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News Release

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For Immediate Release

Strategic Supply Chain Management Overview Focus of Two CSCMP Workshops

Lombard, Illinois USA (March 21, 2011)—The Council of Supply Chain Management Professionals (CSCMP) will hold two *Strategic Supply Chain Management Workshops* this year. The first event will be held April 12-13, 2011 in Lombard, Illinois; the second will be held November 7-8, 2011 in Atlanta, Georgia.

The two-day intermediate-level sessions are designed to help industry leaders and those working outside the supply chain management (SCM) function with the challenges of leveraging SCM for competitive advantage, identifying core competencies, and understanding how they can be aligned for maximum benefit. The workshops will be led by supply chain veterans, Thomas L. Freese, principal of Freese & Associates, Inc., and Steve Geary, partner, Supply Chain Visions.

The programs are structured to examine supply chain strategies and case studies, and to allow attendees to participate in group work and interactive sessions that will explore the breadth of supply chain and its relevance to overall business strategy and success.

Workshop content will provide attendees with information on how supply chains interact, as well as how to incorporate supply chain strategies into overall business strategy, collaborate outside of supply chain functions, communicate supply chain solutions more effectively, and forecast supply chain impacts. Topics covered will include sales and operations planning, lean supply chain management, collaboration, metrics, supply chain resilience and the future direction of SCM.

The cost of the workshop is \$1,290 US. CSCMP members pay \$795 US; new members: \$1,090 US; CSCMP associate members: \$495 US; and CSCMP student members: \$395 US. Attendees who register 30 days or more prior to the November 7-8, 2011 workshop will receive \$100 US off the price of workshop. Registration is available at <http://cscmp.org/events/strategic-scm/registration-date.asp>.

For additional information about the *Strategic Supply Chain Management Workshops*, contact Heather Morys at hmorys@cscmp.org or +1 630.645.3454. Additional information is available at <http://cscmp.org/events/strategic-scm/index.asp>.

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