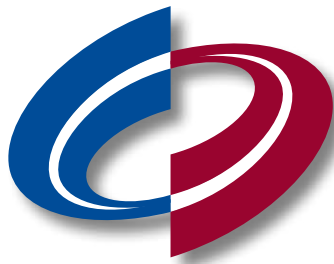


Introducing the New Digital Edition of RL Magazine



REVERSE LOGISTICS DIGITAL magazine™



**How to Approach Supply
Chain Solution RFPs**

- page 8

Edition 19

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SPECIAL SHOW EDITION

7th Annual RLA Conference and Expo Las Vegas 2010

America's Premiere Reverse Logistics Event

February 8-10, 2010



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Reverse Logistics Magazine welcomes articles and abstracts. Please send to: editor@RLmagazine.com



RL Magazine will publish 12 issues in 2010 — 6 printed editions and now with 6 new digital editions!

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How to Approach Supply Chain Solution RFPs
 by Curtis Greve

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January and February is the time of year when companies send out RFPs to solution providers. Most companies come up with a long list of providers to include in the first round, with hopes of culling the list down to the top three or four for the next round.

There are basically two approaches companies can take in selecting a third party to provide supply chain management functions: Commodity Pricing and the Relationship Approach. Eight questions to directing your RFP approach.

Articles



Six Sigma-Five Things to Consider for Your Retail Environment
 by Tim Duckworth

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Maintaining a successful retail environment depends on the reliability of your equipment in a complex setting. The Principles of Lean Manufacturing and Six Sigma are powerful business tools that can help a business minimize defects, gain speed and expand capacity and eliminate excess cost. A service provider that has implemented these programs can offer you more value. However, the Lean Six Sigma implementation process is just as important as the methods and principles themselves.

Special Event



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To Our Readers

A Letter from the Editor

As we usher in a new year and a new decade, Reverse Logistics Magazine is entering its fifth year of publication.

RL Magazine was launched in January 2006 with a circulation of 23,000 copies distributed. We now have 18 editions published and are mailing to nearly 100,000 plus we understand that there is a pass along rate of 2-3 times. That means RL Magazine is getting into the hands of ~250,000 readers per issue! I'd like to thank our contributors, advertisers, the many staff members who have come and gone and you, our readers for the success of this publication.

Many changes are taking place here at RL Magazine. We are very excited to introduce this new digital copy of RL Magazine. RLA has partnered with ZMags to bring our readers this greatly improved user-friendly and very GREEN format of the hardcopy edition which replaces the previously provided PDF version. This new format includes the features provided in the RLA Monthly Newsletter and highlights from the Weekly News Clippings (clippings will continue to be delivered to subscribers on a weekly basis).



Another change is that we will be producing 12 digital issues a year with 6 printed editions being distributed and 6 digital only.

And the last change is that I'm hanging up my reading glasses, setting aside my red pencil and bidding a fond farewell to those that I've worked with and all the wonderful people I've come to know throughout these last 5 years.

It has been a pleasure, **Farewell** 再見 **Auf Wiedersehen** **tot ziens** 안녕히 가세요 **au revoir**
Christine Morrow **ДО СВИДАНИЯ** さようなら **adieu!** **ARRIVEDERCI** **la revedere** **Adeus**

OUR MISSION

Our mission is to educate and inform Reverse Logistics professionals around the world. RLA focuses on the reverse logistics processes across all industries. No matter the industry — High Tech, Consumer Electronics, Automotive, Medical/Pharmaceutical, Food and Beverage, Apparel, or other — our goal is to provide RL process knowledge to all industries. We want to educate everyone about the Reverse Logistics processes that are common to all industries and to be a catalyst

for innovation in developing and implementing new RL processes. We have been and will continue to provide our services to the industry at a moderate price.

Managing the latest information in services such as repair, customer service, parts management, end-of-life manufacturing, service logistics, field service, returns processing and order fulfillment (just to name a few) can be a little intimidating, to say

the least. Yet that is exactly what the Reverse Logistics Association provides through our membership services. We serve manufacturers and retailers in a variety of settings while offering ongoing updates on market trends, research, mergers and acquisitions and potential outsourcing opportunities to 3PSPs. We have gained the attention of 3PLs like FedEx, DHL, USPS and UPS. 3PSPs like Teleplan, Foxconn, Flextronics, Canon, Sony and Jabil, along with small- and medium-sized service

providers have found that RLA resources help advertise their services to a regional and global audience. OEMs like Microsoft, HP, RIM, and Sony, along with Retailers like Wal-Mart, Canadian Tire, Tesco and Best Buy all participate at our events. Through RLA Events, RLA Connect services and our publications — RL Magazine and the Weekly News Clippings email — we help OEMs, ODMs, Branded and Retail companies find service partners and solutions providers that were previously unknown to them.

Read the Press

Many Happy Returns with Returns@Ease

If the shoe fits, wear it; if it doesn't, return it with one of the package return services available from the U.S. Postal Service. Merchants, shippers and consumers looking for reliable, cost-effective solutions for returning holiday gift merchandise have several options available through Returns@Ease at usps.com.

Acer Recalls Aspire Laptops After Some Casings Melt

Acer is recalling about 22,000 Aspire laptop computers after customers reported that some models were overheating. The problem lies in a microphone wire found underneath the notebook's palm rest, which can short-circuit and overheat, according to an alert published by the U.S. Consumer Product Safety Commission. Acer initiated the recall after three customers reported "light melting of the external casing."

New Solution for Pharmaceutical and Biologic

Provider of the most advanced thermal management system on the market, Minnesota Thermal Science has announced the launch of a new, integrated reverse logistics service. To complement its successful line of passive thermal containers, Credo Encore has been introduced as a robust suite of services featuring a revolutionary and proprietary logistics tracking software application.

"Companies are beginning to recognize that reverse logistics is a strategy that simply must be embraced to achieve success. For many companies today, the challenge is having the internal expertise, infrastructure and tools to implement a true closed-loop strategy. That's where we can help," says Dick Peters, vice president of operations for MTS.

UPS Expands Global Parts Logistics

UPS would increase its global service parts logistics (SPL) network by establishing 101 new field stocking locations (FSLs) in China.

The UPS network already is the world's largest. "China is a critical part of the growth strategy of many companies worldwide and UPS' extensive regional and global FSL network enables companies to be well-positioned to support their after-market needs in Asia," said Brad Mitchell, president of UPS Logistics & Distribution.

With the expansion, UPS covers 89 key cities across China with more than 110 bonded and non-bonded FSLs.



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Message from the Publisher

Most industries work together to improve customer satisfaction and to search for production and design improvements while sharing research with governmental representatives so legislation will benefit all.

One area that is sometimes overlooked at the corporate level is developing policies that save company assets which, in turn, lead to protecting the environment. Asset management is one of the many sections of the Reverse Logistics process and there is money to recover for the bottom line when managing it! Our findings place these savings at between 1-8 percent. Cisco repeatedly saves approximately \$25,000,000 a year by having a small, elite group of RL professionals that monitor a virtual P&L to prevent assets from being mishandled or thrown away.

Since Reverse Logistics is a process in all industries, it is very hard to unite the attention of industry leaders to focus on asset management in addition to the many other demands placed on today's CEO.

So I'm asking you, our readers, to forward a copy of RL Magazine to your executive staff. Let them look at what Cisco and others have done to improve their bottom line. If you have the time, take a look at "YouTube," search under reverse logistics and click on Colin Angle, Co-founder and CEO of iRobot Corporation (www.youtube.com/watch?v=PM0Hqco0fIQ). Mr. Angle tells us that his team had to learn about the term Reverse Logistics in order to survive the demands placed on their new Roomba vacuum cleaner.

It has been 8 years since the Reverse Logistics Association was started and in that time so many senior executives have learned the importance of Reverse Logistics and asset management. But we have only begun to inform leaders of the advantages of learning and implementing solid reverse logistics processes.

Our editor, Christine Morrow, will be leaving RLA after 4 years of managing every process of the magazine. I, along with the entire RLA staff, will miss her as she retires to spend more time with her husband Harry now that they are empty nesters. We thank her for all she has done to help serve you, our members, by bringing to light so many interesting stories about RL best practices.



Gailen Vick
RLA President
ReverseLogisticsAssociation.org

Board of Advisors

A Board of Advisors comprised of industry experts has been set up to monitor and assist the Reverse Logistics Association management team in making informed decisions. Advisors include:



John Benardino – Hewlett-Packard Company

John Benardino is currently a Director of Reverse Logistics for HP's Imaging and Printing Group. In his position, John is responsible for credit issuance, engineering, remanufacturing, and all return related costs. His product responsibilities cover printing, digital imaging, supplies, scanners, and shared printing.



Dan Gilbert – Cisco Systems

Dan Gilbert is VP of Worldwide RL at Cisco Systems, Inc. His charter when joining Cisco in 2005 was to define and create a world-class reverse logistics organization. Dan's global team is responsible for driving excellence in product recovery, receiving, inventory, and recycling operations, and for transforming returned product into value for Cisco shareholders.



Christopher Gant – FedEx

Chris Gant is Director for FedEx Supply Chain Sales. He is responsible for all business development strategy and execution for both the FedEx SupplyChain Systems and FedEx Emerging Products Sales teams.

A 20-year veteran of transportation, logistics and electronic commerce, Chris has extensive expertise in the development and delivery of complex supply chain solutions for some of the world's largest corporations inclusive of both Forward and Reverse Logistics. He began his career with FedEx Ground (formerly RPS) in 1989 as an operations coordinator before joining the company's sales team in 1991. He quickly rose through the sales leadership ranks, holding the posts of area sales manager, district sales manager and senior national account manager for FedEx Ground.



Edwin Heslinga – Microsoft

Edwin is currently the Director of Global Services of Microsoft Devices –

Zune and Xbox. In his position, Edwin is responsible for development and enforcement of policies surrounding returns, all related costs to the returns and is also involved in the Customer Satisfaction Continuous Improvement Council. Working with Microsoft Call Center and the Microsoft Manufacturing Operations, Edwin is driving the improvement of consumer satisfaction through agent assisted support and on-line support while managing the costs.



Charles Johnston – WAL-MART Stores, Inc.

Charles Johnston is General Manager at the Bentonville Return Center, WAL-MART Stores, Inc. Chuck has been with WAL-MART for the past 14 years and his responsibilities include Returns, Imports, Exports, Tires and Printing and Mailing Distribution.



Hartmut Liebel – Jabil Global Services

Hartmut Liebel was named President, Jabil Global Services (JGS), in October 2004. He joined Jabil as Executive Vice President in July 2002 and was named Chief Operating Officer in October 2003.



Dr. Dale Rogers – Univ. of Nevada, Reno

Dale Rogers is the Director of the Center for Logistics Management and a Professor of Supply Chain Management at the University of Nevada. Dr. Rogers is a frequent speaker, a consultant to several leading firms, has been published in several logistics journals and has published several books on logistics and reverse logistics. His current research interests are focused on the following: reverse logistics and returns, supply chain technologies, e-business supply chain management, and supply chain management.



Bernie Schaeffer – Motorola

Bernie Schaeffer is corporate VP of Global Repair for Motorola's Integrated Supply Chain, which encompasses the global operations associated with procure-



Doug Schmitt – Dell

Doug Schmitt serves as VP of Dell's Global Field Delivery organization with international responsibility for global break/fix field engineers, same day service delivery, spare parts depots, parts planning, service logistics, repair, reverse logistics and Dell's global command centers. In addition to Doug's role as VP Global Field Delivery he has responsibility for Americas Support Services. Previously, Doug held executive and senior management positions in service and finance at Dell, Inc.

Doug came to Dell in 1997 from Sequent Computer Systems where he held various senior level finance positions. Before Sequent, Doug worked in the banking sector.



Tony Sciarrotta – Philips Consumer Electronics

Tony is Director of Returns Management at Philips ConsumerElectronicsNorth America. In this position, Tony leads returns reduction and entitlement initiatives for mainstream consumer electronics, and is also currently concerned with further driving the implementation of electronic registration for Philips products at leading retailers. Working with Philips Sales, Service, Marketing, and the Philips Business Excellence Group, Tony is helping drive several teams to improve the consumer experience and subsequently reduce the high rates of products returned with no defect found.

Complete biographies of Advisory Board Members are available from the RLA site at www.ReverseLogisticsAssociation.org/company_advisory.php

How to Approach Supply Chain Solution RFPs

by Curtis Greve

January and February is the time of year when companies send out RFPs (Request For Proposal) to solution providers. Most companies come up with a long list of providers to include in the first round, with hopes of culling the list down to the top three or four for the next round. Many companies target awarding the business in the first quarter so they can get things up and going by the end of the second quarter, which will ensure they will be fully operational in the third quarter.

There are basically two approaches companies can take in selecting a third party to provide supply chain management functions. The first approach is the “Commodity Pricing” approach. This is used by companies that, for a number of reasons, are going to base everything solely on price. The lowest, BELIEVABLE price will get the deal. Most of the Commodity Pricing RFP

questions concern establishing credibility and presence in the market. Of course, the final version will be based on exacting specifications that require a firm price. Often the final RFP will have a completed contract that has to have pricing filled in and signed when returned for final review and selection by the buying company.

Companies that issue Commodity Pricing RFPs don’t care how much is profit, what the provider’s cost is, or what assumptions were built in by the service provider. Their only concern is their cost. For some it could be a cost per unit, others look at total dollars out of pocket and some ask for a monthly dollar amount for fixed expenses and a firm cost per unit based on volume.

This approach works great if the solution calls for a “commodity service” that is not customized, such as moving full trailers

from one location to another. However, if customization is called for or if there is going to be significant variability based on uncontrollable conditions, the Commodity Priced approach can end in disaster for both the company and the provider.

The second approach to developing supply chain RFPs is what we will call the “Relationship” approach. If you are going to outsource a supply chain function that requires flexibility on the part of the provider and the rate of variability is high, you want to select a provider that you trust, one that will work with you and is willing to agree to contract language that will ensure the providers interest are in alignment with your interests.

Relationship contracts are often volume based. Many times contacts are cost plus with a budget cap, based on a mutually agreed to set of assumptions. These con-

tracts are much more complicated than a fixed priced agreement but they can result in much better service over the long haul. Watch out, though, contacts with assumptions and variability require a lot of effort and oversight to ensure everything is on the up and up. If you are outsourcing a function to an industry expert, you better have an internal expert working for you otherwise you could be taken to the cleaners.

VPs of Procurement often hate “Relationship” RFPs and the resulting contracts because they are “fuzzy” and require a significant amount of subject matter expertise. Procurement folks also don’t like the RFPs for “Relationship” providers because they usually have to ask a lot of questions about culture, customer experience, references, intellectual capacity, questions that get to the depth and breadth of the 3PL but don’t say much about how much it will cost.

Selecting a provider with the idea of building the proverbial Win / Win relationship usually comes down to the two senior guys getting along. The senior decision maker basically hires the senior solution provider based on trust that is developed during the vetting process.

So, if your company is going to outsource this year and you are putting together an RFP, you need to carefully think about the kind of service are you outsourcing. You should begin with the end in mind and ask yourself the following questions:

1. What type of RFP and contract is typical for the industry?
2. How much variability occurs that is out of our control? How predictable are the basic metrics?
3. How complex is the supply chain function that you are outsourcing?
4. Why are you outsourcing this function? Flexibility? Lack of knowledge internally? Tight resources?
5. What kind of additional “value adds” are you looking for the service provider to bring?
6. How long do you anticipate the contract and associated relationship to last?
7. What was the justification used to get approval for the project?



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8. What risks can be controlled if included in the contact? Shrinkage, mis-ships, worker’s comp, health insurance increases, union organizing efforts...

This short list of questions should help get the gray matter working. The one important component in developing an RFP and later, a contract is to ensure that you have someone on your side of the table that is as knowledgeable as the supply chain solution provider sitting on the other side of the table. If you are equally matched and you end up with a professional service provider that hits it out of the park, you will come to see outsourcing as a career building step second to none.

But remember, it all starts with the RFP.



Curtis Greve is an independent consultant specializing in reverse logistics and supply chain management. For the past 25 years Curtis has worked with Fortune 500 companies around

the world helping them develop reverse logistics capabilities. He has helped retailers and manufacturers design reverse systems, operations, processing procedures, liquidation & asset recovery, and many other processes that maximize the value of inventory in the reverse supply chain. Curtis is a well known speaker on reverse logistics and has been a featured speaker in 6 countries, including appearances at RLA events. He has also been featured in articles appearing in Business Week, CFO Magazine, The New York Times, The London Times, Canada’s Globe and Mail, France’s Logistique’ and numerous supply chain periodicals. To learn more about the solutions and services that Curtis provides go to www.metreks.com. If you would like to contact Curtis he can be reached at 412-759-4356 or by email at Curtis@metreks.com.



North America's Premiere Reverse Logistics Event

Over 150 Exhibitors & Sponsors
More than 1,500 RL Professionals Attending

The 7th Annual RLA Las Vegas Conference and Expo will be held on February 8-10, 2010 at the Rio Resort & Casino. RLA is offering three full days of Reverse Logistics immersion starting with RLA Workshops and Industry Focus Committee meetings followed by two days of sessions and exhibition.

The RLA conference kicks off on Monday with a number of activities including RL Workshops, RL Industry Focus Committee meetings and the opening of the Exhibit Hall. For those who like one-on-one time with their clients, join us at the RLA Golf Tournament.

Tuesday will start with an industry overview and forecast presented by RLA President, Gailen Vick. Afternoon sessions and panel discussions by RL professionals and leading academics will focus on cutting edge reverse logistics practices. Check the schedule available at www.RLASHows.com for session topics. The day concludes with roundtable discussions with each of the speakers. More sessions and panels will follow on Wednesday.

Be sure to visit the Exhibition Hall where ODMs and OEMs will be looking for 3PSPs that can manage Reverse Logistics in the Americas, along with identifying solutions for Europe and the Far East. There will be many exhibitors showcasing their Reverse Logistics services and solutions. This is a rich opportunity for OEMs and Branded companies to identify future service partners. For more information and complete details, visit www.RLASHows.com.



MAKE PLANS TO ATTEND OUR NETWORKING EVENTS

FOOTBALL LEGEND TACKLES REVERSE LOGISTICS

Former NFL football player and current NFL head coach Mike Singletary joins the 7th Annual RLA Conference and Expo in Las Vegas on February 8-10. Singletary will attend the conference and Sunday's football party hosted by the Reverse Logistics Association and sponsored by Motorola.



5TH RLA ANNUAL CHARITY GOLF TOURNAMENT

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Main Entrance ↑

2/7 **RLA FOOTBALL PARTY -Special Guest MIKE SINGLETARY 3:00pm - 7:00pm**

2/8 **5th RLA ANNUAL GOLF TOURNAMENT - Red Rock Country Club - 8:00am - 1:00pm**

WORKSHOPS - 8:00am - 3:30pm

EXHIBIT HALL OPENS - 1:00pm

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8
	Andrew Katcher, President, Rapid Results	Michael Blumberg, President, Blumberg Advisory Group	Bradley Gross, Partner, Becker & Poliakoff	Jesse LaRose, President, ESE Solutions	Doug Pratt, Global RVL Manager, Iomega	Roy Steele, President, RoShar Associates, LLC	Steve Blaz, Consultant, Steve Blaz and Associates	Ron Kula, Consultant, Kula Consulting
8:00am	Tuning Up Your Reverse Logistics	Marketing & Selling Reverse Logistics Services	HELP! I Know What I Want, But How Do I Write It?	Leverage RL to Drive Sustainability and Reduce Expenses	Color Code Communications presentation "How to Use Personality to Sell Your Message"	Service Parts Inventory Optimization: Pt 1, Pre-Product Launch	Secrets revealed from your Supply Chain and why Margaritas matter	How to effectively design and implement an End of Service life (EOSL) strategy

BREAK - 10:00 - 10:30am

10:30am	Tuning Up Your Reverse Logistics	Best Practices & Benchmarks in Reverse Logistics	HELP! I Know What I Want, But How Do I Write It?	Leverage RL to Drive Sustainability and Reduce Expenses	Color Code Communications presentation "How to Use Personality to Sell Your Message"	Service Parts Inventory Optimization: Pt. 2 Post Product Launch	Secrets revealed from your Supply Chain and why Margaritas matter	How to effectively design and implement an End of Service life (EOSL) strategy
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LUNCH - 12:30 - 1:30pm

1:30pm	Tuning Up Your Reverse Logistics	Marketing & Selling Reverse Logistics Services	HELP! I Know What I Want, But How Do I Write It?	Leverage RL to Drive Sustainability and Reduce Expenses	Color Code Communications presentation "How to Use Personality to Sell Your Message"	Service Parts Inventory Optimization: Pt. 2 Post Product Launch	Secrets revealed from your Supply Chain and why Margaritas matter	How to effectively design and implement an End of Service life (EOSL) strategy
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RLA INDUSTRY COMMITTEES - 2:30pm

	Track A	Track B	Track C	Track D	Track E
2:30pm	Standards Committee	Retail Consumer Products Committee	Food & Beverage Committee	Spare Parts Committee	Sustainability
4:00pm	Medical/Pharmaceutical Industry	Data Storage Committee	Information Technology Solutions Committee	Wireless Committee	India Focus Committee

EXHIBITOR, SPONSOR & SPEAKER RECEPTION - EXHIBIT HALL - 6:00pm - 9:00pm

2/9 **CONTINENTAL BREAKFAST - EXHIBIT HALL - 8:00am**

INTRODUCTION - Gailen Vick, President, RLA - 10:00am

KEYNOTE ADDRESS - Mark Twaalfhoven, President, Valuec BV - 10:30am

BUFFET LUNCH - EXHIBIT HALL - 11:30am - 12:30pm

	Track A	Track B	Track C	Track D	Track E	Track F
12:30pm	Michael R. Blumberg - President Blumberg Advisory Group PANEL: Service Supply Chain Challenges and Best Practices for High Value and Long Life Cycle Requirement	Remanufacturing and its Challenges	Chris Griffin - Sr. Manager Wireless Industry Repair Services & Reverse Logistics, Microsoft, Wireless Industry Repair Services & Reverse Logistics	Edward Higgins - Vice President, Masterworks International Measuring Success in Outsourced Reverse Supply Chain Solutions	Tom Beerle - Investor, Bertram Capital Preparing to Sell Your Business	Sales Lifecycle Product Tracking - Retailer Return Prevention Solutions

Track A **Track B** **Track C** **Track D** **Track E** **Track F**

1:30pm	Steve Brown - HP Ken Ueltzen - Comtek Minimizing Service Parts Expense by Coupling Your Repair Strategy With an Alternate Sourcing Strategy	Craig Sultan - Sr Manager Reverse Logistics, The Home Depot Customer Satisfaction through Returns Voice of the Customer	Joseph Walden - Executive Director, U.S. Army PANEL: Wireless Carriers / OEM & 3PSP Customer Support	James Cochran - VP, Ground Shipping, USPS New Ways to Use Returns to Bring in Profit While Greening your Business	Gotthard Haug - CEO, Teleplan The value add of a dedicated After Market Service Provider - What does the customer expect today?	Reverse Logistics Issues in the Data Storage Industry
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AFTERNOON BREAK - 2:30pm - 3:30pm

3:30pm	Greg Hazlett - Principal, Tompkins Associates PANEL: Creating a Customer Centric Reverse Supply Chain Strategy	Lisa Bachler - Senior Program Manager, Siras Return Center Triage - Prioritized Processing for Maximum Value	Bernie Schaeffer - CVP Post Sales Support, Motorola Mobile Devices Business Consumer Self Service - Prevention is the Best Medicine	Bradley Gross - Attorney at Law, Becker & Poliakoff Stay Out of Court! Drafting the Perfect RL Agreement	Chuck Johnston - Sr. Director, Returns, Walmart PANEL: Reverse Logistics Initiatives	Hannah Kain - President & CEO, ALOM Before You Outsource: 5 Secrets That Your RL Provider Does Not Want You To Know
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4:30pm	Roy Steele - President PANEL: Service Parts Management	Marc Melkerson - VP Business Development, Renova Aligning Customer/ Supplier Resources & Core Competencies to Realize Maximum Supply Chain Efficiency	Jim LaRocque - Senior VP of Service, Dish Network Logistics Partner Selection	Dick Kluis - VP, Product Management, Servigistics The Impact of "Conditional Awareness" on your Service Network	Pat Anderson - Senior Solution Architect Follow the Leader: How to Pick the Right Reverse Logistics Champion in Your Organization	Integration of RL Processes & Systems
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EVENING RECEPTION - 5:30pm - 8:00pm

2/10 **Track A** **Track B** **Track C** **Track D** **Track E** **Track F**

CONTINENTAL BREAKFAST - EXHIBIT HALL - 8:00am

KEYNOTE ADDRESS - William Pollock, VP/Principal Analyst, Aberdeen Group - 8:30am

MORNING BREAK - 9:30am - 10:30am

10:30am	Tony Sciarrotta - Director, Asset Recovery, Philips Consumer Lifestyle PANEL: Asset Recovery and Returns Management Processes	Gary Reblin - VP, Expedited Shipping, USPS Bringing Expedited Shipping to New Levels	Cayce Roy - EVP & President, Liquidity Services, Inc Using a Multi-Channel Reverse Supply Chain Strategy to Thrive in a Down Economy	Steve Blaz - Consultant, Steve Blaz and Associates PANEL: RL & Emerging Markets - Securing your Supply Chain into & out of Brazil	Sanjeev Kakar - Director, RT Outsourcing Service Limited Reducing Total-Cost-of-Services	RL Quote, Research and Consultants Co-op
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11:30am	Ron Tibben-Lembke, Ph.D. - Associate Professor of Supply Chain Management PANEL: Best Practices for Recycling and Product Recovery Through the Mail	Thomas Stanton - International Analyst/ Licensed Customs Broker International Returns	Matt Snyder - Senior Manager, Dell Tim Konrad - Senior Vice President, Genco PANEL: Greening the Reverse Supply Chain	Jeffrey Harrison - Dir. of Business Operations, Blue Raven Recycling to support end of life Product Repair Requirements	Seshagiri Singaraju - Materials Manager, Sun Microsystems Inc. Achieving Velocity in Reverse Supply Chain Operations	Reverse Logistics as an Asset
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BUFFET LUNCH - EXHIBIT HALL - 12:30pm - 2:00pm

2:00pm	Jesse LaRose - President, ESE Solutions PANEL: RL Best Practices: Reducing Expenses through Green Initiatives	David Mowat - Cisco Dennis Cain - DEX Cisco/DEX Case Study Integrating an Acquisition - How to Eliminate Reverse Logistic Complications	Mark Servidio - VP-Environmental Supply Chain, Sharp Environmental Supply Chain	Clay Valstad - Vice President Customer Service, GENCO Recessionary Impact on the Reverse Supply Chain and Some Best Practice Considerations	Leslie Harms - Director of Registration Membership Relations RLA Maximize Your RLA Membership Benefits	Maximizing Opportunities From Managing Sustainability Risk
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3:00pm	Steve Blaz - Consultant, Steve Blaz and Associates PANEL: What is "Best in Class" to you ?	Jeff Cohen - CMO & Strategic Business Development, Zmags Digital Media - Making it Work for You	PANEL: Methods of Outsourcing	Anthony Chiarello & CJ Charlton - NYK Logistics Managing Your Green Supply Chain to Finish in the Black	Mike Sego - Director of RL Connections, RLA RL Connections - Network with the Best	Reverse Logistics Mobile Visibility
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Closing Remarks - Leslie Harms, RLA - 4:00pm

Lucky Draw - Lyndsey Turner, RLA - 4:30pm

See the Detailed Schedule Online at RLAshows.com



Reverse Logistics Association Industry Committees



Focus Sub-Committees are set up to provide a standing forum for Reverse Logistics Professionals to meet on a regional and global basis and discuss common Reverse Logistics issues at the RLA Conferences & Expos. Focus Sub-Committees educate the industry on reverse logistics:

- “Best Practices”
- Consumer Satisfaction Issues
- Regulations on a Worldwide & Regional Basis
- Processes that can Reduce Costs

Apparel

Chairperson - Matt McGrath, Carolina Logistics Services
RLA Advisor - Lyndsey Turner

- Pete Carfrae, AKS Consulting

Automotive

RLA Advisor - Lyndsey Turner

- Austin Rappe, Inmar
- Charles Chappell, DEX
- Dave Vikartofsky, Advanced Technical Service
- Kurt Witek, YRC Reverse Logistics

Aviation

Chairperson - Bernie Gagnon, Expeditors International
RLA Advisor - Mike Sego

Consumer Electronics

Chair - Jack DeButts, Dell, Inc.
Co-Chair - Mary Ellen Daniels, Compuspar
Founding/Past Chair (2007-2008) - Christopher F. Fabian, Professional Service Solutions, LLC
RLA Advisor - Leslie Harms

- Jodi Meyer, Swiss Colony
- Jack DeButts, Dell
- David Douthet, Accenture
- Stewart Park, USACO
- Adam Joel, TIC Group Australia
- Bitu Salimian, Video Audio

Specialists, Inc.

- Joel Jacobs, Millennium 3000 Ltd.
- Steve Vertun, Segue
- Terry Rueland, TTE-Thompson
- Steve J. Miller, Advanced Communications Technology, Inc.
- Dave Keltner, Cerqa
- Ishak Kang, Vox UI, LLC
- Ray Agarpo, Hewlett-Packard
- Brian F. Eddy, SubCon Industries
- Mark Blevins, Toshiba
- Craig Sulton, Home Depot
- Brian Pollock, Toshiba
- Tony Sciarrotta, Philips
- Edward Higgins, MasterWorks International
- Michael Bisk, Prelco Electronics
- Pedro Mauricio, KEylab
- Charles Chappell, DEX
- Ishan Irani, TPG
- Dan Gardner, ATC Logistics & Electronics
- David Liscom, Hyper Microsystems
- John McGurk, GlobalWare Solutions
- Don Kaufman, Amazon.com
- John Beyers, United Radio
- Michael Bisk, Prelco Electronics
- Pedro Mauricio, KEylab
- Pete Carfrae, AKS Consulting
- Vibhore Arora, Infosys
- Sherry Olivier, Inmar
- Anil Bakshi, Dell
- Bert Munnikhuis, Genco
- Jeffrey Reed, Ozark

Appliances - White Goods

Jesse LaRose, ESE Solutions

Data Storage

Chairperson - Ed Inal, Western Digital
RLA Advisor - Jeremy Vick
Committee Members:

- David Lick, Seagate Technology
- Gary Gear, Toshiba
- Glenn Grube, Moduslink
- Wes Stott, DEX
- Doug Pratt, Iomega
- Kevin Arra, Onelife Digital
- Vlademir Gatti, Pandisco Information
- Herman Goemans, Sprague

Magnetic Europe

- Mike Joy, Tech-Ed Networks
- John McGurk, GlobalWare Solutions
- Edward J. Higgins, MasterWorks International
- David Liscom, Hyper Microsystems
- Herman Goemans, Sprague
- Daniel Silva, Flextronics
- Paul Knight, CNE Direct, Inc.

Digital Imaging & Video

Chairperson - Larry Maye, Precision Camera & Video

RLA Advisor - Lyndsey Turner

- David Liscom, Hyper Microsystems

DOT - COM and Retail Committee

Chairperson - Craig Sultan, The Home Depot
Co-Chair - Pat Sullivan, Inmar - CLS Reverse Logistics.
RLA Advisor - Lyndsey Turner

Home Improvement

Marine Electronic Equipment

- Dave Vikartofsky, Advanced Technical Services

Notebook/PC

- Vibhore Arora, Infosys
- Jeff Seaman, SCI Group
- Edward J. Higgins, MasterWorks International
- David Liscom, Hyper Microsystems
- Dan Gardner, ATC Logistics & Electronics
- Cyrille REGARDIN, Sony
- Ishan Irani, TPG
- Mike Joy, Tech-Ed Networks
- Pete Carfrae, AKS Consulting

Office Equipment

- Derek Scott, Canon Europa N.V.

Photographic & Optical Equipment

- David Liscom, Hyper Microsystems

Television and Display Devices - Brown Goods

- Charles Chappell, DEX
- David Liscom, Hyper Microsystems
- Pete Carfrae, AKS Consulting

Wireless/Telecommunications

Chairperson - Dan Gardner, ATCLE
RLA Advisor - Camille Nelson

Committee Members:

- Art Teshima, DEX
- Bob Sullivan, The Wireless Source
- Al Mahesh, Service Central Technology
- Joseph Tarantino, Sprint Nextel
- Bill Kenney, OnProcess Technology
- Chris Griffin, Sprint Nextel
- Silveira Guerra, Keylab - Nokia
- Ishan Irani, TPG

- Dave Vikartofsky, Advanced Technical Service
- Andy Chuang, ZyXEL Communications Corp
- John McGurk, GlobalWare Solutions
- Don Kaufman, Amazon.com
- Edward J. Higgins, MasterWorks International
- John McGurk, GlobalWare Solutions
- Dan Gardner, ATC Logistics & Electronics
- Pete Carfrae, AKS Consulting
- Dick Kluis, Servigistics
- Vibhore Arora, Infosys
- Jeff Seaman, SCI Group
- Jake Ducey, CertiCell
- Sreevathsa, The Service Solutions
- Scott Hertel, UPS

Food & Beverage

Chairperson - Bruce Stevenson, RMS Inc

RLA Advisor - Lyndsey Turner

Committee Members:

- Carl Dubose, PepsiCo
- Oliver Hedgepath, University of Alaska
- Stacie Perez, HJ Heinz
- Lori Kleinschmit, ConAgra Foods
- Sharon Joyner-Payne, Carolina Logistics
- Tom Marcellino, Inmar
- Bruce Stevenson, RMS, Inc.
- Misty Hicks, Americold
- Gene Bodenheimer, GENCO

Home

- Mattress, Bed & Furniture
- Jewelry & Watch

Medical/Pharmaceutical

Chairperson - Michael Blumberg, Blumberg Advisory Group

RLA Advisor - Lyndsey Turner

- Robert Ticknor, Services Innovations Group
- Dan Gardner, ATC Logistics & Electronics
- John McGurk, GlobalWare Solutions

Medical/Electronics Best Practices

- Eric Miller, Agnitio Management Consultants
- Jeff Seaman, SCI Group

Sporting Goods

Athletic/Outdoor Gear & Apparel
Bicycles & Accessories

Fitness Equipment

RLA Advisor - Lyndsey Turner

- Pat Sullivan, Inmar
- Doug Houle, DHL
- John McGurk, GlobalWare Solutions



Focus Committees & Regional Focus continued on to page 23



Conferencia y Exposición de Logística Inversa en São Paulo Brasil

13-15 de abril, 2010

Hotel de Aeropuerto internacional de César Parque
Patrocinado por la Asociación de Logística Inversa

- Profesionales por todo el mundo asistirán este evento
- Los fabricantes y minoristas principales buscarán terceros proveedores de servicios que puedan administrar su logística inversa en esa región
- Gozar del otoño en el sol brasileño!

Planear ahora para aprender de los expertos de Logística Inversa y hacer contactos con otros profesionales



MARQUE SU CALENDARIO AHORA
RLashows.com

Conferência e Exposição sobre Logística Reversa no Brasil

De 13 a 15 de Abril de 2010

Hotel Cesar Park International Airport

Patrocinado pela Reverse Logistic Association

- Participação de profissionais de todo o mundo inclusive da mérica do Sul e Central
- Principais OEMs e Varejistas estão procurando por empresas terceirizadas para prover serviços de gerenciamento e administração do processo de Logística Reversa nesta região.
- Os residentes no Hemisfério Norte chegarão em pleno Outono e desfrutarão do maravilhoso sol Brasileiro!

Programe-se agora mesmo para aprender com os especialistas em Logística Reversa e aproveite para fazer uma network com outros profissionais do ramo.



Para maiores informações, visite: www.RLASHows.com/brazil.php

Reverse Logistics Conference & Expo in São Paulo Brazil

APRIL 13-15, 2010

Caesar Park International Airport Hotel

Sponsored by the Reverse Logistics Association

- Professionals worldwide will attend this event.
- Major OEMs & Retailers are looking for Third Party Service Providers that can manage their Reverse Logistics in this region.
- Enjoy the fall season in the Brazilian sun!

Plan now to learn from the experts in Reverse Logistics and network with other RL professionals.



MARK YOUR CALENDAR NOW
RLashows.com

Conference Speakers and Panelists in Alphabetical Order



Alan Amling, Director, Global Contract Logistics Marketing, UPS

Alan Amling oversees marketing efforts for UPS Supply Chain Solutions Logistics and Distribution. He moved into this role after serving as head of the New Product Development Concepts Team, overseeing the development of some of UPS's largest product and marketing initiatives. In addition to traditional products and services, Amling was focused on supporting UPS's Decision Green platform.

Amling began his UPS career in 1982 working as a seasonal employee for four years performing a variety of jobs including feeder and package loader. Since rejoining UPS in 1992, Amling has held numerous positions with the company, including serving as a long-range planning manager for UPS Airlines. He also has worked in UPS's strategic planning and marketing groups.



Pat Anderson, Senior Solution Architect, TAKE Supply Chain

Pat Anderson has been with Take Supply Chain for three years and has over 25 years experience in software product development, consulting, manufacturing, and supply chain management. He brings a wealth of industry knowledge and business acumen to Take Supply Chain.

Prior to joining Take Supply Chain, Pat held management positions in various manufacturing and distribution companies. His career has also included working with two of the "Big Six", Computer Sciences Corporation and Oracle Corporation. He received his Bachelor of Science and Masters of Business Administration degrees from Eastern New Mexico University and resides in the Austin Texas area.



John Axe, CEO ECN Group

John's approach to management and business is very much customer focused, with value and quality as key drivers. John is focused on driving the organisation towards what the customer needs rather than what the latest technology offers.

John's work experience spans the US, the UK, Hong Kong, Singapore, Australia and New Zealand.

Since leaving HP New Zealand in 1995, John has held positions as the VP of

Worldwide Support and Development for Peace Computers, and as CIO for Datamail Group before moving to NZ Post as their Corporate IT Consultant. John joined ECN as General Manager NZ in October 2006, before taking on the role of CEO in January 2007.



Lisa Bachler, Senior Program Manager, SIRAS.com



John Baehr, Service Spares Reverse Logistics Manager, KLA-Tencor Corporation

John Baehr is the Service Supply Chain Management (SSCM) Reverse Logistics

Manager of the Global Support Services (GSS) division of KLA-Tencor Corporation, the global leader in yield acceleration tools, software, and services for the semiconductor industry, with \$200 million in global spares inventory in three regional distribution centers and 33 strategic part depots worldwide. GSS SSCM supports an installed base of approximately 20,000 metrology and inspection tools and more than 3000 technical personnel in 18 countries. Prior to joining KLA-Tencor, John was a Supply Corps officer in the U.S. Navy, with notable service on the nuclear aircraft carrier USS Theodore Roosevelt (CVN-71) and in Kuwait supporting U.S. Army operations in Iraq.



Dan Barrett, USPS, United States Postal Service

Dan Barrett has over 12 years of experience in sales and marketing management, both with the United States Postal Service and in private industry. Since joining the Postal Service 8 years ago, Dan has held a number of management positions related to the organization's package delivery services, focused on Priority Mail and ground delivery services.

For the past year, he has overseen the Postal Service's marketing efforts related to electronics recycling. In this role, Dan has been principally responsible for the Postal Service's efforts to develop customer-oriented solutions toward this important problem, working with many original equipment manufacturers and recyclers to develop convenient and cost-effective logistics solutions.

Dan holds a Bachelor of Science degree in Marketing from Virginia Tech, and an MBA from Johns Hopkins University.

The Seminars are targeted to mid to senior-



Rod Berryhill, Director - Service Operations (Global Support), Juniper Networks

Rod Berryhill is the Director, Service Operations (Global Supply Chain) - Customer

Services for Juniper Networks, and has over 25 years of expertise and experience in the high tech industry focusing on all forms of Third Party Logistics and Supply Chain Management.

Currently Rod has overall responsibility within Customer Services for the global logistics warehouse and depot infrastructure, delivery, inventory management, planning, asset recovery, and reverse logistics for Juniper Networks with direct responsibility for supply chain, logistics management, and transportation execution.



Steve Blaz, Strategic Business Consultant Steve Blaz and Associates

Mr. Blaz spent 4 years as Vice President of Global Service Operations for Juniper Net-

works, successfully driving the restructuring and turnaround of its Service Operations. He dramatically improved customer satisfaction and on-time delivery to all time highs, establishing operational excellence and reducing OpEx by over 40%. Prior to Juniper, Mr. Blaz enjoyed 13 years with Cisco Systems leading its Global Product Services and Global Onsite Services. While there, he oversaw the expansion of Cisco's Onsite Services from \$4M to in excess of \$1B.

Currently, with Steve Blaz & Associates, Mr. Blaz helps companies and service operations executives achieve world-class organizational results. He speaks and consults on the topics of Globalization, Operational Excellence, Business Process Re-Engineering, Ease of Doing Business and Turnaround Strategy.



Michael Blumberg, President, Blumberg Advisory Group

Michael R. Blumberg is a Certified Management Consultant (CMC) and President of Blumberg Advisory Group, Inc. Mr. Blumberg has established himself as an expert and leading industry authority on Reverse Logistics and Closed Loop Supply Chain Management. Mr. Blumberg, in conjunction with RLA, presents two seminars designed to provide you with critical insight and business intelligence into managing Reverse Logistics on a profitable, efficient, and productive basis.

The Seminars are targeted to mid to senior-

level decision makers from Product Service/Support, 3rd Party Service Providers and OEM companies interested in understanding the latest best practices in the industry with respect to managing Reverse Logistics on an optimal basis.



Darrin Browder, Global Commodity Manager, Dell

Darrin is a Global Commodity Manager supporting Americas Service Parts and Reverse Logistics at Dell.

Darrin is responsible for supporting business requirements by identifying vendors, releasing request for quotes, negotiations, and strategic bundling of opportunities for repair, warehousing, and parts logistics. Previously, Darrin has served in Strategic Management, Vendor Site Management, Operations Management, and Materials Management roles at Dell. Darrin came to Dell in 2000, from United Parcel Service where he held various Operations roles.



Steve Brown, Global End of Life Manager, Hewlett Packard

Steve Brown is currently a Global Product Life-cycle Manager with Hewlett-Packard's Global Parts Supply

Chain Organization and is responsible for cost mitigation strategies related to supporting H-P's global server and super computing businesses. Steve's strategies have saved H-P an average of \$20 million annually for the last three years. In his seventeen years with H-P, Steve has held positions in Planning, Procurement, Logistics, Vendor Management and as a Supply Chain Specialist—experience that has contributed to current strategy development. Steve is best known for the inception, development and implementation of H-P's first & current Consumer Trade In / Trade Up Program (Ink/Laser/Scan Jets).



Paul Bruce, Vice President, Flextronics Global Services

Paul Bruce is the Vice President of Global Services for Flextronics and is responsible for all global reverse logistics

strategy, development of market solutions and customer relationships for the largest provider of repair and logistics services to the high technology industry. Paul has been involved in the reverse logistics and repair industry for over 20 years during which time he has held various leadership positions with both 3rd party providers and OEMs.

Paul has been instrumental in developing and implementing core offerings through the years that today are taken for granted such as return to depot notebook repair,

no fault OEM notebook warranty and outsourced Service Parts Logistics turnkey offerings that have substantially helped OEMs lower their overall cost of service delivery while increasing the overall customer experience.



Dennis Cain, Vice President Supply Chain Solutions and Software, DEX



Sean Casey, VP of OEM Sales, Refurb World

Sean's 18 years of professional experience has included – Sales, Marketing, Operations and Finance. The past

10 years has focused on OEM Sales. His cross-functional perspective has allowed him to develop executive partner relationships and bring value-add solutions to the marketplace.

At Refurb World, Sean is responsible for growing sales and building long-term relationships that fully leverage Refurb World's expertise in Integrated Asset Recovery.



CJ Charlton, Senior Executive, NYK Logistics (Americas) Inc.



Anthony Chiarello, Chief Operating Officer & Executive Vice President, NYK Logistics (Americas), Inc.

Anthony (Tony) Chiarello joined NYK Logistics (Americas), Inc. as Chief Operating Officer and Executive Vice President in January 2009. Mr. Chiarello's background in transportation and logistics spans some 30 years. Prior to his current position with NYK, he was Senior Vice President, Global Customer Development for AMB Property Corporation. Chiarello most recently served as chairman and president of Hudd Distribution Services, Inc., a Maersk Logistics company. Previously, he served as president of Maersk Logistics USA Inc; chairman of Maersk Customs Services; member of the board of directors for Bridge Terminal Transport (BTT); president of Maersk Equipment Service Company, Inc.; and vice president for Universal Maritime Service Corporation, a stevedoring and terminal subsidiary of Maersk Sealand. Tony also held the position of Deputy Executive Director of the Maryland Port Administration.



James (Jim) Cochrane, Vice President of Ground Shipping, United States Postal Service

James P. Cochrane was named vice president of Ground Shipping for the U.S.

Postal Service in September 2008. He reports to the president of Shipping and Mailing Services. Cochrane is responsible for ground packages, developing programs that will improve profitability and customer value while leveraging pricing freedoms made possible by the Postal Act of 2006.

Prior to serving in this role, Cochrane, a 34-year postal veteran, was manager of Package Services, directing product development and strategy for the Postal Service's \$11 billion portfolio of domestic and international package products. He has also served as associate vice president of Marketing and Strategy for the Expedited Package Services strategic business unit, where he directed marketing and advertising for package products. Prior to that role, Cochrane served as the associate vice president of Sales for the Northeast Region, where he was responsible for commercial sales of \$12 billion annually.



Jeff Cohen, CMO & Strategic Business Development, Zmags

Zmags helps companies engage readers online through Interactive Collateral Management (ICM) – a means to digitize collateral, enrich them with interactive features, deliver them to readers, and track them for reader behavior.

As CMO, Jeff is responsible for driving demand for Zmags' innovative Interactive Collateral Management solution. He manages a cross-Atlantic marketing team. A veteran of high-tech marketing with experience in both start-ups and larger companies, prior to joining Zmags Jeff was VP Marketing & Business Development for Sorriso Technologies, a provider of online billing and customer self-service solutions. He also served as CMO for Collective IQ, which provides consulting services to strategic and corporate private equity firms, and held senior-level marketing roles at Pitney Bowes – G1, iKnowledge (acquired by Avid), edocs (acquired by Siebel), Check-Free, Turner Broadcasting, NBC and CBS.



Andrea Cortese, Market Developer, SOLON SE

ON THE MOVE

FastAsset Inc., a New Hampshire-based corporation with processing facilities located throughout North America recently announced that **Joe Errico**, a 20 year industry veteran, was promoted to the role CEO. Previously Worldwide Director of the Technology Products Division for Converge, Joe has been serving as FastAsset's Executive Vice-President of Sales and Purchasing for the past three years. **Grant Guilbeault** has been promoted to Chairman of the Board and is now able to focus on designing and deploying the RL solutions that will allow FastAsset to retain its leading industry role.

Ingram Micro Inc., the world's largest technology distributor, today announced that **Eduardo Araujo**, a 28-year veteran of the information technology industry, has been named executive vice president and president, Ingram Micro Latin America, effective Jan. 4, 2010. He will report to **Alain Monie**, president and chief operating officer, Ingram Micro Inc.

A native of Brazil, Araujo's professional experience includes executive leadership positions at several

IT corporations, including HP, Compaq, PeopleSoft and ATT/NCR.

Great American Group, Inc., a leading provider of asset disposition, valuation and appraisal services, recently announced the appointment of **Gavin George** as Managing Director of GA Asset Advisors, LLC.

"GA Asset Advisors, a subsidiary of Great American Group, operates in partnership with retailers and their financial stakeholders across Europe. Its innovative solutions for the retail sector include operational and financial restructuring, distressed debt and accelerated merger and acquisition consulting.

Mr. George brings 25 years of experience in the retail sector, having worked as an operator, consultant and restructuring professional. Prior to joining GA Asset Advisors, he spent six months serving as Chief Restructuring Officer for a distressed retailer. He previously was a Partner and Head of Retail for Ernst & Young, where he led a number of the Firm's major commercial relationships, including Tesco,

Kingfisher and DSGi, and also led the EMEA wide retail advisory capability. Mr. George originally trained as a chartered accountant before working in operational retailing at Dixons (now DSGi) and then moving into management consulting.

In order to deliver enhanced supply chain visibility and insight, **Inmar Reverse Logistics** announced today that it will bring together its field services group and its performance research systems (PRS) group into a single organization. The newly formed Supply Chain Consulting team will be led by **Rob Small**, senior director, supply chain consulting. Reporting to Rob is **Marcus Ware**, director of supply chain analytics and **Chris Drennan**, director of supply chain execution.

Rob Small brings 22 years of leadership experience in supply chain and logistics including extensive field work, study design and consulting to the newly created position.



Industry Events



RLA Conference & Expo – Brazil

April 13-15, 2010

www.rlashows.com/brazil.php

Paper Recycling

Conference – Chicago

June 13-15, 2010

www.paperrecyclingconference.com

RLA Conference & Expo – Amsterdam

June 15-17, 2010

www.rlashows.com/amsterdam.php

RLA Conference & Expo – Singapore

September 27-29, 2010

www.rlashows.com/singapore.php

E-Scrap 2010: The North American

Electronics Recycling

Conference – New Orleans

September 29-30, 2010

www.e-scrapconference.com

CSR, Corporate Giving & Brand Protection

Summit – Boston

November 3-5, 2010

www.rlashows.com/boston.php



Shripal Dave, CEO & Founder, Evavi, Inc



Dennis Dienno, Sr. Manager- Americas Service Parts, Dell Inc.



Michael Ehlers, VP - Service, Sony Electronics



James Floyd, Director of Operations, Overstock.com



Stephen Fraser, CEO, GENCO Reverse Logistics Businesses, GENCO Supply Chain Solutions

Stephen Fraser has dual responsibilities at GENCO as

President and CEO of GENCO's reverse logistics businesses (GENCO Reverse Logistics, GENCO Pharmaceutical Solutions, and GENCO Damage Research), and as EVP Corporate Strategy for GENCO Supply Chain Solutions.

Prior to GENCO, Mr. Fraser served as President and CEO of private-equity sponsored collection of logistics businesses (May Logistics Services and ADS Logistics, LLC) from 2000-2008.



Jay Frayser, .com Returns Manager, Walmart Stores, Inc.

Jay is a 16 year Wal-Mart associate, located in Bentonville, Arkansas. He started as an hourly associate in 1990 at the Printing and Mailing Distribution Center.

In 1997 he joined the Hardlines Return Center in Bentonville, during his four year tenure at the Return Center he managed each area of the operations.



Paul Gettings, Executive Vice President, DEX



Grant Gordon, Managing Partner, GSG Supply Chain Strategies

Mr. Gordon is a highly accomplished Senior Executive with a successful track record

of leading companies to business expansion, sales growth, operational efficiency, and significantly increased profitability. Global experience creating complex, yet flexible, supply chains and operational capabilities adaptable to changing business environments. Change leader skilled at taking charge of every facet of supply chain and operations management from development of mission critical 24X7 high performing work teams to entrepreneurial presentations. Provide leadership in merger integration, IT tools creation, and staff development. Profit-oriented manager with a passion for challenge and commitment to enhancing cost effectiveness while exceeding company objectives.



Chris Griffin, Sr. Manager, Global Retail Returns, Microsoft

Chris Griffin is currently Senior Manager, Global Retail Returns at Microsoft Corpora-

tion where he is responsible for global retail return strategy/policy, process improvement and execution excellence.

Chris previously served as Senior Manager, Repair Services and Reverse Logistics at Sprint Nextel where he was responsible for strategy and operations across the organization, including repair center optimization, reverse logistics strategy and operational improvements in reverse logistics operations. He has over 13 years of successful financial and operational experience both within the private sector.

Chris is a graduate of the University of Texas at Arlington where he received a degree in Economics.



Bradley Gross, Partner Becker & Poliakoff, P.A.

Bradley Gross is a partner in the law firm of Becker & Poliakoff, P.A., and directs the firm's Business Technology

Law Practice Group. His practice focuses on areas such as business process / global sourcing transactions, domestic and cross-border licensing agreements, and the development, acquisition, disposition and commercial exploitation of intellectual property for technology companies.

Mr. Gross negotiates and structures supply

chain transactions and logistics agreements on behalf of some of the largest logistics companies in the world. He is a leading legal authority with regard to managed services, cloud computing, and software as a service ("SaaS") transactions, and frequently lectures worldwide on those topics.



Leslie Harms, Director, RLA

RLA is pleased to welcome Leslie back to the company as Registration/Membership Relations Director. She returns to RLA with over 15 years

combined experience in marketing, event management and accounting.

Having previously worked at well-known companies such as 3Com Corporation and United HealthCare, Leslie first joined RLA in 2003 as the Director of News Services. She later assumed the role of Event Manager and helped orchestrate and execute the shows and seminars hosted by RLA.

Leslie left RLA in late 2005 and has most recently worked as a supervisor in Accounting Operations at Mercy Health Plans based in Chesterfield, Missouri.

Ms. Harms holds a Bachelor of Arts degree in Liberal Studies from California State University, Hayward.



Jeffrey Harrison, Director, Business Operations, Blue Raven Technology

Jeffrey Harrison is the Director of Business Operations at Blue Raven Technology. Blue

Raven has over 23 years experience in the reverse logistics industry, specializing in electronic repair, service part fulfillment and returns management.

Jeff joined Blue Raven in 2003 and has had several senior leadership roles in business process development, sourcing, product management, marketing and sales enablement. With a focus on speed and quality, Jeff ensures that Blue Raven's customers benefit from optimized processes, differentiated services and focused messaging.

Jeff holds a BS degree from the Rochester Institute of Technology and an MBA from the University of Rochester.



Gotthard Haug, CEO, Teleplan



RLA Membership

Network with the World of Reverse Logistics

With an RLA Membership You Can:

- Learn Best Practices – Download Conference Presentations
- Make Valuable Connections
 - Search for new Vendors/Partners - CONFIDENTIALLY
 - Find New Facilities
 - Find New Employees/Employers
 - Search Worldwide Directory of 3PSP, OEM/ODM and Retailer Companies
- Become Involved with Industry Committees
- Receive vouchers to attend RLA Conferences & Expos and Regional Seminars
- Discounts on Exhibiting, Sponsorships, Research and Advertising

To Learn how to obtain these plus additional benefits through membership call 1-801-331-8949 x40 or visit www.ReverseLogisticsAssociation.org





Greg Hazlett, Principal, Tompkins Associates

Kain's unwavering focus is on customer dedication and quality while challenging her team to deliver for the client. This focus has led to the successful ISO certification for ALOM within a year of starting the business.



Jeff Henry, Global Reverse Value Chain Manager, Applied Materials



Scott Hertnel, Division Manager, Operations, UPS



Edward Higgins, Vice President, MasterWorks International



Russ Hiles, Sr. Manager, Vendor Operations, Sprint Nextel



Chuck Johnston, Senior Director Reverse Logistics, Wal-Mart Stores, Inc.

Charles Johnston is Senior Director of Reverse Logistics at Wal-Mart Stores, Inc. Chuck has been with Wal-Mart for the past 13 years and his responsibilities include Returns, Imports, Exports, Tires and Printing and Mailing Distribution.



Hannah Kain, President & CEO, ALOM

Hannah Kain is President and CEO of ALOM, a leading package assembly and fulfillment company headquartered in Fremont, California.

Prior to founding ALOM in 1997, Kain has held various management and executive positions since 1983, with a wide range of experience in the packaging industry dating back to 1990.

Kain holds three university degrees (B.S. in political science; M.S. in communications, and an M.B.A. in marketing), is a frequent lecturer and speaker, and is a published author of a popular textbook on market analysis, now in its 4th edition.



Haymon Keeler, Business Development Mgr, ECN Group



Colin Kempter, Principle Consultant, ECN

Colin has been working in the IT industry for more than 25 years covering project management, software development, consulting, sales and marketing and general management. He joined the ECN Group Pty Ltd in 2008 as Principal Consultant.

Prior to this Colin spent 5 years in the Barcoding industry, providing senior level advice and guidance on Supply Chain strategies to management.

Colin's current role is primarily providing consulting advice on supply chain issues. His current area of specialization is in the benefits of Software as a Service (SaaS) as it applies to specific areas within the supply chain such as Reverse Logistics.



Bill Kenney, Executive VP - Business Development, OnProcess Technology Inc

Bill Kenney is EVP Sales and Business Development, OnProcess Technology Inc.

Bill has been with OnProcess since the first year of its inception and has been responsible for all major National Accounts with a strong focus on the Wireless Industry.

Bill brings over 20 years of an extensive background of senior level sales experience for manufacturing, in both the domestic and international markets.



Dick Kluis VP, Product Management, Servigistics

Dick Kluis is Vice President, Product Management - Service Network Solutions for Servigistics. Appointed to this position in August 2007, Kluis is responsible for the strategic direction of all the Service Network Solutions products: Parts, Return & Repair, Network Logistics, WMX and ESB. He leads the product management team in delivering both network and facility optimization, visibility, and execution tools. Examples of customers are FedEx, the U.S. Coast Guard, Dell, Jabil, GE, and Celestica.

Kluis brings more than 20 years of IT and

Reverse Logistics Association Focus Committees



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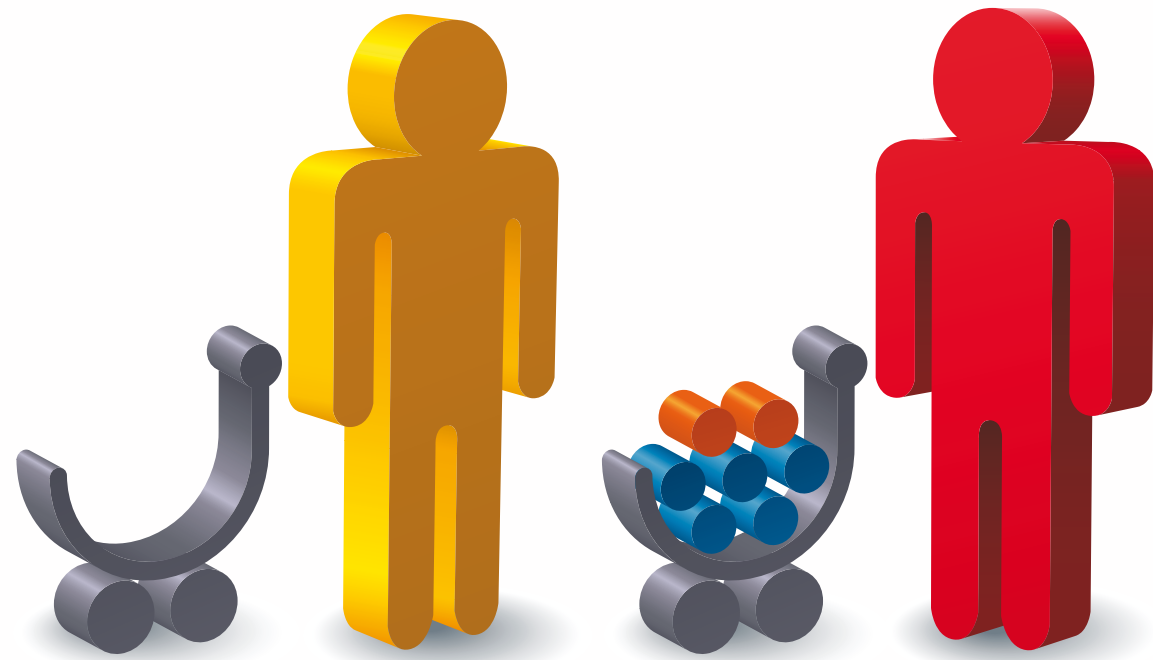
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Six Sigma - Five Things to Consider for Technology Reverse Logistics

by Tim Duckworth

Maintaining successful reverse logistics for IT service parts depends on reliability every step of the way. Your service provider should understand your service parts and returns objectives and offer a variety of solutions that go beyond the basics. In addition, they should demonstrate process capabilities that result in efficient, high quality service that saves you money and recaptures maximum value from returns.

The Principles of Lean Manufacturing and Six Sigma are powerful business tools that can help a business minimize defects, gain speed and expand capacity and eliminate excess cost. A service provider that has implemented these programs can offer you more value. However, the Lean Six Sigma implementation process is just as important as the methods and principles themselves.

Five points to consider when determining if your service provider has successfully implemented a Lean Six Sigma program:

1. SUSTAINED CONTINUOUS IMPROVEMENT

Your provider should demonstrate an ongoing cycle of continuous and sustained process improvements. Without focusing on this element, success tends to be short lived and reverts back to poor performance. In addition, it should be common practice to revisit processes on a timely basis to gain further improvements.

2. LEADERSHIP SUPPORT

Any provider that has implemented a successful Lean or Six Sigma program knows that success is dependant upon senior leadership's ongoing commitment in terms of

capital and resources. Look for providers that have the full, long term support of their leadership team.

3. BREADTH OF EXPERIENCE AND TRAINING

A provider that has successfully launched a Lean Six Sigma program should be able to identify their trainers and their certifications. They should also have a number of employees officially trained and demonstrating Six Sigma tool usage in their project work. Ideally, all supervisory and above positions as well as customer facing staff should be trained.

4. DEMONSTRATED SUCCESS

Your service provider should provide detailed examples of the use of Lean Six Sigma. This can be done by a variety of methods but ideally, successful projects and results should

be shared. This communication will include examples of tool usage and common practice principles, confirming that the provider truly understands the concepts of the programs.

5. PROJECTS SHOULD HAVE A RELEVANCE TO YOU

Be sure your service provider can offer project examples that are meaningful to you and your customers.

Continuous improvement is at the core of Lean Six Sigma. As the program matures it becomes the fabric or DNA of the service organization. Your reverse logistics model and customers can only benefit from a partnership with a service provider that has successfully implemented the principles of Lean Six Sigma.



Tim Duckworth, ExpressPoint's Director of Quality and Plant Operations

Tim joined ExpressPoint in September of

2006. With a background in operational leadership and a Black Belt in Six Sigma training, Tim has used his experience to guide the direction of more than 50 Lean Six Sigma projects at ExpressPoint. Tim's dedication to quality is evidenced by his role as a project advocate for Quality Assurance teams. Under his mentoring, employees have showed an enthusiastic response and dedication to the adoption of Lean Six Sigma practices which in turn benefit not only ExpressPoint but also our customers.

SONY ERICSSON FINDS SUCCESS WITH SIX SIGMA

Edition 20 of Reverse Logistics Magazine takes a look at Sony Ericsson's collaboration with North Carolina State University to implement Lean Six Sigma processes in the organization. In a year and a half, the wireless handset manufacturer has completed nine projects under the program and saved almost \$4 million and the article examines the implementation of Lean Six Sigma around the reverse logistics challenge of reducing the number of pieces required in refurbishing returned units.

Look for your copy of RL Magazine Edition 20 in February 2010 or read the digital version online at RLMagazine.com.



ALTERNATIVE THINKING ABOUT PRODUCT FULFILLMENT:

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Alternative thinking is looking at the entire product, sales, and service ecosystem to drive change and achieve critical outcomes. Such as greater efficiency, lower costs and improved service.

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It's working with HP's world-class supply chain organization where you'll find innovative ideas that will help you reach your goals to reduce freight and labor costs while lowering returns and improving sales.



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supply chain experience to the company including roles at Jabil Global Services (USA), Waterland International (USA), Waterland BV (The Netherlands), and Honeywell BV (The Netherlands). Prior to joining Servigistics, Kluis held the position of senior director, materials and IT for Jabil Global Services, the aftermarket services division of Jabil Circuit.



Mike Landry, Founder and CTO Servigistics

He received his Ph.D. and MS degrees in Industrial Engineering from Northwestern University, and his undergraduate degree in mathematics with a computer science concentration from St. Olaf College in Northfield, Minnesota.



Shawn Lane, Vice President, Product Management, Servigistics

Ron is co-author, with Dr. Dale Rogers, of "Reverse Logistics for Competitive Advantage," a forthcoming CSCMP Explores publication, and "Going Backwards: Reverse Logistics Trends and Practices," published by the Reverse Logistics Executive Council.



Tim Konrad, Senior Vice President, GENCO

Tim Konrad is Vice President of Strategic Initiatives at GENCO Supply Chain Solutions with the role of implementing Six Sigma throughout the organization. A Six Sigma Black Belt, Tim has completed numerous projects that have enhanced Customer, Teammate and Shareholder Value.



Jim LaRocque, Senior VP of Service, DISH Network

Jim LaRocque joined EchoStar as Director of Service in 1998. Prior to EchoStar he worked in for several technology companies in areas of software design, field applications engineering, operations management, strategic planning, and intellectual property consulting.

Tim has spent his entire career within the Supply Chain and has managed from both sides of the desk. His initial training was with U.P.S. in Operational and Industrial Engineering management positions. He has had Domestic and International Transportation and Distribution responsibilities at both Avon Products and Sony Corporation of America.

At EchoStar, he has overseen the growth of the company's Service operations from 100,000 to 3 million shipments per year, supporting a diverse mix of consumers, retailers, distributors, installers, contract field service providers, OEMs and international customers. Operations have grown from one to three regional repair centers, plus several outsource repair suppliers.



Ronald Kula, Consultant, Kula Consulting

Ron Kula was most recently DEX's Vice President of Supply Chain Consulting and had been working with DEX's clients for the past nine year to develop streamlined Supply Chain Solutions, including customized Reverse Logistics programs, high volume channel returns, integrated partner alliance programs, and advanced exchange and depot repair. In this role, developed programs that lowered the overall cost of the total reverse logistic program for DEX clients.

Jim holds a BS in Electrical Engineering from the University of Illinois, an MBA from Northwestern University, is a CPA, and is certified by APICS (American Production and Inventory Control Society) in production management.



Jesse LaRose, President, ESE Solutions

Jesse LaRose is President of ESE Solutions, a consulting and management company focused on helping organizations achieve their environmental, social and economic goals through implementing zero waste and sustainability programs.

During his 16 year career at Digital Equipment Corporation (DEC), Ron held various managerial positions in manufacturing, service product management, repair operations and service functions. Ron also spent 5 years at Cerplex, developing and implementing reverse logistics programs, while creating alliances to expand the company's service offerings.

Jesse previously directed the retail sales and national account management activities for Rand-Whitney Recycling, a division of The Kraft Group. He was responsible for the company's sales strategy and accounts such as CVS and BJ's Wholesale Club.



David Lamb, Director, Technical Services, Cisco



Ron Lembke, Associate Professor, Supply Chain Management, University of Nevada

Ron Tibben-Lembke is an Associate Professor of Supply Chain Management at the University of Nevada, and Director of the Summer Logistics Internship Program.

His reverse logistics consulting experience includes projects with a number of large American companies, and he has been an invited speaker on Reverse Logistics in Brazil, Canada, Colombia, England, France, Mexico, and Spain. In the Fall of 2005, Ron was on sabbatical as a visiting professor at the corporate offices of 3M in St. Paul, Minnesota.



Arte Maren, President, Arte Maren, Inc.

Arte Maren has been an educator and trainer for corporations and associations for 25 years. His client list includes such companies as Bank of America, Teledyne and Del Taco. He has advised on exhibiting matters to the exhibiting industry including such groups as The International Association of Exposition Management, Meeting Planners International. Arte has also been a contributor of articles on better trade show management to various trade show related magazines.



Keith Mc Kervey, Director Logistics, LTX-Credence



Marc Melkerson, Vice President of Business Development, Renova Technology, Inc.

Marc Melkerson is the Vice President of Business Development for Renova Technology, Inc.

In Marc's 9 years with Renova his responsibilities have included the development and execution of sales and marketing strategies as well as overseeing repair and manufacturing operations. Marc has 19 years of experience in bringing customer driven solutions to the market in both small and large corporate environments.

Marc's career background includes sales and management positions at Carroll Touch Systems, CTX International and Video Display Corporation.

Mr. Melkerson holds a bachelor of science degree in Business Administration from Drake University.



John Miller, SVP Global Business Development, Flash Global Logistics, Inc.

John Miller joined Flash as SVP Global Business Development in August of 2008.

John's depth of experience includes 17 years of leadership and critical logistics supply chain expertise. John is responsible for sales, marketing and client development for Flash on a global basis. His extensive experience in business development, increasing revenue, market share and account penetration in domestic and global high-tech markets, and leading sales and marketing teams with a progressive leadership style placed him in senior executive roles including Senior Vice President of Business Development with his prior employer, Choice Logistics.



Xavier de Montgros, Services supply chain Director, HP

Xavier de Montgros has been with HP for 24 years and is currently responsible for Total Customer Experience and Quality Services and Remarketing. In his current role, Xavier has led the aggressive reengineering of Warranty and Services which has resulted in cost cutting of 50% over the past 3 years.

Xavier has driven the supply chain and services strategy for HP PCs worldwide which has led to HP becoming highly competitive and a worldwide leader. He has significant experience in outsourcing and partner management, sales procurement, engineering and IT management, customer service and quality management.



Mike Moore, Vice President Supply Chain Services, DEX

With more than 20 years experience in the technology industry, Mike Moore utilizes his expertise in database management, procurement, component and services sales to build encompassing reverse logistic supply chain solutions that are cost effective for many of DEX's clients. This unique experience has enabled provided one of his customers with a 50% reduction in material costs through the development of a parts substitution program.

Mr. Moore holds a Bachelor of Science degree for Engineering from DeVry Institute and a MBA in Marketing from California Lutheran University.



David Mowat, Sr. Manager, Services Technology, Cisco

David Mowat is the Senior Manager for Service Supply Chain Systems and Tools within Services Technology at Cisco Systems. David is responsible for managing and developing the systems and tools infrastructure necessary to meet the strategic, and day to day operational needs for Cisco's Service Supply Chain.

Cisco's Service Supply Chain comprises over 1000 depot locations in 120 countries, supporting approximately 700k units delivered on an annual basis.



Bert Munnikhuis, Senior Vice President, General Manager of Reverse Logistics, GENCO Supply Chain Solutions



Kathy Murphy, Special Markets Sales Manager, JARDEN CONSUMER SOLUTIONS



Nabil Nasr, Director, Golisano Institute for Sustainability, Rochester Institute of Technology

Dr. Nabil Nasr is responsible for the strategic and operational leadership of the Golisano Institute for Sustainability (GIS), whose mission is to deliver innovative educational programs in sustainability and to conduct related world-class research. He founded the National Center for Remanufacturing and Resource Recovery (NC3R) at RIT, a leading source of applied research and solutions in remanufacturing technologies. NC3R and CIMS at Rochester Institute of Technology serve as resources for remanufacturers, original equipment manufacturers, and government agencies. Dr. Nasr's background is in sustainable production, remanufacturing, clean production, and sustainable product development.



Tim Neale, Process Control Manager, Walmart Stores, Inc.

Tim Neale is a 20 year Wal-Mart associate, located in Bentonville, Arkansas at the corporate office. Tim's 20 years experience has been dedicated solely to the reverse logistics process. He started as an hourly associate in 1987 and has worked in every hourly position in WalMart's facilities.

Tim joined the administration team in 1999 managing a support team and was

promoted in 2001 to regional operations manager for WalMart's 6 hardlines return centers. Recently, he was promoted to Process Control Manager which includes responsibility for several areas such as: transportation, alignment strategy, compliance, asset recovery, recycling /donations and supplier relations all within the reverse logistics network.



Sherry Olivier, VP Product Development, Inmar

Sherry Olivier joined Inmar, Inc. in April 2007 as Vice President of Financial Planning and Analysis. In that role, she was responsible for long-term financial planning, the identification and evaluation of new business growth opportunities and process improvements. In November 2008, Sherry was named Vice President, Product Management with Inmar's Reverse Logistics division. In this role, Sherry is responsible for defining the product strategy and roadmap for Inmar's asset recovery solution.

Prior to joining Inmar, Sherry served as Senior Director of Strategic Business Initiatives for RJ Reynolds Tobacco Company. Sherry held roles of increasing responsibility during her 15-years tenure with RJR, including various Organizational Development, Business Strategy and Financial Planning roles with focus on the Operations and Integrated Supply Chain functions.



William K. Pollock, Vice President - Principal Analyst, Aberdeen Group

William K. Pollock is Vice President - Principal Analyst heading up the Strategic Service Management Practice of Aberdeen Group, the leading provider of fact-based research focused on the global technology-driven value chain. Previous to joining Aberdeen, Bill was the founder and president of Strategies For GrowthSM, an independent services consulting firm. During the past 30 years, Bill has conducted more than 250 strategic planning, customer survey, market research, business process reengineering, and services marketing studies for clients all over the world. He has been a featured speaker at numerous services conferences, seminars and workshops and has published more than 130 articles, newsletters and columns covering a wide range of topics. He was inducted into AFSMI's prestigious Presidents Club in 2007, and was the founder and President of the Philadelphia-Area chapter of the CRM Association.

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Doug Pratt, Global RVL Manager, Iomega

Douglas Pratt currently serves as the Global Logistics Manager. Iomega is a leader in B2B and B2C storage

products and recently became a part of the EMC family. Doug has been in and out of Iomega over the last 10 years, where he has set up customer contact centers, worked on CRM/ERP installations, and OEM fulfillment. He was the project lead for the move of the Iomega global distribution operations in 2007. Doug is a retired Navy Supply Corp Commander with 22 years of service. He has spent 36 years in the business world which includes 13 years in senior management positions. Doug has work experience that includes fiscal (financial, procurement, accounting), logistics management, information systems management, organizational development, systems and program analysis, technical support management, retail sales management, food service management and education. Doug is involved in the American Red Cross as an instructor and as chairman of the N Utah Health and Safety committee.



Pam Rapp, Strategy Manager, Walmart Stores, Inc.

Pam Rapp is a 11 year reverse logistics manager, with the last 6 years of that as a Wal-Mart associate, located in Bentonville, Arkansas at the corporate office. Pam's 11 years have been dedicated solely to the reverse logistics process. She started as a Quality Assurance Manager 1995 at the Indianapolis returns facility.

Pam joined the Wal-Mart administration team in 2000 as merchandise manager supporting the stores, clubs, merchandising and supplier community. In 2001 she took on the Solutions team responsible for supporting Wal-Mart's 6 hardlines return centers. In 2004, she was promoted to Distribution/Return Center Support Manager which includes responsibility for several areas such as: inventory flow, merchandising contact/training, product removals, and supplier education/relations all within the reverse logistics network.



Gary Reblin, VP, Expedited Shipping, United States Postal Service

Gary Reblin was named Vice President, Expedited Mail in February 2008. In this role, he is responsible for overseeing Express Mail and Priority Mail products and services and for developing programs which will maximize the profitability and value of these products. Earlier, as Manager of Intelligent

Mail Planning and Standards, Reblin led the Postal Service's efforts in upgrading its technical infrastructure and developing the Intelligent Mail Barcode which allows the Postal Service to identify and track each piece of U.S. Mail.

A 16-year postal veteran, Reblin also has served in key management positions in the engineering department where he helped set the strategic direction of the letter and flats automation programs.



John Rinehart, Manager, Reverse Logistics Information Services, Intel

John Rinehart has been with Intel Corporation for 17 years with the last 10 years in the areas of materials, service planning, and program management. He also previously worked in product development and sales tools development.

John is currently responsible for Reverse Logistics Information Services at Intel.



Nelly Romano, Director, Business Development - Midwest, ROUND2 Inc.



Steve Rop, Vice President, Liquidity Services, Inc



Cayce Roy, President, Liquidity Services, Inc

As EVP and President, Cayce Roy is responsible for overseeing the direction and management of Liquidity Services Inc's (LSI) commercial asset recovery business to drive its market expansion and continued growth. Prior to joining LSI in August 2008, he spent the past 20 years managing sophisticated and high performance e-commerce, business-to-business services and logistics organizations including Amazon.com and TNT Post Group in Europe. Mr. Roy holds a Bachelor of Science degree in Industrial Engineering from Lehigh University and has completed the financial management executive education program at Stanford University's Graduate School of Business.



Lee Sacco, Senior Director of Development, Oracle Corporation



Jessie Sales, Sr. Manager, Juniper Networks

Jessie Sales is the Senior Manager for Service Parts Planning at Juniper Networks.

He is responsible for managing global spares availability in support of service contracts for field replaceable units. Jessie continues to refine processes and develop new sparing strategies in efforts to exceed customer satisfaction goals.

Jessie has over 20 years of combined experience in the hi-tech industry in both MFG and Service organizations. More notable companies are: Juniper, Cisco, Apple, Fujitsu, and National Semiconductor. He has focused 17 of those years in Service, starting within the technical assistance center, and the last 10 years in spares planning, order management, application super user, and contract activation.



Bernie Schaeffer, CVP Post Sales Support, Motorola Mobile Devices Business

Bernie Schaeffer is corporate vice president of Global Repair for Motorola's Integrated

Supply Chain, which encompasses the global operations associated with procurement, new product introduction, manufacturing, customer fulfillment and repair. He is responsible for repair and reverse logistics operations across all Motorola businesses worldwide. His team provides both in- and out-of-warranty repairs, is the fulfillment engine for maintenance agreements and other value-added services, manages asset recovery on equipment returns and is the source of information on product field reliability.



Leonard Schneeman, CTO, DEX

Leonard Schneeman, a founding member of DEX, has more than 30 years of high-tech engineering experience. He

has developed DEX's engineering systems, which allow for the reverse engineering and repair of computer, medical, and other electronic products. He is currently responsible for DEX's worldwide ERP and IT systems, which enable supply chain solutions for both forward and reverse logistics. He specializes in providing business intelligence to users and customers, as well as automated business and process controls. Mr. Schneeman holds a Bachelor's degree in electrical engineering from the Massachusetts Institute of Technology and Master's degrees in both business and electrical engineering from California State University, Northridge.



Jim Schoessling, Vice President of Operations, Servigistics



Tony Sciarrotta, Director, Asset Recovery, Philips

Tony Sciarrotta, Director, Asset Recovery, Philips Consumer Lifestyle has held a variety of sales and marketing positions in the consumer electronics industry for over 30 years, including the last 20 years at Philips Consumer Lifestyle. His background uniquely prepared him in this developmental role as director for returns management activities, and he was responsible for implementing policies and procedures with a variety of dealers.

Tony focused the entire Philips organization on return reduction activities to drive down returns and associated costs. He implemented processes which are "Best in Class" in the consumer electronics industry. In less than 5 years, he reduced return rates by over 50% amounting to over \$100 million dollars annually. Tony has assumed responsibility for maximizing asset recovery of all returned consumer goods. Tony has specifically targeted best avenues for reselling refurbished goods at a model level.



Mike Sego, Director of RL Connections, Reverse Logistics Association

Mike Sego joins the Reverse Logistics Association as a leading consultant in marketing and new business development for both national and international markets. With over 10 years experience in working with small and large companies both in the private and public sectors, Mike brings a strong expertise in sales and marketing tactics, customer relations, process improvement, and finance. Mike will be a welcome addition to the services RLA offers its clients.

Prior to joining RLA, Mike Co-Founded Sunrise Publishing Group, Inc. The company started from nothing and grew to 17 phone books in Colorado and Washington under his direction. He also developed a model to identify and analyze markets across the USA to find those under and over served.



Mark Servidio, VP-Environmental Supply Chain, Sharp Electronics

Mark Servidio is the Vice President - Logistics & Environmental Supply Chain Plan-

ning For Sharp Electronics Corporation. In his five years with Sharp he has been very active in environmental issues. Sharp is a member of the US EPA SmartWay Program and they have won the SmartWay Excellence Award two years in a row. He has given numerous presentations on what Sharp is doing in the environmental area.

Mark has 23 years experience in the Supply Chain area.



Seshagiri Singaraju, Materials Manager, Sun Microsystems Inc.

Giri is currently working as the Materials Manager in the World Wide Operations Business Unit at Sun Microsystems Inc. In this role, he is responsible for Reman backlog management. Earlier he worked in the roles of IT Program Manager and IT-Business Technologist for the ERP Projects at Sun. Giri has over 28 years of experience in the Computer and Electronic Manufacturing industry and was responsible for hardware development and for commissioning of turn-key Supervisory Control and Data Acquisition (SCADA) projects for oil and gas pipelines. He also held the position of the CEO of Solix Systems Pvt. Limited, an ERP start up company in India and was responsible for setting up their ERP practice.



Matt Snyder, Senior Manager, Dell

Matt Snyder, Senior Manager of Dell Reverse Logistics, is responsible for running asset recovery operations in the Americas. This includes product returns from all sales areas and off leases systems. He has 15 years of supply chain experience, covering logistics, planning, strategy, and operations. With particular expertise in lean enterprise transformations, Matt has led organizations through both out-sourcing and in-sourcing decisions, as well as significant lean 6 sigma process improvements. He has a Bachelor of Science in Industrial Engineering from Stanford University and a Masters in Business Administration from the University of Michigan. Matt, his wife, and their two children live in Nashville, TN, where they are active in the community, including Matt's participation on the board of S.T.A.R.S. (Students Taking a Rightful Stand).



Todd Snyder, Global Logistics Director of Sales, High Tech, UPS

Todd has been with UPS Supply Chain Solutions for six years and is responsible for the Global High Tech Logistics and Distribution Sales team. Todd recently tran-

sitioned into this role after managing the Global Service Parts Solutions and Implementations team for the last several years. Todd led various teams' responsible for designing and implementing domestic and international Supply Chain solutions ranging from large box distribution centers to freight and brokerage.

Prior to UPS SCS, Todd spent over 5 years in Supply Chain Management Consulting for Ernst & Young and then PriceWaterhouse Coopers designing and implementing complex supply chains solutions for both fortune 500 and middle market customers.



Thomas Stanton, International Analyst/ Licensed Customs Broker, AFMS, LLC

Tom Stanton is a Certified Customs Specialist and licensed Customs broker with the National Customs Brokers and Forwarders Association. Tom keeps up-to-date each year with new regulations and compliance requirements, such as 10+2 import requirements, that go into effect January 2010. Tom is also an ex-international traffic manager and an international small package consultant with more than thirty years experience. He can be reached by email at tom.stanton@afms.com or by phone at 503-246-3521. In addition, Tom is known as the "Transportation Doctor" and has several videos available on YouTube.



Roy Steele, President, RoShar Associates, LLC

Roy is President of RoShar Associates, LLC, a training and consulting firm with proven capabilities to enable, guide and direct client companies in the improvement of product performance, service logistics and customer support services. The CustomerGistics© model for brand loyalty improvement initiatives includes a series of customer-centric imperatives and outcome statements with documented action plans and road maps.



Kevin Steele, Vice President, The Results Group



Pat Sullivan, VP Business Development, Inmar



Craig Sultan, Senior Manager, Reverse Logistics, The Home Depot

Craig Sultan has over 18 years of experience in the areas of distribution, logistics and reverse logistics. Craig began his homedepot.com career with responsibility for vendor on-boarding and implementation of their order management system. He was an instrumental part of the project team that launched their current website engine.

Craig was promoted to Senior Manager of Reverse Logistics for Home Depot Specialty Brands and currently oversees returns reduction, returns processing, store returns integration, and liquidation.



Robert Ticknor, Founder, Service Solutions Team



Paul Tran, Sr Director of Sales & Marketing, Comtek Computer Systems

Paul Tran is the Sr Director of Sales and Marketing at Comtek Computer Systems. Comtek specializes and offers technical services (emphasis in depot repair) and supply chain services for OEMs in various industries including computing, networking/telecom, test & measurement, semiconductor, storage and medical. There Paul is responsible for the sales and marketing activities, with a key focus on new customer acquisition and support. His strength is in B2B sales of services, and collaborating with customers to develop and customize the highest value solution by integrating technical/engineering, supply chain and IT processes.



Mark Twaalfhoven, President, Valuec BV

Mark Twaalfhoven has an extensive career in the electronics industry. He was the CEO of Teleplan International from 2005-2009 during which time the company expanded internationally and returned to profitability. Prior to Teleplan he was with Amphenol Corporation a New York stock exchange company with revenues of USD 3.5 billion. Mark completed his education at Harvard Business School as well as Stanford and Purdue University.



Ken Ueltzen, Vice President, Comtek Computer Systems

Ken Ueltzen is a Vice President at Comtek with 25+ years experience in electron-

ics manufacturing and aftermarket product support. Ken has been with Comtek for 9 years and is currently responsible for Business Development.

Ken has held executive positions at Packard Bell NEC where he was the Vice President of Manufacturing and at Dell Computers, where he was the Director of Operations. He has an Engineering Degree from Cal Poly, San Luis Obispo, and an MBA from Sacramento State University. Ken is the holder of two patents and has taught for the Graduate School of Business at Sacramento State University.



Mike Umbach, Group VP, Product Development & Marketing, Inmar

As the Group Vice President of Product Development, Mike has a client focused philosophy around developing products. As part of this development work, he spends time with the clients to understand their business processes and objectives so that the products developed can take cost out of the process and ultimately deliver more profit for them.

With an extensive background in retailer finance and corporate strategy with companies such as Circuit City and CapGemini along with an MBA from Northwestern Kellogg Graduate School of Management, Mike knows how to turn concept into executed completion. Most recently, as the VP of Product



Clay Valstad, Vice President - Reverse Logistics, GENCO

Clay Valstad, with nearly four decades of retail experience, has supported GENCO reverse logistics solutions for several major retail customers, including Best Buy, Target, Sears, Kmart, and CSK Automotive. Since 2007 he has served as customer service vice president for GENCO Supply Chain Solutions; in this capacity, Mr. Valstad collaborates with customers to improve their central return center processes and productivity. He also served as a consultant for Kohl's, for which he helped to improve the company's store backroom return process, recommended accounting and audit changes for better managing central returns, and developed processes for reconciling inventory.



Joseph Walden, Executive Director, Supply Chain Leadership Institute

Col. Joseph Walden, CFPIM, has over 25 years of supply chain experience. He deployed to Kuwait in support of Opera-

tion Iraqi Freedom to establish the Theater Distribution System and design and operate a 4 million square foot distribution center to support all forces and operations in Kuwait and Iraq.

He has worked on the Logistics Support Plans for humanitarian missions to Croatia, Bosnia, and Somalia.

Colonel Walden has published monographs on Just-in-Time Logistics and Reverse Logistics, co-authored a handbook on warehousing operations for the Army, served as the Chief of the Writing Team for the Army's Operations Doctrine Manual, edited a text book on Logistics Planning for the School of Advanced Military Studies at Fort Leavenworth, and is the author of a recently published book on leadership and supply chains.



John Weatherup, New Business Development, Refurb World/ Tech Ed

John Weatherup left Hewlett Packard after 27 years, 20 of those years supporting HP products through forward and reverse logistics. Among his accomplishments are creating lower cost, more efficient procurement processes, and setting up Printer repair operations in Mexico and Singapore. John Worked on removing extra touches from the supply chain to the extent that almost half the HP trade parts revenue still goes through the channel John developed.

John was a logistics officer in the Marine Corps Reserve and was activated for Desert Storm because of his logistics specialty and worked forward logistics in the ramp up to Desert Storm and reverse logistics, bringing the Marines and equipment home.



Mary Wells, Emerging Markets Repair Manager, Sun Microsystems

Mary Wells, Emerging Markets Repair Manager, is responsible for establishing and management of repair operations in the Emerging Markets Region for Sun Microsystems.

She has over 20 years experience in supply chain experience which include reserve logistics, planning, outsourcing strategies, performance management, contractual negotiations and repair operations.



Karyn Wilder, Sr. Manager, Customer Returns, Cisco Inc



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