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Annual Report

Supply Chain Management Research Center

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2011

## Annual Report, 2010-2011

Sam M. Walton College of Business. Supply Chain Management Research Center

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# WALTON OUTREACH

SUPPLY CHAIN MANAGEMENT RESEARCH CENTER

ANNUAL REPORT 2010-2011



UNIVERSITY OF  
ARKANSAS  
SAM M. WALTON  
COLLEGE OF BUSINESS



# DEAR SUPPORTERS & FRIENDS,

The Supply Chain Management Research Center is pleased to share with you the accomplishments of a very successful year, a direct result of the support of our board members and their companies.

In November, our International Graduate Logistics Case Competition again was held at the Sam's Club corporate offices, with Unilever and several other corporate sponsors making the event possible. The competition brought top logistics students from around the United States and from Europe to northwest Arkansas.

The SCMRC welcomed 2011 with two new staff. Loray D. Mosher, Ph.D., was hired as assistant director/research associate after completing her Doctorate in Leadership for Educational Justice at the University of Redlands in California. Arlene Press joined the center as our program coordinator after living and studying abroad for three years. Arlene has more than five years of experience coordinating educational programs at Massachusetts General Hospital in conjunction with Harvard Medical School.

In March, the Center held its 10th annual spring conference in conjunction with the Ozark Roundtable of the Council of Supply Chain Management Professionals and sponsored by ABF Freight Systems Inc., BNSF Logistics, and Tyson Foods Inc. This year's conference, Global Supply Chains in an Ayn Rand World, focused on issues of government involvement and free trade that impact global supply chains. Dr. Yaron Brook, president and executive director of the Ayn Rand Institute in California, gave an engaging and, at times, controversial opening lecture.

Perhaps one of the most exciting announcements on campus this year, and even in the larger academic world of supply chain management, occurred at the opening of our annual spring conference when University of Arkansas Chancellor G. David Gearhart and Walton College Dean Dan Worrell announced the formation of a new stand-alone Department of Supply Chain Management, effective July 1, 2011. Previously the transportation and logistics major was housed in the Department of Marketing and Logistics.

With our board members and partners we continue to offer on-site student tours of companies, national case competitions, career fairs, executives-in-the-classroom, internships and research projects to connect our students to industry outside of the university. These opportunities would not be possible without the dedicated support from faculty, staff and the center board member companies, and for this, we thank you.

We would like to encourage your comments and involvement in the Supply Chain Management Research Center for future initiatives and activities.

Jim Crowell  
Director, Supply Chain Management Research Center

WALTONOUTREACH

Annual report of the Supply Chain  
Management Research Center at the  
University of Arkansas

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## CALENDAR OF EVENTS

SEPT. 7, 2011

Fall Board and Student Networking Dinner

SEPT. 8, 2011

SCMRC Fall Board Symposium

SEPT. 8, 2011

SCMRC Mentoring Program, kick-off party

SEPT. 20, 2011

Business Career Fair

OCT. 2-5, 2011

CSCMP National Conference in Philadelphia

OCT. 27-29, 2011

Walton College International Graduate Case Competition

NOV. 10, 2011

Undergraduate Mock Case Competition

JAN. 26-28, 2012

Undergraduate Case Competition and Operation Stimulus in Denver

FEB. 21, 2012

Business Career Fair Express

FEB. 19-22, 2012

RILA Logistics Conference in Dallas, Texas

MARCH 14, 2012

Supply Chain Board Meeting

MARCH 14, 2012

Board Member and Student Networking Dinner

MARCH 15, 2012

SCMRC Annual Conference

APRIL 12-15, 2012

University of North Florida Undergraduate Case Competition

## VISION

The Supply Chain Management  
Research Center - WE CONNECT!  
Linking students, academics and  
industry to develop tomorrow's leaders

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## TABLE OF CONTENTS

Supply Chain Conference	3-4
International Graduate Case Competition	5-6
Career Fairs	7
Student Activities	8-10
Faculty and Staff Profiles	11
Affiliated Faculty Profiles	11
Faculty Research	13-14
Board Symposia	15
Executive Board of Directors	16
Supply Chain Board Members	17
Board Member Companies	18

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## MISSION

- Support initiatives to promote **student** recruitment, retention, and placement opportunities
- Develop and sponsor supply chain **education**, including seminars, conferences, and programs.
- Coordinate and support **research** relevant to supply chain management
- Serving as the gateway to supply chain management resources at the University of Arkansas



# SAM M. WALTON COLLEGE OF BUSINESS CREATES NEW DEPARTMENT OF SUPPLY CHAIN MANAGEMENT

*“This new department represents the strategic leadership of the Walton College and the University of Arkansas in this growing field.” ...  
“The mission is to train future leaders, both practitioners and academics, by offering a broad array of courses that are aligned with the needs of companies operating in a global economy and reflect the breadth and complexity of logistics and supply chain management.”*

*Department Chair Matthew Waller*

# GLOBAL SUPPLY CHAINS IN AN AYN RAND WORLD

About 150 people representing more than 30 companies were on hand as University of Arkansas Chancellor G. David Gearhart and Walton College Dean Dan Worrell announced the new Department of Supply Chain Management, effective July 1, 2011. The announcement came at the 10th annual Supply Chain Management Research Center's spring conference on March 17, 2011.

The supply chain management/transportation program had been part of the Department of Marketing and Logistics.

Matthew Waller, professor of marketing and logistics and Garrison Endowed Chair in Supply Chain Management, will chair the new department. Waller joined Chancellor Gearhart and Dean Worrell on stage to introduce the department faculty: Adriana Rossiter Hofer, Brent D. Williams, Christian Hofer, John A. Aloysius, Scott O'Leary-Kelly, John Ozment, Carole Shook, Don Bechtel, David Hyatt, and Jim Crowell.

Following the announcement, Wes Kemp, president and chief executive officer of ABF Freight System Inc., and the chair of this year's SCMRC conference committee, addressed the audience and welcomed keynote speaker Dr. Yaron Brook, president and executive director of the Ayn Rand Institute. Brook began the conference with a dynamic and, at times, controversial presentation about the impact of government policy on global supply chain operations.

It was a timely presentation, coinciding with the release of a movie based on the novel *Atlas Shrugged* by Ayn Rand. Brook allowed an extended Q & A and discussion following his presentation, laying the foundation for a full day of expert speakers and panelists focused on issues of free-trade and globalization in the supply chain.

Presentations included: "*The State of International Trade Competition and Regulation*" by Angela Hofmann, senior director trade strategy for Walmart global sourcing; "*Free Trade, Globalization and the Real Skinny Regarding NAFTA*," by Dr. Stanley E. Fawcett, Donald L. Staheli professor of international management at the Marriot School of Management at Brigham Young University; and two panels, "*How to Grow in a Growing World*" and "*Compliance Safety and Accountability (CSA 2010)*," featuring prominent executive panelists from Walmart, Procter & Gamble, CHEP, J.B. Hunt Transport Services Inc., ABF Freight System Inc., and the Arkansas Trucking Association.

If you would like to listen to the announcement of the Department of Supply Chain Management and Dr. Yaron Brook's keynote presentation, please visit the SCMRC website at <http://scmr.uark.edu/conference>.

We hope to see you at the next conference on March 15, 2012!



A SPECIAL THANK YOU TO  
OUR 2011 CONFERENCE  
SPONSORS

Lead Sponsor:

**ABF Freight System, Inc.**

Associate Sponsors:

**BNSF Logistics, Tyson Foods, Inc.**

SCMRC Conferences are held in conjunction with the Council of Supply Chain Management Professionals (CSCMP).



# WALTON COLLEGE HOSTS INTERNATIONAL GRADUATE LOGISTICS CASE COMPETITION

Top logistics students from 12 schools in the United States and Europe traveled to the Sam's Club home offices in Bentonville, Ark., to compete in the annual Sam M. Walton College of Business International Graduate Logistics Case Competition, Nov. 4-6, 2010.

Tim Yatsko, senior vice president and chief administrative officer for Sam's Club, and Johnnie Dobbs, executive vice president of logistics for Walmart, opened the event with Dan Worrell, dean of the Walton College. Sponsors and judges were recognized by James Crowell, director of the Supply Chain Management Research Center at the Walton College. Judges included 19 logistic, financial and management executives from several of the event sponsor companies.

This year's case, Heartland Waste Disposals, was written by John Ozment, professor and Oren Harris Chair of Transportation. The case centered on the issue of reducing finished goods inventory by 20 percent without hurting customer service. Teams were expected to provide solutions to the challenges facing current customer service levels and improving profitability, considering production and distribution weaknesses.

Once again, international teams dominated the competition with Darmstadt University of Technology (Germany) taking the \$3,000 first place prize. The University of Minnesota took second and a \$2,000 prize, and Chalmers University of Technology (Sweden) placed third, winning a \$1,000 award.

Darmstadt's first place solution involved restricting production and distribution processes to cut inventory, outlining a two-year restricting process.

Crowell announced this year's winners at the closing night banquet. "The event enables employers to see students from a variety of programs; judge their critical thinking, analytical, and professional communications skills in a stressful situation; and meet with them later in a social setting," he said. "Previous corporate participants have told us that this event is a great way to view the best available students in a real-life situation."

**"The Walton College International Graduate Logistics Case Competition is an ideal forum to learn from some of the best and brightest logistics students."**

**- Jim Crowell, director, SCMRC**

In addition to participating in the competition and making professional connections, the teams took advantage of the opportunities available to them thanks to the many industries in northwest Arkansas. Teams had the chance to tour the University of Arkansas radio frequency identification laboratory, the Sam's Club store in Fayetteville, and the Walmart Innovation Center in Bentonville. The Walton College Career Center, directed by Heather Sprandell, coordinated interviews for many of the team members with SCMRC board companies.





2010 judges Wes Kemp of ABF Freight and Ed Brydle of Sam's Club.



Participating teams represented Brigham Young University, University of Arkansas, University of Maryland, University of Minnesota, University of Wisconsin-Madison, University of Tennessee, The Ohio State University, Pennsylvania State University, Iowa State University, Texas Christian University, Darmstadt University of Technology of Darmstadt, Germany, and Chalmers University of Technology of Gothenburg, Sweden.

**The University of Arkansas, Walton College team:** Nhiem H. Cao, Honey D. Brinkley, Issam Moussaoui, John G. Hafer, John R. Carter and Senad Zlatovic. Matthew Waller, faculty representative.



**Members of the winning teams included:**

**Darmstadt University of Technology (Germany):** Jan von Appen, Mareike Bender, Nicolas Brune, Johannes Thiemann, Stefan Kollmeier, and Kogo Wolf. David Thomas and Hans-Christian Pfohl, faculty representatives.

**University of Minnesota (United States):** Oliver Maher, Kevin Bergh, Bharat Umarji, Paul Arnevik, Vijay Kumar Potharla and Lydia Gokey. David Zepeda, faculty representative.



**Chalmers University of Technology (Sweden):** Per Bohlin, Sofia Karlsson, Helena Nilsson, Erik Orrskog, Stina Sandin and Linda Skogman. Ola Hultkrantz, faculty representative.



**SPECIAL THANKS TO OUR 2010 Sponsors:**

**Host Sponsors:** Sam's Club and Unilever  
**Platinum sponsors:** ABF Freight System, Inc.  
**Gold sponsors:** General Mills, FedEx Freight, Walmart, Nestlé and the Walton College Center for Retailing Excellence.  
**Silver Sponsors:** J.B. Hunt Transport Services, Inc., Procter & Gamble, Pfizer Consumer Healthcare, Braiform and Transplace.  
**Bronze sponsors:** CAT Logistics, CHAINalytics, and E. & J. Gallo Winery  
**Patron Sponsor:** Tyson Foods, Inc.





## BUSINESS CAREER FAIRS

An average of 600 students attended each of the 2010 Business Career Fairs on Sept. 21 and Feb. 15. The fall event brought 61 companies to the University of Arkansas. At the spring event at Reynolds Razorback Stadium, students and more than 70 companies made valuable connections. The 2011 Fall Business Career Fair is scheduled for Sept. 20, 2011, at Willard J. Walker Hall.

As a benefit of membership, board members participate in the business fairs at no charge. The Business Career Fairs are sponsored by a partnership between the Walton College Career Development Center, the Information Technology Research Institute, the Supply Chain Management Research Center and the Center for Retailing Excellence.

# WIL

Women in Logistics

Women in Logistics (WIL) compiled a long list of events and accomplishments over the past year. WIL is a joint professional organization of female logistics executives and a registered student organization of members committed to promoting women's interest in logistics careers.

Under the direction of SCMRC Assistant Director Loray Mosher and with the help of its executive and student members, as well as Walton College External Relations, WIL developed a new promotional brochure, logo and motto, "Delivering a new perspective."

In March, executive officers organized a meeting featuring guest speaker Donna Howard, vice president of supply chain for Nestlé Purina PetCare. She spoke about her experience as a woman moving up in a field traditionally dominated by men.

Executive Co-Presidents Jan Heidel-Staelens, customer supply chain manager for Nestlé Purina PetCare, and Kim Bowen, director of applications development logistics for Walmart, led a drive to collect lightly worn business suits for WIL students. Their drive was so successful that they had enough suits to donate several to the Walton College Career Closet, maintained by the Career Center.

In April, WIL brought an exceptional panel of female executives to the University of Arkansas campus to speak with students about the challenges and opportunities for women in the field of logistics and to offer tips on work-life balance. Jan Heidel-Staelens of Nestlé moderated. Panelists included Kellie Kesner of Dean Foods, Ashley Taylor of Walmart, Cindy Avani Jain of General Mills and Rita Moore of FedEx Freight.

Find more information about the Transportation & Logistics Association and Women in Logistics on Facebook, or visit <http://scmr.uark.edu/students.asp>

On April 20, Dr. Marina Gillmore, entrepreneur and co-author of *Motivation Education, and Transformation: The Change Agent's Guide to Reading Our Youth and Lifting Them Higher*, visited the Walton College to tell students about her experience of starting a business and writing a book. Students from TLA and WIL attended. A representative from LinkAmerica also spoke to the audience about potential careers with the company. LinkAmerica and the Supply Chain Management Research Center provided healthy snacks and beverages.



On January 3rd, 2011 Loray D. Mosher began as the new Assistant Director at the SCMRC. Prior to working with the SCMRC, Dr. Mosher spent time as a Counselor, a Vice Principal, a University professor, as well as concurrently running a small business. She is also the founder and Executive Director of the 5013(c) Corporation Global Education Foundation. Her commitment to matters related to diversity and inclusion are such that she went on to obtain a Doctoral Degree in Leadership for Educational Justice in 2010. Though her originating lens is education related, her contributions to the world of business leadership are exemplary.



## UNDERGRADUATE COMPETITIONS

Once again the Supply Chain Management Research Center sponsored student teams to represent the Walton College at undergraduate case competitions in Colorado and Florida.

The 30th annual Operation Stimulus competition, sponsored by the Denver Transportation Club, took place in Denver, Colo., Jan. 27-29, 2011. The Walton College team included Samantha Francis, Kevin Swanson, Paul Green, Luke Lyles and Cory McMullen. Faculty representatives John Ozment and Jim Crowell accompanied the team. Crowell arranged for the group to tour the Coors brewing facility and distribution center. The Operations Stimulus forum, attended by shipper and logistics companies, offered the opportunity for students to participate in professional interviews, panel discussions and seminars, as well as a ski outing. "Operation Stimulus is one of the best opportunities for transportation and logistics majors. Not only were we able to put our professional, project management and presentation skills to the test, we were also able to mingle with industry executives and students from all over the

country to build our professional networks," said Kevin Swanson, a 2011 graduate who was a member of the Walton College teams at both the Colorado and Florida competitions.

Swanson, Lorna Porter, Andrew Wasilewski and Catharine Craig represented the Walton College at the 3rd annual University of North Florida undergraduate logistics and supply chain management case competition sponsored by the Intermodal Association of North America. Matthew Waller and Christian Hofer accompanied the students as faculty representatives. The Supply Chain Management Research Center offset any travel costs not covered by the IANA sponsorship.

Though they may not have come out on top this time, "the event gave our students an opportunity to hone their analytical and presentation skills and to network with their peers and faculty from other top tier universities, as well as with numerous executives from industry," Hofer said. He said they plan on competing again next year and coming home with the trophy.

**"The event gave our students an opportunity to hone their analytical and presentation skills and to network with their peers and faculty from other top tier universities, as well as with numerous executives from industry."**

**Christian Hofer, faculty representative**

## TRANSPORTATION & LOGISTICS ASSOCIATION (TLA)

Student officers of the Transportation & Logistics Association (TLA) developed a presentation to promote the Supply Chain Management program and the TLA to prospective students. As a result of these 10-minute presentations given at the beginning of core business classes, more than 90 undergrads expressed an interest in logistics. Student officers and supply chain faculty responded by meeting with students and generating a listserv to send priority alerts to students about SCMRC events and internship opportunities.

In April, the TLA and SCMRC coordinated a tour of Caterpillar's manufacturing plant. A group of students led by Jim Crowell and Loray Mosher toured the 705,000-square-foot plant in Little Rock, Ark. The tour was the first of its kind (and magnitude) for many of the students. Special thanks go to Chris Kopinski, Kourtney Miller and all the Caterpillar Logistics employees who made the tour possible.

The SCMRC congratulates TLA President Michael Dodd, who was elected the 2011-2012 University of Arkansas Student Government president.

## PIZZA & LOGISTICS

With more than 40 students in attendance and plenty of pizza to go around, the first Pizza & Logistics event introduced students to the courses, degree requirements and future career options available in logistics.

The event, which is likely to become a fixture each semester, was organized by the Supply Chain Management Research Center and faculty of the new Department of Supply Chain Management, in collaboration with the Walton College Undergraduate Programs Office. The April event coincided with priority registration.

The event was initiated by Matthew Waller, head of the supply chain management department, and Vitaly Brazhkin, a Walton College Ph.D. candidate. They were joined by supply chain faculty, graduate students and upperclassmen who shared their experiences in the supply chain management program at the university and in the field.

Many students noted that the opportunities they have had are the direct result of the center's relationships with industry, making the program at the Walton College particularly unique. "When I talk to friends in other programs, they are still trying to find jobs, but everyone I talk to in TLOG, myself included, has something lined up after graduation," said Kevin Swanson, class of 2011. A Walton College academic advisor was available to answer questions about registration, credits and program requirements.

### 2010 Doctoral Dissertation Winner: Dominik Riedl, WHU Otto Beisheim School of Management, Germany



Dominik Riedl, who recently completed and defended his dissertation, "Decomposing Supplier Selection Decisions – Its Antecedents and Effectiveness in Reducing Decision-Makers' Uncertainty" was awarded the 11th annual Doctoral Dissertation Proposal Award. Riedl is the first international recipient of the award.

In his proposal, uncertainty was found to be a major obstacle towards effective decision-making in industrial buying decisions in general, and in supplier selection decisions in particular. Riedl's dissertation integrates Operations Management with Behavioral Decision-Making literature.

The award, which includes a \$5,000 cash prize, was created to encourage and reward individuals pursuing a doctoral degree in supply chain management. More than 15 faculty reviewers from 12 different universities selected Riedl based on criteria that included, contribution to supply chain management, likelihood of completing dissertation, theoretical basis for research and appropriateness of research design. Past recipients include Ph.D. candidates from schools such as the University of Oklahoma, University of Tennessee, and The Ohio State University. The award announcement takes place each year at the Council of Supply Chain Management Professionals Educators' Conference, where the winner received the first of two equal monetary installments. The second installment is issued following the dissertation completion and defense.

# WALTON COLLEGE FACULTY, STAFF AND AFFILIATED



JOHN A. ALOYSIUS  
DON BECHTEL  
JIM CROWELL  
ADRIANA ROSSITER HOFER



CHRISTIAN HOFER  
DAVID HYATT  
MOEZ LIMAYEM  
LORAY D. MOSHER



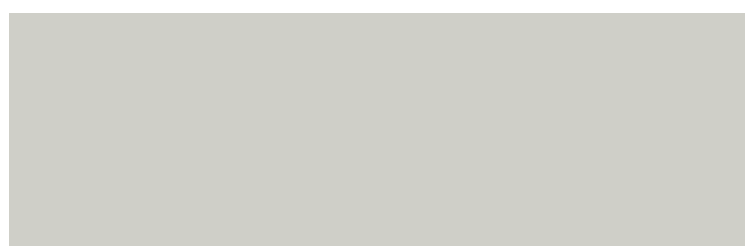
SCOTT O'LEARY-KELLY  
JOHN OZMENT  
ARLENE PRESS  
CAROLE SHOOK



MATTHEW WALLER  
BRENT D. WILLIAMS  
VIKAS ANAND\*  
CARY A. DECK\*



JOHN E. DELERY\*  
NINA GUPTA\*  
JON JOHNSON\*  
VERNON J. RICHARDSON\*  
RONN J. SMITH\*



\*DENOTES AFFILIATED  
FACULTY

Transportation and Logistics faculty and Center staff work closely to provide opportunities for students, collaborate on research and provide educational opportunities for logistics professionals. Affiliated faculty collaborate with the Center and provide top-notch research in fields related to supply chain.

#### JOHN A. ALOYSIUS

Associate Professor, Supply Chain Management  
Specialties: Technology in the Supply Chain, Behavioral Supply Chain Management

#### DON BECHTEL

Executive in Residence, Supply Chain Management  
Specialties: Supply Chain Strategy, Transportation and Warehousing, Integrated Business Planning

#### JIM CROWELL

Director, Supply Chain Management Research Center; Adjunct Faculty, Supply Chain Management  
Specialties: Logistics Planning, Procurement, Transportation and Warehousing

#### ADRIANA ROSSITER HOFER

Assistant Professor, Supply Chain Management  
Specialties: Supply Chain Relationships, Logistics Outsourcing

#### CHRISTIAN HOFER

Assistant Professor, Supply Chain Management  
Specialties: Empirical Supply Chain and Inventory Research, Transportation Economics

#### DAVID HYATT

Clinical Assistant Professor, Supply Chain Management  
Specialties: Collaboration and Cross-Sector Partnerships for Sustainability

#### MOEZ LIMAYEM

Associate Dean for Research and Graduate Studies; Edwin & Karlee Bradberry Chair in Information Systems  
Specialties: Customer Relationship Management, Social and its impact on organizational performance, IT use and adoption, Business Process Re-engineering, Social Media and its impact on organizational performance

#### LORAY D. MOSHER

Assistant Director/Research Associate, Supply Chain Management Research Center  
Specialties: Educational Justice, Small Business Logistics, Diversity, Women in Logistics

#### SCOTT W. O'LEARY-KELLY

Associate Professor, Supply Chain Management; Business Core Curriculum Director  
Research Interests: Manufacturing-Marketing/Sales Decision Optimization, Manufacturing-Related Strategic Issues, Manufacturing Flexibility Issues, Supply Chain Management

#### JOHN OZMENT

Professor, Supply Chain Management; Oren Harris Chair in Transportation  
Specialties: Behaviors of costs and revenues in response to changes in service levels provided by shippers and carriers; relationships between corporate culture, business strategy and firm performance in transportation and logistics settings.

#### ARLENE PRESS

Program Coordinator, Supply Chain Management Research Center  
Specialties: Educational Program Management, Event Planning

#### CAROLE SHOOK

Instructor, Supply Chain Management  
Specialties: Retail Strategy, Retail Math Applications in the Supply Chain, Student Learning Issues

#### MATTHEW WALLER

Department Chair and Professor, Supply Chain Management; Garrison Endowed Chair in Supply Chain  
Specialties: Logistics Modeling, Supply Chain Management

#### BRENT D. WILLIAMS

Assistant Professor, Supply Chain Management  
Specialties: Retail Forecasting, Inventory Management

#### VIKAS ANAND \*

Associate Professor, Management  
Research Interests: Business Ethics, Organizational Knowledge, Globalization of Business Practices

#### CARY A. DECK \*

Professor, Economics  
Research Interests: Experimental Economics, Strategic Behavior

#### JOHN E. DELERY \*

Professor, Raymond F. Orr Chair in Management  
Research Interests: Strategic Management of Human Resources, Structure of HRM Systems, High Performance/High Commitment Work Systems, Employee Selection Systems

#### NINA GUPTA \*

Professor, John H. Tyson Chair in Management  
Research Interests: Reward and Compensation Systems, Dysfunctional Employee Behaviors, Effective Implementation of Quality and Other Initiatives

#### JON JOHNSON \*

Professor, Management and Walton Professorship in Sustainability;  
Academic Director, The Sustainability Consortium  
Research Interests: Corporate Governance, Social Networks within and between organizations

#### VERNON J. RICHARDSON \*

Professor, S. Robson Walton Chair in Accounting and Accounting Department Chair  
Research Interests: Information Technology and the Capital Markets, Business Value of Information Technology, Internet Financial Reporting

#### RONN J. SMITH \*

Assistant Professor, Marketing and Logistics  
Research Interests: Consumer Psychology, Consumer Behavior

# FACULTY RESEARCH

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# FALL AND SPRING BOARD SYMPOSIA



Dr. Yaron Brook presenting to board members

## Fall Board Meeting

The 2010 Fall Symposium “Forging Ahead: Advancing Supply Chain Education” took place on Oct. 7, 2010, and featured an impressive program of executive and academic speakers. Moez Limayem, associate dean for research and graduate studies for the Walton College began the day with a university and college strategic update. Presenting a board company focus was Paul Bergant, executive vice president and chief marketing officer of J.B. Hunt Transport Services Inc. and president of J.B. Hunt Intermodal. Bergant presented the story of J.B. Hunt Intermodal, one of the company’s fastest growing business segments, which employs more than 2,500 drivers.

Following a morning break, board members shifted the focus to academics and supply chain students. Presenting on the SCMRC Mentorship Program were Johnnie Dobbs, executive vice president logistics for Walmart; Matthew Lindsey, senior director of supply chain and customer service for Unilever; Guy Lord, managing director of strategic planning and analysis for FedEx Freight; and Tony Shelton, vice president of supply chain for Nestlé. The SCMRC Mentoring Program will be piloted in the fall of 2011 under the direction of SCMRC staff, Arlene Press, program coordinator, and Kristie Spielmaker, student coordinator.

During the afternoon, board members were treated to some of the latest research conducted by academics in supply chain management. Michael Galbreth, assistant professor of management science at the Moore School of Business at the University of South Carolina, joined Walton College professor Matthew Waller in a presentation on “Supply Chain Waste.” John Aloysius and Scott O’Leary-Kelly, both associate professors at the Walton College, led a discussion on “Harnessing the Wisdom of Experts: Making Decisions,” which was followed by a joint presentation,

“A Framework for Institutional Contributions of Business Logistics in Disaster Recover Operations” given by David Swanson with Henry Jin providing “Total Cost Orientation.” Swanson and Jin are second year Ph.D. candidates.

Wes Kemp, chief executive officer of ABF Freight System Inc. and chair of the SCMRC Conference Committee, introduced the 2011 spring conference topic “Global Supply Chains in an Ayn Rand World”, recommending Dr. Yaron Brook, president of the Ayn Rand Institute, as keynote. Gary Maxwell, senior vice president of international innovation for Walmart was joined by Rick Sorrell, international supply chain leader - Walmart team, Procter and Gamble, as they closed the day with board members inventorying the most important supply chain issues.

## Spring Board Meeting

The spring board meeting was held on March 16, preceding the 10th annual SCMRC conference. The half-day session began as board members outlined and signed up for strategic action committees to achieve the SCMRC’s mission in five areas: student interaction, curriculum and executive education, research, development, and membership.

As has become a tradition over the years, part of the afternoon meeting was reserved for board members to engage the conference keynote speaker. Dr. Yaron Brook led the group in a discussion of free market capitalism, socialism and today’s global marketplace realities, a discussion that continued into dinner.

Walton College students who have demonstrated a commitment to transportation and logistics were invited to a networking dinner for students and board members, hosted by the Supply Chain Management Research Center.

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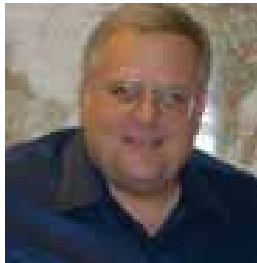
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## BOARD MEMBER SPOTLIGHT



**SHELIA BENTON**  
SENIOR DIRECTOR, CUSTOMER CARE  
U.S. PFIZER CONSUMER HEALTHCARE

Sheila Benton has been a member of the Center's Board of Directors since 2006. Sharing supply chain experiences and perspectives with students is one of her passions and the driving force behind her continued involvement with the center. She has interacted with board members and students on various committees, served as a judge for the International Graduate Case Competition, partnered with the faculty to deliver targeted education programs to Pfizer colleagues, sponsored summer interns, and recruited graduates to fill locally based supply chain positions.

Benton began her professional career with Pfizer Consumer Healthcare 34 years ago. She has led many process improvement initiatives that have delivered order-to-cash efficiency, expanded technical capabilities, improved supply chain performance, and produced millions of dollars in year over year cost savings.

Her interests outside of Pfizer include volunteer work, golf, traveling, reading and her border collie Fly.

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Graham Wills  
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Supply Chain, Global Supply  
Chain  
Kraft Foods

Brian Louis  
Supply Chain Customer  
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America, Walmart Business Team  
Kraft Foods

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Walmart Account  
Nestlé USA

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Walmart

Johnnie Dobbis  
Executive Vice President,  
Logistics  
Walmart

Gary Maxwell  
Senior Vice President International  
Innovation  
Walmart

# BOARD MEMBER COMPANIES

## SUPPLY CHAIN ANNOUNCES THREE NEW COMPANIES



Cat brand, owned by Caterpillar, represents the largest and most respected family of products and services in earth-moving industries across the world.



Through astute acquisitions and licensing partnerships, Coty Inc., has achieved a leadership position in fragrance and has quickly emerged as a leading global beauty company with offices in more than 30 countries.



Kraft Foods is building a global powerhouse and a portfolio of brands people love. With annual revenues of approximately \$48 billion, the company is the world's second largest food company, making products for consumers in approximately 170 countries.



# WALTON OUTREACH

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Produced by the Office of External Relations  
August 2011



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