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# Supply Chain *straight talk*

[www.smc3jumpstart.com](http://www.smc3jumpstart.com)

January 21 - 23 | Atlanta, Georgia

# Inside Jump Start

January 21 - 23

The Official Publication of Supply Chain Straight Talk

## BEHIND THE SCENES WITH SMC<sup>3</sup>

### Strategic Post-Conference Event to Debut at Jump Start 2013

This two-part exploration provides a comprehensive view behind the scenes of SMC<sup>3</sup> products and service offerings. We'll kick it off with an in-depth panel discussion on recent infrastructure upgrades, product end-of-life plans, SMC<sup>3</sup> alliance partners and product updates.

#### Meet the Experts

Unprecedented access to the technology pros who envision, develop and implement the powerful tools created by SMC<sup>3</sup>. Join discussions on CarrierConnect®, RateWare®, the SMC<sup>3</sup> XL platform, product integration and more. This is your chance to see product demonstrations and pose product and implementation questions directly to the experts who have the answers.

CarrierConnect<sup>®</sup>XL  
RateWare<sup>®</sup>XL

This post-conference event is included in your registration and a Half-DayPass\* is available for technology attendees.

Contact our Registrar for details 800.845.8090 x5802



AN EVENING WITH  
Tom Papa



LET US ENTERTAIN YOU!

SMC<sup>3</sup> proudly announces the signing of comedian and actor Tom Papa as our entertainment headliner! As a veteran standup comedian, Papa has toured for nine years with Jerry Seinfeld. He has recorded two standup specials on Comedy Central and is a frequent visitor to late night television; making numerous appearances on the Tonight Show with Jay Leno, Late Night with Conan O'Brien and the Late Show with David Letterman. Tonight he is all ours for "An Evening with Tom Papa."

## MAKING IT HAPPEN

### An Insider's View of Jump Start 2013



Jack Middleton | SMC<sup>3</sup> President & CEO

SMC<sup>3</sup> is moving full steam ahead to bring you "Supply Chain Straight Talk" at Jump Start 2013. If you've attended before, you're familiar with the attention to detail that characterizes all of our educational events. What you may not know is that SMC<sup>3</sup> has a team of dedicated professionals whose vision is responsible for the exceptional quality that you experience onsite at our conferences.

From the development of a robust and dynamic agenda, to securing world-class speakers and innovating more than 20 hours of valuable networking opportunities, our team is hard at work to deliver the most rewarding conference experience possible. You have our word on it; The remarkably dynamic general sessions and breakouts you attend during this event will help you to chart your course through the coming supply chain, logistical, political and legislative changes that affect us all.

But Jump Start 2013 is much more than the sum of its parts. You'll see throughout the articles on these pages that the special events related to the conference carry their own significance. Throughout the conference, you'll have ample opportunity to connect with your peers as well as our sponsors and speakers. Enhance your conference experience by participating in the scheduled networking breaks, receptions, meals and entertainment.

## IT'S ALL ABOUT PEOPLE

This year we're expecting more than 400 supply chain leaders to join us in Atlanta for Jump Start 2013. We understand the value you place on connecting with the industry, that's why we continue to grow our networking events.

**Check out these great opportunities for networking:**

#### ■ The Sponsor Gallery

We've made it easy for you to find out what's on the cutting edge of technology in the industry by scheduling all our networking breaks in the sponsor gallery. Here you'll find refreshments between sessions and access to hundreds of conversations with your peers!

#### ■ Ask the Experts

One of the trademarks of SMC<sup>3</sup> conferences is the unprecedented access to our breakout and general session presenters. It starts with our unique Q&A format, which concludes every scheduled session and continues throughout the conference, as most of our presenters are also conference participants.

#### ■ Networking Receptions

Take advantage of both of these well-attended events on opening night and prior to our Jump Start dinner & entertainment. Be there to see friends and make new industry connections!

#### ■ Dining with Your Peers

These are the times to take a break from the rapid fire of information and really get to know your fellow attendees. SMC<sup>3</sup> puts an emphasis on creating dining environments that are conducive to conversation. Plan on joining us for all scheduled breakfast and lunch events as well as our special Jump Start dinner and entertainment on Tuesday evening.

## INSIDE



[www.smc3jumpstart.com](http://www.smc3jumpstart.com)

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## NEW! TOPIC PAIRINGS



### TECHNOLOGY & INNOVATION: GOING MOBILE

Today, mobility is a fundamental requirement for essentially every business and it's becoming more prevalent in the supply chain environment. Developing a clear mobility strategy can broaden your organization's reach (and benefits) to partners, suppliers and vendors. Learn how mobilizing your supply chain can create business advantages by improving customer satisfaction, reducing cycle times and potentially increasing revenue.

### GOING MOBILE BREAKOUTS

#### Technology Advances for Logistics

With growing customer demands, there's no room for a lethargic supply chain. Mobile solutions are quickly replacing manual processes. By placing wireless devices in the hands of your workforce, you eliminate time-consuming and error-prone paper processes. This is your opportunity to pick the brains of technology professionals on the specifics of recent advances in mobile technology for logistics cycle times and potentially increasing revenue.

#### Mobile Applications for Transportation

This interactive session delves into the specific use of mobile applications in the transportation sector. You'll hear from the marketing agency/carrier team responsible for creating one of the first industry mobile apps for the freight industry. Learn how mobile applications and devices have enhanced fleet and driver management through improved communication, navigation and safety, along with enhanced back-office documentation and visibility.



## CONFERENCE AT A GLANCE

### Monday

1/21

Conversations with Multimodal Trendsetters  
Packaging Optimization & Supply Chain Efficiency  
Anti-Trust Law for Carriers  
Networking Event: Meet Our Sponsors  
Protecting Your Intellectual Property  
LTL Freight Consolidation & Pool Distribution  
Building Supply Chain Brand Awareness  
Jump Start for First-Time Attendees  
Networking Reception

### Tuesday

1/22

Breakfast & Networking  
Keynote: The Science of Motivation  
Technology Insights from Supply Chain Visionaries  
e-Commerce: Changing the Supply Chain Game  
Guest Program: Tour of Atlanta Historic Places  
Lunch  
First Annual Alliance Awards Ceremony  
Technology & Innovation: Going Mobile  
Going Mobile: Technology Advances for Logistics  
Going Mobile: Transportation Applications  
Networking Reception  
Dinner & Entertainment

### Wednesday

1/23

Breakfast & Networking  
Special Session: The War on Fuel  
Guest Program: Rise & Shine with SMC<sup>3</sup>  
Government Affairs: Impacts on the U.S. Supply Chain  
2013: The Economy  
U.S. Financial Outlook & the Supply Chain  
Ask the Experts: Q&A Session  
POST-CONFERENCE: Behind the Scenes with SMC<sup>3</sup>



## Supply Chain straight talk

## REGISTER NOW!

Discount Ends November 6th for Early Bird Registration  
Don't miss your chance to save.

	Early Bird Ends November 6	General After November 6
SMC <sup>3</sup> Members	\$275	\$365
SMC <sup>3</sup> Associates	\$450	\$545
General Registration	\$525	\$630



## M E D I A   S P O N S O R S

**inbound  
logistics**  
THE MAGAZINE FOR DEMAND-DRIVEN LOGISTICS

**THE JOURNAL  
OF COMMERCE**

**SUPPLYCHAINBRAIN**  
ONE FORUM • ONE FOCUS • MANY MINDS

World Trade  
**WT100**

## SPONSORSHIPS AVAILABLE



Check out Jump Start's compelling sponsorship opportunities.

If your company provides technology, data content or consulting services in support of the business operations of transportation and supply chain, Jump Start is a great place to get noticed!

[www.smc3jumpstart.com](http://www.smc3jumpstart.com)

## C O N F E R E N C E   S P O N S O R S

**TMW**  
SYSTEMS

**McLeod**  
SOFTWARE  
THE ABILITY TO DO MORE

**TG**  
Transportation Costing Group

**Carrier  
Logistics  
Inc.**

## FIRST ANNUAL ALLIANCE AWARD CEREMONY AT JUMP START 2013

The  
**Alliance**  
DRIVING SUPPLY CHAIN EXCELLENCE

"The Alliance will profile shippers and their alliance partners who have successfully and dynamically collaborated to drive supply chain excellence," said Sarah Harding, group publisher, World Trade 100.

Co-Hosted by SMC<sup>3</sup> and World Trade 100

**SMC<sup>3</sup>**

World Trade  
**WT100**

To evaluate the entries, a panel of judges will examine the role of each of the partners and the contributions their individual and collective efforts have made to solving a supply chain problem or driving change and continuous improvement in a supply chain. The judges will evaluate submissions in each category on metrics and results. They will inspect the technical/operational implementation of the processes and tools used for achieving top performance in the supply chain. Each submission will be examined for innovation and how the partnerships made best use of each alliance partner's strengths.

Jack E. Middleton, SMC<sup>3</sup> president and CEO said, "This award is a unique opportunity for shippers and their alliance partners to gain significant publicity for their companies, products, services, solutions and technical and supply chain expertise. The award winners will be featured in the World Trade 100 December 2012 issue, including print, online, iPad and digital versions. Awards will be presented at the First Annual Alliance Award Ceremony at Jump Start 2013. These volatile times demand supply chain innovation, flexibility and partner collaboration. We are excited about receiving entries from the companies that are driving supply chain excellence throughout our industry."



Find out what we're  
talking about this  
time around.



Supply Chain  
*straight talk*

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# GUEST PROGRAM

The Jump Start 2013 guest program allows you to share the conference's special events with a friend or family member. Guest registrations include admittance to all conference meals, evening entertainment, the keynote presentation, receptions and the following activities available only to paid guest participants:



Atlanta's Historic Fox Theater

## Atlanta Preservation Center Tour

This 90-minute grand tour of Atlanta's historic Fox Theater will explore the Middle Eastern and Egyptian architectural influences that create the dreamlike grandeur of one of the best preserved 1920s movie palaces in existence. Directly across the street is the equally historic Georgian Terrace Hotel, which was added to the National Register of Historic Places in 1986. Here our guests will enjoy a delicious luncheon in the beautiful Mitchell Room followed by a guided tour of this iconic Atlanta landmark.



Rise & Shine  
with SMC<sup>3</sup>

## An Old-Fashioned Coffee

A new twist on an old favorite! This year our "Rise and Shine with SMC<sup>3</sup>" brunch will include an old-fashioned "coffee" featuring delectable breakfast pastries that go so very well with coffee (or hot tea if you prefer) – scones, biscotti and coffee cakes. Our guests will be treated to a special presentation by a local coffee expert on the varieties of coffees from around the world and how to brew the perfect cup!

# WELCOME TO ATLANTA





# SPOTLIGHT ON SESSIONS

## TECHNOLOGY INSIGHTS FROM SUPPLY CHAIN VISIONARIES



Today, supply chain management is largely driven by technology; its strategic use can mean the difference between supply chain success or failure. This panel of technological visionaries will walk you through the successes and failures encountered in their quest to harness technology to improve operating efficiency, incorporate big data and employ high-performance analytics.

### SEE MORE SESSIONS

[www.smc3jumpstart.com](http://www.smc3jumpstart.com)

### KEYNOTE SPEAKER



#### Daniel Pink

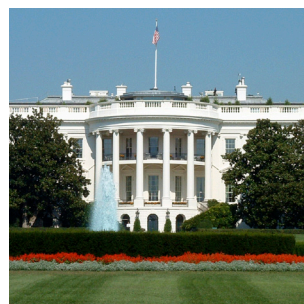
*New York Times* Best-Selling Author

Daniel Pink is the author of four provocative books about the changing world of work, including the long-running *New York Times* best-seller, *A Whole New Mind*, and the #1 *New York Times* best-seller *Drive*. Pink's articles on business and technology have appeared in many publications, including *The New York Times*, *Harvard Business Review*, *Fast Company* and *Wired* and he has provided analysis of business trends on CNN, CNBC, ABC and NPR. In his keynote presentation "The Science of Motivation," Pink reveals that carrot and stick motivators have been oversold and that high performance depends much more on the deeply human need to direct our own lives, to learn and create new things.



### E-COMMERCE: CHANGING THE SUPPLY CHAIN GAME

The competitive challenges presented by the virtual marketplace are changing the supply chain game. There are two variables that play a major role in determining the viability of e-commerce success – supply chain and logistics efficiency. Join our panel of subject matter experts as they share their experiences in building commercially viable supply chains. They will map the relationships of external suppliers and distributors, internal processes and transportation patterns.



### GOVERNMENT AFFAIRS: IMPACTS ON THE U.S. SUPPLY CHAIN

The Highway Transportation Bill, hours-of-service, electronic on-board computers, federal fuel tax... The long list of complicated transportation and supply chain matters that are handled in Washington D.C. by supply chain government affairs experts. This panel is composed of a few of them – hear what they have to say about the impact post-election



### PROTECTING YOUR INTELLECTUAL PROPERTY

The need to collaborate effectively with supply chain partners has pushed organizational boundaries beyond the security of physical walls and IT firewalls. So how do we protect our intellectual property in a visibility-driven business model? This session will cover the next steps in supply chain risk management and share best practices for securing the global technology supply chain.



### THE WAR ON FUEL

The average truck consumes more than 11,000 gallons of diesel fuel per year. Any fluctuation in fuel prices significantly impacts profitability and the cost of moving freight. So how do carriers and shippers combat the war on fuel? These experts will weigh in on alternative fuels, fuel efficient equipment and the impact on profit and the environment. You won't want to miss this special session!

### Special Breakout for SMC<sup>3</sup> Carrier Members

#### ANTITRUST LAW FOR CARRIERS

Antitrust law promotes and/or maintains market competition by regulating anti-competitive conduct. This session will focus on antitrust legislation as it pertains to U.S. carrier competition and how to maintain best business practices to avoid antitrust related issues. Led by prominent Atlanta antitrust attorney Allen Hirsch, the session will also cover anti-competitive, deceptive and unfair trade practices as defined in common law and major antitrust legislation.

#### About the Speaker



Allen Hirsch | Partner | Arnall Golden Gregory LLP

Allen Hirsch is a prominent antitrust attorney and a partner with the Atlanta-based firm, Arnall Golden Gregory LLP. He has extensive trial experience before state and federal courts throughout the country and has successfully represented a transportation client in a landmark antitrust case before the U.S. Supreme Court. He was named to Best Lawyers in America® from 2007 to 2012 for commercial litigation and alternative dispute resolution.

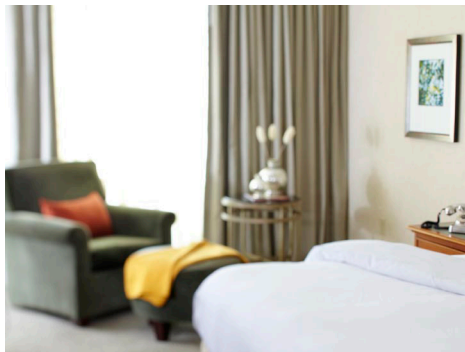


# AN ENGAGING VENUE

## THE RENAISSANCE CONCOURSE HOTEL

Experience the opulence of a luxury hotel and the convenience of sound-proof accommodations near the Hartsfield International Airport. A clear departure from the typical “airport” hotel, the Renaissance Concourse Hotel features attentive service; illustrious architectural design; a striking 11-story interior atrium; and 387 soundproof guestrooms, each with magnificent airport views. You’ll also enjoy the excellent menu prepared especially for Jump Start by the hotel’s executive chef, Ed Dory.

Mention SMC<sup>3</sup> or Jump Start 2013 to secure our special room rate of \$129 per night (single/double). Discount available through Tuesday, December 31, 2012 and is subject to availability. 888.391.8724



# JUMP START FOR FIRST TIME ATTENDEES



## Allow us to explain what all the fuss is about!

SMC<sup>3</sup> is both a technology/service provider and an industry association. We make it our business to understand our industry’s evolving role in national and global supply chains and to help our members and customers thrive in a time of increased regulation and technological sophistication.

Our Jump Start and Connections conferences have set the bar for education and networking in the supply chain industry and attendance is growing at a record level. We hope you will choose to make Jump Start 2013 your first industry event of the year! Be sure to sign up for “Jump Start for First-Time Attendees,” a brief introduction to the SMC<sup>3</sup> team and an overview of the conference format. It’s our way of ensuring that you’re prepared to make the most of every learning and networking opportunity!





When I was young I never thought about the supply chain.  
Now, I'll travel across the country to hear experts talk about it.

Hear what they're saying.  
[www.smc3jumpstart.com](http://www.smc3jumpstart.com)

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