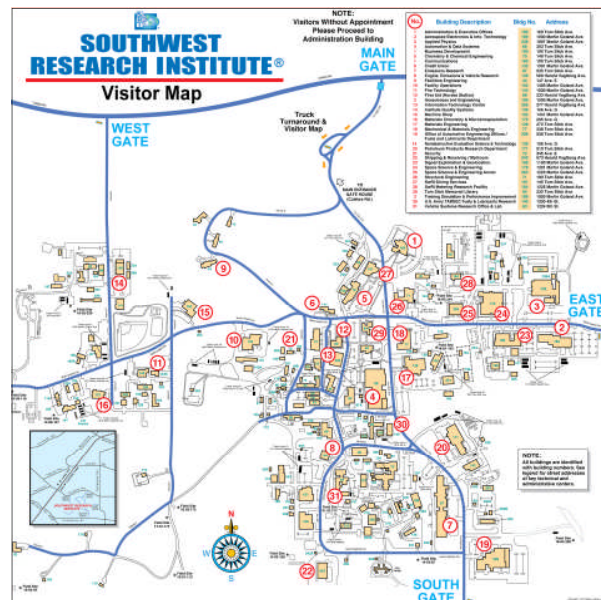
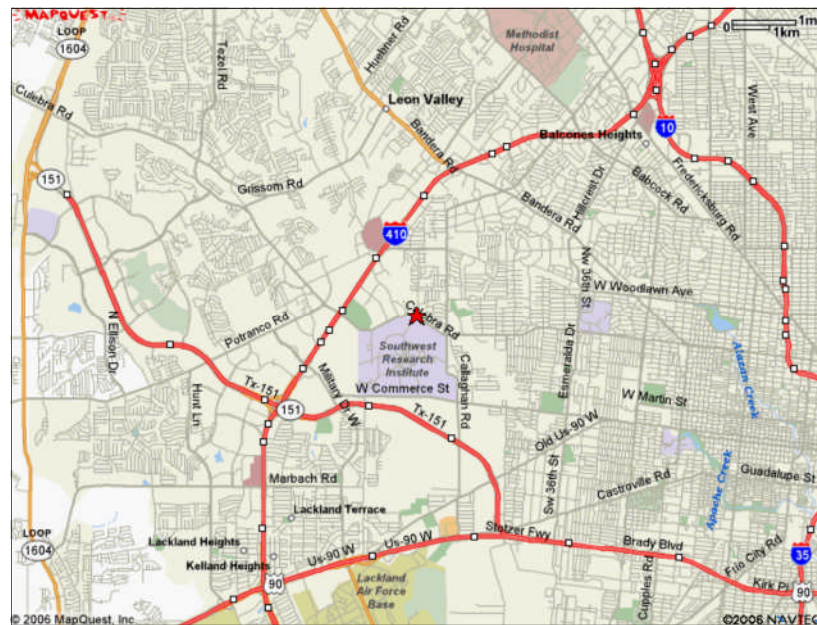


DIRECTIONS TO—SOUTHWEST RESEARCH INSTITUTE Texas Manufacturing Assistance Center

6220 Culebra Road, Building 68, CR—A12
San Antonio, TX 78238

- From SwRI Main Gate travel straight on Tom Slick Avenue.
- Proceed to 4-way stop, continue straight.
- Building 68 is located at 303 Tom Slick Ave. on your right, also known as “Automation and Data Systems” (see map below).
- Parking is directly across the street.
- Please sign in at our receptionist desk and they will notify us of your arrival.



The
San Antonio Manufacturers Association (SAMA)
Proudly Presents

CUSTOMER-FOCUSED SUPPLY CHAIN MANAGEMENT

THURSDAY, JULY 27, 2017—8:30AM TO 5:00PM

**PRESENTED BY
PAT TARVER, PRESIDENT, APICS—SAN ANTONIO CHAPTER**

CO-SPONSORED BY



TEXAS MANUFACTURING ASSISTANCE CENTER

Located at the Southwest Research Institute
6220 Culebra Road, Building 68, CR—A12, San Antonio, Texas 78238

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CUSTOMER-FOCUSED SUPPLY CHAIN MANAGEMENT

AGENDA—JULY 27, 2017

Supply Chain Management (SCM) was introduced in the 1990's as a buzzword often used by logistics and software providers to describe the integrated network of product, information, and cash flow between the various entities in a supply chain. Supply chain management has crossed over from being a narrow management function to being a key differentiating function. Supply Chain Management focused on the customer is widely recognized as a better way of doing business in a complex global economy. Customer-Focused Supply Chain Management (CFSCM) is a strategic approach to acquiring goods and services. CFSCM is based on the idea that by enhancing your customers' overall satisfaction with your product in the long run, you will improve the profitability and efficiency of your entire enterprise which includes your supply chain partners.

This workshop, Customer-Focused Supply Chain Management, will provide an insider's view of supply chain management. It offers fundamental knowledge of the functions of SCM and is designed to quickly and effectively educate team members who interact with or support supply chain activities, helping to increase efficiency and generate ideas for improvements. After this course, participants can more fully contribute to the cross-functional and inter-organizational processes of a successful supply chain.

Persons who attend this workshop will—

- Learn the basic terminology used in SCM and be able to effectively communicate with SCM teams.
- Understand the basic elements of SCM and how improvements in processes and communication can lead to increased overall customer satisfaction and profitability.
- Be more fully integrated as a part of the team supporting the increasingly important SCM function.
- Improve collaboration and decision-making across corporate functions/silos.
- Enable supply chain teams and organizations to better meet customer's needs.

The workshop is divided into 3 major sections—

1. **Defining customer-focused supply chain management**
 - Basics of customer-focused supply chain management
 - The customer and SCM
 - Performance measures for SCM
 - Benefits and financial impact of SCM
2. **Key Elements in customer-focused SCM**
 - Globalization and SCM
 - Outsourcing and SCM
 - Risk Management, security and compliance
 - Collaboration
 - Information Technology
 - Service/ product design
 - Sustainability
3. **Key Processes supporting customer-focused SCM**
 - Operational planning and control
 - Supply management
 - Distribution management
 - Key success factors



WHO SHOULD ATTEND

Supply chain management, materials management, purchasing, engineering, sales and service, human resources, customer service, marketing.

REGISTRATION INFORMATION

ATTENDEE FEES—SPACE LIMITED...DON'T WAIT TO REGISTER!

EARLY BIRD REGISTRATION—PAYMENT RECEIVED BY JULY 8, 2017

- _____ \$150—Per Person For SAMA Members or Their Sponsored Guest
- _____ \$175—Per Person For Non-Members

REGULAR REGISTRATION—PAYMENT RECEIVED ON OR AFTER JULY 9, 2017

- _____ \$175—Per Person For SAMA Members or Their Sponsored Guest
- _____ \$200—Per Person For Non-Members

Fee includes the continental breakfast, lunch, break refreshment, all program presentations, and attendee handout.

Cancellations must be in writing and received by July 8, 2017 to receive a refund. Substitutions are acceptable, but please notify the SAMA office of any changes (210) 979-7530.

REGISTRATION FORM

Company _____ Attendee _____

Address _____ City _____ Zip _____

Email _____ Phone _____

PAYMENT INFORMATION

\$ _____ **Check**—Complete form and make check payable to SAMA, then mail both to: San Antonio Manufacturers Association, 9607 Broadway, Suite C, San Antonio, Texas 78217

\$ _____ **Online (SAMA's Preferred Method)**—Visit www.sama-tx.org, select "EVENTS" from the menu bar, then "Customer-Focused Supply Chain Management"

\$ _____ **Fax**—Complete form then return registration page only to (210) 979-0527

\$ _____ **Email**—Complete form then return via email to debbie@sama-tx.org

Credit Card No _____ Expiration Date _____

QUESTIONS OR MORE INFORMATION

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