

**FOR IMMEDIATE RELEASE**

**Transplace Announces Annual Shipper Symposium Agenda  
Featuring Business Leaders Showcasing Best Practices, Industry Expertise**

*Event schedule includes influential transportation speakers, supply chain industry professionals and sustainability thought leaders*

**March 19, 2008 (Frisco, TX)** – Transplace, a leading provider of transportation management services and logistics technology, has assembled an impressive lineup of influential and distinguished speakers to present at the sixth annual Shipper Symposium, held in the John Q. Hammons Center, April 22-24 in Rogers, Ark. The 2008 Shipper Symposium is focused on a myriad of key industry issues, including sustainability in transportation. The conference features transportation service providers, partners, industry and financial markets analysts, academics and supply chain consultants across an array of industries including manufacturing, retail, and distribution.

“Transplace provides this annual opportunity to bring together industry authorities under one roof. Symposium attendees will gain first-hand insight from these experts covering topics presented on a variety of issues spanning sustainability, transportation strategies and leadership solutions. In addition, the audience will take away pertinent knowledge for enhancing operational performance, ‘greening’ their supply chain, improving infrastructure issues, and much more,” said George Abernathy, executive vice president and chief marketing officer for Transplace. “This year’s Shipper Symposium offers the best information to date. We’re looking forward to both significant participation and peer interaction, resulting in the forward drive of transportation solutions and advancing the transportation industry to improve and enhance itself.”

Legendary NASCAR driver Kyle Petty is the 2008 Shipper Symposium keynote, delivering his address on opening day. As a businessman and CEO of Petty Enterprises, Mr. Petty will discuss how skill, preparation, striving for excellence, cohesive teamwork and commitment to helping the community have made three generations of the Petty family successful on numerous levels.

***Industry-leaders Present on Key Topics at Shipper Symposium***

**Adrian Gonzalez, Director of Logistics Executive Council for the ARC Advisory Group**

Mr. Gonzalez will discuss the current state of green and sustainable supply chain initiatives and provide real-world, green success stories. He will also share some inconvenient truths that every company and consumer must recognize in order to create green supply chains that are truly sustainable and still provide a favorable return on investment.

**Nick LaHowchic, President of DIANNIC LTD**

In his role as president, Mr. LaHowchic provides a broad variety of consulting services enabling businesses to enhance effectiveness in leadership, technology and supply chain management practices with trading partners and throughout global supply channels. Mr. LaHowchic will discuss how information technology is shaping the design and deployment of responsive supply chain operations in the 21<sup>st</sup> century. Additionally, he will highlight how these innovative IT solutions will impact companies’ infrastructures, relationships with customers and their entire supply chain operations.

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### **Chuck Taylor, Head Coach of Awake Consulting**

With more than 35 years of experience in the transportation industry, Mr. Taylor brings to the Symposium a steeped background in designing, leading and implementing performance improvements, and breakthroughs from the shop floor to the boardroom. Mr. Taylor will describe the geology, geopolitics, demand, infrastructure and climate implications around 'peak oil' and how the supply and demand of transportation energy will impact every facet of our current state of supply chains. He will also explain which supply chain and network strategies will help companies and individuals survive as the world changes.

"The Shipper Symposium has truly evolved into an amazing three-day thought leadership event," said Tom Sanderson, Transplace's president and CEO. "We have the distinct honor of hosting industry visionaries, supply chain authorities and many other noted logistics professionals. Transplace views this event as a true partnership between industry professionals and thought leaders working together to positively impact global supply chain activities."

Transplace made the decision to move their annual event from Frisco, Texas to Rogers, Ark., in order to be closer to the home base of many of their customers and partners. Many Arkansas-based companies and organizations, such as Wal-Mart Stores, Tyson Foods and the University of Arkansas' Supply Chain Management Research Center, will be represented at the event. The Supply Chain Management Research Center, a research unit of the Sam M. Walton College of Business at the University of Arkansas, will be featured on April 23, showcasing the theme, "Sourcing and New Market Development in the Global Supply Chain."

Registration for the 2008 Transplace Shipper Symposium can be found at <http://symposium.transplace.com>.

### **About Transplace**

Transplace is a non-asset based third-party logistics (3PL) provider offering manufacturers and retailers the optimal blend of logistics technology and transportation management services. From complete logistics management outsourcing to intelligent transportation management systems (TMS) to supply chain network planning and design to high-quality brokerage services, Transplace has proven the ability to deliver both rapid return on investment and consistent value to customers. The company is recognized among the elite 3PLs in North America by a customer base that includes many of the largest shippers in the world.

In 2007, Transplace was awarded the *Global Logistics and Supply Chain Strategies* "100 Great Supply Chain Partners" distinction for the fourth consecutive year and *Supply & Demand Chain Executive* as a "Top 100" provider in supply chain transformation for the third consecutive year. Transplace was recognized by *Inbound Logistics* as a Top 10 3PL in 2007 for the fifth consecutive year, and it was awarded *Logistics Management's* Quest for Quality award for the 3PL category.

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