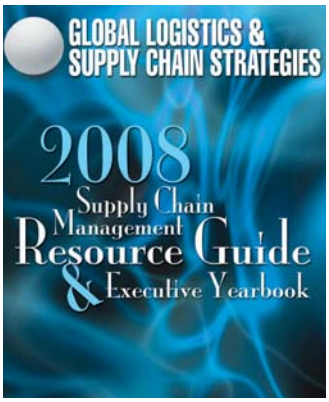
GL&SCS 2008 Editorial Calendar

JANUARY

The 2008 Supply Chain Management Resource Guide & Executive Yearbook



The *GL&SCS* Annual Supply Chain Management Resource Guide & Executive Yearbook contains a wealth of information from today's most respected supply chain analysts, as they take a critical look at the past year's developments in over 30 specific supply chain practices and weigh in on what to look for in the year to come!

The Resource Guide also includes a complete compilation of industry suppliers of solutions, systems and services that supply chain professionals need to know about, and the conferences, exhibitions and executive education programs they should attend.

BONUS DISTRIBUTION:

- *Interlog Winter, Jan. 28-31, Lake Buena Vista, FL*

Space Closing: Dec. 7 • Material Closing: Dec. 14

FEBRUARY

Ten Complexity Masters

Case studies are the most compelling way to demonstrate what really works in the supply chain. This issue presents a multitude of real-life examples from companies in a variety of industries, including Automotive, High-Tech/Electronics, Retail, CPG, Food & Beverage, Pharmaceutical/Biotech, Industrial Manufacturing, Chemicals & Energy, Aerospace & Defense and Wholesale Distribution. All have highly complex supply chains but very different strategies and solutions.



DEPARTMENTS

1. Executive Interview
2. Industry Voices
3. FastForward: Ideas and Trends in SCM
4. Up Front—Supply Chain News Briefing
   Coverage of: Logistics, Transportation, Distribution & Warehousing; Retail, CPG, Food & Beverage; Inventory Planning & Optimization; Forecasting & Demand Planning
5. Opinion

BONUS DISTRIBUTION:

- *IWLA Annual Convention & Expo, Mar. 9-11, Palm Springs, CA*
- *Supply Chain World North America, Mar. 17-19, Minneapolis, MN*

Space Closing: Jan. 11 • Material Closing: Jan. 18

"I don't save many magazines. I save all of yours. **There's always something useful in each issue.** *We're making progress in overall supply-chain strategies, moving away from traditional methods. I share the information in GL&SCS with my friends in Tokyo at our parent company."* — ***James J. Gordon, Jr., Director/General Manager, Canon, USA***

"I'm very happy with Global Logistics & Supply Chain Strategies. It opens my mind to different creative ways to help and assist my company. **There are so many great ideas presented in the magazine. I've found it to be an excellent aid."** — ***Jermaine Harvey, Logistics Manager, WalMart Distribution***

"GL&SCS has spurred many ideas regarding global distribution strategies in terms of site location, operational concepts, systems and software. **While reading the magazine, I'll often find myself saying 'now there's a great idea'."** — ***Bruce Kroeschell, Operations Manager Black & Decker Corporation***

"GL&SCS* is a superb publication.** *I am a senior logistician myself, having spent 26 years in the Army Ordinance Corps. With today's incredibly fast pace, short communication lines, global competition, just-in-time requirements and the demands to integrate information systems technology, the challenges of the modern-day logistics manager and logistics specialists in the commercial world are indeed challenging. Keep up the great work."* — ***Don George, Colonel, U.S. Army

"GL&SCS is a magazine I find to be very informative. Many of the articles contain information that I can use for my company. I've learned a lot from it. **I keep it right on my desk!"** — ***Joseph Ordile, Director Supply Chain Merchandising Transformation, Toys'R'Us***

"We pay close attention to the reports on supply-chain software and third-party logistics providers. Although Hasbro has not utilized third-party logistics providers in the past, **we are now evaluating a number of providers based on your articles.** *GL&SCS is a very valuable and educational tool for Hasbro. It helps us measure our own success and shows how global technology and services have improved."* — ***B.J. O'Brien, Director of Global Trade & Customs, Hasbro Industries, Inc.***

"Global Logistics and Supply Chain Strategies is **the one information source that I read and refer to each month.** *It provides both quick insights and more detailed articles across the supply chain."* — ***Jim McKenzie, VP Supply Chain, Enforcer***

"GL&SCS* has provided me with a lot of options in terms of technology…such as transportation and optimization.** *…that I don't find in other magazines. It gives me what's out there and what's happening today."* — ***Antionette Sims, World Wide Logistics Planner, Eastman Kodak Corporation

"I keep GL&SCS right on the table in my office. **It's a great educational publication.** *We don't know everything, and this helps keep us informed."* — ***Bob Iannuzzo, Director of Supply Chain, Remy Amerique, Inc.***

"I think GL&SCS is a very classy magazine. **The articles are pertinent to most shippers, right on target."** — ***Emsley Lee Lopez, Dir. Of Logistics, Big 5 Sporting Goods***

"Every month, I find articles in GL&SCS that are relevant to my work. **I think this magazine is very helpful, very interesting, and well written."** — ***William Weiss, Supply Chain Leader, Americas, Infineum USA L.P.***

"Global Logistics & Supply Chain Strategies is **really very informative!"** — ***Ellen Collins, International Logistics Coordinator, Lincoln Electric Holdings***

"When you're in the world of procurement, and moving goods and buying services, you find that ***GL&SCS*** **is an enormously helpful, informative and interesting magazine."** — ***Cheryl Traugott, Sub-Contracts Administrator, Computer Sciences Corporation (CSC)***

"GL&SCS* has the perspective that encompasses the entire supply-chain process.** *Overall I really like the way GL&SCS is put together."* — ***Bob Olive, Senior Manager of Logistics, L.L. Bean Inc.

"I think Global Logistics & Supply Chain Strategies is the **best of all the trade and logistics magazines!** — ***Steve Ferguson, Supply Chain Mgr., Dow Chemical***

GL&SCS 2008 Editorial Calendar

MARCH

Energy-Efficient Supply Chains

As concerns mount about the economic and social impacts of climate change and energy use, businesses and governments alike are seeking new ways to reduce energy consumption and minimize carbon output. The industrial supply chain—a pervasive use of energy resources—is in the cross hairs.

Also:

- **What Went Wrong with Supplier Portals?**
- **Disaster Preparedness**
- **Packaging Design**

Departments

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5. Opinion

BONUS DISTRIBUTION:

- *SCOPE North East, Mar. 20-21, Philadelphia, PA*
- *Logicon USA, Mar. 25-28, Las Vegas, NV*
- *RFID Journal LIVE!, Apr. 16-18, Las Vegas, NV*

Space Closing: Feb. 15 • Material Closing: Feb. 22

APRIL

Logistics Outsourcing—A Little or a Lot?

From transportation services to information technology hosted by outside providers, virtually all aspects of logistics can be outsourced today. Just how much should you farm out? Respected analysts and our own *GL&SCS* staff weigh in on this question. Plus—updated profiles from today's 50 most sought-after 3PLs!



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5. Opinion

BONUS DISTRIBUTION:

- *i2 Planet, Apr. 30- May 2, Phoenix, AZ*
- *WERC's 31st Annual Conference, May 4-8, Chicago, IL*

Space Closing: March 14 • Material Closing: March 21

"GL&SCS is an excellent reference tool. **The case studies of 'real life' implementation of solutions are used by us on a number of occasions as decision-making tools."** *— Terrance R. Martin, Corporate Director, Logistics, Sorrento Lactalis, Inc.*

"I think Global Logistics & Supply Chain Strategies touches upon the important supply chain subjects of the day and delivers them to the person who hasn't a lot of time. It provides a great opportunity to catch up on what's new and happening in an intelligent and somewhat entertaining style. The supply chain field isn't exactly drama, **but *GL&SCS* does capture your imagination and provides the information."** *— Howard Jagoda, Vice President, Supplier Relations, Cardinal Health, Inc.*

"Wow! What an issue...*the January edition of GL&SCS came today and I started to scan through it as I often do before packing it into my briefcase to save for my airline flights, and found myself reading the entire magazine from cover to cover. The topics were timely and the interviews were very meaningful. The executives that shared their best practices were obviously 'top of the heap' as they all grabbed and held my interest. I learned a great deal and now have much more to share. Congratulations on a first class edition, it's a keeper. Keep them coming!"* *— Wayne L. Bourne, Vice President, Logistics-Transportation, Best Buy Co. Inc.*

"I have found Global Logistics & Supply Chain Strategies to be very helpful in keeping me up to date with what's happening in the industry. Your magazine has **great information on the newest technologies** *such as RFID and since we'll all be implementing many of these innovations in the near future, the information you provide is really great."* *— Justin Catalona, Industrial Engineer & Warehousing Analyst, Campbell Soup Company*

"Of the five or six logistics publications I read each month, I find GL&SCS to be one of the most up-to-date and current. The case studies have been very helpful as well. The magazine is the right size and **packed with useful information.** *Many of the other logistics magazines are like advertisement encyclopedias with no real meat and potatoes."* *— Dominick Kass, Logistics Manager, Empire Kosher Poultry Inc.*

"Our company, CT Global Inc., is a medium sized corporation. Several months ago, we reviewed the way we were moving goods from our manufacturing location in Shenzhen, China to world markets including North America, Europe and Australasia. We needed to find more efficient, more effective supply-chain solutions to meet and exceed customer expectations.

During the process of talking with various companies about their experiences and relationships with 3PL providers, we heard reference to your publication, Global Logistics & Supply Chain Strategies. Executive colleagues at several companies we spoke with referred to it as a valuable resource. Their recommendation was well placed.

In the process of completing our market study and deciding to place our 3PL business with UPS-SCS, **we felt your magazine gave us independent, balanced and detailed information about the industry. It also provided professionally written articles that were researched thoroughly, containing substantial, relevant information on specific issues.**

Our relationship with UPS-SCS continues to grow. With guidance from reading your publication, we feel better informed about what's going on in the industry and where it's headed. Thank you." *— Phil Cox, President, CT Global Inc.*

"Where other magazines only report on what's already been done, Global Logistics & Supply Chain Strategies presents a fresh approach, outlining what can be done using your detailed Logistics and Supply-Chain solutions. **I find this magazine to be 100% professional, offering methods that help maintain, and in most cases, improve the bottom line."** *— Richard Matthews, Logistics Manager, Auto Vent Shade, Division of Lund International, Inc.*

"GL&SCS keeps me up-to-date on the logistics industry and what other companies are doing in terms of finding logistics solutions. It provides excellent information on freight carriers and third-party logistics providers and focuses on the programs they have implemented. **We pay close attention to the case studies and often find them very applicable to situations encountered here at Recoton."** *— Shaun Winters, Vice President of Logistics, Recoton Corporation*

GL&SCS 2008 Editorial Calendar

MAY

Managing Product Recalls

Product recalls can go from damaging headlines to damaging bottom lines. Just as every company should prepare business contingency plans in the event their supply chains are disrupted by a natural disaster or labor strike, so should their supply chains be ready if a product, part or other good is recalled.

Also:

- **The Multi-Sourced Supply Chain**
- **Finance-Driven Supply Chains**
- **Managing Logistics in Emerging Economies**

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5. Opinion

BONUS DISTRIBUTION:

- *Supply Chain Executive Conference (AMR), May 30-June 1, Scottsdale, AZ*
- *Interlog Summer, June 9-12, Las Vegas, NV*

Space Closing: April 11 • Material Closing: April 18

JUNE

High-Cost Supply Chains and What We Can Learn From Them

In a handful of industries, logistics and supply chain management are so major that cost is not an important decision factor. Oil wells must be drilled in remote areas in the most hostile countries. Military material must be moved to the front line. Emergency equipment and supplies have to be available to react to disasters of all sorts. While these supply chains bear little similarity to the daily challenges of most companies, they can provide important lessons on reliability, planning, and other factors.

Also:

- **The Hidden Costs of Manufacturing Outsourcing**
- **Consultants—Measuring Their Value**
- **Feature Case Study**

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5. Opinion

Space Closing: May 16 • Material Closing: May 23

"GL&SCS offers content-rich articles, which separates you from all others." *— Gene Tyndall, Executive V.P. Global Markets & Solutions, Ryder Integrated Logistics*

"The content and breadth of coverage in *GL&SCS* provides a helpful and excellent benchmark for us *as we plan and manage our global logistics efforts to better support DuPont businesses' supply chains. Both the features and the commentary present a truly global perspective."* *— Charles N. Beinkampen, Director of Global Logistics, DuPont*

"Global Logistics & Supply Chain Strategies is very, very good. I think it provides the best general knowledge updates on all modes of logistics and transportation. I especially enjoy reading the case studies and about what people do to resolve supply chain issues." *— Richard L. Hyland, dba Escalade Sports, Indian Industries, Inc.*

"Global Logistics & Supply Chain Strategies is a great resource tool. *I read and used the information at my former company, and am utilizing it now as well, to keep me current on what's happening out there."*
— Dan Chevalier, Import/Export Analyst, Gardner Denver

"I spend a lot of time looking through and reading GL&SCS. I use the information in many ways. I really like the articles, and the advertisements help me find sources. It's an excellent magazine." *— Terry Kafalas, Director of Logistics, Colorado Prime Corporation*

"I particularly enjoy reading the articles in Global Logistics & Supply Chain Strategies, and I use the magazine as a source of information that I move through the chain in our office." *Director, Global Logistics, Blockbuster, Inc.*

"GL&SCS keeps me up-to-date on the different approaches to logistics solutions being taken. There is always something you can pull out that's applicable to Xerox. *It really gives me a good idea of what's going on globally in the world of logistics."* *—Joe Genovese, Logistics Manager, Xerox International Partners*

"Thank you so much for your excellent article in the August issue of Global Logistics. It was a rare piece that was encouraging on a human interest level as well as on the supply chain side. I have been involved in logistics for 30 years, and I could feel the pressure that 7Hills faced in undertaking such a huge project. So many articles in our industry's periodicals are dry and dull, but you have managed to produce something that reminds me of why I love this industry so much. *Global Logistics & Supply Chain Strategies touches so many lives in a positive way. You made my day."* *—Buster Lewis, President, Lewis Storage Company, Inc.*

"Thank you for your excellent publication. I find your executive interviews to be most rewarding and useful. *I hope you'll continue this practice of bringing more of us 'Non Sexy Types' into the limelight."*
— Michael Kusuglos, Global Logistics Manager, Guardian Industries, Corp.

"I really enjoy reading Global Logistics & Supply Chain Strategies. Your forecasting helps us make long term decisions *and the articles keep us current on global activities. We're getting ready to expand our global reach, so knowing what's happening through GL&SCS is of great importance to us. The market is constantly changing, and you keep us right on top of it!"*
— Nick J. Rinaldi, Director of World Wide Logistics, Spectralink Corporation

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"Global Logistics & Supply Chain Strategies enables me to keep on top of what's going on in the industry, and to stay abreast of new ideas and innovations. *I enjoy reading each issue."* *— Jay Nearnberg, Director, Supply Chain, Toys 'R' Us, Inc.*

"Global Logistics & Supply Chain Strategies' articles are very much in line with my responsibilities here. We are a U.S. based company supplying product to Europe. The global nature is in line with my requirements – and you're doing a great job! *The magazine reflects on various areas, and supplies the information."* *— Richard V. Miller, Supply Chain Manager, Looza USA*

"I enjoy reading GL&SCS from cover to cover since it touches on all aspects of supply-chain management." *— Nance Cirone, Worldwide Logistics Administrator, Polaroid Corporation*

GL&SCS 2008 Editorial Calendar

JULY

100 Great Supply Chain Partners

GL&SCS readers nominate providers of logistics, technology, transportation and consulting services as "Great Supply Chain Partners." Testimonials and case histories show how these winning partners use teamwork to ensure their customers' supply chain success.



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5. Opinion

BONUS DISTRIBUTION:

• *CSCMP Annual Conference, Oct. 5-8, Denver, CO*

Space Closing: June 13 • Material Closing: June 20

AUGUST

SCM for the Innovative Enterprise

Market leadership today requires that a company deliver a steady stream of new, innovative and competitively priced products. This can be achieved only with the right technology and a supply chain that enables partners to operate as a single enterprise.

Also:

- **Making the Most of Trade Agreements**
- **Inventory Planning & Optimization**
- **Feature Case Study**

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5. Opinion

BONUS DISTRIBUTION:

• *RFID World, Sept. 8-10, Las Vegas, NV*

Space Closing: July 11 • Material Closing: July 18

"I appreciate and enjoy the articles *and shared information within the pages of Global Logistics & Supply Chain Strategies."* — *D. Carl Greene, Jr., Supply Chain Manager, Wal-Mart Stores, Inc.*

"When I started reading GL&SCS, I was a logistics manager at Boeing. I've since moved to Arrow Electronics, where I am a manager of supply-chain solutions. Essentially, I work with our customers to tailor a set of value-added material management services and e-commerce solutions into an integrated supply-chain solution. ***GL&SCS*** **has had a lot to do with my making this career switch, by sparking my interest in this field,** *as well as keeping me current on developments in supply-chain management."* — *Daniel F. Castello, Manager, Supply Chain Solutions, Arrow Electronics*

"I look at the GL&SCS cover to see what articles are pertinent to my work and I read those articles very carefully. **The 100 Great Supply Chain Partners coverage is terrific!** *The magazine is very good!"* — *Robert Nenadal, Manager Transportation Sourcing, MasterBrand Cabinets, Inc.*

"The articles in Global Logistics & Supply Chain Strategies are very well written. **We always find something in there that can be applied to our business,** *and we enjoy reading each issue."* — *Joe Stewart, Operations Manager, Camping World*

"When I travel, I take Global Logistics & Supply Chain Strategies with me. I like the style. **You have some very good articles."** — *Robert Novacek, Transportation Manager, Philips Medical Systems*

"We are a global business that increasingly attempts to develop and implement an integrated supply chain. GL&SCS focuses on these aspects, **allowing us to stay on top of the latest integration strategies and solutions.** *This certainly helps in our efforts to improve Union Carbide's supply-chain efficiency."* — *Stephen D. Tableman, Global Logistics Manager, Union Carbide Corp.*

"I like GL&SCS because of **the variety of articles it presents pertaining to logistics.** *The publication keeps me up-to-date on important global issues."* — *Kent Schlaefer, Logistics Project Manager, Quaker Oats Co.*

"I just read your Q & A with Gene Long, UPS Consulting, and wanted to tell you that I thought **you did an excellent job of capturing the salient points of what acquisition is all about.** *Thanks for a great job."* — *Judy T. Harmon, Media Relations Specialist, Manning, Selvage & Lee*

"GL&SCS is on point with the topics it covers month after month. **There's a great deal of information that is relevant to what we do and it's also insightful in keeping us informed on where the industry is heading** *and what some of the competition and service providers are doing as well."* — *Kenny Kim, Sr. Manager, Value-Added Logistics & Supply Chain Management, Philips Electronics N.A. Corporation*

"I like the in-depth articles and the case studies. GL&SCS is **the first magazine I really enjoy from a supply-chain standpoint."** — *Tom Ellefson, Supply Chain Manager, Ethicon, Inc., Division of Johnson & Johnson*

"GL&SCS keeps me fully informed about what is going on in the logistics world outside of Sunoco. **The magazine is a valuable logistics resource."** — *William Carr, Supply Chain Manager, Sunoco Inc.*

"I read *Global Logistics & Supply Chain Strategies* from cover to cover. *Right now, my company is working on global solution technology — and the magazine has provided information that has definitely been very helpful."* — *Kraig H. Stambaugh, Import Logistics Manager, Electrolux Home Products NA*

"There is a lot of literature published today on supply-chain management but GL&SCS stands out as one of the best resources for keeping up-to-date on supply-chain and logistics issues. **I enjoy reviewing the case studies and relating them to what we are doing here at Welch Foods."** — *Dee Biggs, Director of Logistics, Welch Foods Inc.*

"GL&SCS helps keep me abreast of what other logistics professionals and retailers are doing in terms of managing their supply chains. Most importantly, it helps Service Merchandise Co. to **stay in the forefront of logistics strategy."** — *Mike Butterazzi, Manager of Supply Chain Planning, Service Merchandise Co.*

GL&SCS 2008 Editorial Calendar

SEPTEMBER

Silo-Busting in the Supply Chain

It could be the single biggest impediment to an efficient supply chain—the inability of functional departments within an organization to work together in harmony. Successful companies reveal how they have broken down these traditional walls to cut costs and enhance customer service.

Also:

- **Green Ships & Ports**
- **Managing Risk in a Very Risky World**
- **Business Process Management**
- **CSCMP Preview**

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5. Opinion

BONUS DISTRIBUTION:

- *Supply-Chain Council Executive Retreat, Oct. 13-14, Miami, FL*
- *CSCMP Annual Conference, Oct. 5-8, Denver, CO*

Space Closing: Aug. 15 • Material Closing: Aug. 22

OCTOBER

Trends in Transportation Management

Transportation continues to represent the majority of logistics costs for most companies. This article looks at issues impacting transportation productivity and at strategies and technologies successful companies are using to boost efficiency.

Also:

- **The Driver Shortage**
- **Warehouse Efficiency**
- **Feature Case Study**
- **NITL Preview**

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5. Opinion

BONUS DISTRIBUTION:

- *APICS International Conference and Exposition, October 21-23, Kansas City, MO*
- *NITL (Transcomp), Nov. 15-19, Fort Lauderdale, Florida*

Space Closing: Sept. 12 • Material Closing: Sept. 19

"Reading *GL&SCS* magazine each month is a great way to maintain an awareness of supply chain best practices. *Business and technology has changed so much in the last several years. It's critical to have a resource to use as a checkpoint to ensure we are leveraging available technology, as well as implementing the right processes to maintain a competitive advantage. This magazine is valuable in that regard."* — ***George T. Mahan, The Pepsi Bottling Group, Manager, Supply Chain Initiatives***

"I recently received the January issue of Global Logistics & Supply Chain Strategies and read with interest while on a flight from Chicago to San Jose. The periodic rough ride throughout my flight was no comparison to the 'bullwhip' effect I often see in company supply chains trying to catch up. From liability exposure to logistics analysis and glass pipeline dreams, many companies do not know how to effectively manage their supply chain. **Your article, Best Practices Minimize the 'Luck Factor' in SC Planning, was a good read.** *Informative. We work with OEM executives worldwide helping them develop and execute their technology outsource initiatives.* **Your magazine is insightful and well presented.** *Thank you."* — ***Mark Zetter, President, Venture Outsource Group***

"I love your magazine and I read it cover to cover. I like the logistical state-of-the-union info, telling who's doing what and why. ***Global Logistics & Supply Chain Strategies*** **has become my 'flying library'.** *I always have a few issues with me on every flight!"* — ***Tom Demuth, President, IDEA LLC***

"GL&SCS supplies me with the information I need to stay on top of trends within the transportation and logistics business. **Their staff compiles excellent articles every month."**— ***David Rosenzweig, Director of Marketing & Media, Lynden Logistics***

"Global Logistics & Supply Chain Strategies is always **informative and insightful, always on the cutting edge** *with the latest news of what people and companies are doing."* — ***Steven Alsbro, Manager, Sales, Marketing, & Logistics, Whirlpool Corporation***

"Global Logistics & Supply Chain Strategies is a very good magazine. **It provides excellent insight on the latest and greatest innovations in the supply chain arena.** *I enjoy reading it very much."* — ***Tanya A. Wilson, Supply Chief, United States Marine Corps***

"Global Logistics & Supply Chain Strategies is a great magazine with **very good articles that have a definite bearing on the work I do.** *I really enjoy it."* — ***Edmund Garcia, Sr., Land Transport & Logistics Manager, Exxon Chemical***

"I find Global Logistics & Supply Chain Strategies **very interesting, really good reading!** *I've had to borrow other people's copies until I got my own!"* — ***Bonnie Litoborski, Product Distribution Coordinator, Corn Products International, Corn Products U.S.***

"I find Global Logistics & Supply Chain Strategies to be **really informative.** *The articles are very good!"* — ***Paul Lindemeyer, Director of Imports, Ethan Allen, Inc.***

"I really enjoy reading Global Logistics & Supply Chain Strategies. **I find the magazine to be very informative.** *I take it with me on trips — and read it on the plane."* — ***Rob Auslander, Director Worldwide Logistics, Dell Computer Corporation***

"Global Logistics & Supply Chain Strategies is very educational. I do quite a bit of purchasing, and **I find the articles to be extremely helpful."**
— ***Norman Pimentel, Manager of Supply Chain & Logistics, Chiquita Brands***

"Through GL&SCS, **I tend to find some validation on our business concepts and that's important."** — ***Lori M. Morgan, Director of Logistics, Kraft Foods***

"GL&SCS keeps me up to date on what's happening out there. It's well-written, down to earth, with **many practical applications.** *I really enjoy it."*
— ***Larry Nisivoccia, Purchasing & Logistics Manager, Heraeus Electro-Nite Co.***

GL&SCS 2008 Editorial Calendar

NOVEMBER

Should You Be Getting Your Software as a Service?

Business software used to reside entirely in a user's own computers. Today, virtually every application is available in a hosted mode, with vendors taking responsibility for implementation, maintenance and upgrades. Learn about the benefits and drawbacks of this approach to supply-chain information technology.

Also:

- **ERP vs. Best of Breed**
- **Forecasting & Demand Planning**
- **Feature Case Study**

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5. Opinion

Space Closing: Oct. 17 • Material Closing: Oct. 24

DECEMBER

2008's Top Supply Chain Innovators

The year's most innovative supply chain solutions, which have resulted in demonstrable cost savings, revenue generation and customer satisfaction for their companies, are identified by the Council of Supply Chain Management Professionals and *GL&SCS* magazine through a case study competition.



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Space Closing: Nov. 14 • Material Closing: Nov. 21

"GL&SCS **offers a great way to keep up with the industry.** *I focus on domestic transportation, and the information in GL&SCS is what I need. It's a really good magazine. I read it and enjoy it.* — ***Troy Lauchman, Logistics Project Manager, Fuji Photo Film USA Inc.***

"Global Logistics & Supply Chain Strategies is **an invaluable resource.** *It provides great, timely information on trends, and it presents ideas and solutions that can actually be applied. I always have Global with me when I travel. It's good reading!"* — ***Timothy Goodbred, Planning Manager, SCA Tissue, Inc.***

"I scan the articles and advertisements in Global Logistics & Supply Chain Strategies. **Usually, two or three articles give me a different perspective on an approach,** *and I can apply it to what we're doing at Hewlett-Packard"* — ***Gordon D. Gilstrap, Director of Logistics, Hewlett-Packard***

"The articles in *GL&SCS* tend to be very detailed and informative with no fluff. *Many of the other logistics industry magazines I read offer all fluff and no real information, but you have written some excellent articles."* — ***Andrew Gillespie, Manager of Logistics Planning, American Standard***

"Being a logistics analyst, I find GL&SCS very helpful and I read every issue. There are **wonderful case studies** *and articles I can distribute to the staff so we can all benefit."* — ***Alana Daveduk, Customer Logistics Analyst, Avery Dennison***

"In today's world, information is power. The primary goal of logistics managers and supervisors is to reduce costs and stay in step with changing times. ***GL&SCS* helps give me a competitive edge that the other magazines don't provide."** — ***Zack Perkins, Logistics Manager, Turner Broadcasting System Inc.***

"Global Logistics & Supply Chain Strategies is very informative. **I'm looking into RFID, and the information is very clear in your articles."** — ***Tracy Horn, US & International Compliance Coordinator, Dare Foods, Ltd.***

"GL&SCS is an informative, educational magazine with straight talk. **It gives us the realities, the problems, and most important — the solutions.** *The best magazine out there!"* — ***Wendy Hedin, Director of Logistics, Special Materials Corporation***

"GL&SCS has given me some ideas and **provides a look into the future** *by telling me what's happening with technology and logistics right now. I read the magazine and really enjoy it."* — ***Mark Waynicz, Purchasing Manager, Stone Industrial***

"I think *Global Logistics & Supply Chain Strategies* is one of the best, most informative publications I've seen in my 25 years of supply-chain management. *There are many publications I receive and throw out because they are not leading edge. GL&SCS is leading edge, on the cusp of what's happening. It provides balance, and it's very well-scripted — a great read!"* — ***Richard Guy, Director of Supply Chain Management, Leybold Vacuum, Inc.***

"The articles in Global Logistics & Supply Chain Strategies are **cutting edge, insightful and based on in-depth analyses and research** *of current and future trends in supply chain management.* **A must read for all supply chain professionals."** — ***Vinod Singhal, Professor of Operations Management, Georgia Institute of Technology***

I love your magazine! Many times, you have wonderful, in-depth case studies. I find these to be most valuable because they're from the perspective of the customer. They show the savings and the effectiveness of solutions based on which technologies and which partners. **The case studies you provide are really important!"** — ***Lisa Brumfield, Corporate Communications Manager, Ryder Logistics & Transportation Solutions***

"As a supply chain professional and researcher for almost 15 years, I've read myriad publications dealing with the topic. Global Logistics and Supply Chain Strategies magazine has evolved into **one of my most valued sources of information.** *It's well written and keeps me informed about the profession."* — ***Larry Lapide, Research Director, MIT Center for Transportation & Logistics***