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For Immediate Release

Former Kellogg Company CEO to Keynote CSCMP's Annual Global Conference; Futurist Jack Bacon to Close Event

Lombard, Illinois USA (April 28, 2010)—The Honorable Carlos M. Gutierrez, former Secretary of the US Department of Commerce and former CEO and chairman of the board of Kellogg Company, will be the opening General Session speaker at the Council of Supply Chain Management Professionals' (CSCMP) 2010 Annual Global Conference to be held September 26-29 in San Diego, California.

"We are thrilled to have Secretary Gutierrez keynote our conference," said Rick Blasgen, CSCMP president and CEO. "With experience in both the public and the private sectors, he will bring a unique perspective to our event, having faced the challenges of applying real world experience to government policies that impact all aspects of global trade. His presentation will highlight the synergies and conflicts between trade policy and business realities, and will give us a preview of the future of global trade."

Now the founder and chairman of international consulting service Global Political Strategies, Secretary Gutierrez began his career selling Kellogg's cereal to small grocery stores in Mexico City. The son of Cuban immigrants, he eventually rose to become the youngest CEO in the 100-year history of Kellogg Company. In 2005, he was tapped by President George W. Bush to be the 35th Secretary of the US Department of Commerce, playing an instrumental role in negotiating Free Trade Agreements with Columbia, Korea, and Panama. He currently serves on the boards of directors of Motorola, Occidental Petroleum, and United Technologies.

NASA scientist and futurist, Jack Bacon, PhD, P.Eng., will be Wednesday's Closing Session speaker. His presentation, entitled *Nonlinear Thinking for the Nonlinear World*, will explore the forces that cause revolutions in society, such as shifts in economics, transportation, demographics, and other social measures. He will also examine the state of the global supply chain, and reveal where the next trends may take us.

Dr. Bacon's career includes roles in the development of cutting edge technologies like controlled thermonuclear fusion, factory automation, and the globalization of business. He currently serves on the management team overseeing the construction and operation of the International Space Station.

CSCMP's Annual Global Conference is the largest of its kind for the supply chain management profession, hosting more than 3,000 practitioners, educators, and thought leaders from around the world. Over 100 educational sessions are planned. The Supply Chain of the Future will also debut at this year's event.

Founded in 1963, the Council of Supply Chain Management Professionals is the leading worldwide professional association dedicated to education, research, and the advancement of the supply chain management profession. With over 9,000 members globally, representing business, government, and academia from 63 countries, CSCMP members are the leading practitioners and authorities in the fields of logistics and supply chain management.

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