



# The Logistics Management Course

*Attend Canada's #1 logistics training workshop and use logistics to reduce business cost and improve service effectiveness.*



Endorsed by



**SEMINAR DATES:**

Register online at  
[www.seec.schulich.yorku.ca](http://www.seec.schulich.yorku.ca)

February 28 - March 2, 2011  
September 26 - 28, 2011

**Master 5 Key Logistics 'Advantage Areas'.  
Reduce Business Costs and Improve Service  
Effectiveness. Key Learning Objectives Include:**

- 1** Understand the **"state-of-the-art"** in logistics management and its implications for all levels in your organization – from Finance Director to Traffic Supervisor
- 2** Learn to **better manage your inventory, transportation and distribution** functions
- 3** **Identify key elements of customer service** and design the most profitable network
- 4** **Collaborate with other managers:** supply chain and materials management, transportation and distribution, purchasing, inventory management and finance

PRESENTED BY



**Schulich**  
School of Business  
York University  
**Executive Education Centre**

Register online for this and other programs:  
[www.seec.schulich.yorku.ca](http://www.seec.schulich.yorku.ca)

Receive 21 PDUs  
towards your  
PMI® Continuing  
Certification  
Requirements.



**Project  
Management  
Institute**



# The Logistics Management Course

*Where can your operations reduce cost and improve service efficiency?*

**Next Seminar Date:**  
Feb. 28 - Mar. 2, 2011

Register on back or online at  
[www.seec.schulich.yorku.ca](http://www.seec.schulich.yorku.ca)

PUBLIC SEMINARS | BUSINESS OPERATIONS



## About This Seminar

Logistics encompasses all activities from purchasing materials to delivery of your final products or services to the consumer. **These key operations include: customer service, transportation, warehousing, inventory management, order processing, packaging, sales forecasting, production scheduling, and the selection of plant and warehouse locations.**

The objective of this seminar is to show how all these elements can, and must be managed as a "system" to maximize profits. The program format provides real world experience in strategic and operational issues in distribution. No logistics background is required to benefit from this program.

## What You Will Learn

- ▶ Why **improved logistics** is absolutely critical for all companies seeking a sustainable competitive advantage.
- ▶ What are the really important elements of customer service and **how do they affect logistics planning?**
- ▶ How to **reduce inventories** and **improve customer service**.
- ▶ **How others have used logistics** to achieve market breakthroughs.
- ▶ **How online support is transforming logistics** – what's working and what isn't.
- ▶ **Whether to outsource** – and if so, how to make the most of it.
- ▶ Today's best **opportunities to get logistics working for your business**.

## Who Should Attend

- Manufacturing, distribution and retail leaders
- Supply chain and Operations Managers
- Transportation and Distribution Managers
- Purchasing and Procurement Managers
- Logistics Planning & Inventory Managers
- Financial Managers
- Project Managers

## Study the Five Key Logistics 'ADVANTAGE AREAS'

What edge is your logistics system giving your business?

### ✓ **Customer Service Advantage**

Customers demand service, quality, reliability and responsiveness at the lowest cost. **Does your logistics system satisfy these needs?**

### ✓ **Cost Reduction**

**Eliminate waste and non-value adding elements** and streamline essential activities.

### ✓ **Customer-Supplier Partnerships**

Achieve synergy from **effective management of the interfaces** with customers and suppliers.

### ✓ **Inventory Elimination**

Learn many ways to **eliminate or redeploy inventories**.

### ✓ **Information Flow**

**How to supply reliable, timely information on future availability** of products and services and delivery.

## ■ Program Content

### Day One

#### Logistics Issues And Priorities

- Total logistics costs
- Logistics as a strategic weapon

#### Setting Logistics Strategy

- Setting customer service levels
- Performance measurement
- Inventory pLqprrr 5q5Tprrr ?5q5p777/""/'5q5TktlTqp"" /5q5Tkilprrr ?5q5Tt2?/vTqpr5q5T2?CTqprrrqprrr 5q5Tkg1Ts?q/'5q5Tt2


## Instructor Profiles

### Jim Eckler

- Jim is President of Eckler Associates, a strategic advisory firm. With over 35 years of experience in the supply chain management field, most recently for 14 years as President and CEO of SCI Group Inc., Jim is one of North America's leading logistics experts with a specific focus in outsourced supply chain management.

and 17 years at the executive level managing supply chain and logistics for major food and beverage marketers/manufacturers.

### Geoff Frodsham

- Geoff Frodsham is Vice President, Supply Chain, The Home Depot Canada. He has a strong track record in leading Supply Chain transformation initiatives, and large scale business process change. He has a reputation for being a strong team player with an inclusive and collaborative leadership style. Prior to joining The Home Depot, he was a Senior Vice President in the Supply Chain Team at Loblaw Companies, and

held positions at Canadian Tire Corporation in logistics, operations, information technology, and finance

### Mark Thomas

- Mark is Managing Principal of META Management Consulting, a GTA business consulting firm that improves operations effectiveness in the supply chain. He is also Program Director for the SEEC Centre of Excellence in Supply Chain and Logistics Management.
- Mark has also served as VP Logistics for Livingston Healthcare Services and as VP/GM with Moore Canada, and serves on the board of SCL.

### Diane Fitzgerald

- Diane is Senior Vice President of Vincor International, a division of Constellation Brands, the largest wine company in the world. She has over 25 years of experience in logistics management across all functions

3 WAYS TO REGISTER:



ONLINE



FAX



MAIL

SEE BACK



**IN-COMPANY TRAINING:** This program can be delivered on site. Please contact SEEC Personnel at 416.360.8850 or visit [www.seec.schulich.yorku.ca](http://www.seec.schulich.yorku.ca) for more information.

**Experience The  
Schulich Executive  
Learning Difference...**

**World Class Faculty**



**New State-Of-The-Art  
Teaching Facilities**



**Comprehensive  
Take-Home Materials**



**Framed Certificate of  
Course Completion for  
All Programs**



## REGISTRATION FORM



# The Logistics Management Course



### 3 WAYS TO REGISTER

**Enjoy Our 100% Satisfaction Guarantee!**



**ON-LINE**  
at our web site:  
[www.seec.schulich.yorku.ca](http://www.seec.schulich.yorku.ca)



**FAX** your  
registration to  
**(416) 736-5689**



**MAIL** to  
Schulich Executive Education Centre  
The Executive Learning Centre  
Schulich School of Business  
York University, 4700 Keele Street  
Toronto, ON M3J 1P3

**Please check desired session:** ☐ **February 28 - March 2, 2011** ☐ **September 26 - 28, 2011**

Name (Mr) (Mrs) (Ms) .....

Title .....

Email .....

Organization .....

# of Employees .....

Address .....

City .....

Prov. ....

Postal Code .....

Fax .....

Bus. Phone .....

Home Phone or Cell .....

Primary Product / Service: .....

Your Number of Direct Reports: .....

Authorizing Manager's Name .....

Title .....

Email .....

Telephone .....

Are You A Canadian Citizen: ☐ Y / ☐ N

Do You Hold Any Other Citizenship: ☐ Y / ☐ N

**If paying by credit card:** ☐ Visa ☐ MasterCard ☐ Amex

Card Number: .....

Expiry Date (Month/Year): .....

Credit Card Holder: .....

Card Holder Signature: .....

**Please make cheque payable to:**

York University –  
Schulich Executive Education Centre

**and mail to:**

Schulich Executive Education Centre  
The Executive Learning Centre  
Schulich School of Business  
York University  
4700 Keele Street  
Toronto, ON M3J 1P3

### COURSE TUITION & DETAILS

**Program tuition: \$2395.00 + applicable taxes.**  
**(IWLA Members Save 10%: \$2155.50 + applicable taxes.)**  
This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations. **Special Team Savings: Save \$150 each** when two or more team members from the same organization register for this program at the same time.

**Please Note:** Fees, dates, speakers and applicable taxes are subject to change. York's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 14 days in advance of the seminar start date. Late transfer requests, less than 14 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 14 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 14 days prior to the seminar will be subject to a \$500 administration fee. Non-attendance will incur full seminar tuition cost. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. HST# R119306736.

Call us at **(416) 736-5079**, or toll free **1-800-667-9380**,  
or email: [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@schulich.yorku.ca)

**YK 9185 A B C D E**

### COURSE LOCATION(S)

**February Session:** February 28 - March 2, 2011

**September Session:** September 26 - 28, 2011

9:00 am - 4:30 pm each day

**The Miles S. Nadal Management Centre**  
222 Bay St., 5th Floor, Ernst & Young Tower  
Toronto, Ontario M5K 1K2

### OPTIONAL ACCOMMODATIONS

Please call **The Fairmont Royal York Hotel** at  
(416) 860-5001 and ask for the SEEC/York University  
special corporate rate. Book at: [www.fairmont.com](http://www.fairmont.com).

Endorsed by

