

Date: March 2008

To: All Juniors Majoring in Supply Chain Management

Memo:

Announcing the Robert H. Brethen Prize

\$10,000*

An annual, merit-based award to be presented to the *outstanding SU junior(s) majoring in Supply Chain Management*. The criteria for selection include academic achievement, professional involvement, and an original essay (not more than 5 double-spaced pages, plus references) entitled "What is the value proposition for green supply chain?" In today's world supply chains are trying to be more environmentally conscious. For example, an imperative for logistic managers may be to use more fuel efficient methods of transportation. However those modes are usually slower and result in large pipeline inventories. This not only increases our working capital investment, it reduces our ability to respond rapidly to changing customer requirements. Since going green will cost us, where is the value proposition for green supply chains?

To apply for the Brethen Prize, please electronically submit your resume and original essay to Shannon Hiemstra (Suite 111C, srhiemst@syr.edu) by Friday, April 11th 2008. The Prize Committee will evaluate all applications and announce the recipient(s) by April 29th.

Additional prizes may be awarded to up to two runners-up.

* From the Financial Aid Office: The full value of this merit-based scholarship will be considered part of the winner's financial aid package for their senior year, and in some cases may replace other forms of financial aid. The total value of the student's financial aid package may not be increased beyond certain statutory limits.