**Next Level Growth “The Value Chain”**

**A seminar for business owners**

**Agenda**

<table>
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<tr>
<th>Time</th>
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<td>7:30-8:15am</td>
<td><strong>Breakfast and Networking</strong></td>
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<td>8:15-8:20am</td>
<td><strong>Welcoming Remarks</strong> By Dr. Walfried Lassar, Associate Dean, Alvah H. Chapman, Jr., Graduate School of Business Ryder Systems Professor and Professor of Marketing Florida International University – College of Business</td>
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<td>8:20-8:30am</td>
<td><strong>Introductory Remarks</strong> By Pablo Pino, TD Bank Regional Vice President, Miami-Dade County</td>
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| 8:30-9:15am  | **Presentation: Identifying and Eliminating Wastes in Your Business**  
Most resources used in a business add value - some do not. Learn the principles that can be applied in the workplace to become a more efficient and effective organization. Understand the potential wastes that exist in business through real-world examples of how to address each.  
40 minutes, plus 5 minutes Q&A  
Presenter: Joel Sutherland, Managing Director, Supply Chain Management Institute University of San Diego |
| 9:15-10:00am | **Presentation: Understanding and Managing Supply Chain Risk**  
Supply chain risk is recognized today as a major threat to business continuity. A break in the supply chain can reduce a company’s revenue, decrease its value, inflate costs, or threaten operations. Learn what supply chain risk is and the fundamental tools to address and mitigate the potential negative effects.  
45 minutes  
Presenter: Joel Sutherland, Managing Director, Supply Chain Management Institute University of San Diego |
| 10:00-10:45am| **Real Stories: Panel of SME business owners on how they Identified, Eliminated and Managed Supply Chain Risk**  
35 minutes, plus 10 minutes Q&A  
Moderator: Dr. Ronald Mesia, Director, Ryder Center for Supply Chain Management  
Panelists:  
Andrew Yap, President and CEO, LEASA  
Maria Elena Ibañez, President, Intermark Foods, Inc  
Misha Kuryla-Gomez, President, Misha’s Cupcakes |
| 10:45-11:00am| **15 Minute Coffee and E-Mail Break**                                 |
| 11:00-11:30am| **Presentation: Forecasting Demand**  
Increasingly, manufacturers and other providers look at data analytics and postponement techniques to meet rising demand for better and more customized products and services.  
25 minutes, plus 5 minutes for Q&A  
Presenter: Ricardo Newark, Newstrop Consulting, Consultant, SBDC at FIU |
| 11:30am-12:00pm| **Presentation: The Super Seven**  
Seven tips for improving your company’s supply-chain management that do and do not work – and why.  
25 minutes, plus 5 minutes for Q&A  
Presenter: Luis Batista, Consultant, SBDC at FIU |
| 12:00-12:50pm| **Lunch & Keynote Speaker** By Julio Ramirez, CEO/COO/President, JEM Global, Inc. |
| 12:50-1:00pm | **Closing Remarks** By Jacqueline Sousa, Regional Director, FIU College of Business, SBDC |