



***Twenty-Seventh Annual
ISM-New York Conference
Overcoming Today's
Challenges***

Friday, March 26, 2010

New York Hilton

1335 Avenue of the Americas at 53rd Street, New York City

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8:30 A.M. Registration and Continental Breakfast

9:00 A.M. Opening Remarks by Joseph Robertson, C.P.M., President, ISM-New York

9:10 - 10:00 A.M.

NAVIGATING THE "NEW NORMAL": GLOBAL SOURCING IN TODAY'S ECONOMY

By Dan Braga, Partner, McKinsey & Company

In the past 18 months, we have witnessed an unprecedented rate of change in the forces that drive value in global sourcing - from economic (e.g., currency, transportation rates) to social (e.g., green movement) to political (e.g., increased protectionism). This rapid rate of change has given many chief purchasing officers pause on both the risks and opportunities associated with global sourcing. This presentation will summarize McKinsey's perspectives on the impact of these forces on the global sourcing landscape, both now and going forward, and offer guideposts for navigating global sourcing opportunities in a more volatile and uncertain global economy.

10:00 - 10:30 A.M. Visit the Educational Exhibitors - Refreshment Break

10:30 - 11:20 A.M.

LINKING ORGANIZATIONS AND CREATING SYNERGY: ACCELERATE BOTTOM-LINE BENEFITS

By Jaime M. Bohnke, Vice President Global Supply Chain, Tyco International

Despite the rapid economic downturn, 30% revenue drop and global financial system constraints in 2009, Tyco's Global Supply Chain Sourcing team exceeded the company's performance expectations. Hear how they addressed the burning platform and how capable people and a new operating model drove measurable results. The deployment of Communities of Practice that address process, gaps and ensure a unified approach to supply chain operations and a purchasing staff that acts like CEOs for the commodities they cover, resulted in deep cost reductions. For its achievements, Tyco was awarded the prestigious *Purchasing Magazine* "Medal of Professional Excellence" for 2009.

11:20 - 11:30 A.M. Break

11:30 - 12:20 P.M.

TOOLS FOR EFFECTIVELY MANAGING MARKETING AND ADVERTISING SERVICES

By Sal Vitale, C.P.M., Procurement Director, Marketing & Advertising, American Express

Advertising is a major spend category, with a tremendous impact on the company brand and revenue. This presentation will highlight the best practices and the challenges in managing advertising spend and uncover procurement opportunities across the advertising category. It will also describe how these concepts can be applied to other non-traditional services to manage spend, generate savings and drive value.

**12:20 - 1:00 P.M. Lunch - Presentation of a Proclamation from New York City Mayor Michael R. Bloomberg declaring
March 2010 Supply Management Month in New York City**

1:00 - 2:00 P.M. SPEAKER PANEL DISCUSSION AND NETWORKING

2:00 - 2:30 P.M. Visit the Educational Exhibits

2:30 - 3:20 P.M.

SUSTAINABILITY AT RAYTHEON - HOW YOU CAN GROW YOUR BUSINESS AND REDUCE YOUR FOOTPRINT

By David R. Chamberlain, P.E., C.E.M., G.B.E., Principal Energy Engineer, Engineering Operations, Raytheon

With 73,000 employees worldwide, Raytheon Company has a significant environmental footprint. This presentation will cover Raytheon's sustainability initiatives involving energy efficiency, supply chain management, waste reduction, environmental protection and community outreach efforts. Attendees will learn how Raytheon is reducing its footprint while growing the business and how other organizations can replicate this success.

3:20 - 3:30 P.M. Refreshment Break

3:30 - 4:20 P.M.

THE "NO EXCUSES" SUPPLY CHAIN: REMOVE BARRIERS, IMPROVE OPERATIONS, SAVE MONEY

By Gary A. Smith, CPIM, CSCP, Director of Supply Chain Operations, New York City Housing Authority

The New York City Housing Authority (NYCHA) is the largest public housing authority in the United States. It is New York City's largest property owner, representing 8.3% of the City's rental units and is home to 5% of the City's residents. NYCHA's Supply Chain Operations (SCO) is responsible for sourcing, purchasing, warehousing and delivering material used to maintain and repair the Authority's 179,000 apartments in 340 developments. This presentation will discuss how SCO's "No Excuses" Supply Chain Management philosophy is removing barriers between internal and external entities and adopting practices that save the Authority time and money, as well as contributing to NYCHA's Sustainability Plan. In this session, you will learn how a "No Excuses" Supply Chain can benefit you and your supply management department.

7.5 CPSM/C.P.M./A.P.P. CREDIT HOURS WILL BE AWARDED FOR FULL REGISTRATION AND ATTENDANCE



DAN BRAGA is a partner in the Chicago Office of McKinsey & Company and a leader of the firm's Purchasing & Supply Management Practice. Since joining McKinsey in 1997, Mr. Braga has worked with clients across a wide range of industries to drive significant strategic and operational impact. This has included working with clients to shape business plans to reach world-class purchasing performance and leading multiple client teams to substantially reduce direct and indirect costs. In one effort, he worked closely with a leading Fortune 100 company over nine months to launch and build a direct-to-Asia global sourcing capability and organization, growing from zero to more than \$500 million of direct-purchased goods within two years. Mr. Braga holds a BA from the University of Michigan, an MPA from Harvard and an MBA from MIT.



JAIME M. BOHNKE is Vice President Global Supply Chain at Tyco International, where she is responsible for creating and leading cross-business functions, including logistics, SCM systems, supplier risk, SCM training & development and the strategic sourcing of \$13 billion in goods and services. Prior to joining Tyco in 2008, Ms. Bohnke was Vice President Global Supply Chain at Westinghouse, where she reorganized the entire integrated supply chain and delivered significant cost improvement. Previously, at Raytheon, she was responsible for a 4,400 employee-based operation, which included a 900 person supply chain team. Ms. Bohnke holds active memberships in ISM, NMSDC, CSCMP, WBENC and is the Chair of Council of Logistic Management Board of Arizona State University. Ms. Bohnke earned her BA in Management and MBA from Azusa Pacific University and holds a Doctorate in Organizational Behavior and Business Policy.



SAL VITALE, C.P.M. is Procurement Director of Marketing and Advertising at American Express Company. He is responsible for leading the Marketing Services & Advertising procurement team in driving strategic sourcing strategies, cost reduction initiatives, negotiations, contract execution, supplier management, operational efficiencies and bypass elimination. He works closely with internal customers to build partner-based relationships to drive internal satisfaction and strategic alignment. Prior to joining American Express, Mr. Vitale held management positions at C.I.T. Financial Corporation and a New York advertising agency. He graduated with honors from Baruch College with a BBA and received his MBA in Marketing Management from Wagner College. Mr. Vitale is a former President of ISM-New York and was the recipient of its J.H. Leonard Award in 2005.



DAVID R. CHAMBERLAIN, P.E., C.E.M., G.B.E. is a Principal Energy Engineer for the Integrated Defense Systems (IDS) business at Raytheon Company. He and his two IDS teammates are responsible for energy management of five million square feet of office, laboratory and manufacturing facilities. Mr. Chamberlain also has a key role with Raytheon's Enterprise Energy Team and manages Raytheon's ENERGY STAR partnership with the U.S. Environmental Protection Agency and the U.S. Department of Energy. He is a registered Professional Engineer in Massachusetts, a Certified Energy Manager and a Certified Green Building Engineer. Mr. Chamberlain serves as co-chair of the Energy Management Council of the Associated Industries of Massachusetts. He has a BS in mechanical engineering from the University of New Hampshire and an MS in mechanical engineering from Northeastern University.



GARY A. SMITH, CPIM, CSCP is Director of Supply Chain Operations for the New York City Housing Authority. He is responsible for the sourcing, procurement, warehousing and delivery of all material used in the operations and maintenance of 179,000 public housing units in New York City. Prior to joining the Authority in 2004, he spent most of his thirty-year career in private sector supply chain management and consulting in manufacturing, retail, food, automotive and pharmaceutical industries with such firms as J.C. Penney, Garr Consulting (now part of Deloitte) and KPMG. He is active in the Council of Supply Chain Management Professionals and APICS, where he currently holds board positions in both NYC chapters. Mr. Smith holds a BS in Industrial Management from the Georgia Institute of Technology.

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REGISTRATION INFORMATION

TO REGISTER: Registration must be in advance, and may be made up to the time of the Conference, subject to confirmation.

REGISTRATION FEE: Indicate method of payment below. Make checks payable to ISM-New York.

	Member	Non-Member	TEAM RATES - 2+ Members and/or Non-Members
EARLY BIRD - Postmarked Before March 5, 2010	\$350	\$395	\$325/person from the same organization
Postmarked After March 5, 2010	\$395	\$495	\$350/person

NON-MEMBERS of ISM-New York but members of other ISM affiliates or APICS are welcome to attend ISM-New York educational programs at member rates, subject to presentation of proof of membership.

CONFIRMATION: Confirmations will be e-mailed to registrants approximately one week prior to the Conference.

CANCELLATIONS & REFUNDS: Confirmed registrations may be cancelled and tuition refunded, less a \$100 administrative fee, if cancellations are received no later than five business days prior to the date of the Conference. Registrants who have been confirmed (and not cancelled on time) but are unable to attend the Conference are liable for the entire fee. Substitutions may be made at any time.

HOTEL ACCOMMODATIONS: ISM-New York does not arrange hotel accommodations. Registrants who wish to stay at the conference site may reach the Hilton by calling (212) 586-7000.

REGISTRATION FORM

Peter Oppenheimer, C.P.M.
ISM - New York, Inc.
69 Susquehanna Avenue
Great Neck, NY 11021- 3819

Please photocopy this form for additional registrations
For faster registration:
Phone (516) 466-9822 or Fax (516) 466-4141
E-mail: poppenheimer@ismny.org

Please register me for the Twenty-Seventh Annual ISM-New York Conference to be held on Friday, March 26, 2010.

Name (Please print) _____ Title _____

Organization _____

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Member Non-Member Confirming phone registration Send membership application

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