



# Rethinking Supply Chain with Intelligence:

## How to Get Started with Small Wins

**MARCH** | **11-12** | **2025**

Gatton Student Center,  
University of Kentucky

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## Learn

Join our unique community of supply chain management faculty and professionals as we share industry best practices and focus on real-world issues.

## Network

This is your opportunity to engage in discussions surrounding the latest trends and innovations in supply chain management. Grow your network of regional industry and academic thought leaders.

## Recruit

Meet top-performing graduate students for internships and full-time opportunities.



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# University of Kentucky Supply Chain Forum

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20  
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MARCH 11 & 12  
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### WHAT WE ARE ALL ABOUT

Celebrating its 15th anniversary, the University of Kentucky Supply Chain Forum, established by the Gatton College of Business and Economics in 2010, is a premier event dedicated to fostering collaboration and learning in the supply chain community. This forum was initiated with the aim to:

- Promote supply chain learning between the Gatton College of Business and Economics (Gatton) and supply chain professionals of all levels.
- Connect Gatton College Master's degree candidates and alumni with industry leaders.
- Encourage community partnerships with Gatton's Professional Masters Programs.

### WHY YOUR COMPANY SHOULD PARTICIPATE

Past participants have consistently praised the forum for its enriching interactions and the unique chance to connect with future leaders from Gatton College. Here is what attendees can expect:

- **World-Class Presenters:** Gain insights from top-tier professionals from renowned companies. Our 2024 presenters were from Coca-Cola, Coupa, Hershey, kdc/one, Nestle, ProvisionAI, Target, and United Rentals.
- **Affordable Excellence:** Enjoy high-quality content and networking opportunities at a fraction of the cost compared to other forums and conferences.
- **Intimate Setting:** With a selective attendance of 150-200 participants, the forum ensures meaningful interactions and personalized experiences.
- **Networking Opportunities:** Engage with Gatton College graduate students, regional supply chain professionals, and UK alumni, fostering valuable professional connections.

### Our Connection with the Gatton College of Business and Economics

The University of Kentucky Supply Chain Forum was established by dedicated Gatton faculty, staff, and alumni passionate about supply chain management, with a strong emphasis on student involvement.

Recognizing the growing need for specialized supply chain professionals, Gatton launched the Master of Science in Supply Chain Management (MSSCM) program, graduating its first cohort in August 2020. Since then, the MSSCM program and the University of Kentucky Supply Chain Forum have become closely intertwined.

Today, University of Kentucky Supply Chain Forum is an integral part of the MSSCM curriculum. It serves as a platform for industry partners to sponsor capstone projects, provide guest lectures on current supply chain issues, and recruit graduates from the MSSCM program. This synergy enhances the learning experience for students and strengthens the collaboration between academia and industry.



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### Day One Agenda (Tentative)

TIME	EVENT	PRESENTER
10:00 AM	<b>Welcome</b> (Main Stage)	<b>Simon Sheather</b> , Dean of Gatton College of Business and Economics
10:10 AM	<b>Presentation</b> (Main Stage)	<b>Giovanni Dal Bon</b> , Head of North American Logistics @ Sazerac
11:15 AM	<b>Panel: Operations</b> (Main Stage)	<b>Heiko Wunderlich</b> , TPM Leader @ Owens Corning Americas <b>William Early</b> , Director, Demand Planning @ Rawlings <b>Brian Barr</b> , Senior Manager, Fleet Care/Channel Strategy @ Bridgestone
	<b>Panel: Technology</b> (Breakout Room)	<b>Rolando Ortiz</b> , VP, Head of International IT @ Wendy's Company <b>Charlie Reverte</b> , COO @ GatherAi <b>Keith Moore</b> , CEO @ AutoScheduler.Ai
12:15 PM	<b>Lunch</b> (Exhibitor Hall)	Lunch sponsored by <b>TBD</b>
1:15 PM	<b>Student Projects</b> (Main Stage)	<b>Carol Chavez</b> , Associate Director, MS-SCM Program @ UK
1:45 PM	<b>Presentation</b> (Main Stage)	<b>Ammie McAsey</b> , SVP, Customer Distribution Operations @ McKesson
2:50 PM	<b>Round Tables</b>	<b>People</b> (Exhibitor Hall) <b>Process</b> (Main Stage) <b>Technology</b> (Breakout Room)
4:00 PM	<b>Networking Event</b> (Gatton B&E)	Sponsored by <b>Alltech</b>
6:30 PM	<b>Dinner with the Dean</b>	By Invitation Only



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### Day Two Agenda (Tentative)

TIME	EVENT	PRESENTER
<b>8:15 AM</b>	<b>Breakfast</b> (Exhibitor Hall)	
<b>9:00 AM</b>	<b>Day 2 Welcome</b> (Main Stage)	<b>Carol Chavez</b> , Associate Director, MSSCM Program @ UK
<b>9:05 AM</b>	<b>Presentation</b> (Main Stage)	<b>Rolando Ortiz</b> , VP, Head of International IT @ Wendy's Company
<b>9:50 AM</b>	<b>Exhibitors</b> (Exhibitor Hall)	<b>Exhibitor Presentations &amp; Demos</b>
<b>11:05 AM</b>	<b>Presentation</b> (Main Stage)	<b>Whitney Shlesinger</b> , VP Global Planning & Logistics @ McCormick
<b>11:50 AM</b>	<b>Lunch</b> (Exhibitor Hall)	Lunch sponsored by <b>TBD</b>
<b>12:35 PM</b>	<b>Presentation</b> (Main Stage)	<b>Jonathan Rodammer</b> , VP US E2E Supply Chain Operations @ Kenvue
<b>1:30 PM</b>	<b>Presenter Panel</b> (Main Stage)	All Main Stage Presenters
<b>2:30 PM</b>	<b>Student Coaching</b> (Breakout Room)	MS Supply Chain Management and select MBA & Engineering students
<b>3:50 PM</b>	<b>Closing Remarks</b> (Breakout Room)	





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### Past Participating Companies:

- |                                    |                                  |
|------------------------------------|----------------------------------|
| 3M                                 | Kimberly-Clark Corp.             |
| All Star Purchasing                | Kroger                           |
| Alltech*                           | Landcall Logistics*              |
| Black & Decker                     | LBX Company, LLC                 |
| BlueWorld Supply Chain Consulting* | Lean Problem Solving             |
| Boardwalk Pipelines                | Lexmark International, Inc.*     |
| Brown-Forman                       | Link-Belt Excavators             |
| Bullard                            | LIXIL                            |
| C.H. Robinson                      | Masonite                         |
| Colgate Palmolive                  | Nestle USA                       |
| Coupa Software                     | OMP*                             |
| Cummins Inc.                       | Procter and Gamble               |
| DHL Express                        | ProvisionAi                      |
| Diageo                             | R.J. Corman                      |
| Domtar Paper                       | SAS*                             |
| Epistemix                          | Sysco                            |
| Escalade Sports                    | Target                           |
| Expeditors International           | Tempur Sealy International, Inc. |
| Florida Tile                       | The Coca-Cola Company            |
| Fluke Corp                         | Toyota*                          |
| Freight Trac Services              | Toyota Tsusho America            |
| GE Appliances                      | UberFreight                      |
| Hershey                            | United Rentals, Inc.             |
| IBF                                | UPS                              |
| JHD Solutions                      | Valvoline*                       |
| kdc/one                            | Zebra                            |



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## 2025 Sponsorship Opportunities

### Title Sponsor: \$10,000 sas

- Naming rights and logo on SCF print and digital materials for one year
- Opportunity to display banner, promo materials, and exhibit at the event
- Acknowledgment at podium, in program & on large screen during the event
- Opportunity to speak at the event
- Two (2) reserved tables; sixteen (16) complimentary admissions
- Limit: One (1)

### Reception Sponsor: \$5,000

- Naming rights and logo on SCF print and digital materials for one year
- Opportunity to display banner, promo materials, and exhibit at the event
- Acknowledgment at podium, in program & on large screen during the event
- Opportunity to speak at the event
- One (1) reserved table; eight (8) complimentary admissions
- Limit: One (1)

### Scholarship Sponsor: \$3,000

- Logo on all SCF print and digital materials for one year
- Acknowledgment at podium, in program & on large screen during the event
- Four (4) complimentary admissions
- Logo on the MS Supply Chain Management (MSSCM) website for one year
- Opportunity to present in MSSCM courses
- Opportunity to sponsor an MSSCM industry project
- Limit: Five (5)

### Lunch Sponsor: \$2,500

- Naming rights of lunch; logo on SCF print and digital materials
- Opportunity to display banner and promo materials during luncheon
- Acknowledgment at podium, in program & on large screen
- Four (4) complimentary admissions
- Limit: Two (2)





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## 2025 Sponsorship Opportunities Cont.

### Gold Sponsors: \$5,000

- Logo on SCF print and digital materials for one year
- Acknowledgment at podium, in program & on large screen during the event
- Two (2) reserved tables; sixteen (16) complimentary admissions (\$6,320 value)
- Limit: Two (2)

### Silver Sponsor: \$3,000

- Logo on SCF print and digital materials for one year
- Acknowledgment at podium, in program & on large screen during the event
- One (1) reserved table; eight (8) complimentary admissions (\$3,160 value)
- Limit: Six (6)

### Bronze Sponsor: \$1,500

- Acknowledgment at podium, in program & on large screen during the event
- Four (4) complimentary admissions (\$1,580 value)
- Limit: Unlimited

### Dinner with the Dean: \$1,500

- Invitation for one (1) to join Dean Simon Sheather, Gatton College of Business & Economics and event speakers for a private dinner
- One (1) complimentary admission (\$395 value)
- Limit: One (1)

### Exhibitor: \$1,500

- Dedicated time for Exhibitors on agenda; meals provided in Exhibitor Hall
- Showcase large, automated, robotic solutions
- Two (2) complimentary admissions to the event (\$790 value)
- Provided: Up to 20 x 20 ft exhibit space, one table with drape, two chairs, Wi-Fi
- Available for Additional Cost: Pipe & drape, power, wired internet access, additional admissions
- Limit: Ten (10)

*Thank you to our  
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### WHY EXHIBIT AT THE UNIVERSITY OF KENTUCKY SUPPLY CHAIN FORUM

While the University of Kentucky Supply Chain Forum maintains an intimate attendance of 150-200 participants, it offers unparalleled value for exhibitors, making it a strategic investment for showcasing your latest technology. Check out the top five reasons to exhibit!

#### 1. Target Audience

Despite the forum's modest size, it attracts a highly focused audience comprising industry leaders, key decision-makers, and influencers in the supply chain sector. This means that your innovations will be presented directly to the people who matter most.

#### 2. Engaged Student Participation

Approximately a quarter of the forum attendees are enthusiastic students from the Gatton College of Business and Economics' MS Supply Chain Management and MBA programs. When forum attendees are not in the Exhibitor Hall, we invite the University of Kentucky's engineering students to attend, offering exhibitors additional exposure to talented individuals with a strong interest in supply chain innovations. These future industry professionals are keen to engage with cutting-edge technology, providing exhibitors with a unique opportunity to influence and build relationships with the next generation of supply chain leaders.

#### 3. Networking Opportunities

The forum's intimate setting fosters meaningful interactions. Exhibitors can engage in in-depth conversations, receive valuable feedback, and establish strong connections with both seasoned professionals and eager students. This level of engagement is often not possible at larger, more impersonal events.

#### 4. Recruitment Opportunities

The forum is an integral part of the MS Supply Chain Management curriculum, offering exhibitors a direct pathway to sponsoring capstone projects and recruiting top talent. This provides a dual benefit: showcasing your technology and sourcing skilled graduates who are already familiar with your company and its innovations.

#### 5. Cost-Effective Exposure

Compared to larger, more expensive events, the University of Kentucky Supply Chain Forum offers a cost-effective platform to exhibit your technology. The focused nature of the event ensures that every interaction is meaningful and impactful, maximizing the return on your investment.

#### EXHIBITOR PACKAGE: \$1,500

- Dedicated time for Exhibitors on the agenda; meals provided in the hall for additional contact time; and hall open to non-forum students with interest in supply chain technology and innovation
- Opportunity to showcase large, automated, robotic solutions (same floor double door access for load-in)
- Two (2) complimentary admissions to the event (\$790 value)
- Provided: Up to 20 x 20 ft exhibit space, one (1) table with drape, two (2) chairs, and Wi-Fi access
- Available for Additional Cost: Pipe & drape, power, wired internet access, and additional admissions



Exhibitor Hall located in the Gatton Student Center Grand Ballroom. Convenient load-in access on same level as the hall through large double doors allowing for oversized automation and robotic equipment displays.

