1. PARTICIPANT PROFILE.
The Logistics Executive Development Program is designed for experienced logistics managers and for those who may be new to logistics from management positions in other functional areas of the business. Major elements of the program content are also particularly useful to executives in the logistics supplier industries, such as transportation, information systems, and third-party/contract logistics.

2. OVERVIEW.
Success in today's business environment requires effective management of the integrated logistics supply chain. The Logistics Executive Development Program is designed to help executives better understand how to achieve competitive advantage through logistics. The course emphasizes creating value for partners throughout the supply chain and integrating logistics activities and strategies with other areas of corporate competency.

The Logistics Executive Development Program emphasizes four critical business processes which must receive attention in a world-class logistics operation:

- The creation of customer value
- Supply chain logistics
- Strategic use of information
- Systems management

Through process orientation, this program provides a perspective on integrated logistics management which is valuable for both users and suppliers of logistics services.

3. KEY OBJECTIVES
- Identify and highlight critical issues which affect both users and suppliers of logistics services
- Respectfully acknowledge “the way we used to do business” while introducing a new paradigm for management based on customer value
- Use the structure of a well-designed strategic planning process to develop a strategy for a global firm with a focus on key logistical issues
- Use a systems management approach to evaluate and understand the current move toward developing logistics partnership relationships
- Identify the changes in the international environment, as well as the logistics tactics required by firms which wish to participate in the growing national economy.

4. METHODS OF INSTRUCTION
The program has been designed to ensure the active involvement of all participants. A balance of theory and application is provided
through lectures, question/answer sessions, case studies, and small-group exercises.

See the program schedule included with this profile sheet.

5. FACULTY
Course faculty consists of key faculty members from The University of Tennessee and other leading universities and executives from prominent firms representing the entire supply-chain including:

► Dr. C. John Langley, Jr.: John H. (Red) Dove Distinguished Professor of Logistics and Transportation at The University of Tennessee.
► Dr. James M. Reeve: Distinguished Professor of Business and Accounting at The University of Tennessee and the Deloitte & Touche Professor of Enterprise Information Management.
► Dr. John T. Mentzer: Harry J. and Vivienne R. Bruce Excellence chair of Business Policy at The University of Tennessee.
► Dr. James H. Foggin: Associate Professor of Transportation and Logistics at The University of Tennessee.
► Dr. John T. Mentzer: Harry J. and Vivienne R. Bruce Excellence chair of Business Policy at The University of Tennessee.
► Dr. James M. Reeve: Distinguished Professor of Business and Accounting at The University of Tennessee and the Deloitte & Touche Professor of Enterprise Information Management.
► Mr. Howard Gochberg: joined Land O’Lakes in 1956, where he retired in 1992 as the vice president of logistics/custom products.
► Dr. Gary N. Dicer: Professor of Transportation and Logistics at The University of Tennessee.
► Dr. Ray A. Mundy: the Taylor Distinguished Professor of Logistics and Transportation and Director of the Transportation and Policy Studies Program at The University of Tennessee.
► Dr. Alex Miller: Stokely Professor of Management at The University of Tennessee.
► Dr. Richard Reizenstein: Associate Professor of Marketing at The University of Tennessee.
► Dr. Robert A. Novack: Associate Professor of Business Logistics and Research Associate at the Center for Logistics Research, Pennsylvania State University.
► Mr. Robert P. Neuschel: Professor of Corporate Governance, Kellogg Graduate School of Management, Northwestern University; and Chair, Transportation Executive Programs, Northwestern University Transportation Center.
► Dr. Richard F. Powers: President of Insight, a firm that designs and implements logistics management support systems and a past President of the Council of Logistics Management.
► Mr. William K. Clarkson: Vice President, Supply Chain Strategy, Nabisco Biscuit Company.
► Dr. Stephen G. Timme: President, FinListics Solutions, Inc., and formerly Professor of Finance, Roberto Goizveta Business School at Emory University.

6. FACILITIES
Classes are held in the executive classrooms of The University of Tennessee Center for Executive Education. These facilities are specifically designed for group-interaction
LOGISTICS EXECUTIVE DEVELOPMENT PROGRAM

Accommodations are single-occupancy rooms at a nearby hotel.

7. SPECIAL FEATURES
The Logistics Executive Development Program is offered by the Center for Executive Education at The University of Tennessee and is co-sponsored by the Council of Logistics Management. The University of Tennessee's Logistics Department was recently ranked number one in logistics education in a national survey.

8. CONTACT
For more information on the Logistics Executive Development Program, please call or write:
The University of Tennessee Center for Executive Education 708 Stokely Management Center Knoxville, TN 37996-0575

To apply, please call:
Phone: (865)974-5001
FAX: (865)974-4989

For an application form:
E-mail: mdc@utk.edu

For current information about the Center for Executive Education and its offerings, visit our web site at http://mdc.bus.utk.edu

9. RELATED COURSES
Related courses currently offered by the Center for Executive Education include:
- Sales Forecasting Management
- Geographic Information Systems
- Executive Development Program

Competitive Challenges.®
Real-World Solutions.
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<thead>
<tr>
<th>Time</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<tbody>
<tr>
<td>8:10–9:40</td>
<td></td>
<td>Integrated Supply Chain Management</td>
<td>Activity-Based Management</td>
<td>Forecasting Customer-Based Activity</td>
<td>Creating Logistics Value</td>
<td>Financial-Logistics Excellence</td>
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<tr>
<td>10:00–11:30</td>
<td></td>
<td>Integrated Supply Chain Management</td>
<td>Supply Chain Modeling</td>
<td>Forecasting Customer-Based Activity</td>
<td>Creating Logistics Value</td>
<td>Financial-Logistics Excellence</td>
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<tr>
<td>1:00–2:30</td>
<td>Activity-Based Management</td>
<td>Supply Chain Modeling</td>
<td>Global Logistics (Dicer)</td>
<td>The New Leadership Challenge</td>
<td>Future Logistics Directions</td>
<td>Adjourn 2:00</td>
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<td>2:45–4:15</td>
<td>Activity-Based Management</td>
<td>Senior Logistics Executive Perspective</td>
<td>Supply Chain Simulation</td>
<td>Third Party Logistics</td>
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<td>4:30–5:45</td>
<td>Registration/Dinner (Knoxville Hilton Hotel) 5:30–7:00</td>
<td>Supply Chain Management for Continuous Improvement</td>
<td>Process Simulation</td>
<td>Supply Chain Simulation</td>
<td>Open Session and Discussion</td>
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<td>7:30–8:30</td>
<td>Critical Logistics Issues and Challenges 7:15–8:30</td>
<td>Activity-Based Management</td>
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April 29–May 4, 2001