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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

January 21 - 23 | Atlanta, Georgia

LIVE

JUMP START 2013

JANUARY 21 - 23 | ATLANTA, GEORGIA



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JUMP START 2013

Supply Chain *straight talk*

This year's Jump Start theme was inspired by the strength of our agenda. With more than 20 hours of general sessions and breakouts scheduled across three days, we have to get right to the point. That's our motivation for supply chain straight talk – getting right into the information our attendees need to excel in the coming year.

Register now and make Jump Start 2013 your first industry event of the year!

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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 Procurement: Meeting the Challenge
Sustainability: Impacts on the Corporate Brand
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
Technology Advances for Logistics
Mobile Apps for Transportation
Networking Reception
Dinner & Entertainment

Wednesday

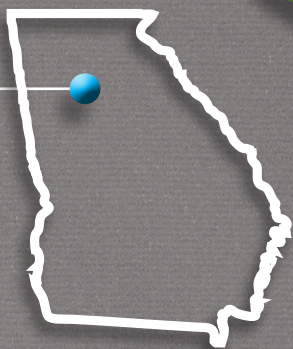
1/23

Breakfast & Networking
Special Session: The War on Fuel
Guest Program: Rise & Shine with SMC³
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 SMC³

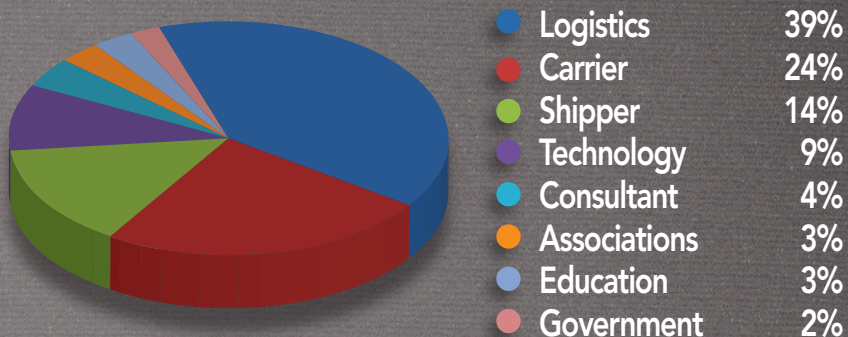
100%

of Jump Start 2012 attendees surveyed said they would attend again

Jump Start has been held in Atlanta, Georgia every year since 1998



Who attends Jump Start?



Did you know?

Industry Trends consistently ranks as the most popular attendee topic.

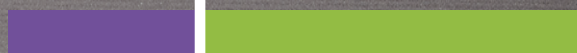
What brings our attendees back?

In our post-event survey, Jump Start 2012 attendees ranked the following as their top four reasons for attending:

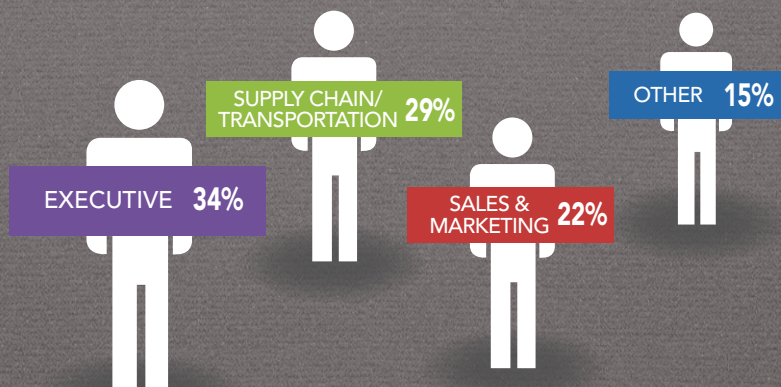


33%

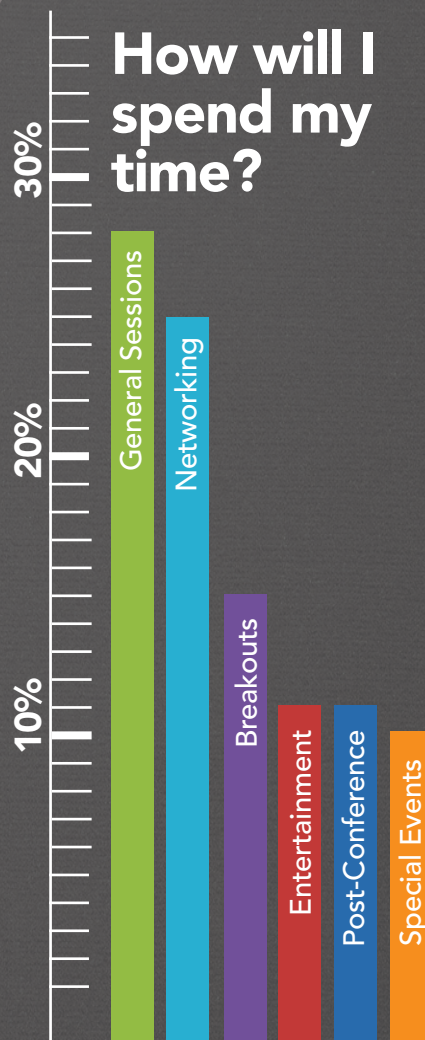
of all companies attending SMC³ conferences bring multiple team members.



Attendees by Title



How will I spend my time?



the big p

The War on Fuel

DAIMLER



Government Affairs: Impacts on the U.S. Supply Chain



U.S. Financial Outlook & the Supply Chain

BAIRD

2013: The Economy



Conversations with Multimodal Trendsetters



For SMC³ Carrier Members Only: Antitrust Law for Carriers



Picture

Why not invest in your knowledge and productivity early in 2013 to get ahead of strong industry headwinds and global economic uncertainty? "This group of sessions and breakouts provides insights from a wide range of subject matter experts—from macro-level economic visionaries to seasoned policymakers," said Danny Slaton, executive vice president, SMC³.

As part of the series, attendees will explore complex transportation and supply chain issues with a panel of supply chain government affairs experts, who will take a close look at both the existing and emerging state and federal legislative trends affecting the supply chain. The sessions will also investigate the effects of factors like alternative fuels and fuel-efficient equipment on shipper/carrier profitability, the environment and the cost of moving freight. We'll take a look outside U.S. borders, exploring how increased international trade has changed the way we do business today; how the dynamic import/export mix has altered the transportation infrastructure; and how approaches to changing the modal mix can best support end-to-end freight solutions.

We'll turn to the larger U.S. macroeconomic picture, to take an expert-level look at coming post-election changes that will affect construction, manufacturing, retail sales, international trade, and ultimately, transportation and supply chain growth. "Jump Start 2013 promises to deliver the information you need to help your business thrive in this time of economic and industry change," Slaton concluded.

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THE BEST DEFENSE...



Yesterday's supply chain strategies do not work for today's demands. Spurred by the growth of handheld devices, supply chain pressures and customer demands, shippers, 3PLs and their carrier partners must adapt their approaches for ever-faster and ever-more-accurate product delivery. "In this group of general sessions and breakouts, attendees will address the twin aspects of successful supply chain strategy: supply chain and logistics efficiency," explained SMC³ vice president of sales, Kevin Springer.

Expert panelists will share their experiences building commercially viable supply chains and mapping the relationships of external suppliers and distributors, internal processes and transportation patterns. Attendees will also explore how socially responsible and sustainability marketing are being leveraged to strengthen relationships with customers and employees and improve community relations. Meanwhile, noted Springer, "it's important to protect intellectual property in a visibility-driven business model. We'll discuss this topic, as well as the next steps in supply chain risk management."

Lastly, we'll outline a well-executed LTL procurement process and will emphasize the importance of building strong carrier relationships. In additional content, attendees will learn how packaging optimization can reduce trailer and warehouse space, as packaging specialist panelists delve into recent changes in packaging design.



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E-COMMERCE: CHANGING THE SUPPLY CHAIN GAME



SUSTAINABILITY: IMPACTS ON THE CORPORATE BRAND



SUPPLY CHAIN PROBLEM SOLVING: PROTECTING YOUR INTELLECTUAL PROPERTY



LTL PROCUREMENT: MEETING THE CHALLENGE



PACKAGING OPTIMIZATION & SUPPLY CHAIN EFFICIENCY



...IS A GOOD OFFENSE.

The background features a dark blue gradient with horizontal, wavy light trails in shades of blue and white, creating a sense of motion and technology. A thick, solid yellow vertical line runs from the top to the bottom of the frame, positioned slightly to the left of the center. The text 'Wired for success?' is prominently displayed in the center, with 'Wired' in yellow and 'for success?' in white. To the right of the text, there are four white horizontal bars of varying lengths, stacked vertically.

Wired for
success?

Have you developed a wired workforce yet? Does your supply chain strategy involve technology best practices? Are you mobilizing your supply chain to create business advantages, improve customer satisfaction, reduce cycle times and potentially increase revenue?

"Even if you're already far ahead of the technology adoption curve, these sessions will provide ample opportunity to pick the brains of technology experts on recent mobile technology advances—all in support of improving logistics cycle times and potentially increasing revenue," said SMC³ CTO David Knight. "Our goal is to help attendees take the mystery out of demand-driven supply chain technologies, to assure real-time network optimization, scalability, system coordination and connectivity. Attendees will learn how to develop a clear mobile strategy and broaden their organizational reach (and benefits) to partners, suppliers and vendors and explore how wireless devices can help eliminate time-consuming and error-prone paper processes" he said.

This group of sessions and breakouts also incorporates an interactive session to delve into the specific use of mobile applications in the transportation sector. Using a case study format, attendees will hear from the marketing agency/carrier team responsible for creating one of the first mobile apps for the freight industry. "Attendees will learn first-hand 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," Knight concluded.



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Technology Insights from Supply Chain Visionaries

Menlo
WORLDWIDE LOGISTICS

one
One Network Enterprises™

ORACLE

Technology & Innovation: Going Mobile

Intermec

**THE JOURNAL
OF COMMERCE**

LoadDelivered
LOGISTICS, LLC

morgan
SUPPLY ON DEMAND

Technology Advances for Logistics

Accellos

BURNS
LOGISTICS SOLUTIONS

Intermec

morgan
SUPPLY ON DEMAND

Mobile Apps for Transportation

ALK
ALK Technologies

Con-way
ENTERPRISE SERVICES

**THE JOURNAL
OF COMMERCE**

LoadDelivered
LOGISTICS, LLC





More is better.

More SMC³ that is! For years, our conference attendees have been asking for more opportunities to learn about SMC³ and how best to leverage our products, services and partnerships. This year, we're answering their demands with an all new post-conference event featuring a comprehensive view behind the scenes of SMC³ product and service offerings.

"This in-depth three-hour event will bring our customers and conference attendees up to speed on SMC³ product development and technology updates," said Brad Gregory, SMC³ vice president of product strategy and software alliances. "We encourage our customers and all interested attendees to invest a little extra time after the conference to gain unprecedented access to the technology pros who envision, develop and implement SMC³'s powerful tools."

Behind the Scenes with SMC³ This session includes an in-depth panel discussion on SMC³'s recent infrastructure upgrades, product end-of-life plans and product updates with SMC³ panelists including Brad Gregory, vice president, product strategy and software alliances; CTO David Knight and Kevin Springer, VP of sales.

Meet the Experts Join your colleagues and SMC³ panelists for discussions on CarrierConnect®, RateWare®, the SMC³ XL platform, product integration and more. This is your chance to see product demonstrations and pose product and implementation questions directly to the SMC³ experts who have the answers you need.

Help us steer the conversation in the direction you want!

You can post your questions or propose a topic during the online registration process.

Sign up now at: smc3jumpstart.com

LIVE

JUMP START 2013



■ An Evening with Tom Papa

SMC³ proudly welcomes comedian and actor Tom Papa as our entertainment headliner! As a veteran standup comedian, Papa has toured for nine years with Jerry Seinfeld and has recorded two standup specials on Comedy Central. He's 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's all ours for "An Evening with Tom Papa."

■ Networking Breaks & Receptions

We're making it easy for you to find out what's on the cutting edge of technology in the industry by scheduling all our networking receptions and breaks in the sponsor gallery. Here you'll find refreshments between sessions and gain access to hundreds of conversations with your peers! In the evenings, take a break from the rapid fire of information, make new connections and enjoy delicious fare prepared for us by Renaissance Chef Ed Dory and his staff.

Jump Start 2013 is much more than the sum of its parts. The special events related to the conference carry their own significance. Make the most of your conference experience by participating in all the events that bring Jump Start to life.

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■ **Keynote:** The Science of Motivation

Daniel Pink | *New York Times* Best-Selling Author

Keynote Daniel Pink is author of four books on the changing world of work, including *New York Times* best-seller, *A Whole New Mind*, as well as articles on business and technology for *The New York Times*, *Fast Company* and *Wired*. His presentation "The Science of Motivation" will provide unique insights into 50+ years of behavioral science that overturn the conventional wisdom about human motivation, revealing that high performance depends heavily on the deeply human need to direct our own lives, learn and create new things. You won't want to miss this one!



The
Alliance

■ **1st Annual Alliance Award Ceremony**

SMC³ and *World Trade 100* are proud to co-host the 1st Annual Alliance Award Ceremony. The Alliance recognizes excellence in supply chain performance resulting from the close cooperation and collaboration of supply chain partners. Winners will be announced in December 2012 and awards will be presented in five distinct categories at a special ceremony on Wednesday, January 22, 2013. Join us to find out which companies are driving supply chain excellence throughout our industry.

■ **Jump Start for First-Time Attendees**

SMC³ conferences have set the bar for education and networking in the supply chain industry and attendance is growing at a record level. If you've never experienced a Jump Start conference, we hope this will be your year! Be sure to sign up for this brief, but essential networking event for first-time attendees. This personal introduction to the SMC³ team and overview of our unique conference format, is our way of ensuring that you're prepared to make the most of every learning and networking opportunity!

REGISTER NOW!



Supply Chain *straight talk*

SMC ³ Members	\$365
SMC ³ Associates	\$545
General Registration	\$630
Guest Program*	\$125

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

Sponsors

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SOFTWARE

THE ABILITY TO DO MORE

TMW
SYSTEMS

Carrier
Logistics
Inc.

PEOPLNET
Performance.

TG
Transportation Costing Group

The following presenters are essential to making Jump Start 2013 a must-attend supply chain event:

Derik Andreoli

Senior Oil Analyst & Economist | Mercator International

Stephanie Armistead

President & CEO | GreenBusiness WORKS

John Bagileo

Principal | Law Office of John R. Bagileo

Jean Barnes

Director of Marketing | SMC³

Greg Brady

CEO | One Network Enterprises

Rebecca Brewster

President & COO | The American Transportation Research Institute

Chris Brooks

Executive Editor | Journal of Commerce

Ed Burns

President | Burns Logistics

Richard Carroll

VP, Enterprise IT | Con-way Enterprise Services

Brian Daniels

Product Manager, Powertrain | Daimler Trucks North America

Paul Dugent

VP Pricing | Estes Express Lines

Michael DelBovo

President | Saddle Creek Transportation, Inc.

Larry Dull

President | Packaging Technology Associates, Inc.

Andy Dyer

VP, Government Services | Menlo Worldwide

Ross Elliott

CTO | Accellos Inc.

Brad Gregory

VP, Product Strategy | SMC³

Joe B. Hanna PhD

Associate Dean & Professor, Supply Chain Management | Auburn University

Benjamin Hartford

Senior Equity Research Analyst | Robert W. Baird

Allen Hirsch

Partner | Arnall Golden Gregory LLP

Contributors



Lynne Homrich
Managing Director | Homrich Partners LLC



Ken Kellaway
Chairman | E*Fill America



Mike Kelley
Chief Sustainability Officer | YRC Worldwide



David Knight
VP, Product Development & CTO | SMC³



Stanley Meiburg
Deputy Regional Administrator | EPA



Robert Nathan
CEO | Load Delivered Logistics



Art Nourot
VP, Carrier Procurement | Unyson Logistics



Grant Opperman
President & Chief Strategy Officer | D.W. Morgan



Dan Popkin
VP, Business Development | ALK Technologies



Donald Ratajczak PhD
Emeritus Professor, Robinson College of Business | Georgia State University



Robert Rose Jr.
CFO | Worldwide Express



Paul Singh
President | Packaging Forensic Associates



Danny Slaton
EVP, Business Development | SMC³



Greg Smith
Industry Director, Transport & Logistics | Oracle Corporation



Pat Smith
VP & Managing Director | ToolsGroup North America



Mark Solomon
Senior Editor | DC Velocity



Kevin Springer
VP Sales | SMC³



Andras Szakal
VP & CTO, U.S. Federal IMT | IBM



Perry Trunick
Editor-in-Chief | World Trade 100

