



**VENDOR COMPLIANCE**  
FEDERATION

Vendor Compliance Federation  
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**CONFERENCE AGENDA- NOV 2003**

**VCF PEAK PERFORMANCE SERIES**

**SUNDAY, 16 Nov. 2003 - TUESDAY, 18 Nov. 2003**

Register Online at <http://www.vcfww.com> (click on Events tab)

**Venue: Camelback Inn, Marriott Resort, Golf Club & Spa**

5402 East Lincoln Drive, Scottsdale, Arizona 85253  
1-800-24-CAMEL, [www.camelbackinn.com](http://www.camelbackinn.com)



**SUNDAY, 16 Nov. 2003**

12:00 PM- 7:00 PM

**Exhibitor Showcase**

Interested in talking with companies involved with implementing and maintaining solutions for RFID, data synchronization, CPFR, and other advanced supply chain management service providers ? Join us and 18 service providers who will demonstrate their products and services. You will have an opportunity to meet with leading technology companies including Manhattan Associates, Printronix, QRS and Internet Commerce to name a few.

12:00 PM- 5:00 PM

**Retailer Group Briefings and One- on- One's**

Hear directly from your customers about their efforts to enhance supply chain efficiency and learn about plans for new initiatives. There will be five one hour time slots with as many as four briefings running concurrently on the first day of the conference. In addition, you and your customer can arrange One-on-One sessions to review scorecards, discuss specific inter-company initiatives or solve current problems.VCF anticipates as many as 20 retailers in attendance. Retailers confirmed to attend include American Eagle Outfitters, Academy Sport and Outdoors, Dillard's, JCPenney, Mervyn's, Kohl's, Dick's Sporting Goods, Goody's, Linens 'n Things, Saks Corporate, Nordstrom, Toys "R" Us, Kids "R" Us and Stage Stores, Inc.

2.45 PM- 3.00 PM

**Break**

6.00 PM- 7.00 PM

**Cocktail Hour** (in the Exhibit Area)

7.00 PM- 9.00 PM

**Dinner**

**Sunday Committee Meetings**

**10.00 AM - 11.00 AM: Retail Relations Committee**, Mark Jones, VCF

**11.00 AM - 12.00 Noon: Issues Committee**  
Paula Giovannetti, VCF

**12.00 Noon - 1.00 PM: Membership Committee**, Susan Haupt, VCF

7.30- 8.30 AM

**Breakfast**

8.30 AM- 9.30 AM

**Beyond Compliance: High Frequency Thinking**, Key note by Ann Grackin, CEO, ChainLink Research  
Compliance- Yes! But these are just table stakes to get in the high rollers game in business today. As retailers get even more powerful with customer centric strategies, cross channel integration and private label brands, you have to be so much more to keep and grow your business. You have to apply some High Frequency Thinking!.

Ann Grackin will wrap up her Live and Unplugged season at the Vendor Compliance Federation Conference in Scottsdale on November 17th.

She will discuss such issues as:

- Compliance is getting tougher. What you must do now—RFID and beyond.
- Grabbing more shelf space through supplier excellence
- Quit your whining- Supplier Self Determination
- Retailers! You can do win/win collaboration and make more money

9.30 AM- 11.30 AM

**Vendor Open Forum (Vendors Only)**, Jessica Butler, Grant Thornton (Moderator) and Paula Giovannetti, VCF  
Always the most popular session at VCF, join your peers in an open discussion aimed at uncovering working solutions to today's compliance problems. In advance of the conference, VCF collects from attendees critical problems being experienced by the participants. During the Open Forum, VCF's highly participative members then offer their insight and solutions. As most vendors typically send three or more staff from different departments to participate, the Open Forum has proven to be an effective way of fostering both inter and intra company communication.  
The November session will focus specifically on issues arising from vendor scorecards and compliance manuals.

11.30 AM- 12.00 Noon

**Update on WalMart RFID Initiative (Vendors Only)**, Michael Wohlwend, Manhattan Associates and Jill Swick, Printronix  
Michael Wohlwend will provide an update on the results of Wal-Mart's RFID briefing to their top 100 suppliers. At VCF's recent September conference, Michael provided an excellent overview of RFID and why it is important to include it in your planning horizon even if you are not yet one of Wal-Mart's strategic suppliers.

9.30 AM- 12:00 Noon

**Retailer Survey Review (Retailers Only)**, Kathryn Cullen, Principal, Kurt Salmon Associates  
In the May 2003 conference, 12 retailers committed to participate in the two national conferences held every year. In turn, VCF, in concert with Kurt Salmon Associates, has sought to develop an information base on compliance problems from the retailer's point of view.  
For the November conference, retailers have been asked to participate in two surveys, one on scorecards and the other on compliance manuals. VCF and KSA will compile the results and this session will be dedicated to exploring the learning points from each.

We will discuss:

1. *Vendor Scorecards* - Understanding success factors in delivery, review, and their use within the retail organization. We will also try to develop a comprehensive list of measurable activities to use as we talk about ideas around common definitions
2. *Compliance Manuals* - Focus on Compliance Manuals. Identify trends in mode, frequency and content of distribution. Identify which solutions result in fewest errors. How do we motivate partners to review on a regular basis, and how do we help partners anticipate future changes.

12:00 Noon- 1:00 PM

**Collaborative Forecasting Planning and Replenishment (CPFR) –Yesterday, Today and Tomorrow**, Robert Bruce, President, VCC Associates

Considered by many to be one of the architects of the Wal-Mart approach to supply chain management, by exploring results from a series of pilots, Robert Bruce will discuss consumer centric business planning, what it means to business forecasting and the implications of CPFR on competitiveness.

1.00 PM- 2.00 PM

**Lunch**

2:00 PM- 4:00 PM

**Organizing Your Compliance Team for Optimal Efficiency (Vendors Only),** Bob House, CEO, HouseGroup

Bob House, former Vice President of K-Mart's Vendor Relations, will focus on demonstrating how a trading partner can translate retailer requirements into operational guidelines at a reasonable cost, while ensuring that those requirements can be satisfied at a reasonable cost. Bob will detail a process to identify key requirements, establish an operational definition for each requirement, assess the ability to achieve them and to develop performance standards that assess the firm's ability to meet those requirements and to develop an action plan to arrive at a set performance standards that benefit the entire supply chain.

This workshop will permit each participant to develop a plan for their firm to move from general customer requirements to specific action plans for individual customers.

2:00 PM- 4:00 PM

**Retailer Open Forum (Retailers Only),** Kathryn Cullen, Principal, Kurt Salmon Associates

Like the Vendor Open Forum, VCF and KSA will facilitate a real time question and answer session to address issues and questions raised during the conference, based on previously identified problems.

3:00 PM- 3:15 PM

**Break**

4:00 PM- 5:00 PM

**Roadmap for Strategic Collaborative Trading Partner Relationships,** Joe Andraski, Principal, OMI International

This session will provide a roadmap for building strategic trading partner relationships, including technology, synchronization and product registry. Barriers to Collaborative Forecasting Planning and Replenishment (CPFR) and ways to negotiate them will be covered.

Joe will discuss the adoption of CPFR in various countries across the world and the various approaches to collaboration that are being successfully employed by retailers and suppliers.

6.00 PM- 8.00 PM

**Dinner: Steak Fry on Mummy Mountain**

**TUESDAY, Nov. 18, 2003**

7.30 AM- 8.30 AM

**Breakfast**

8.30 AM- 10.30 AM

**Industry Sector Breakouts**

Breakouts this conference are in soft goods, hard goods and consumer products, including apparel, footwear, home goods, sporting goods, toys, book publishing and food. Participants will focus on areas which are likely to become compliance issues over the next 12-18 months.

10.30 AM- 10.45 AM

**Break**

8.30 AM- 10:30 AM

**International Compliance (Retailers Only),** Roundtable facilitated by VCF

Retailers are struggling with how to address compliance policies for international suppliers, while domestic suppliers with international sourcing components are trying to figure out how they will respond to retailer demands. In a unique opportunity, the retailers with international supply chain challenges are invited to work together to create a high level framework for doing business.

10.45 AM-12:00 Noon

**University Program – Lab on Bar Codes and EDI,** Paula Giovannetti, VCF and Bruce Philpot, Ohio University.

VCF and Ohio University will demonstrate the basics of how EDI, bar codes and product identification can work together seamlessly throughout the Supply Chain.

Paula Giovannetti will highlight the synergistic relationship among EDI standards, data carrier standards (i.e. bar codes) and standardized data structures (GTIN's). Paula will also discuss the importance of a comprehensive bar code symbol quality verification program.

Bruce Philpot from Ohio University's *Center for Automatic Identification* will build a virtual shipment from a variety of products, assembling them into their appropriate levels of packaging with unique shipment identification. EAN.UCC standard data carriers and data structures, including both UPC and EAN bar codes, will be illustrated and explained at each level. This demonstration uses *SCAN– Supply Chain in An eNvelope©* - as designed and developed at Ohio University.

12:00 Noon- 1:00 PM

**Global Data Synchronization Standards**, Grant Kille, *Standards Implementation Manager, Worldwide Retail Exchange.*

Grant Kille will provide a layman's overview of the Global Data Synchronization Network. What is this "network", what are the components, what are their functions, how does data flow, what standards play an important role, who are the players, what do you need to get started? The presentation is a layman's overview of what GDSN is and how it works.

The presentation will cover the following points:

What is the GDSN (Global Data Synch Network)

(Definition, Enabling Standards, Assumptions, Components, Roles of the Components, Data Flow, XML Messages)

Role of standards in Network

Getting Ready

1.00 PM- 2.00 PM

**Boxed Lunch**

2:00 PM- 3:00 PM

**Roundtables: Breakouts by Issue**

Facilitated by VCF staffers, the Roundtables are breakouts by issues which have been identified during the conference as requiring further analysis in a small group setting. For example, at the last conference, these breakouts produced great results on Post Audits, Tag and Label, Fill Rate and Replenishment and Concealed Shortages.