

# **TRANSPLACE**

The 3PL & Technology Company

## **For Immediate Release**

### **Transplace Features University of Arkansas Supply Chain Management Research Center at Annual Shipper Symposium**

#### ***Opportunity to Emphasize University's Agenda Accentuates Key Supply Chain Topics at Transplace's Sixth Annual Signature Event***

**Jan. 29, 2008 (Plano, TX)** – Transplace today announced a special feature for its sixth annual Shipper Symposium provided by the Supply Chain Management Research Center, a research unit of the Sam M. Walton College of Business at the University of Arkansas, at the John Q. Hammons Center in Rogers, Ark., April 22-24. The Supply Chain Management Research Center conference component of the Symposium will occur April 23, showcasing the theme, “Sourcing and New Market Development in the Global Supply Chain.”

“Transplace is a known leader in the third party logistics (3PL) and transportation technology markets. We knew having our conference featured during their annual symposium would be a great opportunity for our audience,” said Jim Crowell, director for Supply Chain Management Research Center. “Our focus on learning to build responsive supply chains for growing new global markets is an excellent match with the Shipper Symposium. Our joint audiences will benefit from three days of information shared by leading supply chain experts.”

Speakers for the featured Supply Chain Management Research Center conference include Mark Holloway, vice president, Customer Service & Logistics Excellence, Unilever, who travels from Thailand to share his experiences; and, Jeff Langenfeld, vice president of Merchandise Replenishment, Wal-Mart Stores Inc.

The Shipper Symposium agenda includes a range of industry renowned speakers – such as Sean Connaughton, maritime administrator, and Anne Kappel, vice president of the World Shipping Council – covering different aspects of the overall Symposium theme, “Sustainability in the Transportation Industry.” Subject matter for panels showcase real-time topics, including: “The End of Cheap Oil: Are You Ready?,” “Sustainability and Growth in the Supply Chain” and “Change Management: Scaling an Enterprise Supply Chain Transformation.”

Each year, the Shipper Symposium attracts an array of supply chain executives, such as: transportation service providers, partners, industry and financial market analysts, academics and supply chain consultants.

“Transplace and the Supply Chain Management Research Center agreed that working together offers their annual attendees access to industry leaders, participation in thoughtful breakout sessions and the opportunity to network with a large peer network,” said George Abernathy, executive vice president and chief marketing officer for Transplace. “Offering a day of featured speakers from the Supply Chain Management Research Center is something new for our Symposium. The fit of our agendas was ideal, because the Center supports and enhances our goal of educating the audience on new ideas and following up with solutions for the issues that we all face in the supply chain arena.”

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The Transplace signature event was previously held in Frisco, Texas, but is moving to Rogers, Arkansas, for 2008 where a large number of Transplace's customers and partners are located. Hosting the Shipper Symposium and the Supply Chain Management Research Center conference in the same venue makes it possible for participants to receive the advantage of both Transplace and the University of Arkansas planned content and impressive speaker roster.

Registration for the 2008 Shipper Symposium can be found at <http://symposium.transplace.com>  
For information about the Supply Chain Management Research Center conference visit <http://scmr.uark.edu/conference/>

**Symposium Schedule at a Glance**

- April 22 – Transplace Sixth Annual Shipper Symposium
- April 23 – Supply Chain Management Research Center Conference
- April 24 – Transplace Sixth Annual Shipper Symposium

**About the University of Arkansas Supply Chain Management Research Center**

The Supply Chain Management Research Center, housed in the Sam M. Walton College of Business, is a direct link between the private sector and the University of Arkansas supply chain resources. It sponsors activities that promote both the academic and general body of knowledge encompassing supply chain management.

**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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