Supply Chain “Uber” Trends:  
Major Changes Impacting the Future of SCM

Wednesday, April 20th, 2016 | 8:00 a.m. - 4:00 p.m.
Donald W. Reynolds Center for Enterprise Development
University of Arkansas, Fayetteville Campus

7:00 a.m. - 8:00 a.m.
Check-in and Continental Breakfast
Donald W. Reynolds Center, Rooms 103 (Seminar A) and 111 (Seminar B)

8:00 a.m. - 8:15 a.m.
Welcome
Donald W. Reynolds Center, Room 120 (Auditorium)
- Dr. Terry Esper, Executive Director, Supply Chain Management Research Center (SCMRC) and Associate Professor, Department of Supply Chain Management (SCM), Walton College
- Dr. Matthew Waller, Interim Dean, Walton College

8:15 a.m. - 9:15 a.m.
- Morning Keynote Speaker: Noël Perry, Transportation Economist

Major short run trends in economics, energy and regulation will substantially cloud the supply chain environment over the next four years, likely coalescing into the mother of all capacity crises. Just as the marketplace is learning to manage that challenge, there will likely be a radical swing to a market of abundant capacity. These and other economic insights will be discussed in the opening keynote presentation.

9:15 a.m. – 9:55 a.m.
“Uber” Trend:  The Changing Consumer
- Walton Insights: Dr. Terry Esper
- Dr. Brent Williams, Chair, Department of SCM, Walton College

Without question, a major force in today’s supply chain environment is the changing consumer. With new demands, new shopping patterns, and new means of communication, the consumer of today is shaping a new SCM mindset. In this session, the speakers will focus on the emerging consumer, with particular dialogue on why upstream supply chain entities should care.

9:55 a.m. - 10:15 a.m.
Networking Break
Donald W. Reynolds Center, Rooms 101 (Atrium) and 111 (Seminar B)

10:15 p.m. – 11:15 p.m.
“Uber” Trend:  Supply Chain Visibility, Safety, and Integrity
Donald W. Reynolds Center, Room 120 (Auditorium)
- Walton Insights: SCM Students Presentation
- Featured Speakers: Ryan Richard, GS1
  Jeff Metersky, LLamasoft
Maintaining supply chain visibility is a paramount concern for supply chain managers. This issue becomes particularly pressing when managing supply chains for products that require enhanced safety, temperature control, and overall shipment integrity. This session will highlight the latest trends on these topics, with emphasis on future concerns and emerging technologies.

11:15 a.m. - 11:30 a.m.  
**Morning Wrap**  
- Dr. Terry Esper

11:30 a.m. - 12:00 p.m.  
**Speed Networking with Students and Refreshments**  
*Donald W. Reynolds Center, Rooms 103 (Seminar A) and 111 (Seminar B)*

12:00 p.m. - 1:00 p.m.  
**Lunch**  
*Willard J. Walker Hall, Room 203 (H.L. Hembree Room)*  
*Donald W. Reynolds Center, Rooms 101 (Atrium), 103 (Seminar A), and 111 (Seminar B)*

1:00 p.m. – 2:15 p.m.  
**“Uber” Trend: The “Uberization” of Supply Chain Management Operations through Online Marketplaces**  
- Featured Speakers: Don Thornton, Senior VP Sales & Marketing, DAT Solutions  
  Karl Siebrecht, CEO, FLEXE  
  Shawn Graves, VP Logistics and Supply Chain, J.B. Hunt Transport, Inc.  
- Moderator: Anníbal Sodero, Department of SCM, Walton College

*Über is considered by many as one of the most innovative and groundbreaking contemporary business ideas. The Uber business model has become so popular that the term “Uberization” has emerged to represent exchange platforms through which firms and customers can engage in online connections and business opportunities. In this session, representatives of firms involved in the “Uberization” of logistics will discuss this new SCM dynamic, followed by a panel discussion on how future SCM decision-making might be affected.*

2:15 p.m. – 2:35 p.m.  
**Networking Break**  
*Donald W. Reynolds Center, Rooms 101 (Atrium), 103 (Seminar A), and 111 (Seminar B)*

2:35 p.m. – 3:15 p.m.  
**“Uber” Trend: Millennials and Beyond: The Changing Supply Chain Management Workforce**  
- Featured Speaker: Dan Harris, Director of Tyson Center for Faith and Spirituality in the Workplace, Walton College  
- Moderator: Denise Natishan, Cameron Smith Associates  
- Student Panel

*How do we effectively inspire, develop, and connect with new supply chain talent? This question has plagued SCM executives for years, but has grown in significance as a fresh, new, and often misunderstood “Millenial” workforce has begun to take their place in the workforce. This session will allow talent management professionals and some of our best and brightest students to weigh in on this issue, providing valuable insights in the process.*

3:15 p.m. - 3:55 p.m.  
**“Uber” Trend: The New Global Supply Chain Management Agenda**  
- Afternoon Keynote: Dr. Ted Stank, Immediate Past Chair, CSCMP

*The only constant in managing global supply chains is “change”. In this engaging session, the speaker will highlight emerging trends in managing supply chains. The session will focus specifically on examples of new and innovative ways to approach SCM initiatives when considering contemporary issues and challenges.*
3:55 p.m. - 4:00 p.m.  

Conference Wrap
- Dr. Terry Esper