

9th Annual

# RLA Conference & Expo Las Vegas 2012








Rio Hotel & Casino, Las Vegas

Monday, February 6 - Thursday, February 9, 2012

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

**MONDAY - FEBRUARY 6, 2012**

**WORKSHOPS - 9:00am - 12:45pm**

9:00am	<b>Palma A</b>	<b>Coco A</b>	<b>Palma B</b>	
	 <p><b>Gailen Vick</b> Executive Director, RLA <i>Successful Outsourcing: RFQs, Contracts and SOWs</i></p>	 <p><i>Moving Products Across Borders</i></p>	 <p><b>Peter Nilsson, President</b> <i>How To Increase Visibility, Brand Awareness and Revenues with Public Relations</i></p>	
11:00am	<b>Coco A</b>			
	 <p><b>Andrew Katcher, President, Rapid Results</b> <i>Disposition by Design - Getting the Best Suite of Disposition Services for Your Organization</i></p>			

**7th RLA ANNUAL CHARITY GOLF TOURNAMENT - Red Rock Country Club - 1:00pm - 5:00pm bus at 12:00pm**

**TUESDAY - FEBRUARY 7, 2012**

**WORKSHOPS - 9:00am - 12:45pm**

9:00am	<b>Palma A</b>	<b>Coco A</b>	<b>Palma B</b>	<b>Coco B</b>	<b>Palma C</b>	<b>Jaguar A</b>	<b>Palma D</b>	<b>Palma D</b>
	 <p><b>Gailen Vick</b> Executive Director, RLA <i>Best Practices: Lean Repair and Reverse Logistics Trends</i></p>	 <p><b>Andrew Katcher,</b> President, Rapid Results <i>Moving Products Across Borders</i></p>	 <p><b>Michael Blumberg</b> President Blumberg Advisory Group <i>Marketing &amp; Selling Reverse Logistics Services</i></p>	 <p><b>Chris Fabian</b> President PSS, LLC <i>Maximize Revenue Opportunities in your AMS and RL Organization</i></p>	 <p><b>Liz Walker,</b> VP Marketing &amp; Business Dev., Image Microsystems</p>	 <p><b>Gloria Cervantes-Hay</b> VP Supply Chain Operations Manager Entercoms, Inc. <i>Service Chain Collaboration</i></p>	 <p><b>Mark Prol,</b> VP, Inmar</p>	 <p><b>Peter Nilsson,</b> President Performance Public Relations</p>








**MORNING BREAK - 2:30PM - 3:30PM**

11:00am	<b>Palma A</b>	<b>Coco A</b>	<b>Palma B</b>	<b>Coco B</b>	<b>Jaguar A</b>
	 <p><b>Gailen Vick</b> Executive Director, RLA <i>Successful Outsourcing: RFQs, Contracts and SOWs</i></p>	 <p><b>Andrew Katcher,</b> President, Rapid Results <i>Disposition by Design - Getting the Best Suite of Disposition Services for Your Organization</i></p>	 <p><b>Michael Blumberg</b> President Blumberg Advisory Group <i>Best Practices in Reverse Logistics Management</i></p>	 <p><b>Christopher Fabian</b> President Professional Service Solutions, LLC <i>Maximize Revenue Opportunities in your AMS and RL Organization</i></p>	 <p><b>Gloria Cervantes-Hay &amp; Samantha Richerson,</b> Entercoms, Inc. <i>Service Chain Collaboration</i></p>

**BUFFET LUNCH - Industry Committee Chair/Co-Chair Strategy & Reports Meeting - 12:30 - 1:30pm**

**EXHIBIT HALL OPENS - 1:00pm**

**RLA INDUSTRY COMMITTEES - 2:30pm - 3:30pm • RLA ADVISORY BOARD MEETING - 2:30pm - 4:30pm**

	<b>Track C</b>	<b>Track D</b>	<b>Track E</b>	<b>Track F</b>
2:30pm	 <p><b>Chairman: Gene Bodenheimer,</b> Genco/ATC <b>Food &amp; Beverage Committee</b></p>	<p><b>Please check the Marquees for the most accurate up to date schedule</b></p>	 <p><b>Chairman: Thomas Burnam,</b> Western Digital <b>Data Storage Committee</b></p>	 <p><b>Chairman: Ron Lembke,</b> University of Nevada <b>Standards Committee</b></p>
4:00pm	 <p><b>Chairman: Leonard Schneeman</b> SVP, CTO, DEX <b>Software Solutions Committee</b></p>	 <p><b>Chairman: Maryellen Daniels,</b> ITRAN Electronics Recycling <b>Consumer Electronics Committee</b></p>	 <p><b>Chairman: Sam Jackson,</b> Target <b>Retailers Committee</b></p>	 <p><b>Chairman: Raymond Glynn,</b> Cavalry Sales and Marketing <b>Sustainability Committee</b></p>

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

**WEDNESDAY - FEBRUARY 8, 2011**

**EXHIBIT HALL OPENS - 8:00am**



**WELCOME REMARKS** - Gailen Vick, President, RLA - 10:00am

**KEYNOTE ADDRESS** - Doug Schmitt, Vice President Global Support Services, Dell - 10:30am

**The Development of Next Generation Services through Understanding Customer Needs and Industry Trends**



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

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

	Track A	Track B	Track C	Track D	Track E	Track F
<b>12:30pm</b>	<p><b>Tony Sciarrotta</b> - Senior Manager, Asset Recovery</p> <p><b>Panel Discussion: Net Promoter Score</b></p> <p><b>John Pinto</b> - Sr. Director of Operations, Toshiba</p> <p><b>Jeff Stratman</b> - Merchant Director, Secondary Markets, Best Buy Co., Inc.</p>	<p><b>Jeff Dooley</b> - Sr. Manager <b>Josh Garrison</b> - Director of Service Operations <b>Failure Analysis Supply Chain, Cisco</b></p> <p><b>Matt Peterson</b> - Sr. Manager- Americas Service Parts Dell</p>	<p><b>Please check the Marquees for the most accurate up to date schedule</b></p>	<p><b>Gary Moore</b> - RL Manager - Recycling, Sprint <b>Daniel Barrett</b> - Manager, New Business Opportunities, USPS</p> <p><b>Best Practices in Electronic Stewardship - Making Recycling Easy for Consumers</b></p>	<p><b>Jim Schoessling</b>, Vice President Servigistics</p> <p><b>Regulatory Compliance Review</b></p> <p><b>Ken Kvacncz</b> - Senior Manager, Care Indirect Sourcing, Nokia <b>Bernie Schaeffer</b> - CVP/Global Repair and Reverse Logistics, Motorola</p>	<p><b>Joseph Walden</b> - Lecturer, Supply Chain Management, KU</p> <p><b>Wireless Operations</b></p> <p><b>Brian Mantel</b> - Sr. Manager Reverse Logistics, Sprint Nextel</p> <p><b>Tim Bradford</b> - Imagemicro</p>
<b>1:30pm</b>	<p><b>Michael Blumberg</b> - President Blumberg Advisory Group <b>Panel Discussion: Managing Aftermarket Service &amp; Reverse Logistics as a Profit Center</b></p> <p><b>Larry Lile</b> - Oracle <b>Gary Moore</b> - Sprint <b>Rachel North</b> - Toshiba <b>Thomas Maher</b> - Dell</p>	<p><b>Tim Konrad</b> - Senior Vice President GENCO ATC</p> <p><b>Impact of Product Lifecycle Logistics</b></p> <p><b>Abraham Pasternak</b> - pcs wireless, llc <b>Kenneth McDaniel</b> - ntel</p>	<p><b>Rob Ianni</b> - VP of Global Sales, Entercoms, Inc. <b>Mark Hessinger</b> - Executive Director - Global Customer Service, GerberTechnology</p> <p><b>Increasing NPS, customer satisfaction, revenue, and service process</b></p>	<p><b>Fred Bosman</b> - Supply Chain Product Manager ECN Group Ltd</p> <p><b>FINALLY! Real Time, End-to-End Supply Chain Visibility, There and Back</b></p> <p><b>Dick Kluis</b> - VP - Product Strategy, Servigistics <b>John Axe</b> - CEO, ECN Group <b>Michael Ayon</b> - GM/ Dir. Business Development, ECS Refining</p>	<p><b>Robert Davis</b> - Managing Member Boomerang Solutions Group, LLC</p> <p><b>Trading Partner Collaboration for ARP Gap Reduction</b></p> <p><b>Roger Levi</b> - Intel <b>Haozhe Chen</b> - Assistant Professor of Marketing and SCM, East Carolina University</p>	<p><b>Moderator: Leonard Schneeman</b> - Sr. Vice President, Chief Technology Officer</p> <p><b>Data Exchange Panel: Choosing a Software Solution for Reverse Logistics Management</b></p>

**AFTERNOON BREAK - EXHIBIT HALL - 2:30pm - 3:30pm**

<b>3:30pm</b>	<p><b>Jack DeButts</b> - Director Returns &amp; Exchange Management Dell</p> <p><b>Panel Discussion: Globalization of Returns</b></p> <p><b>Carrie McWilliams</b> - UPS <b>Bryan Arnold</b> - Dish Network <b>Jeffrey Harrison</b> - Blue Raven Technology</p>	<p><b>Tracy Schrengost</b> - Global Service Materials Manager Medrad</p>	<p><b>Steve Brown</b> - Global Product Life-cycle Manager Hewlett Packard</p> <p><b>MutiVendor Services: The Tip of the Spear in Account Penetration</b></p>	<p><b>Gary Reblin</b> - VP, Domestic Products</p> <p><b>Returns and eCommerce-USPS Integrated Approach</b></p>	<p><b>Kumar Vidadala</b> - Product Developer Process Weaver, Inc.</p> <p><b>Software Solutions for Reverse Logistics Transportation Management Challenge</b></p> <p><b>Sandy Parlier</b> - Dish Network <b>David Lamb</b> - Cisco <b>Sharon Joyner-Payne</b> - Inmar</p>	<p><b>Kathy Murphy</b> - Jarden</p>
<b>4:30pm</b>	<p><b>Moderator: Andrew Katcher</b> - President Rapid Results, Inc.</p> <p><b>The Great Best Practices in Inventory Disposition Debate</b></p>	<p><b>Joe Walden</b> - Lecturer, Supply Chain Management University of Kansas</p> <p><b>Trends in E-Waste Disposal and Reverse Logistics</b></p>	<p><b>Paul Baum</b> - CEO PlanITROI</p> <p><b>Purposeful Refurbishing vs Recycling</b></p>	<p><b>Haozhe Chen</b> - ECU</p> <p><b>Gary Gammon</b> - ECU</p> <p><b>RL Software Usage Trends and Issues - An Empirical Study</b></p>	<p><b>Roger Rowley</b> - Service Manager, Samsung</p> <p><b>Case Study: Control and visibility in returns</b></p>	<p><b>Moderator: Hans-Jochen Lueckefett</b> - Managing Director 1WEE Services</p> <p><b>GmbH Panel: Strategies for managing regulatory complexity Reverse Logistics</b></p>

**RYDER SUPPLY CHAIN SOLUTIONS RECEPTION - by Invitation Only 5:30pm**



**PRIVATE NETWORKING COCKTAIL EVENT - by Invitation Only 5:30pm**



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

**THURSDAY - FEBRUARY 9, 2012**

**EXHIBIT HALL OPENS - 8:00am**

	Track A	Track B	Track C	Track D	Track E	Track F
10:30am	<p><b>Moderator: Jonathan Grimm</b> - Global Solution Architect-Service</p> <p><b>Oracle Panel: Role of Reverse Supply Chains in Value Chain</b></p> <p>Robert Anderson - Barnes &amp; Noble</p> <p>Michael Galbreth - University of South Carolina</p>	<p><b>Tony Sciarrotta</b> - Senior Manager, Asset Recovery</p> <p><b>How to Maximize Sales and Reduce Costs with Returned Goods</b></p>	<p><b>Michael Ayon</b> - ECS Refining</p> <p><b>The importance of the value chain for the WHOLE product life cycle</b></p>	<p><b>Raj Subramonian</b> - GM, Dell, Inc.</p> <p><b>Partnering for Success</b></p>	<p><b>Rahul Singh</b> - Entercoms, Inc.</p> <p><b>Taking the Hill</b></p>	<p><b>Moderator: Christopher Fabian</b> - Professional Service Solutions, LLC</p> <p><b>Panel: How to Boost AMS &amp; RL Profitability while increasing Customer Satisfaction/provider</b></p>
	<p>Please check the Marquees for the most accurate up to date schedule</p>	<p><b>Chad Burke</b> - Ryder</p> <p><b>Jonathan Pine</b> - Renova Technology</p>	<p><b>Mark Prol</b> - Inmar</p> <p><b>Barry Yanes</b> - Blue Raven Technology</p>			
11:30am	<p><b>Moderator: Kevin Steele</b> - COO, The Results Group</p> <p><b>How Retailers and Manufacturers Can Work in Partnership To Reduce Returns</b></p> <p>Jack DeButts - Dell</p> <p>Chuck Johnston - Walmart</p>	<p><b>Michelle Gross</b> - Sr. Manager, Analytics, T-Mobile</p> <p><b>Reverse Logistics Analytics</b></p> <p>Gene Bodenheimer - GencoATC</p> <p>Ed Cisneros - HP</p>	<p><b>Aki Korhonen</b> - Founder and CEO, PC-Doctor, Inc</p> <p><b>Hardware Diagnostics for Android Platforms</b></p> <p>Harrison Dean - Inmar</p> <p>Sam Jackson - Target</p>	<p><b>Hong-Chao Zhang</b> - Dir. of Advanced Mfg. Lab, Dept of Ind. Engineering, Texas Tech University</p> <p><b>Liz Walker</b> - VP Marketing &amp; Business Dev., Image Microsystems</p> <p><b>Reducing Carbon Footprint through Reverse Logistics</b></p>	<p><b>Dr. Oliver Hedgepeth</b> - Reverse Logistics Director, APU</p> <p><b>Faith Based Reverse Logistics</b></p> <p>Mike Moore - DEX</p> <p>Ken Ueltzen - Cokeva</p>	<p><b>Moderator: Hugh Kinney, Jr.</b> - Associate Partner The Progress Group</p> <p><b>Panel: Practical Ideas for Driving Down Costs and Improving Service Levels in 3PSP</b></p>

**CLOSING REMARKS** - Gailen Vick, President, RLA - 12:00pm

**LUCKY DRAW** - Lyndsey Turner, Editor, RLA - 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 3rd**  
 Facility Tour: Walmart Returns Facility

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# EXHIBIT HALL

## Private Meeting Rooms

Private Meeting Room Size Information ▾

<b>Coco A</b> 	<b>Coco B</b> 	<b>Conga A</b> 	<b>Conga B</b> 	<b>CONGA C</b> 	<b>Jaguar A</b> 	<b>Jaguar B</b> 	<b>Lambda A &amp; B</b> 	<b>Lambda C</b> 
<b>Palma A</b> 	<b>Palma B</b> Alcatel onetouch	<b>PALMA C</b> 	<b>Palma D</b> 	<b>Palma E</b> 	<b>Palma F</b> 	<b>Palma G</b> 	<b>Palma H</b> 	<b>Tango A, B, C</b> 
<b>TROPICAL A</b> 	<b>TROPICAL C</b> 	<b>TROPICAL D</b> 	<b>Tropical E &amp; F</b> 	<b>TROPICAL G</b> 	<b>TROPICAL H</b> 			

<b>Q18</b> PMR 10 x 10 EndCap 2 Sides	<b>M18</b> 	<b>L18</b> 	<b>K18</b> 	Main Entrance ↓		<b>G18</b> 	<b>F18</b> 	<b>E18</b> 	<b>A18</b> PMR 
<b>Q17</b> 	<b>K16</b> 		<b>J16</b> 		<b>F16</b> 				
<b>Q16</b> 12 x 10 	<b>L15</b> 	<b>K15</b> 							
<b>Q13</b> 	<b>L14</b> 	<b>K14</b> 	<b>J13</b> 	<b>I13</b> 	<b>F14</b> 	<b>E14</b> 	<b>D15</b> 		
<b>Q12</b> 10 x 10 Aisle	<b>L13</b> 	<b>K13</b> 	<b>H10</b> 		<b>E10</b> 		<b>D14</b> 10 x 10 Aisle		
<b>Q11</b> 	<b>L9</b> 	<b>K9</b> 	<b>I9</b> 	<b>H9</b> 	<b>F9</b> 	<b>E9</b> 	<b>D13</b> 		
<b>Q10</b> 10 x 10 Aisle	<b>L8</b> 10 x 10 EndCap 2 Sides	<b>K8</b> 10 x 10 EndCap 2 Sides	<b>I8</b> 10 x 10 EndCap 2 Sides	<b>H8</b> 10 x 10 EndCap 2 Sides	<b>F8</b> 10 x 10 EndCap 2 Sides	<b>E8</b> 10 x 10 EndCap 2 Sides	<b>D12</b> 10 x 10 Aisle		
<b>Q8</b> 	<b>K10</b> 		<b>H10</b> 		<b>E10</b> 		<b>D10</b> 		
		<b>M6</b> 10 x 15 	<b>J6</b> 10 x 15 		<b>I6</b> 10 x 12		<b>F6</b> 10 x 12 	<b>C6</b> 10 x 10 Aisle	

Please check Marquees for the most accurate up to date schedule