The 63rd Anniversary
Harry E. Salzberg
Memorial Lecture Program

Thursday, October 18, 2012
2:00 P.M.

Marvin and Helaine Lender Auditorium

Whitman
School of Management
Syracuse University

The nation’s first supply chain management program, established in 1919
# Schedule of Events

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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| 2 p.m. | Welcome Address and Opening Remarks                                  | Randal J. Elder  
*Senior Associate Dean, Whitman School of Management*                                                                                   |
| 2:15 p.m. | Keynote Address                                                   | Bill Graves  
*President and CEO, American Trucking Associations  
43rd Governor of Kansas*                                                                                                                 |
| 3 p.m. | Presentations                                                       | Jinny Cheung ’13 BS  
*The Zinsmeister Award*  
Jack Urie Jesset ’14 BS  
*The Robert H. Brethen Prize*                                                                                                           |
| 3:15 p.m. | Break                                                              |                                                                                                                                      |
| 3:30 p.m. | Salzberg Awards and Presentations                                 | Michael Haverty  
*Executive Chairman, Kansas City Southern*  
Don Ralph  
*SVP, Supply Chain & Logistics, Staples, Inc.*                                                                                           |
| 4 p.m. | Franklin CSCMP Syracuse University Student Round Table Presentation | Topic: “Technology Re-shaping the Supply Chain Design”  
Students: Brendon Gallery ’14 BS, Hung Dao ’13 MBA, Jalian Li ’14 BS, Michael Spencer ’13 BS, Margo Woodring ’14 BS, Han Li ’14 BS, Quyen Duong ’13 BS |
| 4:20 p.m. | Panel Discussion: Innovation in Supply Chain Management            | Moderator: Burak Kazaz, Ph.D.  
*The Laura J. and L. Douglas Meredith Professor of Teaching Excellence and Associate Professor of Supply Chain Management  
Whitman School of Management*  
Panel: Tom Nightingale  
*President, Sales & Marketing  
ModusLink Global Solutions*  
Michael Belfiore  
*Author & Speaker on the Innovations Shaping Our World*                                                                                   |
| 5:15 p.m. | Closing Remarks                                                    |                                                                                                                                      |
**SALZBERG MEDALLIONs**

**MICHAEL HAVERTY**  
Executive Chairman, Kansas City Southern

Michael Haverty is a fourth-generation railroader who began his career with Missouri Pacific Railroad Company in 1963. In 1970, he moved to the Atchison, Topeka and Santa Fe Railway where he held various operating positions before serving as president and chief operating officer from 1989 to 1991. In 1995, Haverty was named as a director and executive vice president of Kansas City Southern Industries, Inc. (KCSI) and a director, president and chief executive officer of the Kansas City Southern Railway Company (KCSR). Today, Haverty serves as executive chairman of Kansas City Southern (formerly KCSI), chairman of KCSR and Kansas City Southern de Mexico, S.A de C.V. (KCSM), as well as co-chairman of the Panama Canal Railway Company (PCRC). Haverty was named Railroader of the Year by Railway Age (2001), Ernst & Young’s 2008 Entrepreneur of the Year (transportation category), and received the 2011 Railroad Innovator of the Year award from Progressive Railroading.

**DON RALPH**  
Senior Vice President, Supply Chain & Logistics, Staples, Inc.

Don Ralph developed an extensive operating background while spending 27 years in the department store business, 16 with Federated Department Stores and 11 with The May Department Stores Company. His positions included vice president of logistics and senior vice president of operations. Ralph joined Staples in 1999. He has led the development of both the delivery (B2B) and retail logistics networks and developed a supply chain team that many consider the best in the office products industry. He has also provided the leadership to make Staples’ supply chain a competitive differentiator. Ralph is chairman of the Corporate Advisory Board of the Distribution Business Management Association. He is also an executive committee member of Northeastern University’s College of Business Administration Board of Advisors, its Supply Chain Advisory Board and a member of the Council of Supply Chain Management Professionals.

**BILL GRAVES**  
President & CEO, American Trucking Associations and 43rd Governor of Kansas

Bill Graves is president and chief executive officer of American Trucking Associations (ATA) and was the 43rd governor of Kansas from 1995 until 2003. Through its 50 affiliated state trucking associations, conferences and other organizations, ATA represents an industry that delivers nearly 70 percent of the nation’s freight before all branches and levels of government. Graves has been involved in the trucking industry his entire life. For almost 70 years, members of his family have operated fleets, including Graves Truck Line. In addition to his duties at ATA, the national trade and safety organization of the United States trucking industry, Graves serves on the board of the International Speedway Corp., the leading promoter of motorsport racing in America.

Graves earned a degree in business administration from Kansas Wesleyan University in his hometown of Salina and attended graduate school at the University of Kansas.

**KEYNOTE SPEAKER**

**PANELISTS**

**BURAK KAZAZ, PH.D.**  
The Laura J. and L. Douglas Meredith Professor of Teaching Excellence and Associate Professor of Supply Chain Management, Whitman School of Management

Burak Kazaz is a prominent teacher and researcher. His research interests include the integration of operations (purchasing, production, distribution), marketing (pricing, market segmentation), and finance (managing economic/currency risks, hedging), with a special interest in managing uncertainty and risk (exchange-rate fluctuations, supply disruptions, lead-time uncertainty, quality uncertainty, demand fluctuations) in global supply chains. His publications can be found in premier journals such as Management Science and Manufacturing and Service Operations Management.

Kazaz received his bachelor’s and master’s degrees in industrial engineering from Middle East Technical University in Turkey, and his Ph.D. from the Krannert Graduate School of Management at Purdue University. His teaching experience includes undergraduate, MBA and Executive MBA courses, and Ph.D. seminars on operations management, global supply chain management, and logistics. He is also the recipient of the Whitman School of Management Teaching Innovation Award. His work is recognized by IBM, British Petroleum, and Procter & Gamble.
The Salzberg Program

The Salzberg Endowment was established in 1949 with a gift to the Whitman School of Management at Syracuse University by Murray M. Salzberg ’37 BS to memorialize his father’s distinguished career in transportation. Salzberg Medallions are awarded to individuals who have registered professional accomplishments of uncommon magnitude in logistics, transportation, and supply chain management, and to organizations or persons whose pioneering ideas or policies have reshaped their industry.

Today, the Salzberg Program and the H.H. Franklin Center for Supply chain Management enrich the learning experience in innumerable ways, fostering a close community of students, faculty, staff, and practitioners who collaborate to advance the state of knowledge, engage the mind, and stimulate the best effort of all. A leader in supply chain management education and research since 1919, the Whitman School offers BS, MS, MBA, PhD, and executive programs in supply chain management.

The support of the Salzberg Endowment, along with other resources dedicated to SCM, have helped the Supply Chain Management (SCM) Program at Whitman to achieve national recognition.

Recent mentions include:

Past Recipients of the Salzberg Medallion


Recipients of the Walter K. Zinsmeister Award for Outstanding Performance in Supply Chain Management


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