

# Green Supply Chain Forum's Participants Share the Advantages of a Sustainable Business

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MIAMI--(BUSINESS WIRE)--February 8, 2008--More than 100 registered participants and guests attended yesterday's Green Supply Chain Forum at the Kovens Center on the Biscayne Bay Campus of Florida International University. Representatives of firms from various industries heard firsthand how world-class companies execute environmentally sound operational practices that make them more efficient, competitive, and profitable.

The one-day conference, hosted by the Ryder Center for Supply Chain Management in the College of Business Administration at the university, brought together leading green supply chain experts from academia, government, and a variety of business sectors to share best practices and discuss opportunities for future collaboration.

"We decided to host this forum because of the widespread interest in sustainability among business executives across industries and because of the college and university's leadership in facilitating idea exchanges on this subject," said Walfried Lassar, Ryder Professor and director, Ryder Center for Supply Chain Management, and chair, Department of Marketing in the college. "The college's Knight Ridder Center for Excellence in Management, particularly its Energy Business Forum, has held a number of seminars and conferences over the past year on biofuels and energy security for The Americas. And, the college's Eugenio Pino and Family Global Entrepreneurship Center, particularly its Institute of Technology and Innovation (ITI) has held a series of breakfast seminars on the 'greening' of businesses. We are rounding out the portfolio of events that deal with this topic."

"At Ryder, we believe that our success, and the success of our customers, depends on the appropriate balance of economic and social goals," said Gregory T. Swinton, chairman and chief executive officer of Ryder System, Inc., the premier corporate sponsor for the event. "By sharing best practices, we aim to improve the understanding and support of like-minded companies who are willing to look at their businesses differently and make necessary investments in solutions that are sustainable for our communities and for business."

In addition to Ryder System, Inc.'s premier corporate sponsorship, media sponsors included Inbound Logistics and Global Logistics and Supply Chain Strategies, and academic sponsor, in addition to the Ryder Center for Supply Chain Management, was ITI.

Attendees, as well as business executives across the world, are participating in a survey to benchmark the state of green supply chain efforts. Survey results will be released in the next several weeks.

Welcome remarks by Gregory T. Swinton, chairman and chief executive officer of Ryder System, Inc., and by Executive Dean of the College of Business Administration Joyce J.

Elam, who also serves as the university's vice provost, FIU Online, launched the day's events.

"We believe strongly in the need for businesses to secure their supply chains and to ensure their practices work towards the sustainability of our planet," Elam noted in her introduction.

The first panel discussion on "Regulation and Best Practices in the Trenches," was moderated by Marc Resnick, director, ITI.

Featured panelists were Matthew Payne, SmartWay® Transport Partnership Group; Scott Davis, chief, air quality modeling and transportation section, Environmental Protection Agency (EPA); and Dale Aspy, an environmental scientist in the air quality modeling and transportation section of the EPA.

The second panel discussion focused on "The Business Case for Green Supply Chain Management," which was moderated by Lassar. Panelists included Diane Mollenkopf, University of Tennessee-Knoxville; Adrian Gonzalez, director, Logistics Executive Council, ARC Advisory Group; and Jay Falk, president, SRI World Group.

Gary Hirshberg, "CE-Yo" of Stonyfield Farm, Inc., and author of *Stirring It Up: How to Make Money and Save the World*, delivered the conference's keynote address, "Achieving Profitability through Environmentally and Socially Responsible Practices." His remarks addressed concerns of those who continue to believe that "green" means "added costs" and inefficiency.

Following Hirshberg's speech, participants attended case studies on best practices in "green" warehousing, led by Bob Moore, CEO, iGPS Company, LLC, and Douglas S. Lancashire, director, energy & facility systems business group, Osborn Architects and Engineers.

Case studies on supply chain management followed the ones on warehousing in a session entitled, "Green Supply Chain Practices in Reverse Logistics." These studies were led by Salvador Romo-Frangoso, director of operations, Hewlett-Packard, and Terry Cullum, director, corporate responsibility, environment, and energy, at General Motors Corporation.

The event concluded with closing remarks from Resnick and Lassar.

For biographies of each of the speakers, please visit <http://business.fiu.edu/greensupplychain>

#### About the Ryder Center for Supply Chain Management

The Ryder Center for Supply Chain Management was established with the goal of becoming a leading source for the creation and dissemination of knowledge in the science and practice of supply chain management. With its multidisciplinary perspective, the center sees this field as the dynamic integration of enterprises and their suppliers and customers to determine, create, fulfill, and communicate value in the global environment.

Specifically, the Ryder Center for Supply Chain Management brings together executives from leading corporations with Florida International University faculty and students to identify, document, research, develop and disseminate best practices in supply chain management. Within that mission, the center:

educates university students to become future leaders in supply chain management

develops research to contribute to the theory and practice of supply chain management

provides a forum to help the university's business partners be on the leading edge of supply chain management best practices

A supply chain management education and research entity, the center develops and delivers education in supply chain management to the business community and provides solutions to emerging supply chain management problems by promoting problem solving and research between the university's faculty and the business community. It also supports research in supply chain management and its application to the work of supply chain professionals. In addition, to help facilitate functional knowledge transfer of industry best practices, it also focuses on international supply chain issues, reflecting the growing importance of Miami as a business and distribution center for trade within The Americas. Through undergraduate degree and continuing professional education programs, the center also addresses the industry's need for qualified supply chain professionals.

About Florida International University's College of Business Administration

Florida International University's College of Business Administration, South Florida's leading business school with unique expertise in international business, entrepreneurship, and a broad range of financial services, is the largest of the university's professional schools. Among the college's nearly 30,000 alumni are some of South Florida's most successful business leaders and entrepreneurs. More than 6,000 students are enrolled in undergraduate business courses in its R. Kirk Landon Undergraduate School of Business, and more than 1,200 graduate students study in its Alvah H. Chapman, Jr., Graduate School of Business every year. Another 1,000 business professionals participate annually in one or more of its professional and executive education programs.

For additional information about the college, please visit <http://business.fiu.edu/> or contact Sally Gallion, assistant dean, at 305-348-6631, [sally.gallion@business.fiu.edu/](mailto:sally.gallion@business.fiu.edu/).

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