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Supply Chain *straight talk*

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EXTRA! EXTRA!

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BIG

CONTENT

@ JUMP START 2013

SMC³ SETTING THE STAGE FOR "SUPPLY CHAIN STRAIGHT TALK" AT JUMP START 2013

LTL PROCUREMENT MEETING THE CHALLENGE

A well-executed less-than-truckload (LTL) procurement process can optimize your organization's supply chain and transportation planning process. This session will emphasize procurement best practices, the importance of building strong carrier relationships and technological advances that will simplify even the most complex transportation management practices.

MEET THE INDUSTRY



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 at events like Jump Start. That's why we continue to grow our networking opportunities. Please join us January 21-23 in Atlanta for 20+ hours of dedicated networking!

GOVERNMENT AFFAIRS IMPACTS ON THE U.S. SUPPLY CHAIN

Highway transportation bill, hours-of-service, electronic on-board computers, federal fuel tax... The long list of complicated transportation and supply chain matters 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.



KEYNOTE THE SCIENCE OF MOTIVATION

Tuesday, January 22nd | 8:00 – 9:10 a.m.

New York Times best-selling author and keynote presenter Daniel Pink shares his insights into more than 50 years of behavioral science that overturn the conventional wisdom about human motivation. His unique take on this groundbreaking topic crosses industry boundaries, and relates to all roles and levels of responsibility.

U.S. FINANCIAL OUTLOOK & THE SUPPLY CHAIN

Many of the industry's top transportation and logistics companies have realized record revenue growth and consistent margin improvements in 2012. However, disciplined capital investments, capacity constraints, fuel demands and higher pricing, and regulatory issues will continue to plague the transportation and logistics industry in 2013. Our financial expert provides his overview of 2012 financial growth and the forecast for 2013.

E-COMMERCE CHANGING THE SUPPLY CHAIN

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.

SUPPLY CHAIN PROBLEM SOLVING

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.

MEET THE EXPERTS & PRODUCT UPDATES



POST-CONFERENCE EVENT

SMC³ is hosting a special post-conference event featuring a series of in-depth discussions on our product and service offerings. Join us for a boxed lunch and information on high availability, sample integration, testing tools, volumes, multipoint use and business requests. This event will feature live product demonstrations and opportunities to meet one-on-one with SMC³ product experts. Bring your technical staff and your questions!

THE WAR ON FUEL

SPECIAL SESSION

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.

The
Alliance
DRIVING SUPPLY CHAIN EXCELLENCE

**SMC³ and WT100
are proud to host the first annual
Alliance Award ceremony at Jump Start 2013.**

**Learn more at
www.thealliance.worldtradewt100.com.**

FIRST TIME AT JUMP START?



Allow us to explain what all the fuss is about! SMC³ 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 SMC³ 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!

2013: THE ECONOMY

Against the backdrop of the 2012 U.S. Presidential election, the outlook for the economy is for below par growth and slower improvement in the labor market than was predicted for 2013. The outcome of the election will undoubtedly create change in the economic forecast affecting construction, manufacturing, retail sales, international trade, and ultimately, transportation and supply chain growth. Join economist Donald Ratajczak, Ph.D. for insights on what to expect in 2013.

LTL FREIGHT CONSOLIDATION

LTL service providers are bolstering their freight consolidation and pool distribution services as shipper demands increase for solutions that lower inventory, warehousing and transportation costs. As LTL transportation providers move into the logistics services space, these services become more viable, combining distribution networks with their transportation network. Learn how shipper needs and international shipments coming in and out of U.S. ports are driving LTL transportation providers into the logistics services space and boosting LTL service offerings.

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THE JOURNAL OF COMMERCE

SUPPLYCHAINBRAIN
ONE FORUM • ONE FOCUS • MANY VOICES

World Trade WT100

NEW! TOPIC PAIRINGS

TECHNOLOGY & INNOVATION: GOING MOBILE

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.

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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.

BUILDING SUPPLY CHAIN BRAND AWARENESS

Sustainable marketing has changed how supply chain organizations are looking at building brand awareness. Learn how social responsibility marketing, humanistic marketing and ecological (green) marketing are being leveraged to strengthen relationships with customers and employees, and to improve community relations.

CONVERSATIONS WITH MULTIMODAL TRENDSETTERS

The increase of international trade has changed the way we do business today. Imports and exports have altered the transportation infrastructure to include various and multiple modes of transportation, supporting the movement toward providing end-to-end freight solutions. Join the conversation with this panel of experts as they examine trends in multimodal transportation.

THE STAGE IS SET!



SMC³ is ready for Jump Start 2013; we’ve developed the topics, secured the speakers and scheduled more than 20 hours of valuable networking opportunities. All that’s missing is you!

PACKAGING OPTIMIZATION

SUPPLY CHAIN EFFICIENCY

With fuel and distribution costs on the rise, packaging optimization is of increasing importance to supply chain managers. Packaging design or redesign can provide significant savings by reducing trailer and warehouse space. Our panel of packaging specialists will delve into recent changes in packaging design, their potential impact on warehousing, delivery costs and the environment.

BECOME A SPONSOR



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! Visit the web for details.

STAY WITH US

Enjoy the convenience of an airport hotel with upgraded accommodations and the most responsive staff in Atlanta. Mention SMC³ or Jump Start 2013 to secure our special room rate of \$129 per night (single/double). The discount is available through Tuesday, 12/31/2012 and is subject to availability.



REGISTER NOW!

Early Bird

General

Ends November 6

After November 6

SMC ³ Members	\$275	\$365
SMC ³ Associates	\$450	\$545
General Registration	\$525	\$630

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straight talk



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JANUARY 21 - 23 2013

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