

REVERSE LOGISTICS DIGITAL magazine®



The power to do more



Leading Dell's Global
Reverse Logistics
Team, Doug Schmitt &
Tom Maher,
Transformation
- pg 12



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February 11-14, 2013

Chris Nielsen, COO of Zappos.com, Inc. to Keynote



Over 100 Exhibitors and Sponsors – 1,500 RL Professionals Representing 600 Companies

Make plans now to join us for the 10th Annual Reverse Logistics Conference and Expo on February 11-14, 2013 at the Rio Hotel and Casino.

Monday offers pre-conference workshops with our RLA Charity Golf Tournament at Red Rock Country Club. Tuesday adds more workshops along with industry reports and then in the evening, our Awards Gala. Wednesday is the keynote address by Chris Nielsen of Zappos.com, followed by sessions presented by over 150 RL professionals, leading academics, and industry leaders.

The Expo where 3PSPs will showcase their RL services and solutions.



REVERSE LOGISTICS ASSOCIATION®

CONFERENCE & EXPO



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

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by Tom Maher, VP Global Service Parts, Dell; Timmy O'Dwyer, Exec Director EMEA Service Parts, Dell; Dennis Dianno, Director Americas Service Parts, Dell; Maxwell Chen - Director APJ Service Parts, Dell; Keith Wolf, Director World Wide Services Procurement, Dell

For more than 28 years, Dell has empowered countries, communities, companies and people everywhere to use technology to help our customers realize their dreams.

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RL Magazine will publish 12 issues annually — 12 new digital editions!

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Message from the Editor

In today's business environment, the need to obtain a competitive edge is vital. Business entities, regardless of size, compete for the attention of customers. The resulting advertising expenses continue to mount, representing an expensive price for exposure. However, there is one means of exposure that companies have begun to take increased advantage of in recent years that does not require a costly advertising budget: the business card. A good business card will be noticed, and product/service awareness is an important aspect for any business entity to accomplish.

In fact, what many associations have discovered is that the business card allows for both a creative, flexible and inexpensive form of direct marketing. A business card is handed directly to the customers who are most interested in the services or products that the business has to offer. Company representatives can simply provide any party that is interested a card that contains all of the relevant information. With a little creative ingenuity, a business card will not only promote a business entity, service or product; but also provide a vehicle in which to convey the principles or mission of a company.

Most definitely, a creative touch is more promising to draw the attention of business card holders. One of the important functions of the business card is to help potential clients to remember the services and products that are being offered. While the average business card is sometimes found in 3 1/2" X 2" dimensions; many card dispensers and their cards, have engaged in being unique and setting themselves apart from the rest. It is not unheard of for business cards to feature exceptional design formats or even eccentric shapes in order to capture the customer's attention.

A business card can allow creativity of the maker and this can create a positive effect and be perceived as a direct reflection. Simply put, the distribution of a well designed business card can directly correlate to an increase in sales and business. Advertising is the key and the business card is a direct link to the client. With a great business card, a company can be confident that the information presented about itself and product is exactly where it needs to be, in the hand of the consumer. This is a measure of direct product exposure and cannot be duplicated in any other form of media advertising. As with a television or printed advertisement, there is no guarantee of how many people will be exposed. By using a business card, the company is more accountable for their clients.

It is for this very reason that business cards should be designed and produced with attention to detail. After all, the image of a business entity is represented in the card that has a potential of reaching hundreds, if not thousands of customers. Quality appearance and presentation equates in the mind of the card holder as a valuable product or service. Do not let the idea of business cards being small and seemingly unimportant be a deterrent, it is essential that every care be taken to express a sense of professionalism and competence.

Laura Nixon, Editor • Editor@RLA.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.



9th Annual RLA/RLTS Conference & Expo AMSTERDAM

Over 400 RL Professionals & 200 Companies will be in Attendance

Location:
Amsterdam, The Netherlands

Date:
Workshops - June 18, 2013
Conference & Expo - June 18-20, 2013



Two concentrated
Days of RL Thought
Leadership, Innovation
and Networking!

The Reverse Logistics Association Conference & Expo kicks off on Monday with workshops and committee meetings. Tuesday and Wednesday's events include the opening of the exhibit hall, the keynote address, sessions presented by RL professionals, leading academics and interactive panel discussions.

Session topics include "Controlled Reverse Chains for End-of-Life Products," "Returns Management and Asset Recovery" and "Challenges and Compliance with Cross Border Commerce." A wide range of Reverse Logistics companies will be in attendance from repair/refurbishing to recycling/e-waste and transportation logistics.

Be sure to visit the Exhibition Hall where OEMs, ODMs and Retailers will be looking for Third Party Service Providers that can manage Reverse Logistics in Europe and around the world. This is a rich opportunity for OEMs and Branded companies to identify future service partners among the many exhibitors showcasing their Reverse Logistics solutions.

For more information, visit: www.RLASHows.org



REVERSE LOGISTICS ASSOCIATION
CONFERENCE & EXPO



Message from the Publisher

GLOBAL SUPPORT SERVICES VALIDITY

As I write this editorial I find myself returning from a Reverse Logistics event that was held in Mumbai, India by AMSCS which we co-sponsored for our membership. The proliferation of RL events is very satisfying for me personally. Just think, only 10 years ago the first Reverse Logistics event in the world was held with 247 souls and over a hundred companies!

I had felt that expanding our events into India might be received well, but after my visit to India this week, I realize that we should have done so 1-2 years ago. Interest in the RL process by supply chain professionals that live in India is amazing. They cambered for information on the subject, unfortunate, not all the information that is being provided is accurate. I see the same tainting of information going on everywhere I visit. Many times I see Consultants and Research firms providing advice and data that hasn't been verified by anyone. Now I'm not saying that there aren't good consultants and research firms, on the contrary, there are, just far and wide between.



How do you know when you are being advised correctly? This could be fatal to your company and your career, if you determine that the advice or data you have paid astronomical amounts for is invalid, flawed or aged. Since we don't provide either consulting or research services, RLA introduced RL Consultant and RL Research, both of these membership products were developed to confirm that the agency or firm that you are about to engage is truly who they say they are. We simply check their credentials by verifying their past clients for you.

With a market size of over 250 million, the need for RL services in India to support this growing group of middle-class consumers is mind-boggling. We will launch an Indian event. So if you are interested in or you have vendors in that area supporting you, prepare to a join us in November, 2014 for our first RLA Conference & Expo in India. The RLA APAC Committee will be picking the date and location for that event. Please share an opinion on the location or date, please voice you preference by joining the APAC Committee.

I want to thank KamiKaze B2B Media and Mr. Harish for helping RLA collect the data for the market size of RL in India. Also thanks for the invitation to the Asia Manufacturing Supply Chain Summit, along with the Reverse Logistics Forum. I hope you will tell your colleagues in Asia to come and meet with other RL professionals at this future conference.

Best Regards,
Gailen Vick, Founder & Publisher
www.RLA.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 - Comcast



David O'Leary, VP of Global Post Sales and Reverse Logistics, UPS



Jose Garcia - Motorola, Jose Garcia joined Motorola as the Director of Reverse Logistics in September, 2012. Jose has been in the Consumer Electronics Industry for over 25 years holding leadership positions in Reverse Logistics, Repair, Refurbishing, Technical Support Engineering Groups, Training Departments, and After Sales Support Policy. The last few years gave Jose the privilege to lead high volume Software Manufacturing and Games Operations for Microsoft as well as a Global program team that launched hundreds of products around the globe through a regimen of "milestone gates" and sign offs.



Edwin Heslinga - Microsoft, Edwin is currently Director of Reverse Logistics Programs and Policies for Microsoft Devices. In his position Edwin is responsible for development and enforcement of policies surrounding returns and 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.

Prior to working for Microsoft Edwin worked for Jabil Global Services as the Director of IT Solutions, where he worked with various teams on the proposal and implementation of reversed logistics services for various companies at the Jabil factories around the world.



Charles Johnston - Home Depot, Charles Johnston is Director of Repair and Returns at The Home Depot Chuck was 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.



Troy Kubat - Walmart, Troy is now the Director of Logistics Engineering-Grocery at Walmart having worked is way up from Director, Logistics Operations, Industrial Engineering Manager at Walmart - International Division and Japan Expatriate - Logistics Operations Lead at Walmart - International Division

A strong Logistics professional with a deep understanding of the Retail operation and market place. Extensive Distribution Center (DC)/Transportation operations experience and vast International Logistics operations experience focusing on growth, integrations, strategic planning, innovation, and process improvements.



Thomas Maher - Dell, Tom Maher joined Dell in 1997 and is the Executive Director for Global Service Parts. Mr. Maher is responsible for service parts life cycle support in over 100 countries.

Mr. Maher's global service parts responsibilities include: planning, procurement, distribution, returns, repair, inventory management, supplier management and parts disposal. These operations support 100% of Dell's warranty customers across all Business Units and all Product Lines.



Ian Rusher - Cisco Systems, 20 Years within Supply Chain Operations, of which the last 15 Years have been spent in reverse Logistics. Previous experience running 3Com

EMEA Warranty/Service Repair Operations, Responsible for both Internal and 3rd party repair operational performance and Engineering support. Moved the operations from a predominantly In-House business to a total outsourced operational model. Last 3 Years at Cisco within Supply Chain Field Operations, setting up the EMEA non Service returns and Cost Avoidance Operations within the Netherlands. Responsible direct for EMEA Freight and Warehouse Operations. During the last 2 years has successfully set

up Operational infrastructure to support the Teams Global Revenue targets.



Dale Rogers- Rutgers University, Dale Rogers is the Foundation Professor of Logistics and Supply Chain Management and the Director of the Center for Logistics Management at the University of Nevada. He is also the chairman of the Reverse Logistics Executive Council (www.rlec.org), a professional organization devoted to the improvement of reverse logistics practices. He is the leader of the sustainable supply chain research project currently underway at the University of Nevada. (www.sustainable-supply-chain.com) Dr. Rogers is the former cochairman of the RFID Users' Group, an organization researching the utilization RFID technologies in the supply chain. In 2001, he was the Paper Foundation Visiting Eminent Scholar Chair of Logistics at the University of North Florida.



Tony Sciarrotta - Reverse It Sales & Consulting, Tony Sciarrotta has held a variety of sales and marketing positions in the consumer electronics industry for over 30+ years, including the last 25 years at Philips Consumer Lifestyle. His background prepared him in this developmental role as director for returns management activities, and he was responsible for implementing effective returns policies and procedures with a variety of dealers.



Ian Towell - Tesco, Responsible for end to end accountability for the non food returns business within UK Tesco, focussing on improving quality, policy application, asset recovery and logistical flow.



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.



Reverse Logistics Association Industry Committees



Industry 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. Industry Committees educate the industry on reverse logistics:

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

Apparel

- Jeroen Weers, Spring Global Mail

Automotive

- Charles Chappell, Genco ATC

Aviation

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Consumer Electronics

Chairperson: Paul Baum, PlanITROI

Coordinator: Ikechukwu Dike, Coventry University

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- Paul Baum, PlanITROI
- John Beyers, United Radio
- Patrick Blinn, Microsoft
- Brianne Boettner, Best Buy
- Chad Burke, Ryder
- Charles Chappell, Genco ATC
- Shoab Chaudhary, Spruce IT Asset Recovery
- Jack Debutts, Dell
- Charles Dunton, Genco
- Christopher Fabian, Professional Service Solutions, LLC
- Elaine Gasser, HP
- Cintia Gates, Dell Inc
- Chris Griffin, Sprint Nextel

- Sam Jackson, Target
- Patrick Joseph, Encompass
- Brad Larsen, Hewlett Packard
- David Liscom, Hyper Microsystems Inc.
- John Mcgurk, Globalware
- Kathy Murphy, Jarden Consumer Solutions
- Jason Oneill, UPS Supply Chain Solutions
- Jonathan Pine, Renova Technology
- Paul Rupnow, Andlor Logistics Systems Inc
- Jim Rushton, Encompass
- Tony Sciarrotta, Philips
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Co-Chairperson:

David Liscom, Hyper Microsystems Inc.

Co-Chairperson: Alan Clark, Seagate Technologies

- Tom Burnam, Western Digital
- Gary Gear, Toshiba
- Glenn Grube, ModusLink
- David Liscom, Hyper Microsystems Inc.
- John Mcgurk, Globalware

Food and Beverage (Unsaleables)

Co-Chairperson: Bruce Stevenson, Stevenson Consulting

Coordinator: Brock Anderson, Reverse Logistics Association

- Gene Bodenheimer, GENCO
- Pat Coats, Kellogg Company
- Bruce Stevenson, Stevenson Consulting

Life Sciences

- Dan Gardner, ATC Logistics & Electronics
- John Mcgurk,

Globalware

Retailers

Co-Chairperson: Raul Castilla, Wal-Mart Stores, Inc.

Coordinator: Rachelle Hetterson, Defense Ammunition Center

- Raul Castilla, Wal-Mart Stores, Inc.
- Randy Compas, Canadian Tire Corporation
- Julia Fishbaine, GENCO
- Susanne Fredericks, Goodwill Industries International, Inc

- Sam Jackson, Target
- Michael Meyer, Goodwill Ind. International
- Andrea Newman, Best Buy
- Anthony Pereira, Barnes & Noble
- Gregor Thompson, GENCO ATC

Small Appliances

Chairperson: Kathy Murphy, Jarden Consumer Solutions

- Kathy Murphy, Jarden Consumer Solutions

Telecommunications

Chairperson: Gary Cullen, 4PRL LLC

Wireless

Chairperson: Douglas Zody, Apple

Co-Chairperson: Blake Vaughn, Brightpoint

- Mark Delong, Arvato Services
- Bill Kenney, OnProcess Technology Inc
- Regan Pasko, TESCO Technologies, Inc.
- Blake Vaughn, Brightpoint
- Joe Walden, University of Kansas

Join today at www.RLA.org

Focus Committees & Regional Focus continued on to page 19





Global Reverse Logistics Transformation

by Tom Maher, VP Global Service Parts, Dell; Timmy O'Dwyer, Exec Director EMEA Service Parts; Dennis Dienno, Director Americas Service Parts, Dell; Maxwell Chen - Director APJ Service Parts, Dell; Keith Wolf, Director World Wide Services Procurement, Dell

For more than 28 years, Dell has empowered countries, communities, companies and people everywhere to use



DOUG SCHMITT,
VP, GLOBAL
SUPPORT AND
DEPLOYMENT

technology to help our customers realize their dreams.

Our customers trust us to deliver technology solutions that help them do and achieve more, whether

they're at home, work, school or anywhere else in their world. The customer is at the core of everything we do.

Global Support and Deployment (GSD) is part of Dell Services and is led by Doug Schmitt, Vice President GSD. GSD operates support and deployment services for Dell Services in over 100 countries, served by over 40,000 direct and indirect team members. This industry recognized team provides best in class services and solutions that enable our customers to achieve their goals and objectives.

Global Service Parts (GSP) is Dell's worldwide service parts organisation. Tom Maher, Vice President Global Service Parts, is a key member of this support and deployment team. Under Tom's stewardship, Dell distributes over 11 million parts shipments per annum



TOM MAHER,
VP, GLOBAL
SERVICE PARTS

to customers in more than 100 countries worldwide. These parts are moved through more than 600 parts distribution centres in support of more than 100 million customer systems worldwide.

GSP is segmented regionally, with each region driven in accordance with a shared global strategic vision and operating plan. This structure ensures that global strategy and alignment is a core tenet while regional execution on behalf of our customers remains the number one priority. Service partners across the globe enable this execution at a local level.



TIMMY O'DWYER,
EXECUTIVE DIRECTOR,
EMEA SERVICE PARTS

EMEA

A REGIONAL PERSPECTIVE

GSP is a multi-skilled, multi-faceted team that work 24 hours a day, 365 days a year to support Dell's customers from the North of Scandinavia to the South coast of Chile.

GSP is composed of three primary Regional Organizations

- Europe, Middle East, Africa and Russia, Led by Executive Director Timmy O'Dwyer
- Americas, Led by Director Dennis Dienno
- Asia Pacific, Led by Director Maxwell Chen

Each regional organization is globally aligned and works very closely with local Dell business units to support our customers and enable services revenue growth.

service operations and partner strategy plans for the next three years are being developed and deployed.

All of these issues can be overhead in a typical conversation between Timmy O'Dwyer, Executive Director of EMEA Service Parts, and his various team members located throughout the EMEA region.

Timmy is a key note speaker and panel member at regional RLA events. He has worked in the technology industry for a number of years and has supply chain leadership experience at several companies including Wang, Teradata, NCR, and AST before joining Dell.

Recent changes in importation laws covering South Africa resulted in a new requirement to segregate service parts into new and refurbished. Strikes resulting from unease with Government austerity measures in France, Spain and Italy have the potential to delay shipments of much needed service parts to customers. A contingency plan is reviewed with the service logistics provider in Israel. Growth plans are discussed for Russia and the criticality of service parts local distribution, importation and exportation are acknowledged. Plans to deal with challenges and opportunities in Africa, including parts availability and local repair plans are being deployed. Western Europe service parts stock levels are revamped in line with the deployment of a new global planning IT application. Global

Dell's legacy in Limerick is one of a regionally-focused manufacturing and support operation. The recent change in Dell's overall corporate strategy to position it as a solutions company, required the campus leadership team, including Timmy, as an executive member, to focus on alternative operations; in particular Services Support & Deployment, Application



Development, Enterprise Solution & Command centres, Infrastructure & Cloud Computing. At the same time, the team had to maintain a centre of global excellence in both service and manufacturing supply chain, finance, HR and supporting functions.



TEAM MEMBERS ROHIT JOSHI, JALAL AWETI, NG WEE KWONG

improved GDP. One might comment on this as the awakening of the consumer giant. The growth in Asian economies has resulted in the gradual, investment and development of, logistics and distribution infrastructures

as the backbone of the rising economies.

The EMEA service parts model is defined as supporting both client and enterprise offerings along with a significant focus on emerging country operations in Africa, Turkey, Eastern Europe, Russia, and the Middle East. With the supply of service parts coming from ODM partners in China and our repair partner based in central Europe, products are inbound, kitted and made ready in our central distribution center in the Netherlands. From there, they are distributed to regional and country hub locations. Our Enterprise product is dispatched to more than 100 mission critical centers across the EMEA region.

ASIA PACIFIC & JAPAN

Since the credit crunch and the weakened global position of western economies, Asia has been transforming itself from a low cost manufacturing base to a major world consumer with double digit growth and

Over the last few years, Asia has become the fastest growing region for Dell. To complement its growth in Asia, Dell's APJ Service Parts team, led by Maxwell Chen, continues to look for creative ways to deliver its tactical strategies in positioning the right part at the right location at the right time and at the right cost while ensuring an improved customer experience.

When Dell first set up its operation in Asia, it had to rely on the existing, basic available distribution network and channels to reach its clients and customers.

However, as logistics operations continued to grow and flourish organically throughout Asia,



especially in India and China, Dell found itself evolving its service delivery by revisiting and readdressing its service network optimization program and stock deployment strategy.

Led by Maxwell Chen, Dell's Service Parts in Asia Pacific's adaptable and flexible approach to service delivery remains the primary enabler for continued evolution and growth.

Dell has managed to improve its customer satisfaction and experience while materializing savings through the coupling of stock deployment and network optimization. This continues to be an ongoing area of opportunity for Dell.

A sustainability strategy and green initiatives are right at the heart of Dell's philosophy. There are many initiatives that demonstrate Dell's commitment to enforce global and regional compliance.

"Dell is proud to be listed as one of the top green IT companies in the world," stated Mr. Chen. "Our efforts to redesign the size of the spare parts packaging and rethink the materials used enables us to use less material while continuing to effectively deliver service parts to customers."

This initiative appeals to customers who want to consider

MEMBERSHIP BENEFITS	MEMBERSHIP OPTIONS									
	Corporate				Individual			Limited		
	Platinum†	Gold	Silver	Bronze	Associate	Academic	Committee	Student	Patron	
Download Conference Presentations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Weekly News Clippings, Monthly Newsletter, RL Magazine	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Industry Committees & Regional Chapters Participation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Posting Approved Member's White Papers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Discount on Educational Products	NEW 25%	20%	15%	10%	5%	5%				
Internship Postings	✓	✓	✓	✓	✓	✓				
Discount on Reports, Research and White Papers	25%	20%	10%	5%	3%					
Number of single-use vouchers for RLA Shows or Seminars*	7	5	3	2	1					
	(Each single-use pass is valued at \$2,499)									
RL Solutions - Submit RFIs*	✓	✓	✓	✓	✓					
President's Club Trip Incentive*	NEW ✓	✓	✓	✓						
Conference Invitation Program Exhibit Booth Discount*	NEW 50%	50%	50%	50%						
RL Quote - 3PSPs can Access/Respond to RFIs*	✓	✓	✓	✓						
RL Career Fair @ RLA Conference & Expo*	NEW ✓	✓	✓	✓						
RL Investment Roadshow @ RLA Conference & Expo*	NEW ✓	✓	✓	✓						
Industry Job Posting	✓	✓	✓	✓						
All Employees Have Membership Access	✓	✓	✓	✓						
Discount on Exhibit Booths/Sponsorships	25%	15%	10%	5%						
Pre-conf. Mtg. Room/LV Exhibitors (Sat. - Tues. Morn.)*	NEW									
Publicity Announcements in RL News	✓	✓	✓	✓						
Participation in RLA Media Partner Booths - RLA @	NEW ✓	✓	✓	✓						
RL Magazine Advertisement Discount	25%	15%	10%							
Discount on Lead Generator Tool for White Papers	NEW FREE	50%	25%							
Search of World Wide OEM/ODM	✓	✓	✓							
RL News Global Search	NEW ✓	✓	✓							
Search of 3PSP (without Profile information)	✓	✓	✓							
Corporate Logo and Website Link on RLA.org	✓	✓	✓							
Private Meeting Room Discount at RLA Events	NEW FREE	15%	10%							
Corporate Logo & Website Link on RLA Shows.com	✓	✓								
Logo and Link from Job Posting	✓	✓								
Discount on RLA Pre-Conference Workshops	NEW 50%	25%								
Speaker Privileges at RLA Events	✓									
Search of World Wide 3PSP (with Profile information)	✓									
	Annual Fee	\$19,999	\$13,999	\$8,999	\$5,499	\$2,999	\$999	\$499	\$199	\$49
✓ Included in Membership						INFORMATION				
† OEM / Retailer / Brand Marketer only						EDUCATION				
* Subject to terms and conditions set forth by RLA						SOLUTIONS				

If you have any questions please contact us at 801-331-8949 ext. 13 or e-mail us at membership@rla.org

the impact on the environment, and to our environmentally conscious team members who participate in green initiatives



DENNIS DIENNO, DIRECTOR, AMERICAS SERVICE PARTS

is extending to our customers. We then work with a great team of people to put the right parts in the right locations to ensure that when our customers need us, we will be ready to respond. We carefully review customer feedback to find any gaps in our process. If we discover gaps, we work diligently with our partners and our internal teams to fix the problem ASAP.

Question: Are we creating a workplace where our people are empowered and able to do their best work?

Answer: Our people are the heart and soul of our organization and our company. We realize the best thing we can do to support our employees is to provide direction and guidance and then get out of the way and let them do what they do best; leverage their skills and creativity to take care of our customers.

Since its founding, Dell has always been a special place where people are rewarded for the work they do. This spirit continues today. As a leader and an employee, I, and everyone I talk to, continue to be energized by what we as a company are doing today and by what lies ahead.

Question: Are we managing our cost responsibly and providing value to our shareholders?

Answer: Dell has always looked for ways to reduce costs and pass those savings along to our customers and our shareholders.

across Dell.”

A CONVERSATION WITH THE AMERICAS

We decided to ask Dennis Dienno, Director of Americas Service Parts, to articulate just how his region meets the challenges presented by these questions on a daily basis.

Question: Are we delivering on our promise to our customers?

Answer: The processes we have in place to plan for parts, fill orders, and process returns are heavily influenced by the data that we collect to determine how best to serve our customers. Every time our customers purchase a warranty, they, in effect, buy a promise from Dell. Our job is simply to make good on that promise without fail. To achieve this, we align with sales and marketing teams to ensure we understand the offers Dell



DELL AUSTIN'S ROUND ROCK CAMPUS

Dell's innovative supply chain is a great testament to this commitment. We are constantly scrutinizing what we do and how we do it to make certain we are putting our money to good use. This can manifest in departmental projects to streamline processes or may involve a major IT project to transition multiple systems into one. You can be sure that at any time we have several initiatives in play to enhance our ability to support our customers and drive costs improvements.

SHOWCASE – WORLD WIDE SERVICE PROCUREMENT

GSP faces many challenges today.

- More than 20,000 part numbers under management spanning more than 60 commodities and more than 300 suppliers globally with more than 75% of part numbers no

longer in mass production

- An increasingly shrinking product life-cycle, from 18 months to 9-12 months, resulting in increasing amounts of end-of-production and end-of-life ASU's
- More than 600 global hubs, covering more than 100 countries
- Increasing lead-times for end-of-production parts
- Significant change in the PC industry with traditional notebook and desktop platforms in decline
- A major company transition from a product company to a software, services, and solutions company

As the spectrum of challenges continues to expand, Worldwide Services Procurement (WWSP) has seen a parallel intensification in scope and breadth of function, accountability, and significance. Nested within GSP, WWSP is

a global team of procurement professionals located in Shanghai, China and Austin, Texas. This team is chartered with managing the overall relationship between GSP and our supplier network of ODM's, commodity suppliers, and a variety of sub-component manufacturers.



KEITH WOLF, DIRECTOR WWSP, WITH SHANGAI TEAM

The team adds value by contributing its procurement and supply chain knowledge and

expertise to ensure service and warranty part support for Dell's customers. In layman terms, this team of Global Commodity and Supply managers ensures support of the Dell Service regions by making sure the right part gets to the right place at the right time, all at the right price.

As Dell continues its transformation to meet the needs of the future, WWSP has been undergoing its own transformation. The team is shifting away from being a reactive, escalation-driven firefighter, and is evolving into a global thought leader. As a leader, Dell is demonstrating proactive engagement, spearheading escalation-prevention actions and processes, and exploring global opportunities around operational execution and supply chain management.

RLM

Industry Events



RLA Conference & Expo Las Vegas
February 11-14, 2013
[Click Here](#)

Live Video Streaming RLA Conference & Expo Las Vegas
February 11-14, 2013
[Click Here](#)

RLA Conference & Expo Brazil
April 16-18, 2013
[Click Here](#)

RLA Seminar: Bentonville
May 2, 2013
[Click Here](#)

RLA Conference & Expo Amsterdam
June 18-20, 2013
[Click Here](#)

RLA Conference & Expo Singapore
September 24-26, 2013
[Click Here](#)

WHAT IS THE REVERSE LOGISTICS ASSOCIATION?



At this year's RLA Conference & Expo in Las Vegas you may have noticed a television crew roaming around. The crew was there to capture response to the conference and make a video that displayed the essence of the Reverse Logistics Association. They were also filming segments for a new video series in RL Digital magazine called RLA Rewound. As you view it, you may see some familiar faces. A big thank you to everyone who took time out from their busy conference schedule to stop and talk with our reporter. We hope you will share the video with friends and colleagues as you introduce them to the association and explain what we do and how we can support them. Stay tuned, because we may be talking to you for the next series of videos for RLA Rewound.

Reverse Logistics Association Focus Committees



FOCUS COMMITTEES

CORPORATE SOCIAL RESPONSIBILITY

Chairperson: Brian Eddy, SubCon Industries

- Christopher Fabian, Professional Service Solutions, LLC
- Larry Maye, Precision Camera

EXTENDED WARRANTIES

Co-Chairperson: Ann Rodriguez, Avnet

- Paul Adamson, ReptileDog, LLC
- Charles Chappell, Genco ATC
- Mohan Kumar D, HP
- Arlene Freed, Avnet
- Edwin Heslinga, Microsoft
- Mike Neilon, ShoppJimmy.com
- Regan Pasko, TESCO Technologies, Inc.
- Kairn Pawlikowsky, Avnet
- Ann Rodriguez, Avnet

RL CERTIFICATION

Chairperson: Doug Pratt, Reverse Logistics Association

SOFTWARE SOLUTIONS

Chairperson: Leonard Schneeman, DEX Systems

- Co-Chairperson: Paul Rupnow, Andlor Logistics Systems Inc
- M. Brian Carter, SAP Labs
 - Roger Levi, Intel Corporation
 - Paul Rupnow, Andlor Logistics Systems Inc
 - Lee Sacco, Oracle

SPARE PARTS MANAGEMENT

- John Baehr, KLA-Tencor Corporation
- Dan Gardner, ATC Logistics & Electronics
- Joe Giglio, Fidelitone Logistics
- Edward Higgins, MasterWorks International Inc.
- Patrick Joseph, Encompass
- Ann Rodriguez, Avnet
- Jesus Sales, Juniper Networks
- Derek Scott, Canon Europa N.V.

- John Weatherup, Hewlett Packard
- Alan Wheatley, MasterWorks International
- Darren Woodvine, Ericsson

STANDARDS

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Co-Chairperson: Ken Jacobsen, Connexus

- Beth Foster, United States Postal Service
- Ken Jacobsen, Connexus
- Ron Lembke, University of Nevada
- Paul Rupnow, Andlor Logistics Systems Inc

SUSTAINABILITY AND ENVIRONMENTAL MANAGEMENT

Co-Chairperson: Raymond Glynn, Arrow Value Recovery

- Co-Chairperson: Paul Gettings, Network Global Logistics
- Paul Adamson, ReptileDog, LLC
 - Rachel Blackwood, ROUND2
 - Cintia Gates, Dell Inc
 - Raymond Glynn, Arrow Value Recovery
 - Ann Rodriguez, Avnet
 - Kenneth Turner, HP
 - Joe Walden, University of Kansas

REGIONAL FOCUS

APAC

- Co-Chairperson: Balachandar Subramaniam, Ericsson
Co-Chairperson: Haozhe Chen, East Carolina University
- Haozhe Chen, East Carolina University
 - Kenichi Kato, Katotech
 - Alice Koo Boon Ken, Ericsson
 - Brian Noone, Infinet Service Solutions Pty Ltd
 - Ashok Parasuram, USPS
 - Ian Rusher, Cisco Systems.
 - Yogesh Sarin, Dell India Pvt Ltd
 - Balachandar Subramaniam, Ericsson

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Co-Chairperson: Melissa Silva, Brazil Postal Service
Co-Chairperson: Eduardo Cunha, Accenture
Coordinator: Raphael Lima Siqueira, FATEC
Coordinator: Giovana Salvatore, Fatec
- Djalma Barbosa, Dell Inc
 - Sofia Bianchi, Cranfield University
 - Orlando Cattini Junior, EAESP-FGV
 - Eduardo Cunha, Accenture
 - Paulo Gomes, Flextronics Global Services
 - Luciana Lacerda, HP
 - Raphael Lima Siqueira, FATEC
 - Osvaldo Nobuo, UPS
 - Felipe Ortiz, Grupo Pão de Açúcar
 - Marcio Silva, Philips
 - Melissa Silva, Brazil Postal Service

EMEA

- Chairperson: Ian Towell, Tesco
Co-Chairperson: Jeroen Weers, Spring Global Mail
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- Emmanuel Desse, DB Schenker
 - Eduard Falkenreck, Celestica
 - Faz Hussain, UPS
 - Charlie O Shaughnessy, Intel
 - Ian Rusher, Cisco Systems.
 - Derek Scott, Canon Europa N.V.
 - Andy Smith, Celestica
 - Ian Towell, Tesco
 - Bart Van Der Horst, OnProcess
 - Jeroen Weers, Spring Global Mail

NORTH AMERICA

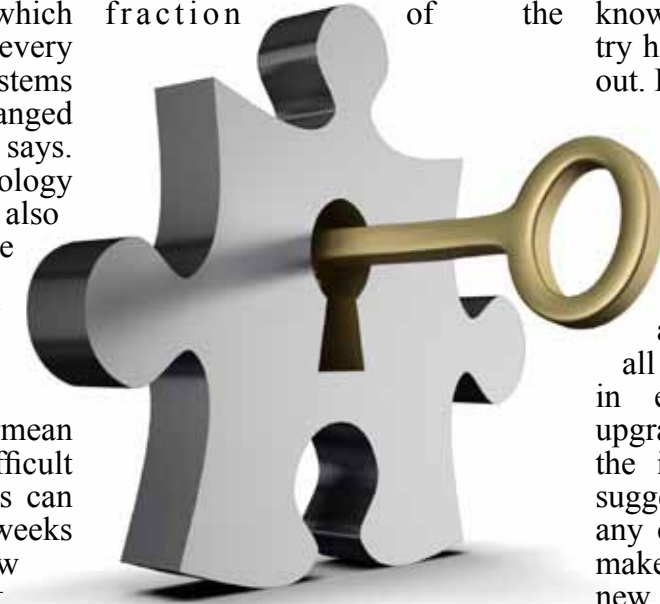
- Chairperson: Tony Sciarrotta, Reverse It Sales & Consulting
- Tony Sciarrotta, Reverse It Sales & Consulting
 - Molly Zito, Avnet



its fullest potential. “These days, whether we’re talking about cars, or cameras or software systems, we’re talking about devices which are designed to be replaced every year or two, and corporate systems need to be upgraded or changed on a regular basis,” Todd says. “The shift in the way technology is provided and rolled out also means we also need to change the way we learn about, adopt and implement new systems.”

Today’s time constraints mean that we’re all stuck in a difficult situation because none of us can really afford to spend weeks or even days learning how new technology works. But neither can we afford not to fully use all the features new technology has to offer. “I see this kind of problem in business all the time,” says Todd. “Companies

will buy new software in the hope it will boost their productivity, but then adopt only a fraction of the



read through the manual, decide it’s all a bit too hard to comprehend, and fall back on what they already know how to do. Some will even try hiring new staff to figure it all out. But there is a better way.”

According to Todd, most businesses already have the internal resources needed to use the software in the way it is intended to be used, and necessary to acquire all the related improvements in efficiency; but that these upgrades are often overlooked in the implementation process. He suggests the following points for any company looking at ways to make the most of its investment in new information technology:

functionality it offers because they struggle to modify their own practices. Like my neighbors, they

1. Pay more attention to the “power” users in your company. There will be people who have an

Working to Your Strengths

by Bill Todd, Business Development Manager, Cargowise

According to Bill Todd, Business Development Manager for CargoWise, the worst mistake made when it comes to the adoption of new technology is simply to give up.

“Watching my neighbors trying to figure out the technology in their new car recently reminded me of something a lot of us do when faced with new and complicated technology,” says Todd. “Indeed, after trying to understand the manual for a while, they just gave up. After two hours of struggling with the directions, they decided it was too complicated to actually figure out how to use all the new features that the car had to offer, and opted

instead to use it more or less as they’d used their old car.”



According to Todd, his neighbors are not the only ones throwing their hands up in frustration and giving up rather than taking

the time to figure out how new technology works. “A few decades back, reading through a manual was standard practice for every new piece of technology we purchased whether for work or home,” Todd says. “The new technology was often designed as a fairly simple extension of what we were already doing – so adopting new technology usually involved doing the same thing we were already doing, with some small adjustments.”

Because technology was less complex, and in most cases the people buying the technology had more time to figure out how to use it, they would be able to modify their processes in order to use it to



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affinity with technology, and who are open to change – take the time to find out who they are.

2. Take the time to benchmark what you are currently achieving – and the resources you are using. Much of the time businesses will balk at paying for automated systems to replace manual processes without really understanding how much the manual processes cost in the first place.

3. Talk to your software provider about the most effective work practices associated with their technology – it's always more efficient to use the system the way it was designed to be used, rather than to attempt to fit it into pre-existing work practices.

4. Look for how others are using the technology; and try to recruit staff with experience in this area.

5. Once you have standardized your procedures with better process control, use your system workflow capabilities to effectively manage the new processes.

6. Ongoing training is the key to success – go back for more training after a few months on a new system. This approach has proven to improve workflow and boost productivity.

7. Give up on manual processing and printing documents. Processing, distributing and storing paper-based documents costs time and money. Keying in data later is a waste of time, and a great way to introduce errors into your data.

The basic idea, according to Todd, is to make the adoption of new technology easy and straightforward by first understanding your internal capabilities, and then working with the technology rather than against it, even if this means changing and

upgrading your internal processes. “The biggest challenge isn't the adoption of the technology. The biggest challenge is understanding the changes needed to make the technology work effectively,” Todd concludes. “If you can adapt to change, adopting new technology will be easy.” RLM



Business Development Manager for CargoWise in the Americas, Bill Todd has more than three decades of experience

spanning the ocean carrier, freight forwarding, and logistics software industries. He began in 1975 working for Ocean Carrier line ACL, then in the 1980s progressed into senior management in freight forwarding and customs before transitioning into the logistics software industry in 2002.

RL Careers

Peripheral Computer Support Inc.,
Computer Technology Solutions LP

• Vice President, Operations

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Microsoft

• Reverse Supply Chain
Operations Manager

[Click Here](#)



Motorola Mobility

• Global Materials Planner

[Click Here](#)

Microsoft

• Retail Stores Global Customer
Returns Program Manager

[Click Here](#)

Reverse Logistics Association

• Account Manager for South
America
• Executive Assistant
• Project Manager/Editor
• RL Solutions Director
• Sales Executive, Advertising
• Seminars/Webinar Director
• Web Content Coordinator

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Toshiba

• Manager, RL SCM Service Parts

• RL Sr. Materials Analyst

[Click Here](#)

Best Buy

• Senior Manager, Supply Chain

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PlanITROI

• Client Services Account Manager

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OnProcess Technology

• Vice President of Delivery
Services

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Celestica Inc

• Account Management Director

[Click Here](#)

10th Annual

RLA Conference & Expo Las Vegas 2013



Rio Hotel & Casino, Las Vegas


Monday, February 11 - Thursday, February 14, 2013

Please check  **Marquees**
for the most accurate up to date schedule

RLA Conference & Expo Las Vegas Monday, February 11 - Thursday, February 14, 2013

MONDAY - FEBRUARY 11, 2013

WORKSHOPS - 8:00am - 11:00am

8:00am	CoCo A Please check the Marquees for the most accurate up to date schedule	Jaguar A Please check the Marquees for the most accurate up to date schedule	Palma A  Gailen Vick Executive Director, RLA <i>Successful Outsourcing: RFQs, Contracts and SOWs</i>	Palma C Please check the Marquees for the most accurate up to date schedule
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8th RLA ANNUAL CHARITY GOLF TOURNAMENT - Red Rock Country Club - 11:00am - 5:00pm; bus at 11:00am, 1:00pm



TUESDAY - FEBRUARY 12, 2013

WORKSHOPS - 9:00am - 12:45pm

9:00am	Coco A  Michael Blumberg President Blumberg Advisory Group <i>Marketing & Selling Reverse Logistics Services</i>	Jaguar A  Robert Jaffin, Academician Consultant, Author Jaffin Consulting <i>Hazardous Material Life Cycle Management</i>	Palma A  Gailen Vick, Executive Director RLA <i>PART 1 - Best Practices: Lean Repair and Reverse Logistics Trends</i>	Palma C  Douglas Pratt, Director of Education RLA <i>Certified RL Professional - Brainstorming for Service Providers</i>
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MORNING BREAK - 10:45AM - 11:00AM

11:00am	Coco A  Michael Blumberg President Blumberg Advisory <i>Best Practices in Reverse Logistics Management</i>	Jaguar A  Gailen Vick, Executive Director RLA <i>PART 2 - Successful Outsourcing: RFQs, Contracts and SOWs</i>	Palma A  Gailen Vick, Executive Director RLA <i>PART 2 - Successful Outsourcing: RFQs, Contracts and SOWs</i>	Palma C  Douglas Pratt, Director of Education RLA <i>Certified RL Professional - Brainstorming for Educators</i>
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LUNCH - Industry Committee Chair/Co-Chair Strategy & Reports Meeting - 12:00pm - 1:15pm

EXHIBIT HALL OPENS - 1:00pm

RLA ADVISORY BOARD MEETING - 1:30pm - 2:30pm • RLA INDUSTRY COMMITTEES - 2:30pm - 3:30pm


2:30pm	Coco A  Chairman: Bruce Stevenson, Stevenson Consulting Food & Beverage Committee	Jaguar A  Chairman: Leonard Schneeman, SVP, CTO, DEX Software Solutions	Palma A  Chairman: Douglas Zody, iPad Operations NPO, Apple Wireless Committee	Palma C  Chairman: Tom Burnam, Director Global Service Oper., Western Digital Data Storage Committee	Palma C  Doug Pratt, Director of Education, RLA RL Certification Committee
	4:00pm  Chairman: Paul Baum, CEO, PlanITROI Consumer Electronics	Standards Committee  Chairman: Ron Lembke, Associate Professor, University of Nevada	Extended Warranties  Chairman: Ann Rodriguez, Business Develop. Analyst, Avnet	Sustainability Committee  Chairman: Raymond Glynn, Business Develop. Arrow Electronics	Retailers Committee  Chairman: Raul Castilla, Director, RL Administration Walmart


AWARDS GALA (FOR MEMBERS, SPEAKERS & EXHIBITORS) - 5:00pm - 8:00pm

RLA Conference & Expo Las Vegas Monday, February 11 - Thursday, February 14, 2013

WEDNESDAY - FEBRUARY 13, 2013






EXHIBIT HALL OPENS - 8:00am

 **WELCOME REMARKS** - Gailen Vick, President, RLA - 10:00am
KEYNOTE ADDRESS - Chris Nielsen, COO/CFO, Zappos.com, Inc - 10:30am
Returns From a Customer's Perspective








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





RETAIL COMMITTEE REPORT/MEETING - Palma C - 11:30am - 12:30pm

12:30pm	Track A  Tony Sciarrotta - Asset Recovery Panel Discussion: Asset Recovery Kathy Murphy - Sales Manager, Jarden Steven Kabak - Global Hardware Returns Manager, Citrix Systems	Track B  Rob Saper - Vice President, Supply Chain Logistics, OfficeMax The "Dos and Don'ts" of Reverse Logistics in an Omni Channel Environment Justin Harding - Product and RL Manager, Cincinnati Bell Wireless Mark Blevins - Customer Care Program Manager, P&F USA	Track C  Jose Garcia - Director of Reverse Logistics, Motorola Reverse Logistics at a Fortune 500 Company that is Evolving Jack DeButts - Director Returns & Exchanges, Dell, Inc.	Track D  Oliver Hedgepeth, Ph.D. - Program Director, RL Management American Public University Unsaleables 101 Ray Miller - CSDP Juan Gonzalez - Samsung	Track F  Michael Blumberg - President Blumberg Advisory Group How OEMs are finding new sources of profit from their RL Operations Jonathan Pine - Renova Technology David Patton - APU
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1:30pm	 Raj Subramonian - GM - Global Dell Outlet, Dell How the Secondary Market shapes the Global Economy Jeff Stratman - Coinstar, Inc Tom McElroy - GENCO	 Derek Wishart - Manager, Reverse Flow Operations, Canadian Tire Corp. Impact of Product Life-cycle Logistics Chris Acker - Microsoft Haozhe Chen - East Carolina University	 William Bullock - Professor/Director Product Innovation Research Lab, University of Illinois New Uses for Electronic Waste Jack DeButts - Director Returns & Exchanges, Dell, Inc.	 Bruce Stevenson - Consultant, Stevenson Consulting Bridging & Adapting the Food & Beverage Unsaleable Learnings From Other Industries John Axe - CEO, ECN Group Michael Ayon - GM/ Dir. Business Development, ECS Refining	 Moderator: Christopher Fabian - Principal/CEO Professional Service Solutions Panel: The Role Aftermarket Service Excellence Plays in Reducing Product Returns Tom DeVroy - Vice President, Sales, IFS
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AFTERNOON BREAK - EXHIBIT HALL - 2:30pm - 3:30pm

3:30pm	 Rachel North - Director, Post Sales Operations, Toshiba Panel: How Your Company Can Offer Exceptional Warranty Support, Without Adding Cost Jeffrey Moore - Dell Chad Burke - Ryder	 Beth Smits - VP, Secondary Markets, Best Buy Reverse Logistics in Retailing: A Fresh Perspective Bryan Maguire - Jabil Robert Rodriguez - Alcatel One Touch	 Doug Pratt - Director of Education, RLA Certified Reverse Logistics Professional Program Scott Hertel - UPS Jim Kahler - Hewlett-Packard	 Timothy Hancock - Director Supply Chain Operations-ASP, Dell Are You Prepared?: Natural Disasters-Mitigating Supply Chain Risks Rob McIntosh - Dell Elaine Gasser - HP Amedeo Palmieri - Lenovo	 Tim Konrad - Senior Vice President, GENCO Reverse Logistics - The New Normal
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4:30pm	 Moderator: Kevin Steele - COO, The Results Group How OEM's and Retailers Partner to Reduce Returns for a Better Customer Experience Jack DeButts - Dell Lois Kamysiak - Intel Aaron T. Ung - Funai Tim Quinn - BJs	Please check the Marquees for the most accurate up to date schedule	 Robert Jaffin - Independent Academician, HAZMATGO Dangerous Goods Transportation Simon Willcox - Celestica	 Paul Baum - CEO PlanITROI Chris Acker - Director of Sales, Microsoft Don't Leave Returns Money on the Table! The 5 Things you Need to Know Now!	 Moderator: Troy Kubat - Sr. Director Specialty & RL, Walmart Panel: Strategies for managing regulatory complexity/Reverse Logistics Pam Rapp - Walmart Raul Castilla - Walmart
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RYDER SUPPLY CHAIN SOLUTIONS RECEPTION - by Invitation Only 5:30pm

CONFERENCE RECEPTION - Exhibit Hall 5:30pm - 7:30pm

THURSDAY - FEBRUARY 14, 2013

EXHIBIT HALL OPENS - 8:00am



KEYNOTE ADDRESS - Steven Koenig, Director, Industry Analysis, CEA - 9:00am
Inside the Mind of the Consumer



	Track A	Track B	Track C	Track D
10:00am	<p>Moderator: Andrew Katcher - President, Rapid Results, Inc.</p> <p>Panel: Selecting the Best Liquidation Partner for Your Business</p> <p>Rob Mays - Director of Supply Chain, Overstock.com</p> <p>Tony Sciarrotta - Asset Recovery Reverse It Sales & Consulting</p>	<p>Morley Kornegor - Senior Group Mgr. - Resource Recovery, Target</p> <p>Getting Ahead of Unsaleables</p>	<p>Jeong Lee - RL Operations Manager, U.S. Cellular</p> <p>Amy Augustine - Manager, Supply Chain Effectiveness, U.S. Cellular</p> <p>Being Green and Socially Responsible</p>	<p>Hartmut Liebel - CEO, Jabil Aftermarket Services Group</p> <p>Bring Your Own Device (BYOD) and Its Impact on Business Models</p>

11:00am	<p>Moderator: Bernie Schaeffer - Service, Sales & Operations Executive, Schaeffer Independent</p> <p>Raising the Awareness of the Importance of Reverse Logistics to a High Level in your Organization</p> <p>Edwin Heslinga - Microsoft</p> <p>David Marinkovich - Newgistics</p>	<p>Timothy Roberts - Sr. Manager of Returns Operations and Planning, L.L. Bean</p> <p>2013 L.L. Bean Returns - A New Beginning</p> <p>Christopher Galletto - Officemax</p> <p>Keith Dawson - Sealy</p>	<p>Robert McIntosh - Executive Director, Dell</p> <p>Supply Chain Innovation</p>	<p>Robert Ragusa - Senior Vice President, Global Operations Accrury Incorporated</p> <p>Integrated Approach to Service</p>
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CLOSING REMARKS - Jeremy Vick, Vice President, RLA - 12:00pm

LUCKY DRAW - 12:30pm
 for MP3 Players, DVD RW, Portable DVD Players, External Hard Drives, Digital Cameras (you must be present during the drawing to win)

Upcoming RLA seminar:
 Bentonville, Arkansas
 May 2, 2013
 Facility Tour: **Walmart Returns Facility**



www.RLAshows.org/seminars.php

EXHIBIT HALL

Private Meeting Rooms

Private Meeting Room Size Information ▼

Amazon B p&f	Amazon C MOTOROLA	Amazon D Alcatel One Touch	Amazon E FUNAI	Amazon F Sealy	Amazon Q Lenovo	Amazon R Samsung	Amazon S hp
Conga A JARDEN corporation	Conga B OfficeMax	Lambada A BEST BUY	Lambada B Overstock.com	Lambada C Target	Palma E Cognizant	Palma F CITRIX	Palma G Microsoft
Tango A L.L.Bean	Tango B ACCURAY	Tango C TOSHIBA	Tropical A US Cellular	Tropical B coinstar	Tropical C Coca-Cola	Tropical D Zappos	Tropical E Cincinnati Bell
Tropical G Dell	Tropical H BJs Wholesale Club						

Exhibit Hall

Q18 PMR	L18 B2X CARE SOLUTIONS	K18 PCS WIRELESS	MAIN ENTRANCE ↓	G18 ELECTRONICS RECYCLING SERVICES	F18 RENOVIA TECHNOLOGY	E18 RYDER	M18 USDOT	A18 PMR IMAGE MICRO SYSTEMS
Q17 MHD ENTERPRISES, INC.								A17 IMAGE MICRO SYSTEMS
Q16 LENOVO PMR		K16 GENCO			F16 UNITED STATES POSTAL SERVICE			D16 Shoe Shine Sponsored by CHAINALYTIC
		L15 OPTORO			F15 JABIL	E15 10 x 10 Aisle		D15 PMR JABIL
		L14 CORECENTRIC SOLUTIONS, INC.			F14 UPS	E14 OVERSTOCK.COM PMR		D13 PMR UPS
		L13 10 x 10 Aisle			F13 CSDP			D12 SAMSUNG PMR
		K14 NEWGISTICS, INC.				E10 ALLIED TRADING		
		K13 CELESTICA						
Q12 JACKIE JANE ENTERPRISES		K10 10 x 20 EndCap 3 Sides						
Q11 PLANITROL								
Q10 RL MAGAZINE	M9 RL MAGAZINE	L9 PRC INDUSTRIES, INC.	K9 BRIGHTPOINT	FOOD & BEVERAGE ↓	J6 IFS	E9 ARROW ELECTRONICS	D9 REVERSE LOGISTICS ASSOCIATION	D10 REVERSE LOGISTICS ASSOCIATION

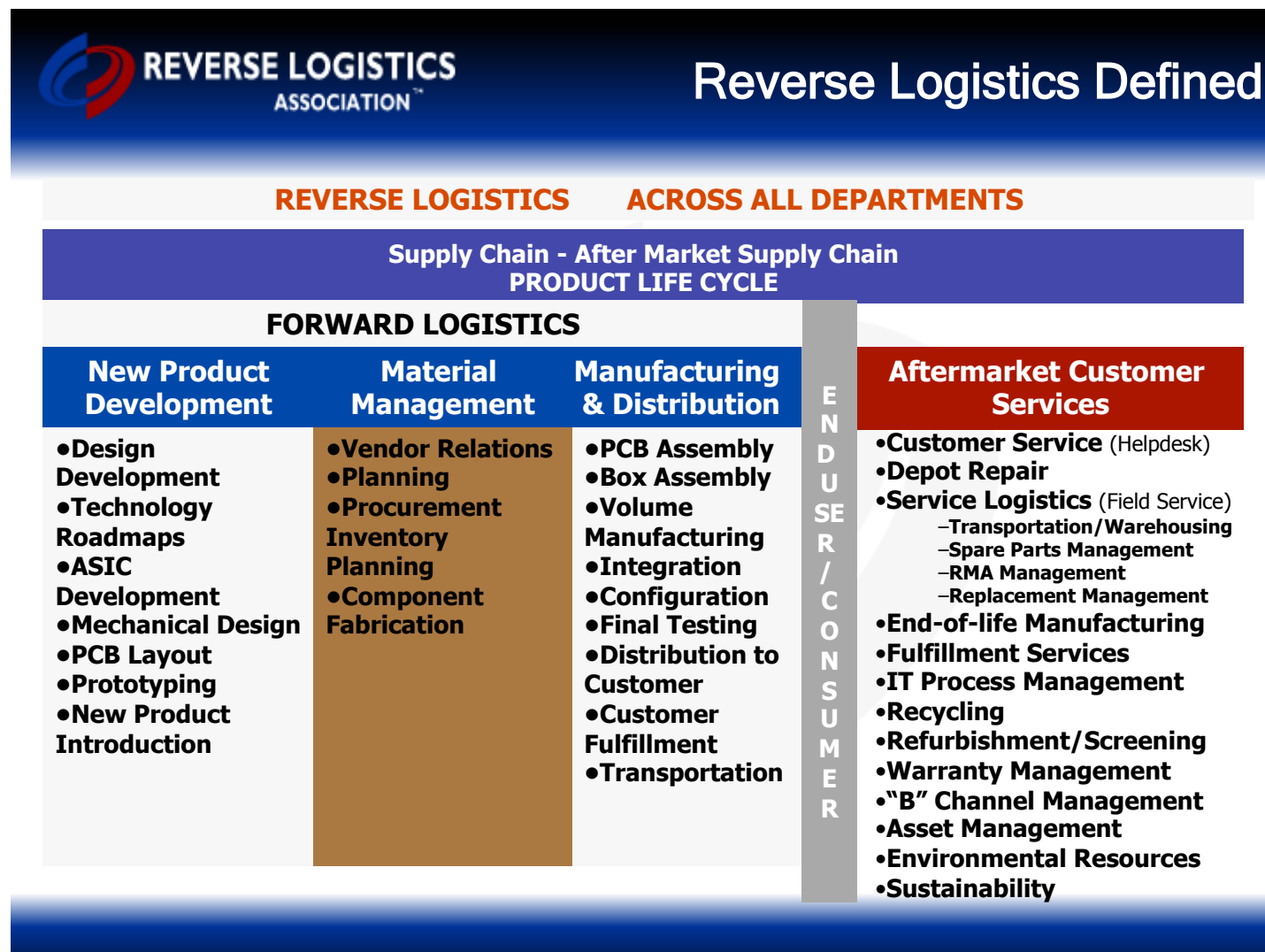
Please check **DELL** Marquees for the most accurate up to date schedule

INTRODUCTION

WHO WE ARE Reverse Logistics Association is a trade association focused on Third Party Service Providers to whom OEMs, ODMs, Branded and Retail companies outsource. The Reverse Logistics Association monitors thousands of 3PSPs worldwide who are providing After-market Supply Chain services, while supporting the outsourcing needs of OEM, ODM, Branded and Retail companies.

Today we support all industries involved in the RL process. We monitor reverse logistics in Consumer Returns, Product Recalls and Service Logistics.









COMPANY MISSION Our mission is to educate and inform Reverse Logistics professionals around the world. 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 each industries. We have been and will continue to provide our services at a moderate price to our members.



“Reverse Logistics is the scientific method of managing assets, in every department in all industries and across all disciplines” - Gailen Vick, RLA

RLA HISTORY

RLA HISTORICAL TIMELINE

- 2002**
 - Association established in June.
- 2004**
 - First trade shows, Las Vegas in February, Amsterdam in June, and Singapore in October.
 - RL Quote program established and working since early in October.
 - Monthly Newsletter established in March.
- 2005**
 - Regional seminars began in May.
 - Facility tours established in September.
- 2006**
 - Magazine established and published in January 2006 with issues quarterly then moving to bi-monthly now.
- 2010**
 - RL Digital Magazine launched on June.
 - RLA Conference & Expo adds Latin America show in Brazil in April.
 - RLA hosted exhibitorship at CES for RLA members.


- 2011**
 - RL Digital Magazine published montly.

RL Connect – We help YOU connect to . . .

- 3rd Party Service Providers
 - Mergers & Acquisitions
 - Internship Programs
 - Industry Jobs
 - Consultants
 - RL Forum
 - Research

RL Quote

- Save
 - Time
 - Resources
 - Money
- Eliminate Hassles
- Remain Anonymous

We help OEM's, Retailers, Brands, and 3PSPs who are trying to find a partner for Reverse Logistics save time, energy, and money by using our proprietary process called RL Quote. OEM's, Retailers, and Brands post RFI's anonymously on the RLA website and 3PSPs respond. We help facilitate the search, and you reap the benefits.

For more information: call +1.801.331.8949 ext. 5
email RLQuote@rla.org or visit RLAconnect.com

RL Connect



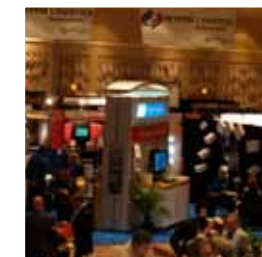
REVERSE LOGISTICS
ASSOCIATION®

Sales & Marketing

- Face-to-face meetings
- Qualified Leads
- Relationship building in non-sales environment
- Entertain customers
- Reward sales force
- Recruiting
- Evaluate Competition
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REVERSE LOGISTICS ASSOCIATION DIGITAL MAGAZINE is an email push to over 75,000 industry professionals and provides the latest news on the reverse logistics process and includes highlights of white papers, movers and shakers in the RL World and industry updates.



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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 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,

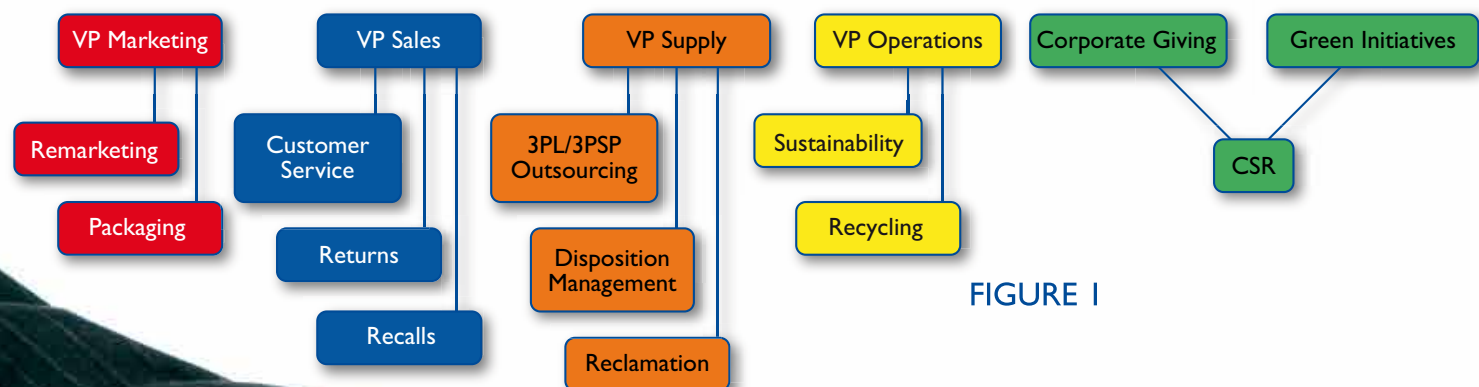


FIGURE 1

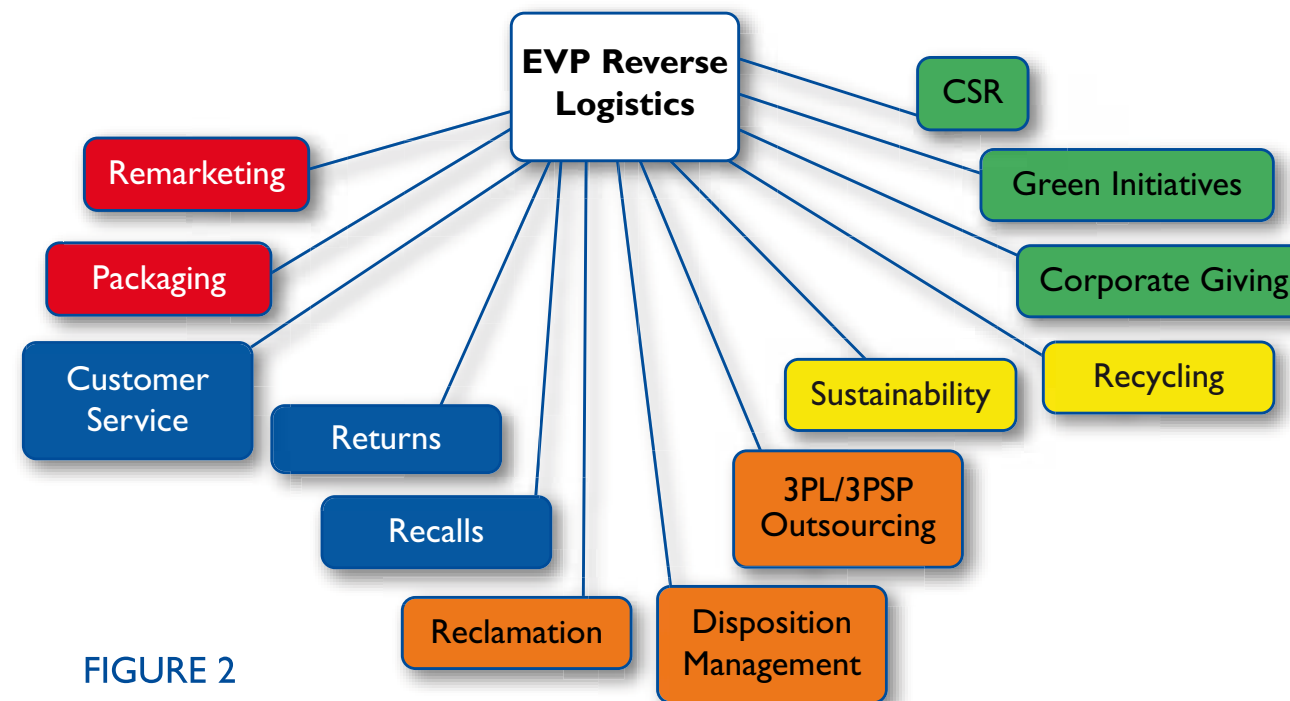


FIGURE 2

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.

by Gailen Vick, Executive Director, RLA





Supplementing the Supply Chain One Board at a Time

by Kristin Hurst, Director of Marketing and Communications, Encompass

Distributors that specialize in sourcing and supplying repair parts for consumer electronics, appliances and other goods are continually faced with ensuring adequate inventory, especially once the production cycle ends for a particular model. Meeting the demand can be challenging, and distributors must seek different ways to keep vital parts flowing to the service industry.

Printed circuit boards, a key component of many electronic devices such as televisions, are particularly valuable in the reverse supply chain. New boards are often assigned a “core value” on top of their

wholesale price, which works like a deposit to encourage servicers to send back used or defective boards (also known as cores) that they replace during repairs. Once recovered from the field, cores can be rebuilt and placed back into service – a process pioneered in the automotive industry.

The concept of repairing and recycling printed circuit boards grew out of the economic reality of declining product price points and legal requirements imposed on manufacturers to provide aftermarket support for repairs. There is a finite supply of these boards because

manufacturers are continuously developing new models with different features using different factories.

Manufacturers provide their distributors an opportunity for a “last time buy” right before they halt production of a model. Distributors must then decide how much parts inventory they need to procure to ensure they can meet customer demand for another five to six years, while minimizing risk of the parts becoming obsolete before they can be sold.

Encompass Supply Chain Solutions, Inc., a provider of



ENCOMPASS TECH, TOM JENKINS REMANUFACTURING A TV CIRCUIT BOARD

forward and reverse logistics headquartered in Lawrenceville, Ga. outside of Atlanta, has implemented an innovative process to limit last time buys of boards and supplement the reverse supply chain. Leveraging the capabilities of both its distribution division (Encompass Parts Distribution) and its high-tech repair unit (Encompass Service Solutions), Encompass remanufactures and quality tests its own boards for select OEM brands and then makes them available for sale to its customers.

“Being able to repair boards ourselves enables us to buy much less than we would normally have to as part of a last time buy,” said Jim Scarff, Encompass Vice President of Customer Service who oversees the board repair program. “This gives our customers access to parts they could otherwise have a hard time finding, and reduces our obsolescence risk.”

Encompass remanufactures

television and appliance boards for Philips, Funai and Haier as the company manages the entire parts supply chain for these manufacturers – from procurement to warehousing to fulfillment. Encompass additionally performs contract work for other manufacturers for board repair on specialty products like medical devices.

Scarff estimates the technical team remanufactures 1,500 to 2,000 boards a month just for its parts logistics clients.

“We are doing this to extend the life cycle of the products for the brands for which we own the supply chain,” said Scarff. “Once cores are out of inventory following a last time buy opportunity, that’s it; you can’t buy anymore.”

Every week, Scarff analyzes data on Encompass parts sales so he can identify boards with the highest run rates, as well as those in dwindling supply. He then works closely with the Service Solutions team to ensure they prioritize these specific boards so they can be made available to customers as quickly as possible. This also helps Encompass meet the high fill rate requirements set by its supply chain management clients.

“We strive to have the techs working on a balance between boards with high demand and those we are in danger of going on back order for,” said Scarff. “The key is to make sure we don’t stock out.”

In addition to augmenting the parts supply chain, Encompass is able to assist its manufacturer clients by providing failure data.

“We report common failures back to the manufacturers to feed through their engineering staff so they can make improvements in production of subsequent models,” said Scarff.

Encompass also works with all its customers to recover cores from the field and return them to the manufacturers that it represents for eventual reinsertion to the supply chain.

“It’s an ongoing cycle ultimately meant to keep parts available as long as possible to support products after the sale and strengthen consumer loyalty for manufacturer brands,” said Scarff.

RLM



Kristin Hurst joined Encompass in 2009 as director of Marketing and

Communications and is responsible for marketing, sales support, public relations and internal communications efforts for the company. She has more than 20 years of experience in the marketing and communications field. Most recently, she served as Director of Brand & Communications for HD Supply, a \$10 billion wholesale distributor and spin-off division of The Home Depot.

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Technical Trends

Caps and Blown Tops

I read a recent report from Warranty Week regarding the cost of repairing the new technology of Flat Screen TVs and the value of service plans to reduce risk to the end users for the high cost of repair. Warranty Week placed the repair cost for the TVs at ~\$300-\$1000 each! I had a recent opportunity in performing some repair on these TVs myself and I thought I would let you in on some of the details of the repairs.

Several months ago some friends provided me with the 'gift' of two failed flat screen TVs. The TVs were from differing manufacturers and both failed at about 14 months after purchase. They both got quotes for the repair and became very frustrated at the vague estimates for repair and overall high cost that would be "at least \$300". A cost that closely matches the data reported from Warranty Week. I was busy and just did not have time to take a look at these and they sat in an unused bedroom collecting dust. During the holidays I had some spare time and received some prompting from my wife to 'get rid of these things'. With that motivation I jumped in for the repair.

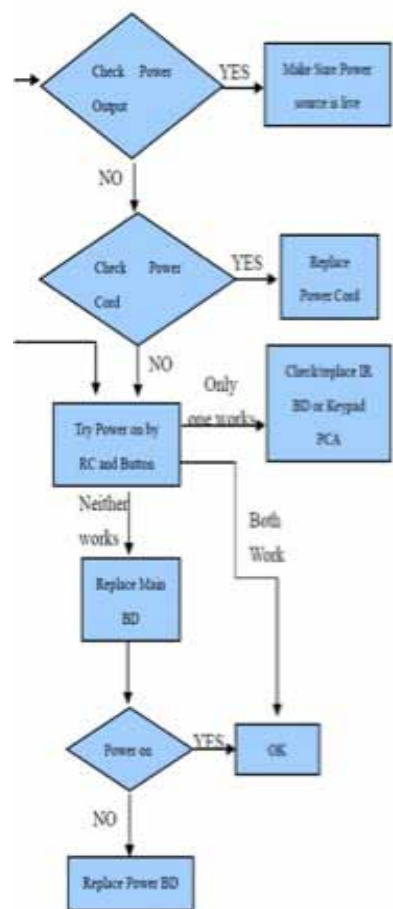
The symptoms from both were the same. They were dead and would not power on. I suspected power supplies to be the problem. I downloaded a service manual for one of the units. The actual troubleshooting flow chart from the factory is presented below. Notice that the repair is only at the board level. Then notice that the first task required if the unit will not power on is the swap out the main board, it is not to replace the power supply board. That is a very odd process and if followed, the outcome will only be to increase the repair cost unnecessarily.

For clarity I am going to jump to the end in explaining why. The failure for both of these TVs was the same component and the same defect—a bad output filter capacitor. My total cost for the repairs was \$16 and I fixed them both in about 45

minutes, on the kitchen counter while watching TV (Top Gear from the BBC). By all accounts bad output capacitors are the number one failure mode on most current flat screen TVs and a very lucrative repair. If you have friends that run TV shops,

they will tell you how much they love this repair. The diagnosis is pretty quick and the turn time is fantastic. In addition the failures are assured. The reason that the failures are guaranteed to happen is because of the parts themselves. If you look up the specifications for the typical parts used you will see endurance values for the capacitors rated at very limited hours of life.

Notice the specification below for one of the capacitors that failed was just 2000 hours or



just about 250 days of use. The part actually ended up failing at ~3500 hours. The reason it was able to last so much longer is that the operating temperature on the power supply board was reduced enough to allow the life of the part to almost double. Not too bad but still a failure that WILL occur before most consumers would expect it to happen.

While the defective parts were the same the failure modes were not. I snapped photos of the two parts below.



Notice the capacitor on the right is bulged at the top. This one was on a power supply board that used a discontinuous flyback power supply. These types of power supplies cost much less and allow the capacitors to be exposed to very large ripple currents. This is a very bad

Series	Endurance (Load Life)	Voltage Range (WV)	Cap. Range (uF)	Size Range D x L (mm)
	85°C 2000h	16 - 450	82 - 100,000	22 x 25 - 35 x 50

thing. The result is that they will fail quicker and more catastrophically, often they will vent out or even explode. The great thing about capacitors that fail in this manner is that there is a clear failure and quick diagnosis. All you need to do is look for stuff that looks like it has, or is about to explode and replace it. The capacitor on the left is different. From outward appearance there is no issue. Also at room temperature the ESR (series resistance) of the part would not indicate it was bad. This is a tougher failure to diagnose. What would happen is that has the

part heated during operation, the ESR would increase and cause a thermal cascade further reducing the capacitors performance. This power supply was of a better design, and had protection circuits that would shut down the power supply before a major failure. All good to be sure, but it makes the troubleshooting much tougher. Because once the TV would get hot enough to fail, the time that would pass after I removed the covers and then pulled the power supply

board out and then un-soldered the capacitor, allowed the part to cool enough that it would not test as bad. In this case I just had to trust my experience and spend the \$8 for a replacement part to validate the old capacitor was intermittent. The net of all this was two TVs for my daughters and a little insight for you regarding the complexity and opportunities from a little spare time spent with TV repair. RLM



B r y a n t Underwood manages Public Safety Sourcing for Cassidian Communications, an EADS North America Company in Frisco Texas.

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Read the Press

Nation's Largest POS & ATM Manufacturer Recommits Service Contract to Renova Technology for 2013

Atlanta, GA—21 January 2013— January 21, 2013 – Renova Technology, an electronics repair service provider specializing in component level repair of complex circuit boards, announced today that the nation's largest POS and ATM manufacturer has extended its contractual agreement to Renova for 2013. Renova Technology provides repair on the manufacturer's proprietary products for both legacy and in-warranty products.

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Sims Metal Management Named One of the Global 100 Most Sustainable Corporations in the World For Fifth Consecutive Year

Sydney, Australia & New York— 23 January 2013—Sims Metal Management (the "Company") has been designated as one of the Global Top 100 Most Sustainable Corporations for the fifth consecutive year. The list, compiled by sustainable business publication Corporate Knights, was announced at the 2013 World Economic Forum in Davos, Switzerland.

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Fidelitone Logistics Expands Order Fulfillment Services by Merger with TechniPak LLC

Wauconda, IL—11 January

2013—Fidelitone Logistics, an industry leader in third party logistics (3PL) and supply chain performance, is pleased to announce a merger with an industry leading third-party logistics provider TechniPak LLC.

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Walmart Canada Announces Expansion Plans

Mississauga, Ontario—22 January 2013—Today Walmart Canada announced that it plans to complete at least 37 supercentre projects in the company's next fiscal year, which runs from February 1, 2013 to January 31, 2014. The company also announced it will be expanding its distribution network to support its ongoing store growth and expansion plans.

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Flextronics joins MIT Forum Advisory Board

18 January 2013-The MIT Forum for Supply Chain Innovation announced today that Flextronics (NASDAQ: FLEX), one of the world's largest manufacturing and end-to-end supply chain solutions companies, has become a strategic sponsor of the Forum.

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ModusLink Names John J. Boucher as New President and CEO

15 January 2013-ModusLink Global Solutions today

announced that John J. Boucher, 53, will become its President and Chief Executive Officer. Boucher, who brings more than 30 years of supply chain management experience to his new role, is expected to join the Company on January 28, 2013.

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Fulfillment and logistics are bottlenecks to China's ecommerce growth

12 January 2013-China's ecommerce market continues to skyrocket with estimates of 2012 B2C sales likely to top \$107bn. However this growth has placed pressure on the logistics infrastructure resulting in delivery issues. Not only is delivery a problem, but according to 360Buy, one of the largest Chinese ecommerce providers, "Ecommerce is developing quickly but fulfillment and logistics are the key bottlenecks."

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Reverse Logistics Update - Research Reveals Findings Behind Mobile Returns

16 January 2013-New research from voice solutions provider Voxware identifies why consumers return items purchased online or by phone. In addition, findings reveal how consumers' experiences with the return process affect their future purchase intentions with retailers.

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Returning Thoughts

Overcoming the 5 Threats to a Successful Reverse Logistics Program

An essential element of success for your Reverse Logistics program hinges on the way you plan, prepare and handle your products in the secondary markets. “The inability to manage and control your secondary markets can create significant risk to your brand and to your ability to generate cash on disposition” says Paul Baum, CEO of PlanITROI, specialists in IT & CE asset disposition, as he shared his experiences from working with Consumer Electronics OEM manufacturers and retailers. In his experiences with OEMs and retailers there are 5 recurring threats that companies constantly face:

EXPOSURE OF CONSUMER DATA

A topic everyone is well are of, yet ongoing care, procedures and diligence are still required, as breaches of consumer privacy result in legal action, and very negative consumer experiences and publicity. Ultimately a data security breach will have a very negative effect on your brand. This becomes a greater concern when you do not



control your consumer’s data prior to sending it off on a device to be sold in the secondary markets. It is important to require your service partners to provide hard drive erasure reports verifying that data was erased and using a DOD level wiping tool. “Establishing and maintaining rigorous data erasure and device tracking procedures and reporting,” says Paul Baum, CEO PlanITROI, “Is the only way to be assured third parties will not put your brand at risk by reselling your branded products without proper data wiping.”

YOUR BRAND IN LANDFILLS

With today’s environmental pressure to be green, no OEMs wants to learn its products were found in landfills. Without having strict recycling practices

and certified R2 or E-stewards services providers, you could be open to environmental issues. Confirm environmental processing and hazardous materials handling procedures are in place to prevent your Brand from traveling to the landfills of other countries. Many companies and retailers are creating programs and building awareness for their trade-in, take-back or recycling programs to avoid the negative effect on their brand image when their products are found in landfills. But again, without control of the secondary markets this is a challenging task.

“Be sure to validate any vendor’s downstream processing so you are confident no hazardous e-waste is moved to incinerators or shipped to developing nations around the world,” noted Paul Baum.

Interestingly, it may be an opportune time to re-think your “destroy in the field”

or disposition methods with retailers. One manufacturer recently changed its “destroy in the field” program with retailers to a “take-back” program. They discovered that the open box, lower valued inventory items they previously believed had no value, are now, in fact, in great demand as refurbished products. This has resulted in a significant revenue stream far exceeding the returns logistics and refurbishment processing costs. Goodbye landfill fees, hello cash flow!

INEFFICIENT (THAT ALSO UNDERMINES LOYALTY) TRADE-UP

Many OEMs and retailers now offer Trade-in/trade-up programs, partly as an effort to be green, but more purposefully to drive sales of new products. Many of these programs are undermining loyalty rather than creating goodwill. Often the trade-in programs are disappointing

consumers because they are not receiving the value promised or “hoped for” due to reductions at inspection. Also programs often take upwards of 30 days to send the credit or cash to the consumer. These disappointments can hurt the brand and undermine loyalty, whether it is the OEM or the retailer brand that is offering the program. Baum noted, “Smart retailers are succeeding with higher traffic because they offer higher trade-in values and credits at POS as a way to drive new sales, just like an instant rebate, but in this case it is a ‘Green 4 Green’ rebate.” For many retailers this means offering a store credit rather than cash, which will result in future sales of retail goods.

REACTIVE FINANCIAL PLANNING FOR RETURNS

Lack of financial planning for returns creates numerous problems for both retailers and OEMs. Problems often arise due

Money Talks

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to seasonality and allowances. Retailers may have negotiated insufficient allowances for some products. Additionally they may have returned items or products that were not eligible for allowance. A common mistake then arises when this excess inventory does not have a proper disposition and value recovery plan or financial plan. These unplanned items often end up sitting on a warehouse shelf for 6 months while much of their potential sales value in the secondary market is lost due to age. For the OEM, the use of the allowance method may not be a good financial decision, because it results in the retailer having control of the open box returns. While the allowance method seems like a financially easier decision, you have now lost control of your products in the secondary market. "The retailer may disposition product through various channels and vendors that do not have the same certifications the OEM requires, and the downstream impact may negatively impact your brand. This could also create downward pressure on your primary market brand pricing," Baum noted

LACK OF SPENDING CONTROLS AROUND REPAIRS

A lack of spending controls relating to the costs incurred for repair and/or refurbishment often results in unnecessary expenditures. "PlanITROI builds a proactive financial & operational plan with our Client and their Vendors to create a match in the marketplace for the returned assets prior to getting

the return back! Our proprietary methods assure that time and resources are only invested if there is a proper return on that investment for our Client," explained Baum. "PlanITROI's systems integrate all the data from Vendors Allowances & RTV Return To Vendor eligibility to today's industry sale price comparatives (Open & Closed Markets), future industry trends, potential value-add and original asset costs into the decision making process for each of a Clients' assets for a recommended solution!"

This lack of spending controls often relates to the costs and effort spent to refurbish goods that may not have the value to be able to recapture the cost incurred. For example, items get repaired and refurbished but then sit on a warehouse shelf since there is little demand for the product. Again, a lack of detailed spending controls can result in excess cash expenditures. Additionally, the brand pricing strategy may be pressured if the excess inventory is sold at low prices.

OVERCOMING THE THREATS

Not so long ago, OEMs and retailers were very happy just to recover some cash for excess, obsolete and returned inventory. Now however, the Reverse Logistics industry has become much more capable and many great opportunities exist to achieve higher recovery values from the secondary markets while protecting and controlling your brand. Maybe now as most OEMs & Retailers are selling refurbished products, it is time to look for

your opportunity for the highest recovery. The timing is right to re-visit your secondary market partners and strategies and make sure they are aligned. Baum concluded, "Once you have thoroughly explored your Reverse Logistics options for an efficient and tailored value recovery program, you will find a much brighter financial picture at the end of the day." ^{RLM}

RLA CONSUMER ELECTRONICS COMMITTEE SURVEY ON THREATS TO YOUR BRAND



The RLA CE committee has just released a survey to explore and gather further data on this topic. Please help us all by spending a few minutes to complete the survey. You can find the survey on the RLA.org website at *Threats to Your Brand from the Return of Consumer Electronics*.



Paul Rupnow - Director, Reverse Logistics Systems, Andlor Logistics Systems Inc.

Editor - Reverse Logistics

Professional Report
Business Insights and Strategies for Managing Product Returns



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THERE IS GREAT CONTENT AVAILABLE IN RLA WORKSHOPS THIS YEAR.

You're in town for the RLA Conference & Expo, why not take advantage of your Monday and learn more about RL in an interactive classroom setting.

Beginning at 9:00AM on the day prior to the conference, a registration fee of \$999.99 allows you to attend any three workshops.

Some Past Workshops

- Successful Outsourcing - RFQs, Contracts and SOW presented by Gailen Vick, RLA
- Customer Experience by Kok Huan Tan, Senior Service Program Manager, DELL
- Leverage RL to Drive Sustainability & Reduce Expenses by Jesse LaRose, ESE Solutions



RLA CONFERENCE AND EXPO LOCATIONS



LAS VEGAS FEBRUARY

The World's Largest Reverse Logistics Conference

At the RLA Conference & Expo in Las Vegas, the focus of 3PSPs will be to help OEMs, Retailers & Branded companies become aware of RL support on a global basis. This is a rich opportunity for OEMs and Branded companies to identify future service partners. There has never been an opportunity like this for 3PSPs to sit down face-to-face with the key outsourcing decision makers from the major OEMs and Branded Companies.

Be sure to attend our annual Charity Golf Tournament.



SAO PAULO, BRAZIL APRIL

Reverse Logistic Solutions Conference

Empresas do mundo inteiro e principalmente da América do Sul e Central junto com muitos outros delegados internacionais, estarão presentes.

Empresas de todo el mundo y especialmente América del Sur y Centroamérica, junto con muchos otros delegados internacionales estarán presentes.

Companies from all over the world and especially South America & Central America along with many other international delegates will be in attendance.

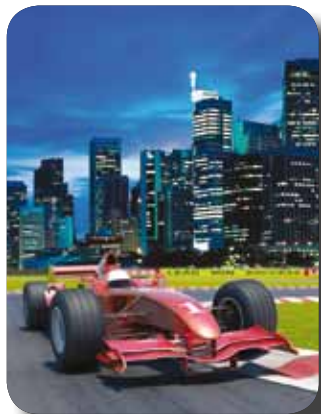


AMSTERDAM JUNE

Europe's Premiere Reverse Logistics Gathering

At RLA Amsterdam in June, the focus of 3PSPs will be to help European OEMs and Branded companies become aware of RL support on a global basis. This is a rich opportunity for OEMs and Branded companies to identify future service partners.

There has never been an opportunity like this for 3PSPs to sit down face-to-face with the key outsourcing decision makers from the major OEMs and Branded Companies. A highlight of this Conference will be on the subject of "green laws", particularly on WEEE and RoHS. **Be sure to join us on the Canal Cruise Dinner.**



SINGAPORE SEPTEMBER

Asia's ODM Reverse Logistics Gathering

Get ready for the RLA Conference & Expo in Singapore!

International Delegates from companies in Asia, South Pacific, Europe and the America's will be in attendance.

ODMs and contract manufacturers will be looking for 3PSPs that can manage Reverse Logistics in North/South America and Europe, along with identifying Reverse Logistics solutions for the Far-East.

Not to be missed is our Annual Racing Party.

