



REVERSE LOGISTICS DIGITAL magazine™



**RLA Conference &
Expo Amsterdam
- page 18**

Edition 23

SPECIAL SHOW EDITION

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Single issue: \$4.95
One Year Subscriptions:
U.S.: \$18
Canada: \$35
International: \$70

To unsubscribe: email editor@RLmagazine.com.

Publisher – Gailen Vick,
Editor – Lyndsey Turner
Copy Editor – Elvie Engstrom
Technical Director – Luis DeGuzman
Creative Design – Lyndsey Turner

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For more information on the Board of Advisors, go to ReverseLogisticsAssociation.org

Editorial and Circulation Office
441 W. Main Suite D
Lehi, UT 84043-2024
Phone: 801-331-8949
Fax: 801-206-0090
editor@RLmagazine.com
www.RLmagazine.com

BPA Worldwide Membership Applied for March 2009. Printed in the U.S.A.

ISSUE 5 VOLUME 5
REVERSE LOGISTICS MAGAZINE (ISSN 1934-3698) is published bi-monthly for \$18.00/per year by Reverse Logistics Association located at 441 W. Main Suite D, Lehi, UT 84043-2024. Periodical Postage Paid at Lehi, UT 84043 and additional mailing offices.

POSTMASTER: Send address changes to REVERSE LOGISTICS MAGAZINE, 441 W. Main Suite D, Lehi, UT 84043-2024. Edition 23 published May 2010.

The information presented in this publication has been provided by corporations and is believed to be accurate; the publisher cannot assure its completeness or accuracy.

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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!

Cover Story



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A Preview of the RLA Conference & Expo - Amsterdam, June 14-16, 2010

Three years ago, Cisco implemented foundational changes in the Reverse Supply Chain space to develop and build an end-to-end solution that would enhance both the customer experience and unlock the value from product returns. The focus would include changes in

Articles



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"Boothmanship" Post Show Follow Up: The Final Piece to Positive ROI

by *Arte Maren*

Profitable trade show returns begin with proper planning and that must include the all too occurring error of insufficient attention and action on post-show activities. In fact, the Center for Exhibition Industry Research reports that up to 80% of the leads gathered at a show are not followed up.



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Directing Reverse Logistics - A Corporate Paradigm Shift

by *Kurt Walker*

The problem is that companies simply refuse to execute on the fact that better RL management can be as important, or possibly (depending on case) more important to the profits of a venture as is solid design, marketing or flawless to-market execution. One major flaw in the RL model is that there are so many competing voices within the RL space.



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Sneak Peak

United States Army: the largest logistics company in the world



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Survey

The results enable us to provide state-of-the-art information on returns volumes, returns causes and processes and RL services.

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Message from the Publisher

The foundering economy around the world has everyone wondering what will happen next. In the past the only time I heard about Greece was someone's vacation plans, now everyone talks about Greece as a financial burden, who would have thought? I was in Brazil last month and I found the economy there was growing at an unbelievable rate!

Is the economy getting better or worse? Depending on whom you ask, existing government administrations say better, opposition parties say worse! But no matter what is happening, now is the time to cash in on the demand for Reverse Logistics vendor services & solutions.

Back in 2008 I stated, "Now is the time for companies to be ramping up marketing efforts to increase visibility and gain attention of manufacturers and retailers. I constantly hear that many manufacturers and retailers want to outsource programs." So don't slow down, it is time to accelerate your marketing efforts and finally outsource that program this is costing you way too much.

That is what we are doing here at RLA, we are increasing our support services in order to be meet the increase demand from our members. I want to announce 2 new support solutions;

Kurt Walker, Director of Special Events is developing **educational networking events** in the form of seminars & workshops, while at the same time managing our international speaker's bureau.

Kelli Ray, Manager of Marketing & Advertising for **Reverse Logistics Magazine**, is developing a series of marketing solutions for companies to gain exposure on a global basis, while promoting products and services.

Gailen Vick
RLA President
ReverseLogisticsAssociation.org



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.

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:



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 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.



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 com-

mand 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 Consumer Electronics North 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.



Susan Wackerman – Hewlett-Packard Company

Susan Wackerman is currently a Sr. Operations Manager in the Americas Supply Chain for HP's Imaging and Printing Group. In her position, Susan is responsible for the Recycling Operations for HP Americas and the Returns Operations / Remarketing for HP Americas Imaging and Printing Group. This includes supply chain development, reverse logistics, disposition and processing, refurbishment, resale, channel management. For Recycling Operations her product responsibilities cover all HP product categories including inkjet and laser printing, digital imaging, supplies, scanners, shared printing, PCs, notebooks, desktops, servers.

Complete biographies of Advisory Board Members are available from the RLA site at:

www.ReverseLogisticsAssociation.org/company_advisory.php



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

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“Boothmanship” Post Show Follow Up: The Final Piece to Positive ROI

by Arte Maren

Profitable trade show returns begin with proper planning and that must include the all too common error of insufficient attention and action on post-show activities. In fact, the Center for Exhibition Industry Research reports that up to 80% of the leads gathered at a show are not followed up. Amazing. And the reason usually traces to a failure to plan well. (You have heard the adage, if you fail to plan, you plan to fail. So true.

While it may be convenient to put the responsibility for exhibitor success

onto the show, there are often major procedures omitted by the exhibitor and opportunities missed. There are hard won rules, guidelines that must be followed in order to ensure a successful show, regardless of all other factors. As you are already at the show reading this article, I will address the post-show key factors which all revolve around a system, without which, there is scant time to follow up properly considering there was generally already a backlog of activity even before you left for the show.

“Better Boothmanship” requires that attention is paid to the “rhythm” of the entire trade show process, or what I refer to as “the trade show intensity curve” There is quite a bit of excitement and energy prior to the show; the preparation, design, literature to create, prospects to invite to the booth, etc. And then there is the manning of the booth itself, the meet and greet, the presentations, the connections, the socializing with those in the industry. And the intensity keeps rising until the show is over at which point the intensity begins to



fall off, when in fact, the intensity should continue on and through the connecting to all leads, the follow ups and the sales!

- There should be a system set up prior to the show so that leads are sent back to the office and information prospects need ideally sent to prospects even before you return.
- You must have a purchased mailing list of all likely attendees and indeed all potential customers regardless if at the show or not so that a follow up mailing/newsletter can be sent, indicating that you missed them at the show but.....
- Following standard

“Boothmanship” procedure, the leads obtained at the show would have reminder notes either on the back of the business card or a notebook wherein the data is stored with full info on the nature of the conversation with the prospect as memories often fade. The business card would be stapled onto the page of the book and all pertinent data written below the card. **AND THE BOOK IS ENTRUSTED TO ONE PERSON AND NEVER OUT OF SIGHT.**

- Some companies have employed the procedure of having an assistant or even an outside call center make the follow up contact call directly after returning home. This prospecting type call would then

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of assumption or attempting to pre-judge. All booth attendees should get a follow up email within 48 hours with a thank you, re-statement of the offer and any other personalized comment you may wish to make.

- Do not get caught in the “excuse trap”; “well everyone is just returning so I will wait” or “I am really backlogged, I will get to it next week” or “they have plenty to read from the literature I gave them, if they are interested they will call me”. These incorrect assumptions are very costly and negate all the hard work that was done to create the leads.
- The leads, broken down into A, B or C or 1, 2, 3, in terms of potential and the priority leads distributed. There is also the system of breaking down the leads into categories, such as those who need an info pack, those who should be called, etc. and making the priority the category.
- The leads are recorded in a database which then can be reviewed a month later, 6 months and even years. If an attendee you met became an account even a year later, the credit would still go to that show and therefore would reflect well on the ROI for that show. Without such tracking, this data is lost.
- A “debrief” is done by any and all employees or execs connected to the show providing key data on what worked well and should be written procedure

determine the level of continued interest and if there a call is warranted from the sales person, it is turned over to the sales rep thus ensuring rapid response. Note: The prospect has met with many others who may be providing the same products or service. The name of the game is “firstest with the mostest”.

- All leads are followed up, at minimum by email. None are ignored. A visitor to the booth may have seemed disinterested but perhaps that was simply the start of negotiation. A decision to wait could change in a moment based on some environmental of business factor. Any salesperson knows the liability of making any kind

7th Annual

RLA Conference & Expo Singapore

Concorde Hotel, Singapore • September 27-29, 2010

Asia's premiere Reverse Logistics Event will bring three full days of Reverse Logistics. Starting on Monday, September 27, with RLA Workshops and continuing on Tuesday and Wednesday with sessions and exhibition.

A wide range of leading regional and global Reverse Logistics companies are in attendance from repair/refurbishing to recycling/e-waste and transportation logistics.

Be sure to visit the Exhibition Hall where ODMs and OEMs will be looking for Third Party Service Providers (3PSPs) that can manage Reverse Logistics in the Far East, along with identifying solutions for Europe and the Americas. 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.



If you are a Reverse Logistics professional – don't miss this event!

For more information and complete details, visit www.RLASHows.com. Attendees may register online for Workshops and the Conference and even book flights and hotel. Exhibitor space is available for purchase as well.

for the future, what did not work well and is in need of improvement and a review of statistics overall which would include the number of visitors to the exhibit, the number of “hot prospects”, the number of full presentations and, of course, actual sales made and orders taken. A review would be done of the booth appearance and presentation, a review of photos you may have taken of competition (always a good idea), competition analysis in general etc.

company. Their individual reports of the event would be a factor in evaluating the show itself and their performance.

- All financial factors are added up and a summary made for future reference and planning for the next show.
- A detailed checklist (love those checklists) can and should be created so that no important aspect is missed.

There are several KEY factors to a successful and profitable show. Leave out any one, and the results are less than expected. Pre-show planning; personnel training; logistics for the show; at show procedures and post show activities,

- The executive review would entail all of the above but would include a personnel evaluation in terms of the general productivity of those representing the

well executed are what “Better Boothmanship” and improved show profitability are all about.

RLM



Arte Maren is an expert in maximizing trade show efforts and was a recent presenter at the RLA Las Vegas trade show. He conducts training in trade show planning and execution as well as customer service, sales and company organization. He can be reached at 727 643 4638 or arte@artemaren.com.

Industry Events



Paper Recycling Conference – Chicago
June 13-15, 2010
www.paperrecyclingconference.com

RLA Conference & Expo – Amsterdam
June 14-16, 2010
www.rlashows.com/amsterdam.php

RLA Seminar – Lexington, KY
August 5, 2010
http://www.rltshows.com/lex10_event.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 – Park City, UT
December 6-8, 2010
http://www.rltshows.com/utah_summit.php

8th Annual RLA Conference and Expo Las Vegas 2011

America's Premiere Reverse Logistics Event

February 7-9, 2011



**Over 150 Exhibitors and Sponsors –
1,500 RL Professionals Representing
700 Companies**

Make plans now to join us for the 8th Annual Reverse Logistics Conference and Expo on February 7-9, 2011 at the Rio Hotel and Casino.

Monday offers pre-conference workshops and the conference industry reports. Tuesday is the keynote address, followed by over 150 sessions presented by RL professionals and leading academics.

The Expo where 3PSPs will showcase their RL services and solutions to OEMs and Retailers



 **REVERSE LOGISTICS ASSOCIATION®**
CONFERENCE & EXPO



If you are a Reverse Logistics professional – don't miss this event!



RLA SÃO PAULO, BRAZIL 2010 RECAP

SUCCESS AT LATIN AMERICA'S LARGEST REVERSE LOGISTICS EVENT!

REVERSE LOGISTICS ASSOCIATION CONFERENCE & EXPO

HIGHLIGHTED SPEAKERS



David Novak - Director International Strategic Relations, Assurant Solutions
Harvesting Value out of Defective Returns



Heriney Queiroga, - Consumer Care Manager, Philips
PANEL DISCUSSION: Asset Recovery and Returns Management



Nick Patterson - Americas Logistics Manager, Dell
A Hitchhikers Guide to RL Packaging - discussing a 12 month Dell success story



Euripedes Gomes - LAR Go-to-Market Supply Chain Manager, HP
Think Forward! Challenges of a Forward Logistics Problem with a Fitting RL Solution



Jose Faria - Board Director, Cellbrass
CASE STUDY: Nokia After Sales - A success case in the EMEA Region



Gotthard Haug - CEO, Teleplan
The value add of a dedicated After Market Service Provider - What does the customer expect today?



Robert Krautheim - President Technology Global DHL Global Customer Solution
Next level of Service Parts Logistics and Return Logistics

The Reverse Logistics Association held it's inaugural Latin American Conference and Expo April 14th-16th in Sao Paulo Brazil –and it was a resounding success!

Attendance blew away all expectations with over 230 registered attendees and over 125 companies represented! Companies like Dell, HP, Motorola, Correios, Phillips, Teleplan, and Cisco all participated to discuss RL issues on an international platform, and many new international relationships we made. RLA is excited to go back to Brazil for the 2nd Latin American Conference next year!

Ricardo Fógos - Corporate Sales Office Postal Orders Correios
Improving the Performance of Post-Sale

Juliana Seidel - Environment Senior Specialist, TetraPak
Environmental Solutions to RL Packaging



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Generally Speaking: Third Army of One...Supplies Many United States Army: the largest logistics company in the world



Brigadier General O'Connor is the Third Army Director of Logistics as well as the theater commander for Army Materiel Command and has been putting his skills to use in the largest logistical operation since World War II that is code named Nickel II. This operation will maximize 'boots on the ground' for units heading into Afghanistan by ensuring that equipment is in place before the units realize they need it.

Check out the full article in our upcoming edition - RLM

The Reverse Logistics Association and Open University Netherlands are conducting a survey on **Global Reverse Logistics**.

The survey will take approximately **15-20 minutes** of your time to complete. It is possible to participate anonymously and answers will be treated confidentially. It is very important that many people fill out the questionnaire, because only then can provide you with a good overview of current reverse logistics practices. Please take the time to complete this survey and, if you like, **enter the drawing for an iPod, BlackBerry Smartphone and other prizes**. If you are interested in the results of this study, you can provide your e-mail address at the end of the survey to receive a summary.

The preliminary findings of this survey will be presented at the RLA Conference & Expo in Amsterdam on June 14, 2010 at 14:30 (2:30pm). These findings will be presented by Dianne Hofenk and Dr. Harold Krikke of the Open University of the Netherlands.

Declining volumes and tough competition force companies to seek new sources of income. Few however consider reverse logistics as a strategic option.

ENVIRONMENTAL VALUE

As part of corporate social responsibility, proper returns handling helps to create goodwill, and protect the environment. Also good returns management helps to comply with regulations on warranty and especially EU directives on producer responsibility (e.g. WEEE directive).

CUSTOMER VALUE

Customers increasingly expect proper returns policies as a part of a total service. This concerns the end-of-life returns under producer responsibility but also consumer and warranty returns. Moreover, reverse logistics is needed for replenishment of consumables, which generates revenue.

SOURCING VALUE

Manufacturing and re-manufacturing are an integrated process, in which reverse logistics acts as a supplier for the production department. Recovered components and modules are put back on the market 'as good as new'. Also the service department uses recovered spares instead of new ones. Economics savings are huge.

INFORMATION VALUE

Returns are the mirror of the forward supply chain. Mistakes in sales actions, design failures or wrong incentive schemes become visible through reverse logistics.

Manufacturers and retailers make every effort to bring their products efficiently to the market, but so far they spent little time to returned goods. Outsourcing in reverse logistics is high on the agenda. Research of RLA and MGH Consulting shows that the market potential is enormous.

The goals of the survey are:

- to benchmark and compare volumes and reasons of return for different types of returns across different industries.
- to identify how returns are handled and how to add value.
- to identify which RL services are needed now and in the future by customers, i.e. OEMs and retailers
- to identify which RL services are offered by 3PSPs now as well as which new services are being developed for the future.
- to analyse gaps between customers demand (OEM/retailers) and services (to be) offered; hence new market opportunities for 3PSPs.



7th Annual RLA Conference & Expo AMSTERDAM

June 14th-16th 2010



KEYNOTE SPEAKER



Jack Allen
Director of Supply Chain Operations



Join us for the Seventh Annual RLA Conference & Expo in EMEA. Companies from throughout Europe as well as many other international delegates will be in attendance. ODMs and OEMs will be looking for 3PSPs that can manage Reverse Logistics in Europe, along with identifying solutions for Asia and the Americas.

Monday morning sessions start with the Welcome Address by Gailen Vick, President of RLA. Speaker sessions will commence after lunch and continue throughout the day and also on Tuesday Post-conference workshops will be held on Wednesday, June 16.



REVERSE LOGISTICS ASSOCIATION
CONFERENCE & EXPO

NEW Downtown Venue



Hotel Okura Amsterdam

The Hotel Okura Amsterdam is a five-star, luxury hotel located on the banks of the Amstel Canal, close to the financial, cultural, and entertainment district of Amsterdam. Hotel Okura Amsterdam received the Green Key for meeting the strict demands that this international sustainability label maintains for the hotel/conference category. The Green Key is the most important international sustainability label for companies in the tourism and leisure industry.



UPGRADED 2010 VENUE

6/13 RLA Reception for Exhibitors, Sponsors and Speakers - Exhibit Hall - 6:00pm - 7:30pm






6/14 EXHIBIT HALL OPENS - 8:30am

RLA INDUSTRY/FOCUS COMMITTEE REPORTS - 9:00am - 10:00am

WELCOMING REMARKS - Gailen Vick, President, RLA - 10:30am

KEY NOTE ADDRESS - Jack Allen, Director of Supply Chain Operations, Cisco - 11:00am 

BUFFET LUNCH - EXHIBIT HALL - 12:00pm - 1:30pm

	Track A	Track B	Track C	Track D
1:30pm	Thomas Mueller - Director, Care Supply Chain Management, Nokia RL Shared Costs Between Wireless Carriers and Manufacturers 	Bryan Maguire - Regional VP for EMEA, Jabil Optimal Spare Parts Management	Mark Hilton - VP of Reverse Logistics Bob Cleary - Manager, Repair & Refurb Some Reflections on 3PSPs 	Reverse Logistics Issues in the Data Storage Industry
2:30pm	Tony Sciarrotta - Director, Asset Recovery, PANEL DISCUSSION: New Ways to Streamline Operations, Drive Profits, & Delight Customers   	Christian Christensen - Vice President, Elcoteq Challenges in Global AMS Business	Dr.ir. Harold Krikke - RLA Professor of Closed Loop SCs Dianne Hofenk - MSc Global Survey on Reverse Logistics: Survey Results	Thinking Forward in Returns

INTERMISSION - REFRESHMENTS - EXHIBIT HALL - 3:30pm - 4:00pm

4:00pm	Maarten Pruijboom - Managing Partner, Serve2XL PANEL DISCUSSION: Methods of RL Outsourcing 	Euripedes Gomes - LAR Go-to-Market Supply Chain Manager, HP  End-to-End Product Life Cycle Mngmnt 	Services Role in Delighting Customers and Driving Loyalty	Maximizing Opportunities From Managing Sustainability Risk
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AMSTERDAM CANAL DINNER CRUISE
5:30pm - 8:30pm

Seats are limited. Please sign-up when you register for the Conference & Expo.

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6/15 EXHIBIT HALL OPENS - 8:30am

	Track A	Track B	Track C	Track D
9:00am	Dick Kluis - Vice President, Product Marketing, Servigistics PANEL DISCUSSION: Efficient Returns Management	Liam O'Halloran - Senior Vice President, Dex Integrating Reverse Logistics to Drive Out Costs and Reduce Cycle Times	Jelle Schoenmaker - Sales Director, Cycleon Leveraging Superior Performance to Earn the Loyalty	Reverse Logistics - The Next Generation of Support and Value Add Services

INTERMISSION - REFRESHMENTS - EXHIBIT HALL - 10:00am - 11:00am

11:00am	PANEL DISCUSSION: Challenges and Compliance with Cross Border Commerce	Jeroen Weers - Developmental Manager RL, Spring Global Thinking Forward in Reverse Logistics	Theo Alkemade - Vice President Mobile Services EMEA&APAC, Teleplan	Repair and Asset Recovery to Support Leased PC
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BUFFET LUNCH - EXHIBIT HALL - 12:00p - 1:30pm

1:30pm	Stefan Danckert - CTO, Arvato Services Reverse Logistics with SAP R/3	Stef de Bont - Managing Director, pinkvision Controlled Reverse Chains for End-of-Life Products	Herman Goemans - Managing Director, Sprague Magnetics Streamlining Reverse Logistics by Design	RL Quote, Research and Consultants Co-op
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2:30pm	Adrian Clitheroe - MD, Amark International Panel Discussion: Environmental Mgmt Considering Sustainability and CSR 	David Novak - Director International Strategic Relations, Assurant Harvesting Value out of Defective Returns	Leslie Harms - Director of Membership Relations Reverse Logistics Association Making the Most of your RLA Membership Benefits	Reverse Logistics as an Asset
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CLOSING REMARKS - Kurt Walker, Director of Special Events, RLA - 3:30pm

LUCKY DRAW - Leslie Harms, Director of Special Events, RLA - 4:00pm

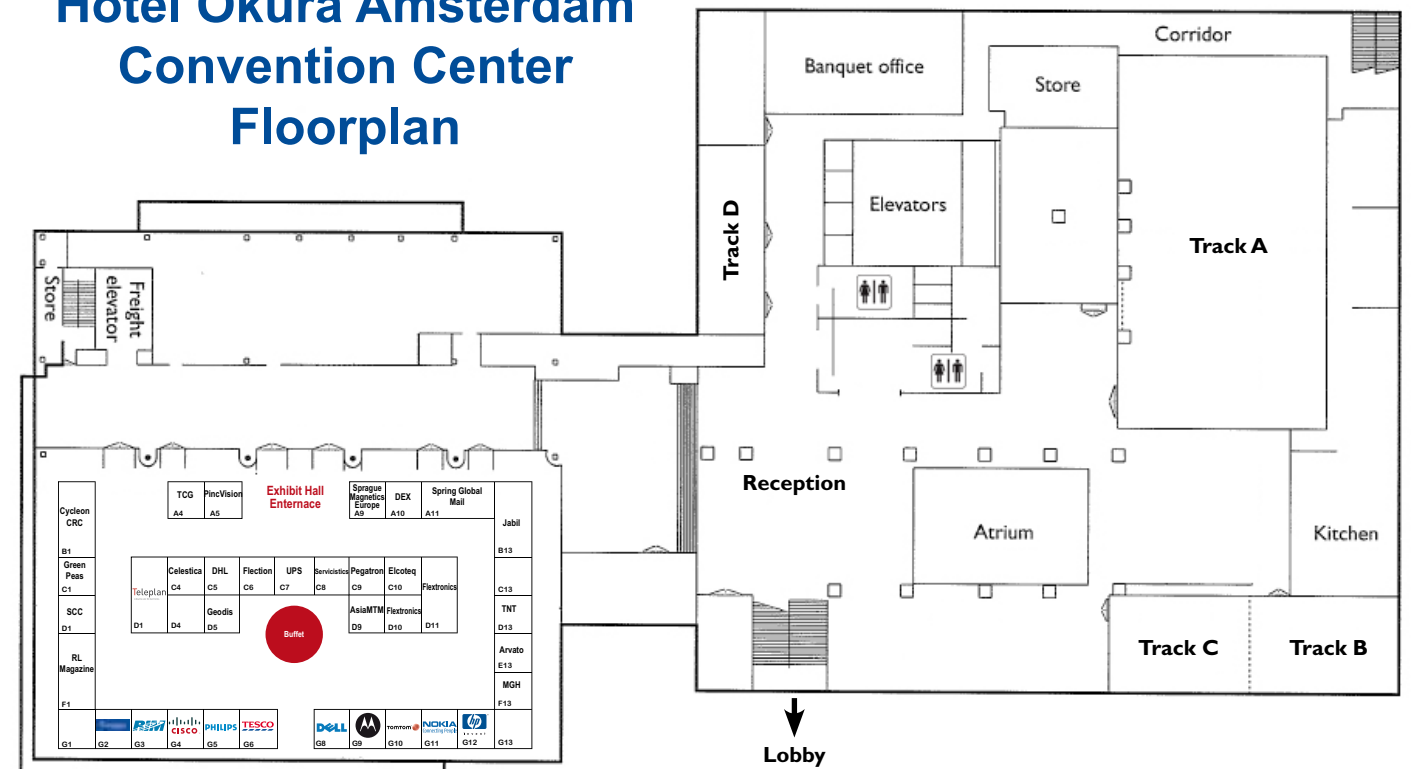
for MP3 Players, DVD RW, Portable DVD Players, External Hard Drives, Digital Cameras (you must be present during the drawing to win)

6/16 Post-Conference Workshops - 9:00am - 3:00pm

Gailen Vick - President & CEO, Reverse Logistics Association Successful Outsourcing - RFQs, Contracts and SOWs	Coen Jeukens - Managing Partner, Serve2XL How to Involve the Retail Channel in Your Reverse Logistics Strategy	Dr.ir. Harold Krikke - RLA Professor of Closed Loop SCs, Open University WEEE and RoHS Updates Create New Opportunities for Recycling Revenue
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ADVISORY BOARD MEETING - 4:00pm - 5:00pm

Hotel Okura Amsterdam Convention Center Floorplan



The Reverse Logistics Lifetime Achievement Award recognizes outstanding individuals whose pioneering spirit and demonstrated inventiveness throughout their careers has improved our society and inspired others.



is Honoring the Life of
Dr. Jo van Nunen



It is with deep regret that we notify the world of the passing of Jo van Nunen. Jo passed away the week of April 10th, 2010.



Jo van Nunen was the chairman of the Department of Decision and Information Sciences of the RSM Erasmus University. The program leader of the research program on logistics and information systems, which is a joint program with the Technical University Delft and Erasmus University Rotterdam also, having been the scientific director of a national research program on "Transition to Sustainable Mobility" and of the Academic Centre for Transport. His research focuses on close loop supply chains and ICT applications in logistics. Many of the research projects he was involved with are co-operations with private companies and governmental organizations. As can be expected logistic organizations in the Port of Rotterdam are an important source of inspiration for this research.

Cycleon CRC	TCG A4	PincVision A5	Exhibit Hall Entrance					Sprague Magnetics Europe A9	DEX A10	Spring Global Mail A11	Jabil
B1										B13	
Green Peas	Teleplan C1	Celestica C4	DHL C5	Flection C6	UPS C7	Servicistics C8	Pegatron C9	Elcoteq C10	Flextronics	C13	
SCC D1	D1	D4	Geodis D5	Buffet			AsiaMTM D9	Flextronics D10	D11	TNT D13	
RL Magazine										Arvato E13	
F1										MGH F13	
G1	FLATRONICS G2	RTI G3	CISCO G4	PHILIPS G5	TESCO G6	DELL G8	Motorola G9	tomtom G10	NOKIA Connecting People G11	hp invent G12	G13

Closing or Moving out of a Reverse Logistics facility?

At this very moment, RL companies are looking for facilities with infrastructure already installed. Let us help take the costly hassle out of having to restore your facility to its original state.

Looking to Expand or Relocate?

Let us help locate facilities with the RL structure already in place. Save the hassle and resources and find it now!

Amsterdam Canal Dinner Cruise



Sponsored by:



The Monday evening Amsterdam Canal Cruise Sponsored by DHL & Spring will provided attendees a chance to see some of Amsterdam plus the opportunity to meet with potential customers.

The entire process is secure.
All inquiries are kept confidential.

RLAconnect.com



Read the Press

Global Reverse Logistics Survey

The Reverse Logistics Association and Open University Netherlands/Rotterdam School of Management are about to start a Global Reverse Logistics survey. This survey is conducted on five continents across different industries and concerning different types of returns. It will be held in three parts. Please watch your email in the next couple of days for the link to the survey. You are cordially invited to participate in our global RL survey. As a reward you will receive a summary of results, providing a reverse logistics benchmark of your company.
<http://www.reverselogisticstrends.com/shownews.php?id=7727>

Flash Global Logistics Continues Brazil Expansion

Pine Brook, NJ—14 April 2010—Flash Global Logistics, leader in single source innovative supply chain solutions for mission critical parts and products, announces growth of its Bra-

zil Operations to include 26 forward stocking locations in Brazil, a Distribution Center, tri-lingual Command Center, and capabilities as a legal entity for import and export of parts and products. Flash systems are electronic nota fiscal compliant to allow for filing within the Brazilian fiscal system.
http://www.flashlogistics.com/media-center/media_press.php

Glenville electronics recycler purchased by NH metal refiner

Schenectady-27 April 2010-Colt Refining Inc., a New Hampshire-based company that salvages precious and non-ferrous metals from recycled electronics, has purchased Waste Management and Recycling Products of Glenville, according to an official press release. Terms of the purchase will not be disclosed.

<http://blog.timesunion.com/business/glenville-electronics-recycler-purchased-by-nh-metal-refiner/19509/>

Blancco Helps Sims Recycling Solutions Convert Business Risk to Peace of Mind

Joensuu, Finland—26 April 2010—Blancco, the global leader in data erasure and end-of-lifecycle solutions, today announced that Sims Recycling Solutions ensures assets are data safe before they are recycled or refurbished by embedding Blancco's data erasure software into its proprietary online system, WebView.

<http://www.prnewswire.com/news-releases/blancco-helps-sims-recycling-solutions-convert-business-risk-to-peace-of-mind-92069354.html>

Electronic waste - Extended producer responsibility in Canada

26 April 2010-The increasing use of electronic products by consumers and businesses today and their high turnover rate, in response to demands for new technology, has led to an explosion of electronic waste in Canada. This waste stream has received a lot of attention around the world due to the impact of electronic waste on the environment and human health. Like the European Union (and other European countries), US, Japan, South Korea, and a number of other countries, Canada has implemented its own programs for managing electronic waste.

<http://www.ept.ca/issues/story.aspx?aid=1000368934>

Making Reverse Logistics Green and Profitable

26 April 2010-Italian researchers have developed a logistics model that could allow old equipment from refrigerators to mobile phones to be recycled more efficiently under product take-back regulations. They outline their approach in the International Journal of Logistics Systems and Management.

<http://www.sciencedaily.com/releases/2010/04/100426081246.htm>



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Directing Reverse Logistics – A Corporate Paradigm Shift

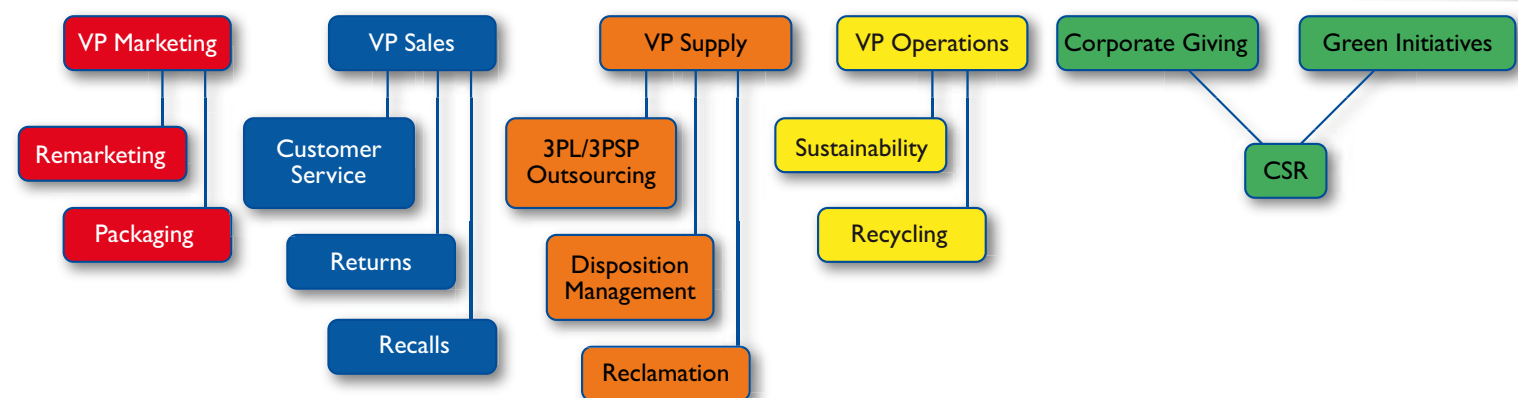
by Kurt Walker

There have been many studies that have attempted to size the reverse logistics market in the world today. One of the main struggles of such an effort is that there is no real consensus on the definition of reverse logistics, thus there is constant discussion about which functions that a company engages in actually fall under the RL label. A company may have an executive VP of returns, but potentially neglect recycling or re-use issues on that same level. There are many people within a company engaging in what are considered RL functions, but they're not coordinating efforts or resources, or worse they are competing for resources. Bringing those functions together is the purpose of this paper - to explore

the benefit of a new executive level position over reverse logistics.

In an economic climate where companies are using words like "strategic value," "profit maximization" & "environmental profitability" with their shareholders, ignoring the RL issue by consistently placing it subordinate to planning, forward-logistics, and marketing functions seems to defy reason. I doubt there would be a company today who would not jump at the chance to capture an additional 5% profit to their bottom line. This figure is the reality now of properly coordinated and executed RL models.

The problem is that companies simply refuse to execute on the fact that better RL management can be as important, or possibly (depending on case) more important to the profits of a venture as is solid design, marketing or flawless to-market execution. One major flaw in the RL model is that there are so many competing voices within the RL space – Director of customer service, Director of returns, reclamation manager, recycling & sustainability manager, CSR, corporate giving, green initiatives, disposition management, recall managers, packaging, remarketing, 3PL/3PSP outsourcing...you get the idea: myriad people functioning separately - usually reporting to different VPs within the



company, and doubtless with much overlapping of responsibilities, redundancy, and confusion. A model of this situation might look something like this:

Unfortunately, too often it's only after some significant failure that a company sees the problem of such an incongruent structure and finally considers the value of a functioning RL model within their enterprise. There are many examples of this, from a company incurring federal environmental penalties resulting from improper disposal, or angry and lost customers because of unsatisfactory failure remediation, to a public campaign for

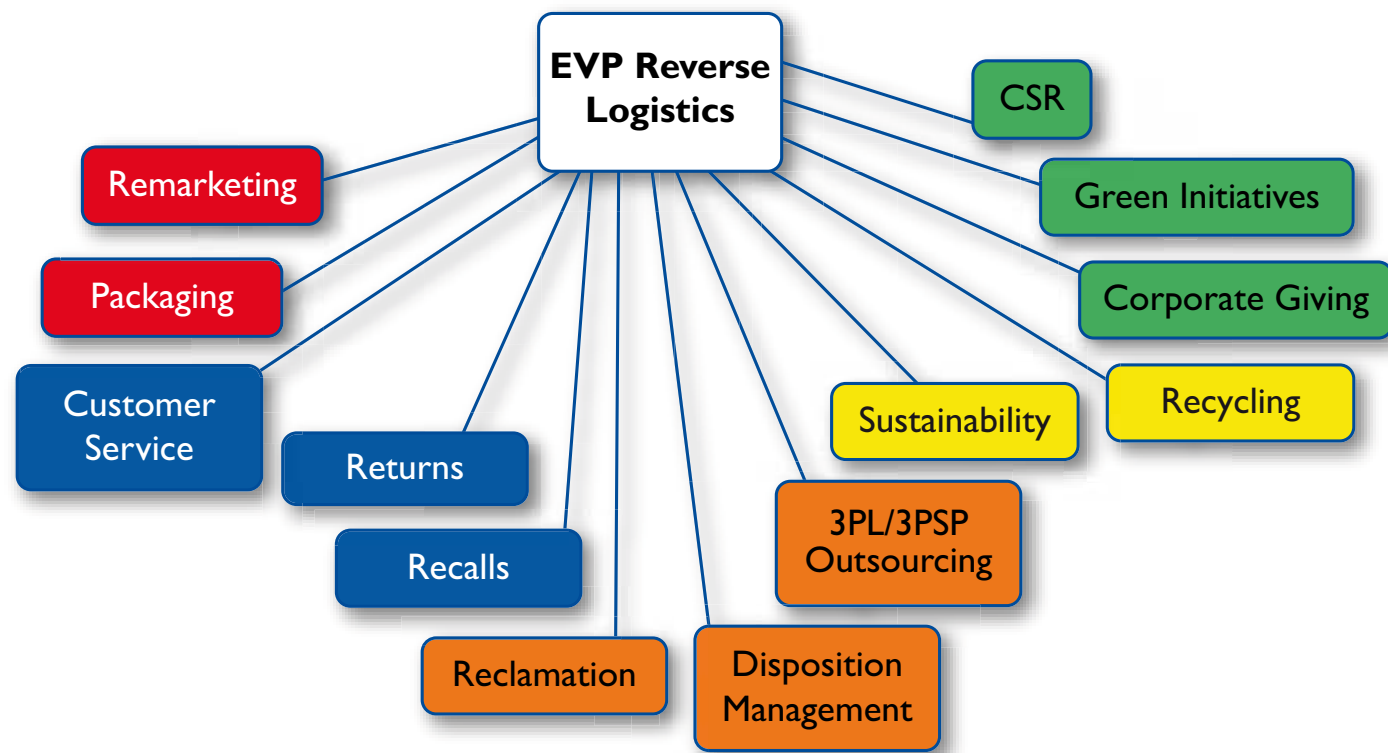
sustainability countered by a lack of execution of green initiatives. It's time that companies think about a cohesive strategy to bring seemingly disparate functions together within their model.

Consider if all the different parts of the RL machine are actually

This only works if the involved RL executive has within his reports all areas of a company's customer service, service logistics, after-market supply chain, sustainability initiatives & CSR departments.

reporting and coordinating under the more rational singular umbrella of an executive over everything RL - imagine the efficiencies that could be captured, the streamlining that could occur if all these pieces which feature RL functions are coordinated by reporting to a single EVP of Reverse Logistics. This executive could then coordinate with other executives across the corporation. (See Figure 2)

An executive management structure that does not give voice to the reverse logistics viewpoint when considering product development or marketing strategies surely opens the company to future pitfalls. If



a company has involved reverse logistics as a whole from the beginning of forward supply chain issues, with cohesive reporting and coordinated execution, there will be significant bottom-line impact. This only works if the involved RL executive has within his reports all areas of a company's customer service, service logistics, after-market supply chain, sustainability initiatives & CSR departments.

I think RL has grown and strategically progressed to the point that many successful companies have identified their reverse logistics approach as a strategic variable with significant profit opportunity, on par with their product development, engineering, or marketing strategy. The fact that companies are identifying reverse logistics as part of their competitive advantage now bears out the need for there to be an executive level position coordinating the efforts of all facets of RL, while effectively

representing RL to the balance of executive management.

Because there are so many disparate voices involved in the different areas of RL today, a wise enterprise would create an umbrella position on the executive level to coordinate efforts of the different facets of RL and interface with CEO, CTO, CFO, & CMO positions to address reverse issues from the beginning of the product cycle – the planning stages.

One executive I spoke with at a recent conference who works at a prominent cell phone OEM has done just this. He has advocated RL to the point of being on the VP level, and having a voice with all other executives in product & market execution planning - even to the point of having veto power if he identifies a serious RL pitfall in the process. This company is now preempting risk simply by correctly involving RL in their planning,

through essentially C-level participation of an RL executive.

I hope that organizations will follow the lead of a few pioneering companies who have identified reverse logistics as more than what amounts to disaster remediation, and see it as a way to improve cost savings, customer satisfaction, profitability, environmental viability, and ultimately competitive advantage and profits. With so much at stake in business today, I imagine this will become less the fanciful thoughts of a myopic RL professional, and more a standard requirement of business success.

RLM



Kurt Walker spent 15 years working in manufacturing, packaging, and customer service. He is currently Special Events Director for the Reverse Logistics Association.

Technology Spotlight

McAfee apologizes for crippling PCs with bad update

Computerworld - McAfee Inc. apologized late Thursday for crippling thousands of customers' computers with a flawed update the day before.

Reports, confirmed and anecdotal, put the number of affected PCs in the thousands, the majority of them business machines. Only systems running Windows XP Service Pack 3 (SP3) were clobbered by the bad update, but it's the newest version and Gartner Inc. analyst John Pescatore estimates that it has a 50% share of the enterprise market.

Computers crippled by the update crashed and rebooted repeatedly and lost their network connections -- a symptom that forced support technicians to work on downed PCs individually, thus dragging out the time required to resuscitate machines.

Early Thursday, McAfee made available a semi-automated tool, dubbed "SuperDAT Remediation

Tool," that's designed to restore a crippled computer. SuperDAT can be downloaded using a link on this support document.

http://www.computerworld.com/s/article/9175940/McAfee_apologizes_for_crippling_PCs_with_bad_update

Consumers finding bulk deals online

Fiyaz Keshwani has always been one to barter and is never happy paying full price when shopping. So when he found out he could get movie tickets at almost half off by jumping through a few hoops, he figured it'd be worth a little hassle for a great deal.

The 27-year-old from Edmonton turned to the Internet, collected money from dozens of fellow movie fans online and arranged to buy 1,500 tickets directly through Cineplex Odeon at wholesale prices.

Companies like Costco and Sam's Club have long been known for leveraging the power of bulk buying to get lower prices. Now, consumers are turning to the Internet to find better deals by

buying in big numbers.

A slew of websites have sprouted up in recent months to take the work out of organizing a group buy and typically offer deals of around 50 per cent off purchases — provided that a specified number of users agree to buy.

Simoes said group buys are a no brainer — if you can get them to work.

"There's a lot of merit behind a group buy," he said.

"If you can get six or seven guys buying tires and you can save \$150 or \$200, why not get a much better deal?"

<http://www.theglobeandmail.com/news/technology/personal-tech/consumers-finding-bulk-deals-online/article1542142/>



Interested in Networking?

RLA Seminars are one-day events held around the world that bring RL professionals together to address specific industry topics pertinent to OEMs, Retailers, and 3PSPs. The highlight of these events is a facility tour showcasing efficient return, repair and services operations from industry leaders such as Best Buy, HP, Walmart, Motorola and Dell.

Upcoming RLA seminar will be:

Lexington, Kentucky • August, 2010
Facility Tour Sponsored by:



Lebanon, Tennessee • October, 2010



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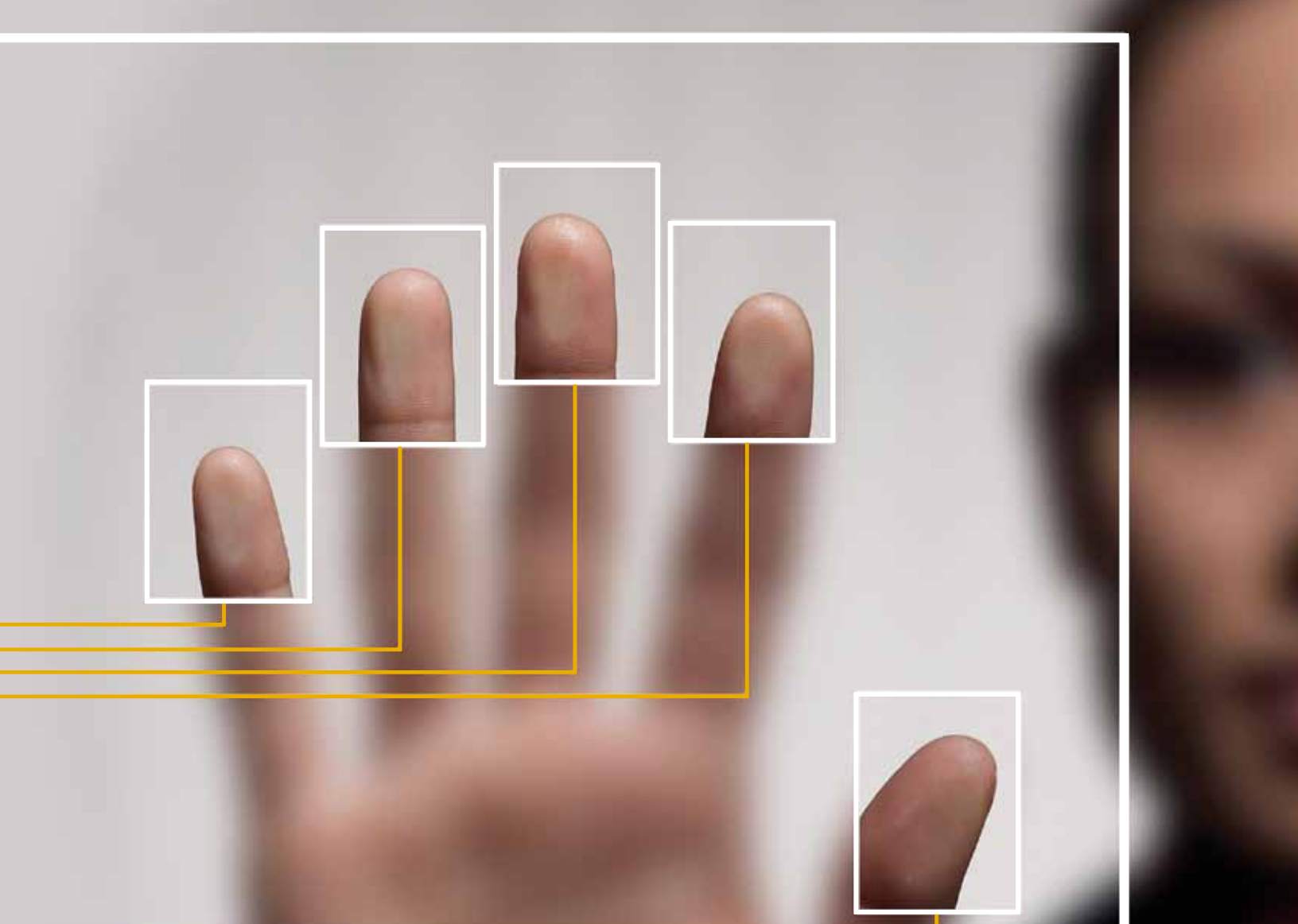
- Participation by TOP Recycling organizations and executives.
- Meet and greet with potential clients & Decision makers.
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Teleplan and its people provide hassle free lifecycle care for the leading global technology companies in the communication, computer and consumer electronics industry. What started out as the repair of electronics developed into managing the end-to-end after-market services of our clients' product portfolios. Often delivered in customer tailored solutions and with imbedded continuous improvement. Our people call it 'Tele-made'; delivering high tech care with the human touch. We deal with the complexity, our customers experience simplicity.

Want to know how lifecycle care by Teleplan can help your after-market services?



Visit us at D3 at the
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