

SOLE – The International Society of Logistics

presents

SOLE 2010

45th Annual International Logistics Conference and Exhibition

Omni Mandalay Hotel at Las Colinas

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Dallas (Irving), Texas

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17–19 August 2010

Workshops: 15-16 August 2010

Conference: 17-19 August 2010

GLOBAL LOGISTICS SUSTAINABILITY

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SOLE - The International Society of Logistics is proud to present three full days of exciting, educational and topical proceedings, designed to provide logisticians from all countries a unique understanding of the issues associated with the role of logistics in addressing the growing focus in the public and private sectors on seeking out sustainable products and services while also improving the sustainability of traditional ones (e.g., operational sustainability). At the same time, it will address the environmental pressures and attendant business liabilities on global logistics chains and operations. Some of the world's leading subject matter experts will lead the conference attendees in addressing a broad spectrum of issues critical to understanding the significance of logistics in the "sustainability imperative."

Under the leadership of this year's General Chair, Charles P. Nemfakos, former Deputy Undersecretary of the Department of the Navy and elected Fellow of the National Academy of Public Administration, the conference has been structured to explore all aspects of logistics and sustainability. The three-day symposium will – from both strategic and operational perspectives – horizontally examine the issues and interrelationships surrounding this emerging "mega-trend." Focus areas include:

- Transparency and Accountability in Logistics
- Designing and Sustainability
- Sustainability in Space
- Defining and Growing the 2020 Logistician
- Sustaining Capability through Risk Management
- Logistics Enterprise Sustainability
- The Role of Public-Private Logistics Partnerships
- Tradeoffs in Information Sharing and Information Protection
- New Structures for the Future

Day 1 (Tuesday, 17 August 2010) will lay the foundation for the conference by exploring the role of logistics and sustainability. From government, industry and academic vantage points the presenters throughout the day will address global sustainability concerns and how logistics initiatives can have an effect on many of those concerns.

Keynote Addresses: "*Sustainability Issues Facing the Global Logistics Community.*" Our opening keynote speakers - Charles Freese, Executive Director of Fuel Cell Activities, General Motors and Shannon E. Cunniff, Director, Chemical and Material Risk Management, Office of the Deputy Undersecretary of Defense (Installations & Environment) – will address the sustainability issues in supporting the global logistics community. The thought-provoking session will challenge the symposium audience of systems designers, operators and maintainers to adopt new processes and methods that will not only reduce the consumption of our limited global assets while enhancing operational readiness and support; but also minimize the environmental risk and impact of our activities.

Plenary Debate – "Logistics Influencing Design: Are We There Yet?" In what is sure to be a thought-provoking exchange of point and counterpoint, Randy T. Fowler, Assistant Deputy Undersecretary of Defense (Materiel Readiness) and Nicholas Torelli, Deputy Director, Office of the Assistant Undersecretary of Defense

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(Defense Research and Engineering/Systems Engineering) will explore both sides of the question of whether logistics is adequately influencing equipment and system design. With a challenge that the DoD community has not made enough progress/seen strong enough results in logistics impacting design, and an answer that logistics is adequately included in the design and planning phases, this moderated debate promises to be a lively exploration of the sufficiency of technology advancements and process changes/reform; as well as the organizational expectations that the acquisition and operational communities need to “get there.”

Scheduled such that all conference attendees will be able to participate in both offerings, *Moderated Panels* will talk to the challenges and benefits of including sustainability in a systems engineering approach for both product design and manufacturing processes.

- **“Design for Total Affordability.”** Suzanne C. Schwitalla, CPL, President, Ability Worldwide, Inc., will lead this panel in addressing - from commercial, industry, defense and academic standpoints - the critical impact designing for both supportability and sustainability has on a system’s total life cycle operational capability and sustainment costs. The group will explore the business dilemmas faced by supportability vs. sustainability trade-offs, especially under financial constraints; as well as changes in risk assumption and channels of post-production support.

- **“The Logistics of Global Stewardship.”** As perhaps the largest consumer of energy in the U.S. economy, the Federal government can and should lead by example when it comes to creating innovative ways to reduce greenhouse gas emissions, increase energy efficiency, conserve water, reduce waste, and use environmentally - responsible products and technologies. This panel will explore how system design and life cycle support must work together to engineer systems, platforms, equipment, facilities and operations to protect readiness, people and the environment by identifying, managing and reducing environmental risks and energy consumption – regardless of operational setting.

Continuing the day’s theme of sustainability in system design and life cycle support, concurrent *“Best Practices” Paper Presentations* will focus on issues such as those associated with the inclusion or exclusion of sustainability considerations in the engineering phase of new product design and development and/or manufacturing; insertion of advance sustainment technologies in the planning phases; development and use of the right models and metrics for both sustainability and supportability; and sustainability in the power generation and energy industries, both here and abroad.

Building upon the present and looking toward the future, **Day 2 (Wednesday, 18 August 2010)** will open with a keynote address and a plenary session that will explore not only changing management and design paradigms, but also industry cultures to lay the framework for both enhanced capability and long-term sustainability of both missions and operations.

Keynote Address: Frank J. Cepollina, Deputy Associate Director, Space Servicing Capabilities Office, NASA Goddard Spaceflight Center, will open the day with a look at **“Sustainability in Space: Mission Possible.”** A 2003 inductee into the National Inventors Hall of Fame and the 2005 winner of SOLE’s Jack H. William Space Logistics Medal for his seminal role as Lead Engineer for the Hubble Space Telescope servicing missions, his 40+ year-long commitment to preserving and upgrading precious space assets through in-orbit repair as the best, most cost-effective way to do business in space has led to the integration of engineering design and logistics support in all aspects of space flight (both manned and unmanned). Mr. Cepollina will share with attendees NASA’s current initiative to demonstrate that a wide range of satellite repair, refueling and maintenance activities can be performed by human and robotic missions; with the ultimate long-term goal being technology transfer to the commercial sector.

Plenary Round Table – Brig Gen (Ret) Robert E. Mansfield will moderate senior leaders from government and industry in an exploration of **“Logistics Enterprise Sustainability: Getting from Here to There.”** With today’s global economic environment as a frame of reference, the group will issue a challenge to leadership to shift from a culture of outsourcing and bottom-line management to one of restoration of manufacturing capabilities and technical excellence/expertise.

Day 2’s *Moderated Panels* will explore the relationships between the practice and the practitioner by highlighting the role the workforce plays in achieving operational and system sustainment.

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- **“Sustaining Capability through Risk Management.”** Future supply chain risk management will require a greater awareness of the threats, vulnerabilities, and consequences associated with acquisition decisions; the development and employment of tools and resources to technically and operationally mitigate risk across the lifecycle of products (from design through retirement); the development of new acquisition policies and practices that reflect the complex global marketplace; and partnership with industry to develop and adopt supply chain and risk management standards and best practices.

- **“The 2020 Logistician.”** As the first decade of the 21st Century draws to a close, the demands for system sustainment may well be at the highest levels in more than four decades. Analysis of the many lessons learned from rapid industry globalization, high defense engagement, and the interdependence of national security requirements over the past ten years has led to a redefining of the role of the logistician in both the government and civilian sectors. Dr. James H. Barnard, CPL, Logistics and Supply Chain Management Program Chair for Embry-Riddle Aeronautical University – Worldwide and his panel will explore this redefinition by discussing who will “define” the 2020 logistician; identify those areas with the most critical need for the “new” logistician; and provide insight into just how those needs could be met.

Identifying and reinforcing the “how’s” and “why’s” will be the day’s *“Best Practices” Paper Presentations*. Through the discussion of case studies and tools, presenters will address issues associated with the operational aspects of sustainability such as preparing for the unexpected, (e.g., extreme solar weather, mitigating risk in the global supply chain, the role of employees in risk management); the impact of the declining supply base on the US aerospace industry; sustainability through security; and risk analysis for health care logistics sustainability.

With an eye toward the future, **Day 3 (Thursday, 19 August)** will explore the aspect of changing practices, and those emerging requirements and constraints that will shape the delivery of sustainability.

Keynote Address: “Transparency and Accountability in Logistics.” In light of the current economic instability and fiscal constraints, it is imperative that the public sector improve its stewardship of its diminishing resources. In this keynote, Richard L. Skinner, Inspector General of the US Department of Homeland Security, will address the need and requirements for greater accountability and transparency in the management of public programs. Building upon both his recent testimony to the United States Congress, and numerous operational reports, this highly-respected public servant will speak to the critical role that accountability and transparency play in the sustainment - and sustainability - of mission delivery and effectiveness.

Plenary Round Table – “Public-Private Partnerships: Thinking Locally, Acting Globally,” moderated by Arthur L. Smith, Vice President, Finance, National Council for Public Private Partnerships, will bring together thought leaders from the public and private sectors to discuss developing trends and the global marketplace for logistics partnerships. The participants will explore the need for new relationships between government agencies and industry to deliver state-of-the art solutions both to rebuild our decaying and failing global physical infrastructure and ensure sustainability of the global supply chain.

The conference’s morning *Moderated Panels* will provide insights into some of the more pressing decisions management faces in designing/redesigning both organizational structures and their supporting infrastructures.

- **“Tradeoffs in Information Sharing and Protection.”** Both the revolution in information technology and vast improvements in information management systems ushered in an atmosphere of information sharing to improve collaborative decision making. However, the global security challenges subsequent to the September, 2001 attacks on the World Trade Center and the Pentagon precipitated a critical look at the need to share information – yet we still face major challenges in balancing the need to share information for decision making with data protection. Data security and forensic expert Duane Hopkins, President, Innovative Corporate Solutions and his panel will not only address where we are today in balancing these challenges, but also discuss the implications this dilemma has on both the development and sustainability of logistics information systems.

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- **“Restructuring for the Future – Now.”** Dr. John L. Motloch, Director of Ball State University’s Land Design Institute, and his panel of experts from government, industry and academia will examine global sustainability as we move from a period of accelerated resource consumption and waste generation to one based on a new economic model of maximized resource productivity. As the knowledge-driven integration of resource life-cycles into supply chains unfolds, competitive advantages will shift away from traditional linear toward innovative non-linear supply strategies. Logisticians will be at center stage in the “eco-economic” restructuring of businesses and institutional organization models and practices.

Concurrent “*Best Practices*” *Paper Presentations* will conclude the symposium with a look at aspects of sustainability delivery such as information sharing as a tool for protection against counterfeit parts, design and development of data standards, protection of intellectual property, sustaining the logistics chain in developing countries, and the role of stakeholders in the development of emergency response and recovery.

Exhibit Hall: The Exhibit Hall will open with a reception on Monday evening and will close Wednesday afternoon. Major providers of logistics products and services – from the government and private sectors, as well as academia – will demonstrate their capabilities. To ensure optimum access to these displays, the Reception on Monday, lunch on Tuesday and Wednesday and refreshment breaks will be held in the Exhibit Hall.

Workshops: As in the past, pre-conference technical workshops will be presented on Sunday and Monday. Workshops currently scheduled include:

- **Systems Engineering for Logistics** (4 hours, Sunday AM, 15 August) This workshop explores the concepts of systems engineering and management as integrated within logistics. Starting with an overview of the overall concepts, Dr. James H. Barnard, CPL, PMP (SOLE’s VP, Education) will focus on the key factors of reliability, maintainability, and sustainability. A working understanding of/ familiarity with statistics is required.

- **High Intensity Disaster Response Application (HIDRA): A Logistics-Oriented Approach to Disaster Response** (4 hours, Sunday PM, 15 August) Andrew Ogan, LMI Government Consulting, will lead attendees in interactive role-playing and model use designed to: 1/ appreciate the complexities of disaster response; 2/ understand the role of the logistician in disaster response; and 3/ learn about methods to gauge effective and successful disaster response.

- **Modeling, Simulation and Optimization for Analysis of Energy Issues in System Design and Acquisition** (4 hours, Monday AM, 16 August) Bruce M. Thompson, Sandia National Laboratories, will provide an overview of the impact of increased emphasis on the inclusion of energy efficiency metrics in overall analysis; discuss modeling and simulation tools; and present various approaches highlighting how to use them to explore energy efficiency issues at the system, organization, and enterprise levels.

- **Leadership Focus for Manufacturing Sustainability** (4 hours, Monday PM, 16 August) Brig Gen (Ret) Robert E. Mansfield, Embry-Riddle Aeronautical University – Worldwide will address the impact that the movement of US manufacturing off-shore is having on the US economy and national defense. All attendees will receive a copy of “*Aerospace Economic Report and Outlook 2010: Manufacturing Indicators for the Aviation and Aerospace Industry*.”

Special Events: A number of special events are planned, including the Opening Reception and book signing on Monday evening in the Exhibit Hall, a Welcome Reception on Tuesday evening, and both the President’s Luncheon and the annual Awards Banquet on Thursday. Keep checking the SOLE Web Site at www.sole.org for more details about the **SOLE 2010** Technical Program and Workshops.

Registration & Exhibits

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