

SUPPLY CHAIN 2010 CONFERENCE

THE INDUSTRY'S ONLY CEO-LEVEL CONFERENCE
FOCUSED ON ALL SEGMENTS OF THE SUPPLY CHAIN



January 20–22, 2010

The Breakers Hotel
Palm Beach, Florida

Conference Overview

In 2009, the BGSA Supply Chain Conference was considered the premiere CEO-level event in the industry. Over 120 CEOs and industry leaders joined us in Palm Beach at The Breakers. We intend to make the BGSA Supply Chain 2010 Conference even better!

This event represents an exciting opportunity to meet, network, explore ideas, and learn from the leaders in the logistics and supply chain industry. Unlike any other event in the marketplace, the BGSA Supply Chain 2010 Conference gathers the top executives from all segments of the supply chain sector, ranging from warehousing and freight forwarding, to specialty areas like packaging, to niche supply chain technologies that will revolutionize the industry. BGSA Supply Chain 2010 provides an intimate setting to explore ideas, learn about industry trends, network with top executives in the industry, and recognize top supply chain companies. In addition, the conference takes a unique focus on key strategic ideas driving change in the supply chain marketplace, such as consolidation and global expansion, strategic opportunities in Europe and Asia, and strategies for growth in a weak economy.

Current speakers include industry-leading CEOs and Presidents such as:

- **American Gypsum Company** Director of Logistics Wayne Johnson
- **American River International** CEO Tom Cook
- **APL Logistics** President Jim McAdam
- **Avnet Logistics** President Jim Smith
- **Big Lots** SVP Distribution & Transportation Services Hal Wilson
- **BirdDog** CEO Joel Sitak
- **BNSF Railway** General Director Domestic Intermodal Barry Russell
- **CEVA Logistics** CEO John Pattullo
- **Charter Brokerage** CEO William Phelan
- **Cowan Systems** President and CEO Joe Cowan
- **C.R. England** CEO Dean England
- **DFS Group Limited** VP Global Transportation John Rutherford
- **Echo Global Logistics** CEO Douglas Waggoner
- **ecoFridge** CEO Tom Roller
- **Encompass Group Affiliates** President and CEO Wayne Danson
- **Freightquote.com** CEO Tim Barton
- **Greatwide** Chief Commercial Officer Dick Metzler
- **Green Square Group** CEO Steve Sansom
- **Interstate Transport** President and CEO Tim Higham
- **Kenco** CEO Gary Mayfield
- Former **Kuehne + Nagel** GM Dave Stubbs
- **Leveraged Execution Providers** VP/GM Operations Paul Newbourne
- **NYK Logistics Americas** COO Anthony Chiarello
- **OHL** CEO Scott McWilliams
- **Old Dominion Freight Line** President and CEO David Congdon
- Former **Pacer Global Logistics** President Jeffrey Brashares
- **Private Client Law Group** Managing Shareholder Chris Graham
- **ProLogis** CEO Walt Rakowich
- **Syncreon** President and CEO Brian Enright
- **U.S. Xpress Enterprises** Co-Chairman and President Patrick Quinn
- **UPS Freight** President Jack Holmes
- **Werner Enterprises** COO Derek Leathers

BGSA Supply Chain 2010 once again will be hosted at the legendary Breakers Hotel in Palm Beach, Florida. Beginning on Wednesday evening, the conference includes enlightening panels, unparalleled networking, and great evening events. In addition, on Friday, January 22, participants will have an opportunity to play golf directly on site at the legendary Breakers Ocean Course, Florida's first 18-hole golf course.

Five Reasons to Attend

- 1 Incredible networking opportunities
- 2 Top notch speakers from all segments of the supply chain
- 3 Emphasis on issues and trends most important to all participants
- 4 Opportunity for 1 on 1 sessions with, and advice from, BGSA executives
- 5 Palm Beach is an unbeatable location for a conference and golf!



Ben Gordon
Managing Director
BG Strategic Advisors





Conference Schedule at a Glance

DAY 1 – Wednesday, January 20, 2010

2:00 – 8:00 PM	Registration
5:30 – 7:30 PM	Welcome Reception

DAY 2 – Thursday, January 21, 2010

7:00 – 11:00 AM	Registration Continues
7:00 – 8:30 AM	Breakfast/Networking
8:30 – 8:45 AM	Welcome/Introduction
9:00 – 10:00 AM	2010 Outlook: <i>Are You Positioned for a Rebound?</i>
10:00 – 11:00 AM	State of the Industry: <i>Logistics Perspective</i>
11:15 – 12:15 PM	State of the Industry: <i>Trucking Perspective</i>
12:30 – 2:00 PM	Lunch - Keynote Speaker: <i>ProLogis CEO Walt Rakowich</i>
2:00 – 3:00 PM	Government Regulation, Cap-and-Trade, and Implications for Transportation
3:15 – 4:15 PM	Stretching the Boundaries: <i>Creative Growth Strategies in New Markets</i>
4:15 – 4:45 PM	The Coming Tax Changes of 2011 – and Owner Implications
6:30 – 7:30 PM	Cocktail Reception
7:30 PM	Dinner

DAY 3 – Friday, January 22, 2010

7:00 – 8:30 AM	Breakfast/Networking
8:30 – 9:30 AM	Dealmaking in the Supply Chain Market: <i>What's New</i>
9:30 – 10:30 AM	Niche Winners
10:45 – 11:45 AM	Voice of the Customer
11:45 – 12:00 PM	Closing Remarks
1:00 PM "Shotgun"	Golf Option at The Breakers (Box Lunch Provided)

Conference Agenda

This year's conference features interactive, CEO-led panels on the topics that last year's attendees requested.

DAY 1 - Wednesday, January 20 2010

2:00 – 8:00 PM **Registration**

5:30 – 7:30 PM **Welcome Reception**

DAY 2 - Thursday, January 21, 2010

7:00 – 11:00 AM **Registration Continues**

7:00 – 8:30 AM **Breakfast/Networking**

Join your fellow colleagues, delegates, and friends for breakfast and informal discussions.

8:30 – 8:45 AM **Welcome/Introduction**

9:00– 10:00 AM **2010 Outlook: Are You Positioned to Rebound?**

2009 featured a recession, financial meltdown, liquidity crisis, and political change. Can it get worse? By contrast, the 2010 outlook is bright for those that make it through the downturn and position themselves to capitalize on a rebound. Discover how your business can position itself for growth in 2010.

Speakers:

- *Jack Holmes, President, UPS Freight*
- *David Congdon, President and CEO, Old Dominion Freight Line*
- *Paul Svindland, Partner, Alix Partners*

10:00 – 11:00 AM **State of the Industry: Logistics Perspective**

As outsourcing continues to grow, various logistics segments continue to expand, change, and consolidate. What innovations are top logistics companies pursuing in 2010?

Speakers:

- *John Pattullo, CEO, CEVA Logistics*
- *Jim McAdam, President, APL Logistics*
- *Anthony Chiarello, COO, NYK Logistics Americas*
- *Gary Mayfield, CEO, Kenco*

11:15 – 12:15 PM **State of the Industry: Trucking Perspective**

Trucking led the markets into recession in 2006. In 2010, will trucking lead the recovery? What are the smartest trucking companies doing to pursue growth?

Speakers:

- *Dean England, CEO, C.R. England*
- *Derek Leathers, COO, Werner Enterprises*
- *Joe Cowan, President and CEO, Cowan Systems*

12:30 – 2:00 PM **Lunch - Keynote Speaker: ProLogis CEO Walt Rakowich**

2:00 – 3:00 PM **Government Regulation, Cap-and-Trade, and Implications for Transportation**

What is "cap-and-trade" exactly? Will the Obama policy change the transportation industry? What is the likely impact on your business? Hear from CEOs and industry leaders at the forefront of this issue.

Speakers:

- *Patrick Quinn, Co-Chairman and President, U.S. Xpress Enterprises*
- *Tom Cook, CEO, American River International*
- *Tom Roller, CEO, ecoFridge*



3:15 – 4:15 PM

Stretching the Boundaries: Creative Growth Strategies in New Markets

Where are the best new markets to grow? New technologies, new markets, and new services can all produce opportunities. Hear from CEOs of niche leaders, along with CEOs who have spearheaded growth into new arenas.

Speakers:

- *Brian Enright, President and CEO, Syncreon*
- *Wayne Danson, President and CEO, Encompass Group Affiliates*
- *Tim Higham, President and CEO, Interstate Transport*
- *Dave Stubbs, Former GM, Kuehne + Nagel*

4:15 – 4:45 PM

The Coming Tax Changes of 2011 – and Owner Implications

Taxes are increasing across the board. Capital gains, ordinary income, health care surcharges, medicare wage cap increases – how high will it go? What are the implications for owners? And what are your strategies for minimizing the tax impact? Hear from two top experts on tax strategies.

Speakers:

- *Steve Sansom, CEO, the Green Square Group*
- *Chris Graham, Managing Shareholder, the Private Client Law Group*

6:30 – 7:30 PM

Cocktail Reception

7:30 PM

Dinner

DAY 3 – Friday, January 22, 2010

7:00 – 8:30 AM

Breakfast/Networking

8:30 – 9:30 AM

Dealmaking in the Supply Chain Market: What's New

Amidst all the market changes, what kinds of deals are getting done in 2010? What kinds of strategies make sense? Should you buy, sell, merge, raise capital, or pursue other scenarios? Hear from top CEOs and practitioners on current deal approaches.

Speakers:

- *Doug Waggoner, CEO, Echo Global Logistics*
- *Scott McWilliams, CEO, OHL*
- *Dick Metzler, Chief Commercial Officer, Greatwide*

9:30 – 10:30 AM

Niche Winners

Who are some of the niche winners in specialty segments of logistics? What are they doing, and what can you learn? Panelists include the leaders of innovative organizations in technology logistics, energy logistics, and technology-based supply chain services.

Speakers:

- *Jim Smith, President, Avnet Logistics*
- *Joel Sitak, CEO, BirdDog*
- *Bill Phelan, CEO, Charter Brokerage*
- *Tim Barton, CEO, Freightquote.com*

10:45 – 11:45 AM

Voice of the Customer

How are your customers' businesses evolving, and how can you anticipate their future needs? Discover what logistics challenges lie ahead for your clients, and what they expect you to provide for them, now and in the future. Hear from top supply chain executives from the Fortune 500.

Moderator: *Jeffrey Brashares, Former President, Pacer Global Logistics*

Speakers:

- *Wayne Johnson, Director of Logistics, American Gypsum Company*
- *Paul Newbourne, VP/GM Operations, Leveraged Execution Providers*
- *Barry Russell, General Director Domestic Intermodal, BNSF Railway*
- *John Rutherford, VP Global Transportation, DFS Group Limited*
- *Hal Wilson, SVP Distribution & Transportation Service, Big Lots*

11:45 – 12:00 PM

Closing Remarks

1:00 PM

Golf at the Breakers (Box Lunch Provided)

"Shotgun"

Here's what attendees are saying about last year's Supply Chain 2009 Conference...

"Congratulations on a well put together conference and for what was by far the best group of attendees I've seen at a conference of that type in my career."

**- Derek J. Leathers, COO
VAS and International Werner Enterprises, Inc.**

"One of the best forums from the point of view of attendees willing to share information...I thought the conference was by far one of the more informative conferences I had been to in a while."

**- Michael Fouts, President
CRST Logistics**

*"Everything was fantastic. The panelists were well-chosen and knowledgeable...
The evenings were great.."*

**- Richard Phillips, CEO
Pilot Freight Services**

"Great and knowledgeable speakers. Good topics!"

**- Rodney Bell, CFO
Forward Air**

"It truly was a great conference. You did an outstanding job assembling the panels. I met a lot of interesting people and look forward to next year's event."

**- Bert Evans, President & CEO
Evans Network of Companies**

"Excellent conference with industry leaders from many sectors. A unique opportunity to engage the industry leaders with passion and vision for supply chains' succes."

**- Gerry Burns, President & CEO
Data2Logistics**

"Scope was excellent... Stay current and relevant!"

**- Rim Gulbinas, President
NCS**

"Excellent events this year – don't know how to improve."

**- Reggie Dupré, CEO
Dupré Logistics**

The BGSA Supply Chain 2010 Conference is the premiere CEO-level supply chain event in the industry. Therefore, due to the high demand and limitations on space, this event is by invitation only.

For more information, or to register, please go to www.bgstrategicadvisors.com/conference2010.

Please feel free to call us at (561) 932-1608 or email us at conference@bgstrategicadvisors.com should you have any questions.