, Toys R Us, Inc.,
Dave Phillips, Director, Omnichannel Supply Chain, Toys R Us, Inc.

10:15 AM – 11:00 AM
Room: Osceola 1-3

Sponsored by Orbis

Agility to Compete: Freeing Up Cash for Growth

BREAKOUT TRACK: COEXISTING RETAIL NETWORKS

During times of slowed growth, leaders are often challenged to rationalize transformational agendas and investment decisions. In this session, you'll hear from companies that were successful in continuing their investment marches and what evidence and strategies they utilized to gain alignment and momentum with their organizations.

Session developed by Conference Steering Committee Member(s) Vik Srinivasan.

Jon Sica, Director, Strategy & Enterprise Portfolio, Cabela's Inc.
Praveen Kishoerpuria, Partner, Kurt Salmon Part of Accenture Strategy

10:15 AM – 11:00 AM
Room: Sun D

Sponsored by XPO

Optimizing DC Performance with Warehouse Execution Software

BREAKOUT TRACK: BUILDING GAME-CHANGING CAPABILITIES

Improving the throughput of a distribution center cannot be done by equipment alone. This session will explore how using software to optimize labor usage, order management, material handling equipment utilization can actually allow you to run your operations without major new investments in equipment or building additional warehouses.

The presenters will share with you ways that Warehouse Execution Systems in the market today can address:

- *Increase the overall efficiency of your workforce – with impending minimum wage increases in many states, solutions that make workers more effective can have a direct impact on your bottom line*
- *Maximize the throughput of your existing material handling equipment before making major investments in new equipment or infrastructure*
- *When implementing complex integrated distribution solutions, it is important to understand the impact that the WES has on the overall management of orders, time and people*

Session developed by Conference Steering Committee Member(s) Steve Buccella.

Thomas Bledsoe, Group Vice President, Distribution & Supply Chain, Sally Beauty Holdings, Inc.
Kim Baudry, Director, Business Development, Dematic Corporation

10:15 AM – 11:00 AM
Room: Sun B

Sponsored by XPO

Innovations in Trucking

BREAKOUT TRACK: BUILDING GAME-CHANGING CAPABILITIES

The supply chain is increasingly a competitive differentiator for retailers, product manufacturers, and distributors. Niagara Bottling, the largest and fastest growing producer/distributor of bottled water in the US, and Convoy, a next-generation trucking service, will discuss innovations in trucking that lead to more open pricing, better service, and more flexible and inventory friendly delivery models.

Session developed by Conference Steering Committee Member(s) Jess Dankert.

Dan Lewis, Chief Executive Officer, Founder, Convoy,
Sun Kwok, Senior Manager, Transportation, Niagara Bottling LLC

10:15 AM – 11:00 AM
Room: Osceola 4-6

Sponsored by NYK/Yusen

Extended Enterprise Management: Leveraging Third Parties to Drives Performance

BREAKOUT TRACK: MANAGING THROUGH ADVERSITY

In a globalized business environment, no company is an island. In fact, a typical company may use thousands of suppliers to meet its business objectives. Stakeholder demands for accountability are increasing, and when regulations are considered, the potential cost of inaction becomes high. As the "extended enterprise" reaches farther and becomes more complex, there is an increasing need for organizations to truly understand who they are doing business with, and to ensure that their 3rd parties are aligned to their strategic objectives.

Establishing meaningful governance across organizational silos can be a challenge. Companies increasingly need to move toward a holistic extended enterprise management program that emphasizes both value creation and value protection. An integrated approach to 3rd party management across company can help ensure success in achieving these goals. In this session, representatives from Deloitte and JC Penney will highlight project experiences and success strategies. Session participants will learn common challenges that companies face, and they will learn about leading practices and solutions for driving company performance.

Session developed by Conference Steering Committee Member(s) Mike Burns.

Rob Wilson, Senior Vice President, Global Operations, Fossil Group, Inc.
Val Perkins, Vice President, Supply Chain, Signet Jewelers
Bob Fredman, Director, Global Logistics, Big Lots Stores, Inc.
Kevin Lane, Principal, Retail Sector, Deloitte & Touche LLP

11:00 AM – 1:00 PM
Room: Florida Exhibit Hall A-D

Lunch in the Exhibit Hall

Join us for lunch and networking in the exhibit hall.

1:15 PM – 2:00 PM
Room: Sun A

Student Session: Building Skills for Success

BREAKOUT TRACK: CREATING THE ORGANIZATION

What skills are most important for success when beginning a career in retail supply chain? When asking a recent graduate or new hire what they believe to be most important and what a retailer believes to be the most important skills, the answers may vary. This year's team of university students will consider what skills will best equip recent graduates and new hires when entering the workforce. The session will focus on highlighting the most desired skills that lead to success.

Session developed by Conference Steering Committee Member(s) Brian Gibson & Cliff DeGee.

Chris Sultemeier, Executive Vice President, Logistics, Wal-Mart Stores, Inc.
Tracy Rosser, Senior Vice President, Transportation, Wal-Mart Stores, Inc.
Tivona Curtis, Senior Manager, Global Flow Optimization, Logistics, J.C. Penney Company, Inc.

1:15 PM – 2:00 PM
Room: Sun C

Leveraging Logistics and Supply Chain to Differentiate the Customer Experience

BREAKOUT TRACK: UNDERSTANDING THE CUSTOMER

Neiman Marcus has a storied history of commitment to serving its customers in the luxury market. As online demand continues to expand, extrapolating that commitment to customers through ecommerce interactions is a core focus. The session will explore how Neiman Marcus is adapting its logistics and supply chain networks to deliver customers the same distinct service through ecommerce interactions. The conversation will focus on the intersection of supply chain, logistics, merchandising and other functional areas to support the overall customer experience. More depth will be given to discuss the growing importance of partnerships to drive favorable customer experiences in both the forward and reverse logistics networks. Supply chain and logistics are no longer solely the intermediary step between products and guests but often the last impression of service left with the customer.

Session developed by Conference Steering Committee Member(s) Jess Dankert.

Willis Weirich, Vice President, Logistics, Neiman Marcus, Inc.
Dave McKee, Vice President, NMD Fulfillment, Neiman Marcus, Inc.

1:15 PM – 2:00 PM
Room: Osceola 1-3

Sponsored by Orbis

You Bought the Magic eCom Beans: How Will Your Network Handle the Growth?

BREAKOUT TRACK: COEXISTING RETAIL NETWORKS

The digital marketplace is transforming the shopping experience and we are experiencing a convergence of both online and traditional stores. Within this trend major retailers have seen physical same store growth becoming flat to lower single digit while digital growth is happening at an average of 15% a year. Within Hudson's Bay Company we have seen ranges from 15-65% annualized growth in our digital business by banner over the past three years.

In this discussion, we will explore how important strategic alignment has become in synchronizing the S&OP process and forecasting to the operations long term plan; understanding of what drives capacity requirements and impact of peak; and use of automation to address capacity issues.

Session developed by Conference Steering Committee Member(s) Deborah Winkleblack & Fred Takavitz.

**Moderator: Deborah Winkleblack, Vice President, International Logistics & Customs Compliance, Claire's Stores, Inc.
Erik Caldwell, Senior Vice President, Supply Chain, Hudson's Bay Company**

1:15 PM – 2:00 PM
Room: Osceola 4-6

Sponsored by NYK/Yusen

Critical Issues Facing Public Ports and Marine Terminals

BREAKOUT TRACK: MANAGING THROUGH ADVERSITY

During this panel, we will explore the key issues that are causing beneficial cargo owners to choose gateways for their ocean container supply chain.

The US West Coast Ports are important gateways for many retailers. Executives from the Northwest Seaport Alliance, Port of Oakland, Port of Los Angeles, and Port of Long Beach will candidly discuss challenges and improvements to modernize their facilities and improve cargo flow. Bring your questions for an interactive session!

Session developed by Conference Steering Committee Member(s) Jim Luebbe & Donna Del Rosso.

**Moderator: Mike Burns, Vice President, Global Transportation Services, Big Lots Stores, Inc.
Tong Zhu, Chief Commercial Officer, The Northwest Seaport Alliance,
Chris Lytle, Executive Director, Port of Oakland
Gene Seroka, Executive Director, Port of Los Angeles
Noel Hacegaba, Chief Commercial Officer, Port of Long Beach**

1:15 PM – 2:00 PM
Room: Sun D

Sponsored by Orbis

Emerging Technologies and Human Centered Design Principles

BREAKOUT TRACK: COEXISTING RETAIL NETWORKS

Innovation in supply chain tools and processes is occurring at a pace that is beyond what we have seen over the past years. There are many choices available to those who are seeking improved efficiency and performance. How does one go about making the right choices here? Capital investment is required, and one cannot afford to make the wrong bet on technology. When considering an investment in new process and tools, it's important to consider the readiness of the workforce that will be impacted by the change. Is the team flexible and adaptive? Will they see the resulting change as a benefit or a burden in their daily duties?

In this session you'll hear from two individuals who have a good deal of practical experience in identifying and implementing new technologies. Senior leaders from DHL and DSW will talk about the emerging technologies that are being piloted at this time, including vision picking, robotics and advanced optimization algorithms. They will also share their perspectives on the human component associated with successfully implementing new technologies.

Session developed by Conference Steering Committee Member(s) Fred Takavitz + Chris Blickhan.

**Steve Reade, Director, Distribution, DSW Inc.,
Adrian Kumar, Vice President, Solutions, DHL**

1:15 PM – 2:00 PM
Room: Sun B

Sponsored by XPO

Beyond Track and Trace: Are You Leveraging GPS in Your Business?

BREAKOUT TRACK: BUILDING GAME-CHANGING CAPABILITIES

GPS and analytical capabilities continue to improve but remain underutilized by many companies. Today the information is available to drive an unprecedented level of visibility enabling a more efficient and proactive supply chain. See how companies that embrace the technology are finding creative ways to deliver real service and savings solutions for their customers.

Session developed by Conference Steering Committee Member(s) Brian Stofflet.

**Travis Rhyan, Chief Executive Officer, 10-4 Systems
Sal Manzo, Co-Founder, Geostamp**

2:00 PM – 2:30 PM
Room: City Hall Foyer

Business Break

Enjoy a brief break to grab some snacks and refreshments.

2:30 PM – 3:30 PM
Room: Osceola Ballroom

Sponsored by Green Mountain Technology

On the Front Lines of Retail Supply Chain

Highlights & insights from annual "State of the Retail Supply Chain" report.

**Moderator: Brian Gibson, Executive Director, Center for Supply Chain Insights, Auburn University,
Mike Graham, Senior Vice President, Supply Chain & Manufacturing, Meijer, Inc.,
Ron Link, Senior Vice President, Logistics, CVS Health,
Paul Minor, Vice President, Logistics, Petco Holdings, Inc.**

3:30 PM – 3:45 PM
Room: City Hall Foyer

Sponsored by TOTE

Business Break

Enjoy a brief break to grab some snacks and refreshments.

3:45 PM – 4:45 PM
Room: Osceola Ballroom

Sponsored by APL Logistics

American Politics, Today and Tomorrow

Insights from one of the most sought-after political reporters two weeks after the 2017 Presidential Inauguration.

Ron Brownstein, Senior Political Analyst, CNN

5:00 PM – 6:30 PM
Room: Florida Exhibit Hall A-D

Sponsored by ProShip, Inc.

Networking in the Exhibit Hall

Join other conference attendees for this great networking opportunity.

Wednesday, February 15

7:00 AM – 7:30 AM
Room: Naples

Open Steering Committee Meeting

Please join the 2017 Supply Chain Steering Committee talk about the vision of the 2018 conference! Open to all.

7:00 AM – 7:45 AM
Room: City Hall Foyer

Sponsored by Prologis

Breakfast

Join us for breakfast and networking before the day begins.

8:00 AM – 8:15 AM
Room: Osceola Ballroom

RILA Closing Remarks

8:15 AM – 9:15 AM
Room: Osceola Ballroom

From Cashier to the C-Suite: Leadership Skills to Chart Your Own Course

Crystal Hanlon started as a cashier at The Home Depot, and is currently the President of the company's largest division, overseeing 800 stores and 110,000 team members. With her trademark energy, she shares the inspiring story of a journey from entry-level to executive ranks, and the lessons learned along the way. Hear how she became a leader at each step—developing diverse experience and skills, cultivating strong teams, and learning from setbacks—plus tactics you can use to stand out and succeed.

Crystal Hanlon, President, Northern Division, The Home Depot, Inc.

9:15 AM – 9:30 AM
Room: City Hall Foyer

Sponsored by TOTE

Business Break

Enjoy a brief break to grab some snacks and refreshments.

9:30 AM – 10:30 AM
Room: Osceola Ballroom

Sponsored by Radial

Closing Keynote: Algorithm - How Technology Connects Consumers to Retail Like Never Before

We live in a culture of change. Most retailers are overwhelmed by the massive shifts that they have to make to their business models. Disruption is everywhere. Digital transformation is imperative. We live in the Uberization of everything. There are several new (and dramatic) realities that will force retailers to rethink many of their commonly held beliefs about what works in retail today, and what the future may look like. Interestingly, this is less about the evolution of technology and much more about how consumers have become that much more efficient in this very different landscape. Bring an open mind, because the world continues to change and challenge retail like never before. The new leadership is being a digital leader. Algorithm is your compass.

Mitch Joel, Best-Selling Author and Digital Marketing Expert

