



News Release

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For Immediate Release

CSCMP, the University of Arkansas, and VICS to Host Fourth Annual RFID Forum

Lombard, Illinois USA (August 22, 2011)—The Council of Supply Chain Management Professionals (CSCMP), the RFID Research Center at the Sam M. Walton College of Business at the University of Arkansas, and Voluntary Interindustry Commerce Solutions (VICS) Association announced the fourth annual RFID Forum to be held October 25-26, 2011 in Fayetteville, Arkansas. The forum is open to all interested parties and will feature interactive sessions led by practitioners, academics, and other industry experts.

Attendees of the RFID Forum will be welcomed by Rick Blasgen, CSCMP president and chief executive officer, and Joe Andraski, president and chief executive officer of VICS. Mark Roberti, founder and president of *RFID Journal*, will give the keynote address, which will be followed by an update on the VICS Item-Level RFID Initiative (VILRI) from Bill Connell, senior vice president of Macy's and co-chair of the VILRI Communications and Outreach Committee. The event will feature progress reports on RFID projects at JC Penney and Macy's.

The RFID Forum will also include a presentation on EPC Global by Patrick Javick of GS1 US, and a workshop on Academic Supplier ROI/Executive Education by Dr. Brent Williams, David Cromhout, and Justin Patton of the Walton College. Three sessions on industry issues by solution providers will round out the event. In addition to the educational programming, forum attendees will have the opportunity to visit the RFID Research Center lab and view the latest developments in the industry.

"This forum will be of interest to any supply chain professional," said Blasgen. "We will be discussing how this exciting technology benefits those who embrace it as well as learning about the latest trends. In addition, attendees will have the opportunity to speak to both suppliers and users of item-level RFID, and share information and experiences. The event is focused on learning while driving the industry forward."

"The RFID Forum is an excellent opportunity to hear from some of the best minds in the industry and to network with retailers, suppliers, technology companies, consultants, academics, and others. It has quickly turned into a 'must-attend' event for everyone in the RFID community," said Dr. Williams.

“We are making tremendous progress with item-level RFID and the forum is a place where we can both inform our core audiences on the latest trends and hear from them about their experiences and insights. We’re looking forward to working with the University of Arkansas and CSCMP to make sure this is the best forum to date,” said Andraski.

The cost of the event is \$350.00 US for CSCMP, VICS, and RFID Research Center Board members and \$450.00 US for nonmembers (CSCMP or VICS). Registration is available at <http://cscmp.org/events/rfid/registration.asp>.

For more information about the RFID Forum, contact Heather Morys at hmorys@cscmp.org or +1 630.645.3454. Additional information is also available at <http://cscmp.org/events/rfid/index.asp>.

About CSCMP

Founded in 1963, the Council of Supply Chain Management Professionals (CSCMP) is the leading worldwide professional association dedicated to education, research and the advancement of the supply chain management profession. With nearly 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.

About the University of Arkansas RFID Research Center

The RFID Research Center is the premiere academic RFID research center focusing on business case and business value of RF and other identification technologies. The center has been at the forefront of retail research in RFID since 2005, and has published seminal research on the business value of RFID with Walmart, Dillard’s, JC Penney, Bloomingdale’s, and others. In addition, the center performs research focusing on defense, agriculture, aerospace, and asset tracking.

About VICS

The Voluntary Interindustry Commerce Solutions (VICS) Association has enabled companies in the retail and consumer-focused industries to eliminate billions of dollars of waste and delay. By creating voluntary guidelines, often referred to as “standards,” VICS created new best practices that ultimately lead to lower costs and better availability of products for consumers. VICS’ volunteer members improve the flow of products and information throughout retailing and the consumer-focused industries that supply retail.

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