

TUESDAY, OCTOBER 17, 2017

- 3:00 - 5:00 P.M.** **OPTIONAL TOURS**
Amerex or Kamtek
- 5:30 - 7:00 P.M.** **OPENING COCKTAIL RECEPTION**
Hyatt Regency Birmingham - The Wynfrey Hotel

WEDNESDAY, OCTOBER 18, 2017

- 7:30 - 8:00 A.M.** **REGISTRATION & NETWORKING BREAKFAST**
- 8:00 - 8:10 A.M.** **OPENING REMARKS**
Brian Hilson, President and CEO, Birmingham Business Alliance
- 8:10 - 8:20 A.M.** **WELCOME & INTRODUCTION OF PROGRAM MODERATORS**
Hilda Lockhart, Director of International Trade,
Alabama Department of Commerce
- 8:15 - 9:30 A.M.** **SUPPLY CHAIN FROM AN EXECUTIVE PERSPECTIVE**
As many Alabama companies will tell you, there is more than one way to implement an effective supply chain operation. Engage with industry leaders from companies both large and small as they share how they implemented supply chain tactics that fit their business needs and led to international success.
- Moderator:**
Victor Brown, Vice President of Business Development,
Birmingham Business Alliance
- Panelists:**
Sylvester Hester, President and CEO, Global Automotive Alliance (GAA)
Paul Ross, President, Douglas Manufacturing
Chris Wilder, CEO, Sealing Equipment Products Co., Inc. (SEPCO)
- 9:30 - 9:45 A.M.** **NETWORKING BREAK**
- 9:45 - 11:00 A.M.** **TRADE AND PROSPERITY IN THE STATES:
THE CASE OF ALABAMA**
International trade and investment support hundreds of thousands of Alabama jobs. More than 97,000 jobs depend on exports, and another 97,000 jobs have been created by foreign investment. Join Bryan Riley of The Heritage Foundation as he provides insight on trade's importance to Alabama's economy, discusses the impacts of free trade and anti-trade policies, and recommends trade policies.
- Moderator:**
Robert Stackpole, Director of Alabama, U.S. Department of
Commerce - U.S. Foreign & Commercial Service (USFCS)
- Speaker:**
Bryan Riley, Jay Van Andel Senior Policy Analyst in Trade Policy,
Center for International Trade and Economics, The Heritage Foundation

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11:00 A.M. - NOON**MANAGING FINANCIAL RISK IN THE GLOBAL SUPPLY CHAIN**

To successfully manage your global supply chain operations, you need to go beyond high-level discussions of policy and dive deep into the specifics of leading strategies used by companies to manage financial risk. Learn how variations in company size and international trade strategy – such as a reliance on exports vs. imports – can make a difference in the ways your business can reduce risk and operate more efficiently.

Moderator:

Bill Cummins, Executive State Director, Alabama Small Business Development Network

Panelists:

Chris Nichols, President, McWane International
Mike Rowland, Executive Vice President, CFO, O'Neal Industries, Inc.
Charlotte L. Starfire, Director, Global Trade & Supply Chain Solutions, Bank of America Merrill Lynch

NOON - 12:30 P.M.**EXHIBITOR BREAK****12:30 - 1:30 P.M.****BANK OF AMERICA MERRILL LYNCH COMMENTS & INTRODUCTION OF LUNCHEON SPEAKER****Luncheon Speaker**

Tripp Collins, COO of Back Forty Beer Company in Gadsden, Ala., will discuss the history of the brewery and where they are today. The discussion will cover supply chain issues with raw materials, importing brewing equipment and how the changes in the craft beer industry led the company to consider exporting. Tripp will also discuss the future of Back Forty and the challenges they face moving forward.

1:30 - 2:15 P.M.**INNOVATION & TECHNOLOGY IN THE 21ST CENTURY SUPPLY CHAIN**

Globalization makes it necessary for companies to constantly evolve and reevaluate their business practices. Join Vic Modic of Amerex in a candid discussion of how you can stay ahead of the curve using the latest technology, innovation and the Internet of Things (IoT).

Vic Modic, Executive Vice President, Chief Operating Officer, Amerex Corporation

2:15 - 3:15 P.M.**DRIVING THE DECISION: BEHIND THE SCENES OF MERCEDES-BENZ'S EXPANSION INTO BIBB COUNTY, ALA.**

Mercedes-Benz U.S. International (MBUSI) recently broke ground on its Global Logistics Center and new after-sales North American hub, part of its \$1 billion investment which will create 600-plus jobs in the Birmingham region. Join Deborah McGill Smith, the project's site selection consultant, and MBUSI representatives, Brad Johnson and John Reagan, for a discussion on the project's site selection process and the role these facilities will play in MBUSI's global supply chain.

Panelists:

Brad Johnson, Supply Chain Manager, Mercedes-Benz U.S. International
John Reagan, Senior Manager, Mercedes-Benz U.S. International
Deborah McGill Smith, Vice President - Industrial, Cushman & Wakefield / EGS Commercial Real Estate