



A STUDENT CASE COMPETITION & SUPPLY CHAIN CONFERENCE
FEBRUARY 2nd-4th, 2017

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36th ANNUAL OPERATION STIMULUS

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2016-2017

- > **Doug Keirns**
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2017 SCHEDULE OVERVIEW >>>
THURSDAY, FEBRUARY 2, 2017

9:00 a.m. – 10:30 p.m.	John Deere Facility Tour	John Deere
11:00 a.m. – 12:00 p.m.	Student Check-in, Lunches Provided	Ballroom C
12:00 p.m. – 1:00 p.m.	Opening Remarks, Review of Rules & Questions	Ballroom C
1:00 p.m. – 5:00 p.m.	Case Presentations	Boulder Creek, Big Thompson, Platte River, Cherry Creek
1:00 p.m. – 2:00 p.m.	Student Speaker: APICS	Ballroom C
2:00 p.m. – 3:00 p.m.	Student Speaker: Stimeopardy	Ballroom C
3:00 p.m. – 4:00 p.m.	Student Speaker: Ajilon Recruitment Services	Ballroom C
4:00 p.m. – 5:00 p.m.	Student Speaker: CAP Logistics	Ballroom C
5:00 p.m. – 8:30 p.m.	DTC Kickoff Party & Silent Auction	Ballroom D

FRIDAY, FEBRUARY 3, 2017

7:00 a.m. – 8:45 a.m. **Breakfast - Twist, Welcome Address** Ballroom D

9:00 a.m. – 9:45 a.m., 10:00 a.m. – 10:45 a.m. & 11:00 a.m. – 11:45 a.m. **Breakout Sessions (Pick one from below)**

Breakout Session 1: How Do You Harness Big Data? Big Thompson

Presented by Nick Cheever, the Director of Product at 10-4 Systems

Big data is providing supplier networks with greater data accuracy, clarity and insights, leading to more contextual intelligence shared across supply chains. We will discuss how to take advantage of advanced analytics. Optimization tools, Supply Chain Visibility and risk analytics are moving forward at a quickening pace. **Ensure that you are ahead of the curve.**

Breakout Session 2: Bar Codes, RFID - What's Next? Platte River

Presented by Brian McGrane, the Vice President at Vista Trax

The future of package and cargo tracking utilizing IoT (Internet of Things) sensing devices. Brian McGrane will provide an overview and demonstration of some of the new technologies including cellular/GPS, Blue Tooth devices and IoT software tracking that add location temperature, vibration and light sensing to your shipment and cargo tracking capabilities.

Make your supply chain smarter, more efficient and more secure with this new technology.

Breakout Session 3: Logistical Insights into the Nation's Largest Beer Festival Clear Creek

Presented by Bradley Latham, the Senior Event Manager for the Brewers Association

Bradley Latham will provide a look into the logistical challenges of getting thousands of kegs and cases of beer to the Great American Beer Festival (GABF). The GABF is America's largest beer festival serving 4,000 beers from 800 breweries and getting all of the beer to Denver each year offers unique challenges. **Hear about logistical challenges experience along the way, as well as solutions proposed for the next Great American Beer Festival.**

12:00 p.m. – 1:15 p.m. **Lunch & Keynote Address** Ballroom C

Keynote: Logistics 2017 – Embracing Constructive Disruption in a Rapidly Changing Industry

Presented by Gregory W. Ritter, Chief Customer Officer at XPO Logistics, Inc.

Graduates of today's logistics programs are entering the industry at one of the most exciting times in history. This keynote will touch on how Supply Chain is changing, moving rapidly and expecting more from partners, and the opportunities for today's graduates to put their stamp on our industry.

1:15 p.m. – 1:50 p.m. **Terry L. Priest Scholarship, Eagle Award & Educator of the Year Presentation | Top 5 Student Debate Teams Announced** Ballroom D

2:00 p.m. – 5:10 p.m. **Final Student Debate Competition** Ballroom D

5:10 p.m. – 5:40 p.m. **Judges Deliberation** Ballroom D

5:45 p.m. – 6:00 p.m. **Student Case Competition Awards** Main Foyer

Nick Cheever >>> Director of Product, 10-4 Systems



Breakout Session 1: How Do You Harness Big Data?

Nick Cheever has over 10 years of experience in product management, particularly in a technical leadership role. He has been the lead developer for multiple SaaS-based platforms and has taken that knowledge into the arena of product management

to create intuitive and technically-savvy solutions. Currently, Nick oversees the execution of the strategic product roadmap, collaborates with the executive team and manages development teams to ensure timely deliveries.

BREAKOUT SYNOPSIS:

Big data is providing supplier networks with greater data accuracy, clarity and insights, leading to more contextual intelligence shared across supply chains. We will discuss how to take advantage of advanced analytics. Optimization tools, Supply Chain Visibility and risk analytics are moving forward at a quickening pace. **Ensure that you are ahead of the curve.**

Brian McGrane >>> Vice President, Vista Trax



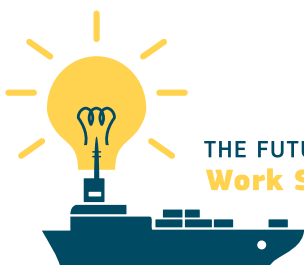
Breakout Session 2: Bar Codes, RFID – What’s Next?

Brian McGrane was an early leader and innovator in Bar Code and RFID technology and now IoT sensing technologies. Brian started one of the early Bar Code system integration companies when many people asked what is the value of using a Bar


Code in inventory management? Next, Brian was recruited to join Sun Microsystems as head of their RFID Lab and training center in Longmont, Colorado. One of the large successes the lab experienced was training a well known ski area in RFID technology which resulted in the use of RFID ski tags vs bar code tags. The ability of being able to read the tag through a jacket and not having to locate the bar code tag on a skier was a huge benefit in time and efficiency savings for the ski area.

BREAKOUT SYNOPSIS:

The future of package and cargo tracking utilizing IoT (Internet of Things)sensing devices. Brian McGrane will provide an overview and demonstration of some of the new technologies including cellular/GPS, Blue Tooth devices and IoT software tracking that add location temperature, vibration and light sensing to your shipment and cargo tracking capabilities. **Make your supply chain smarter, more efficient and more secure with this new technology.**



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FRIDAY, FEBRUARY 3, 2017 | 9:00 a.m. – 9:45 a.m., 10:00 a.m. – 10:45 a.m. & 11:00 a.m. – 11:45 a.m.

CLEAR CREEK

Bradley Latham >>> Senior Event Manager, Brewers Association



Breakout Session 3: Logistical Insights into the Nation's Largest Beer Festival

Bradley Latham has been with the Brewers Association since 2003 and serves as the Senior Event Manager. In each of the craft brewer events the Brewers Association organizes, Bradley provides a multitude of logistical roles. From bringing in thousands of

kegs and cases to the Great American Beer Festival to setting up consolidation points around the world for the World Beer Cup competition to helping arrange for thousands of kegs to arrive at Homebrew Con. When not organizing beer events, Bradley can be found traveling the world in search for great beer or attending concerts.

BREAKOUT SYNOPSIS:

Bradley Latham will provide a look into the logistical challenges of getting thousands of kegs and cases of beer to the Great American Beer Festival (GABF). The GABF is America's largest beer festival serving 4,000 beers from 800 breweries and getting all of the beer to Denver each year offers unique challenges. **Hear about logistical challenges experienced along the way, as well as solutions proposed for the next Great American Beer Festival.**

FRIDAY, FEBRUARY 3, 2017 12:00 p.m. – 1:15 p.m.

BALLROOM C

Gregory W. Ritter >>> Chief Customer Officer, XPO Logistics, Inc.



Keynote: Logistics 2017 – Embracing Constructive Disruption in a Rapidly Changing Industry

Gregory Ritter has responsibility for XPO's business development in North America, including strategic account activities, cross-selling and other processes relating to the profitable growth of the company's customer base. Mr.

Ritter has more than three decades of sales and management experience in multi-modal transportation logistics. Prior to XPO, he served as president of Knight Brokerage, a subsidiary of Knight Transportation. Previously, Mr. Ritter spent 22 years with C.H. Robinson Worldwide.

KEYNOTE SYNOPSIS:

Graduates of today's logistics programs are entering the industry at one of the most exciting times in history. Amazon continues to rewrite the playbook, whether it's disrupting traditional brick-and-mortar retailers and their supply chains, or running their own air freight, trucking and warehouse operations. Self-driving trucks are moving out of the lab and onto our highways. Robotics, autonomous vehicles and other automation is upending how inventory and fulfillment are done, and the role of the warehouse and its associates. **This keynote will touch on how Supply Chain is changing, moving rapidly and expecting more from partners, and the opportunities for today's graduates to put their stamp on our industry.**

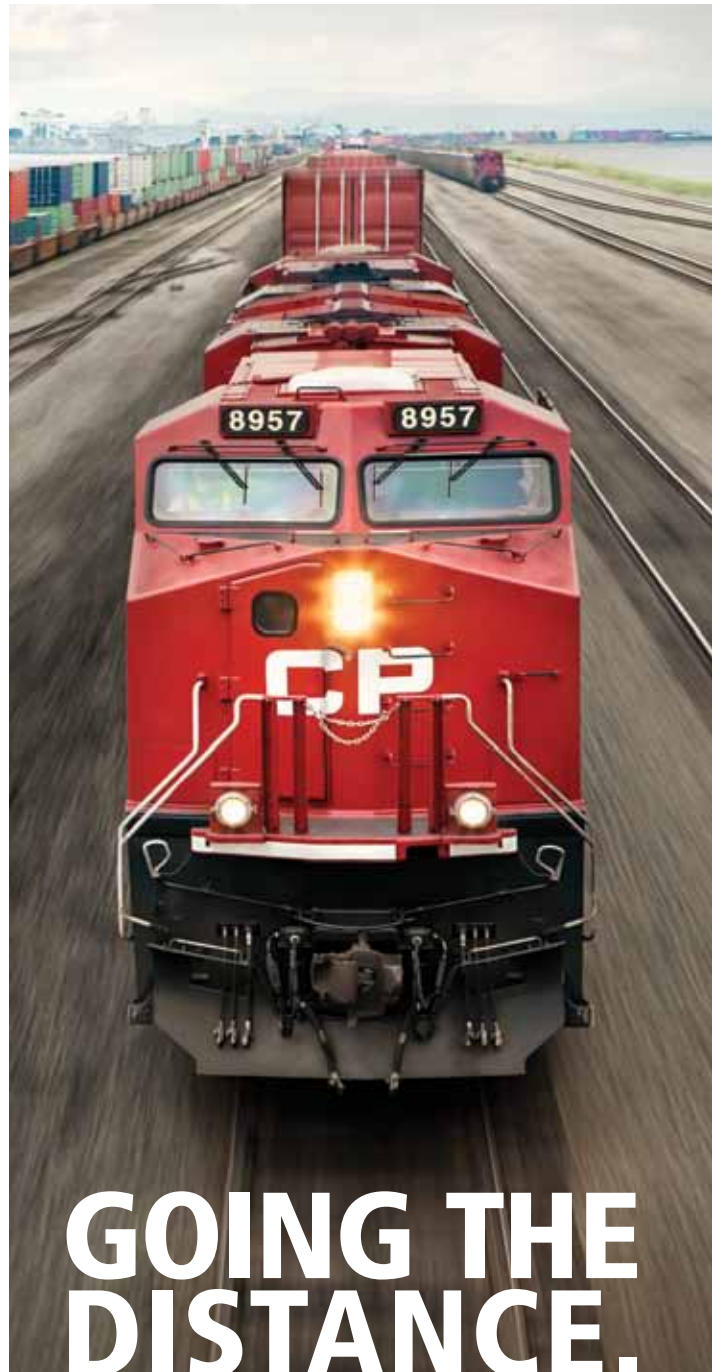
STUDENT CASE COMPETITION >>> Past Winners

2016 University of North Texas
 2015 Dalhousie University
 2014 Dalhousie University
 2013 Michigan State University
 2012 University of West Florida
 2011 Colorado State University
 2010 University of North Florida
 2009 The Ohio State University
 2008 University of West Florida
 2007 Colorado State University

2006 Texas Christian University
 2005 Arizona State University
 2004 Arizona State University
 2003 University of Arkansas
 2002 Michigan State University
 2001 University of Tennessee
 2000 University of Denver
 1999 University of Colorado Boulder
 1998 University of Colorado Boulder

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THE TERRY L. PRIEST EDUCATIONAL SCHOLARSHIP AWARDS >>>

FRIDAY, FEBRUARY 3, 2017 1:15 p.m. – 1:50 p.m.

BALLROOM D



Terry L. Priest
1/20/1942 - 5/19/2002

Terry L. Priest spent his entire professional career seeking ways to provide opportunities to students who are interested in pursuing transportation, logistics, or supply chain careers. He was born in Shoshone, Idaho in 1942. Terry began his employment as an Agent/Telegrapher with the Union Pacific Railroad, with time out for military duty. He then went to work for J.R. Simplot Company as a Corporate Traffic Manager with the provision that they would pay for Terry's higher education. Terry went on

to achieve a bachelor's degree in business aviation and transportation from Boise State, then a master's degree in transportation law. During the years, he also studied at Syracuse University and MIT. Terry then

went to work for Coors Brewing Company in Golden, Colorado as a Corporate Commerce Manager. After an 18-year career with Coors Brewing Company, he turned to teaching at the University of Colorado at Denver. He held the highest leadership posts at the American Society of Transportation and Logistics, whose mission is to advance transportation education. In addition to the many awards Terry earned over the years, he was awarded the Lifetime Achievement Award by the Colorado Transportation Community for his dedication to transportation education. Mr. Priest passed away on May 19, 2002 at the age of 60. The Terry L. Priest Scholarship Fund was created through donations made by numerous friends and professional associates to an endowed fund established in Terry's memory.

Terry, you were a driving force behind Operation Stimulus, the Colorado Transportation Community & in our lives. We love you and we miss you.

Contributions may be sent to:

The Terry L. Priest Transportation Education Fund
c/o The Denver Foundation
950 S. Cherry Street, Suite 200
Denver, Colorado 80246

Or donate on The Denver Foundation's website, www.denverfoundation.org.

Select the Terry L. Priest Scholarship Fund
as the recipient of your gift.





THE 2017 TLP SCHOLARSHIP WINNERS >>>

Thank You Letters

Dear Terry L. Priest Scholarship Committee,
I am more than honored to accept this scholarship. I will use it as a resource to



propel my career in supply chain. I have enjoyed my experience in the industry, interning at both Ingersoll Rand and Boeing in Procurement

and Operations. This achievement has inspired me to continually excel in my studies and career.

Sincerely,

Moussa Zatar

Junior, Supply Chain Management
Michigan State University

Dear Terry L. Priest Scholarship Committee,
Please accept my sincere thanks and gratitude for the honor of being selected as a Terry L. Priest scholarship recipient. The generous scholarship will be extremely beneficial for my remaining semester at Penn State, and is a stepping stone to graduate school, as I intend to earn my M.S. in Supply Chain Management.

Beyond this award, being recognized by the renowned Denver Transportation Club is a gift and blessing to me. I am thrilled to be acknowledged by such a graciously welcoming and supportive foundation, and admire all that your organization does for the industry.



Sincerely,

Karen Burlingame

Senior, Supply Chain Management
Pennsylvania State University

Dear Terry L. Priest Scholarship Committee,
I would like to begin by expressing my sincere gratitude and happiness for the Foundation's offering of scholarship to students and it is an honor having been granted the Terry L. Priest Scholarship.

I am a sophomore student in The Eli Broad College of Business and I am positioning myself to graduate at the top of my class. The study of Supply Chain Management at Michigan State University attracts thousands of students from around the globe. With this great student body, I see the importance of deliberate leadership. It is a major goal of mine to draw supply chain students closer together so that we can improve upon our community, initiatives, and collective development.

With best regards,

Nicolas Holwerda

Sophomore, Supply Chain Management and Spanish
Michigan State University



THE EAGLE AWARD >>>

Created in 1993, the Operation Stimulus Eagle Award is presented to a corporation that has demonstrated excellence in transportation and logistics education, advocacy and leadership.

Past Recipients

- 2016 **CAP Logistics**
- 2015 **MillerCoors**
- 2013 **Gates Corporation**
- 2011 **CEVA Logistics**
- 2010 **K2 Transportation**
- 2009 **Rocky Mountain Transload**
- 2008 **IBM**
- 2007 **Maritime Administration Office of Cargo Preference**
- 2006 **Navajo Express**
- 2005 **C.F. Lynch & Associates**
- 2004 **DHL**
- 2003 **Gunderson of Colorado**
- 2002 **Graebel Companies**
- 2001 **BNSF Railway**
- 2000 **Roadway Express**
- 1999 **United Parcel Service**
- 1998 **Gates Rubber Company**
- 1997 **Houg Enterprises, Inc.**
- 1996 **Southern Pacific Lines**
- 1995 **NationsWay Transport Service, Inc.**
- 1994 **Union Pacific Railroad**
- 1993 **Coors Brewing Company**

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Operation Stimulus 2018

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The History of the Denver Transportation Club

Established 1906

The Colorado Traffic Club was incorporated March 29, 1906. The organization was the culmination of a movement to get the business men and railroad men together in one large organization. The following names appear in the initial incorporation papers:

Charles F. Freeland • Lester B. Bridahan • Aaron D. Lewis • Ralph R. Gillette • Joshua P. Hall • John F. Vallery • Karl K. Mayer • Charles D. Griffin • George W. Brooks • William P. McPhee • A. D. Parker • William M. Lampton • James C. Ferguson • Lewis F. Kimball • W. C. Metzger

The original motto of the club was:
“Strive for the Up-Building of Denver and Colorado”

A.D. Parker was chosen as the first president.

The original motto of the club was: “Strive for the Up-Building of Denver and Colorado”

On the membership roll of the club are the names of nearly every man or woman of note in the commercial, industrial and railroad affairs of Denver and Colorado throughout our History. Membership was initially limited to 800 and there was a waiting list of applicants wanting to join.

Today, the membership and the possibilities are unlimited. Help us write the next chapter in the history of this elite group of logistic professionals. Join today!

Online Membership Application
denvertransportation.org

EDUCATOR OF THE YEAR >>> Past Educators

Scott Keller
University of West Florida

Christine Schrage
University of Northern Iowa

Dr. James Adams
Auburn University

Mr. William J. Augello, Esq.
Augello, Pezold and
Hirschmann, P.C.

Mr. John Betz
Betz and Associates

Dr. Brian Canada
Colorado Community
College and Occupational
Education System

Mr. Rand Coolman
Northglenn High School

Mr. Jim Crowell
University of Arkansas

Dr. Mike Crum
Iowa State University

Dr. Paul S. Dempsey
University of Denver
College of Law

Dr. Kay Dobie
North Carolina
A&T University

Dr. Martin Farris
Arizona State University

Dr. Jerry Foster
University of Colorado

Ms. Michelle Meyer
University of Denver
Daniels College of Business

Ms. Linda Harrison
Jefferson County Schools

Dr. Jon S. Helmick
U.S. Merchant
Marine Academy

Paul Nuzum
University of Denver
Daniels College of Business

Dr. John D. Ozment
University of Arkansas

Mr. Bruce Potter
Chatfield High School

Mr. Darwin Hansen
Pueblo High School

Ms. Diane Hageman
Red Rocks
Community College

Ms. Lynda Siegel
Siegel Enterprises

Dr. Joseph Szyliowicz
University of Denver
Intermodal Transportation
Institute

Ms. Laurie Urich
Colorado Community
College and Occupational
Education System

Dr. Ted Wallin
Syracuse University

Dr. Jerry Wilson
Georgia Southern
University

Dr. Paul Zinszer
Syracuse University

Dr. Carol Johnson
University of Denver
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Roy Becker
Roy Becker Seminars

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