



Original Equipment Suppliers Association

BULLETIN

To: OESA Members and Guests

BULLETIN: 04-43

From: Neil De Koker, President

Date: October 20, 2004

Expanding Margins by Extending Supply Chain Management Practices

November 18, 2004 ♦ 7:30 Registration and Breakfast ♦ 8:00 a.m. – 10:00 a.m. Program
MSU Management Education Center ♦ 811 W. Square Lake Road ♦ Troy, Michigan

With revenue under pressure and operating costs rising, supplier profitability depends on efficiently operating the entire value chain. Research on small and medium-sized firms by The Whitehall/Step3 Alliance and OESA shows significant opportunities to improve supplier working capital efficiency and operating margins through better supply chain management (SCM) practices. Suppliers will learn how to capitalize on such opportunities at the Breakfast Briefing, "Expanding Profit Margins by Extending Supply Chain Management," November 18th at the MSU Management Education Center, Troy, Michigan.

Survey research shows that suppliers are missing significant opportunities in SCM by focusing on individual operating metrics and internal operations. By integrating SCM practices with overall corporate strategies, The Whitehall/Step3 analysis shows suppliers can improve margins by addressing order-to-delivery times, capacity utilization, expedited freight, and customer service.

The OESA survey and Whitehall/Step3 analysis and presentation covers the importance of aligning SCM metrics with forecasting, information technology, operations, and transportation to control inventories through the supply chain. By aligning activities, other business processes are driven to improve. **Joe Bione**, Principal, The Whitehall Group has more than 25 years experience with OEMs and suppliers.

Senior management, purchasing, and operations executives should consider attending. The agenda and registration form are attached. Members with questions about the program should contact Dave Andrea, at dandrea@oesa.org.

OESA members may fax back the attached form or, if using a credit card, [Click Here](#), to register online. Members must login using their e-mail address. First time users must refer to OESA Bulletin 04-29 for password information. Members who do not have their password should click "Reset My Password" to access online registration. For assistance with registration, contact Jennifer Demoff, at jdemoff@oesa.org, or 248.952.6401 ext. 221.



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Agenda

- | | |
|-------------------|--|
| 7:30 - 8:00 a.m. | Registration and Continental Breakfast |
| 8:00 - 8:15 a.m. | Welcome
Neil De Koker , President, OESA |
| 8:15 - 9:15 a.m. | OESA/Whitehall Supply Chain Management Survey Review <ul style="list-style-type: none">• Integrating Supply Chain Management Strategies and• Corporate Performance Metrics• Supply Chain Inventory Reduction to Drive Process Improvements Joe Bione , President, The Whitehall Group |
| 9:15 - 9:45 a.m. | Question and Answer Session |
| 9:45 - 10:00 a.m. | Closing
Neil De Koker , President, OESA |



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Registration Form

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For faster online credit card registration click - [Online Registration](#).

Members must login using their e-mail address. First time users should refer to the personally merged information in Bulletin 04-29 for password information. Members lacking access to Bulletin 04-29 should click "Reset My Password" to access online registration. Contact Jennifer at 248.952.6401 ext. 221 for assistance. Members may also complete this form and fax it to OESA at 248.952.6404.

Company: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Fax:** _____

1. Name: _____ **e-Mail:** _____

Title: _____

2. Name: _____ **e-Mail:** _____

Title: _____

Registration Fees:

OESA Members before or on 11/04/04: \$ 45.00 x _____ = Total: \$ _____

OESA Members after 11/04/04 \$ 65.00 x _____ = Total: \$ _____

Non-Members before or on 11/04/04: \$ 75.00 x _____ = Total: \$ _____

Non-Members after 11/04/04 \$ 95.00 x _____ = Total: \$ _____

Payment Method: Check enclosed for \$ _____ **Make check payable to OESA OR**

Charge to (*Circle One*): American Express MasterCard VISA

Card Number _____ Exp. Date _____

Name (as printed on card) _____ Signature _____

* OESA Membership is based on company, not individual. To review the membership list, visit www.oesa.org.

Notes: **Refunds cannot be given after November 12, 2004.** Substitutions are always welcome. Mail the completed registration form and check payment to the address below. Registrants who do not receive a confirmation by **November 15** should contact OESA.

2950 W. Square Lake Road, Suite 101 • Troy, Michigan 48098-5724 • Phone: 248.952.6401 • Fax: 248.952.6404

www.oesa.org