



2016 GSCMI CONFERENCE 1.29.2016
8:00AM-4:00PM • PMU BALLROOM • PURDUE UNIVERSITY

TRANS-PACIFIC PARTNERSHIP (TPP) & THE GLOBAL SUPPLY CHAIN IMPACT

Global Supply Chain Management Initiative
gscmi.org | gscmi@purdue.edu | 765.494.4322



BRIDGING INDUSTRY, STUDENTS AND FACULTY.

TPP



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Welcome to the Spring Conference of the Global Supply Chain Management Initiative at the Krannert School of Management at Purdue University on January 29, 2016. Don't be misled by the snow on the ground, we think Spring is in the air as we focus on new trade agreements – the Trans-Pacific partnership involving 12 countries including the United States and its impact on the global supply chain. We have a wonderful set of speakers, including Edward Gresser, Policy Planning Director at the US Trade Representative's office in Washington DC and Kent Anderson, Vice-President of Business Development at the Indiana Economic Development

Corporation, focusing on trade issues. Our Dean David Hummels and intellectual property attorney Eyal Barash, our executive program alumnus Eduardo Huerta talking about the impact on the country of Peru, our local industry, Wabash National, represented by Brent Yeagy, along with many others will present talks and ensure a spirited opportunity for discussion and learning. We also have an MBA case Competition, sponsored by General Motors and Arcelor Mittal, using a case written by Eyal Barash and myself. The first round resulted in case teams from six schools selected for final presentations – teams from Illinois, Penn State, Purdue, University of Michigan, University of North Carolina and Washington University of St. Louis are on campus to compete for the final prize of \$8000 in total prizes. Teams received the second round of case data and get to present at the conference



IMPACT

TRANS-PACIFIC PARTNERSHIP AGREEMENT]

to select the three winners. The center has been busy developing a digital footprint – please take a look at the gscmi blog with over 200 entries and videos written by center graduate assistants available at <https://dcmme.wordpress.com/category/tpp-trans-pacific-partnership/>. The content in this blog can be used with any classes to stimulate student discussions – there is a comment section you can use to add your own ideas to the discussion. So enjoy your day, interact with our students, faculty and industry guests, and please let us know if we can do anything to help make this a memorable learning event. Our center staff Steve Dunlop and Heidi Allwes and I are here to make your time at the conference as memorable as possible.

Best regards,

Ananth V Iyer
Director, GSCMI
Susan Bulkeley Butler Chair in Operations Management
Krannert School of Management
Purdue University
West Lafayette, IN 47907
aiyer@purdue.edu



TRANS-PACIFIC PARTNERSHIP AND THE GLOBAL SUPPLY CHAIN IMPACT

8:00am-8:30am **Registration and Breakfast, PMU North Ballroom**

8:30am-8:35am **Welcome! PMU North Ballroom**
Opening Remark Dr. Ananth Iyer, GSCMI Center Director

8:35am-8:40am **Greetings from the Dean**
Dr. David Hummels, Dean of Krannert School of Management

8:40am-12:40pm **2016 GSCMI Conference Session 1, PMU North Ballroom**

8:40am-9:15am Kent Anderson, Vice President of Business Development,
Indiana Economic Development Corp.

9:15am-9:50am Eyal Barash, Barash Law LLC, Endocyte, Inc.

9:50am-10:25am David Hummels, Dean and Professor of Economics, Purdue University

10:25am-10:30am Session Summary, Dr. Ananth Iyer

10:30am-11:00am Break

11:00am-11:35am Brent Yeagy, Group President- Commercial Trailer Products
Wabash National Corporation

11:35am-12:40pm **Lunch**

12:40pm-2:00pm **2016 GSCMI Conference Session 2, PMU North Ballroom**

12:40pm-1:15pm Edward Gresser, Director of Policy Planning
Acting Assistant USTR for Economics and Policy

1:15pm-1:50pm Eduardo Huerta-Mercado, CEO, Value Chain Consulting & Technology

1:50pm-1:55pm Session Summary, Dr. Ananth Iyer

1:55pm-2:00pm Break & transition to Stewart 214ABCD for Case Competition

2:00pm-4:10pm **2016 GSCMI Graduate Intercollege Case Competition, STEW 214ABCD**
UNC, Washington University, University of Illinois, Penn State, University of Michigan,
and Krannert School of Management. *Sponsored by GM & ArcelorMittal*

A SPECIAL THANK YOU TO OUR CENTER PARTNERS & EVENT SPONSORS

Dedicated industry partnerships are at the heart of success for the DCMME & GSCMI Centers. We thank our many distinguished industry partners for their significant and ongoing involvement and support. Our mission and the many important objectives set for the Centers could not be accomplished without you.





KENT ANDERSON



BRENT YEAGY



EDWARD GRESSER

CONFERENCE SPEAKERS

TRANS-PACIFIC PARTNERSHIP (TPP) & THE GLOBAL SUPPLY CHAIN IMPACT

KENT ANDERSON
VP BUSINESS DEVELOPMENT
INDIANA ECONOMIC DEVELOPMENT CORPORATION



Mr. Kent Anderson has been the Vice President of Business Development at Indiana Economic Development Corp. since March 2014. Mr. Anderson joined the state's job hunting agency in January 2012 as the director of international business development, spearheading the state's efforts to attract and retain companies from around the world. In addition, he oversaw the restructuring and streamlining of the IEDC's international footprint. Mr. Anderson served tours with the Indiana National Guard in Iraq and the U.S. Navy during the Gulf War. In addition, he planned and implemented logistics processes for German luxury carmaker AUDI AG at its Ingolstadt, Germany headquarters and served with Switzerland-based Georg Utz, Inc. as its first general manager of North American operations. Most recently, Mr. Anderson lead the Columbus Area Metropolitan Planning Organization. Mr. Anderson is a 1990 graduate of the U.S. Naval Academy and holds a master of international business studies from the University of South Carolina's Moore School of Business.

BRENT YEAGY
GROUP PRESIDENT- COMMERCIAL TRAILER PRODUCTS
WABASH NATIONAL CORPORATION



Brent Yeagy was appointed to Senior Vice President – Group President, Commercial Trailer Products on June 1, 2013. Yeagy joined Wabash National in 2005 as Director of Manufacturing and has held a number of positions of increasing responsibility, most recently serving as Vice President and General Manager of Commercial Trailer Products. Prior to Wabash National, he held the position of Director of HR/EHS at Delco Remy International from 2001 to 2003 and Manager of HR/EHS from 1998 to 2001. From 1994 to 1998, Yeagy was a Senior Engineer/Facilities Maintenance Manager at Rexnord. He also served as a Machinist Mate/Officer Candidate in the United States Navy from 1991 to 1994. Yeagy holds a Bachelor of Science in Environmental Engineering Science and a Master of Science in Occupational Health and Safety Engineering from Purdue University, as well as an MBA in Business Management from Anderson University.

EDWARD GRESSER
DIRECTOR OF POLICY PLANNING
ACTING ASSISTANT USTR FOR ECONOMICS AND POLICY

Ed Gresser joined the GlobalWorks Foundation as Director of the ProgressiveEconomy project on February 15, 2011. One of America's most influential trade analysts, he has conducted path-breaking research on the American tariff system and its effects on low-income American families and poorer nations, trade relations with the Muslim world, Asian economic integration and other topics. His research has been covered by major media outlets including the Washington Post, the New York Times, the Los Angeles Times, the Financial Times, the Far Eastern Economic Review and others, and been cited by leaders of the World Trade Organization, the World Bank, the IMF and other institutions. His first book, Freedom From Want: American Liberalism and the Goba Economy, was published in 2007. He also created and edits ProgressiveEconomy's widely praised "Trade Fact of the Week" electronic information service. Gresser came to GlobalWorks after two years at the Democratic Leadership Council, where he served as Trade and Global Markets Director and as interim President during the permanent CEO's leave of absence in 2010. Before joining DLC, Mr. Gresser was Trade and Global Markets Director for the Progressive Policy Institute from 2001 to 2009. From April 1998 through the close of the Clinton Administration in 2001,



DAVID HUMMELS



EYAL BARASH



EDUARDO HUERTA-MERCADO

FACT

he served as Policy Advisor to U.S. Trade Representative Charlene Barshefsky. In this position he was the USTR's principal policy advisor, speechwriter and research aide. In a span of three years, Mr. Gresser twice received USTR's prestigious "Special Achievement Award," first for contribution to passage of the African Growth and Opportunity Act and Caribbean Basin Initiative enhancement, and then for accomplishment "far above and beyond the call of duty" in the negotiation of China's WTO accession agreement and passage of permanent Normal Trade Relations. Earlier, as Legislative Assistant and then Policy Director for Senator Max Baucus (D-MT) between 1993 and 1998, Mr. Gresser was responsible for trade and foreign policy, with a particular focus on relations with China, as well as domestic extremism and "militia" issues. Before joining Baucus' staff, Mr. Gresser worked for the consulting firm Podesta Associates, and as Legislative Assistant for Congressman Silvio Conte of Massachusetts. Mr. Gresser graduated from Stanford University with Distinction in Political Science in 1984. He earned a Master's Degree from Columbia University and a Certificate from the Averell Harriman Institute for Advanced Study of the Soviet Union in 1987. He is married to Siriporn Gresser, and they have one son.

**DAVID HUMMELS
DEAN & PROFESSOR OF ECONOMICS
KRANNERT SCHOOL OF
MANAGEMENT, PURDUE UNIVERSITY**



David Hummels began serving as the Dean of the Krannert School of Management in 2015. In his faculty life, Professor Hummels teaches courses in International Economics, and has won multiple teaching awards at the graduate and undergraduate level. His research focuses on a broad range of issues in international trade, including: offshoring, product differentiation, barriers to trade and the broader impacts of aviation, infrastructure, and trade facilitation on trade and economic development. He has published 4 books and over 40 research articles in major economic journals including American Economic Review, Journal of Political Economy, Quarterly Journal of Economics, Review of Economics and Statistics, the Journal of International Economics, and the Journal of Economic Perspectives. Professor Hummels is a Research Associate of the National Bureau of Economic Research, an Associate Editor of the Journal of International Economics, and an Associate Director of the Forum for Research on Empirical International Trade. He has worked as a consultant for and visiting scholar at a wide variety of central banks, development banks and policy institutes around the world. He previously worked as an assistant professor of economics at the University of Chicago's Graduate School of Business

**EYAL BARASH
BARASH LAW LLC, ENDOCYTE, INC.**

Eyal Barash is an Indiana University chemistry department alum ('91). Eyal received his M.S. in physical chemistry from Berkeley and a law degree from Northwestern. After practicing for 8 years in Washington, D.C. at a large patent law firm, he returned to his native West Lafayette. Barash currently serves as the chief IP counsel for Endocyte, Inc., a publicly-traded biopharmaceutical company developing targeted therapies for serious diseases.

**EDUARDO HUERTA-MERCADO
CEO
VALUE CHAIN CONSULTING &
TECHNOLOGY**

Eduardo Huerta-Mercado is currently Director of Operations for River Logistics in Lima, Peru. He is also the Director of Latin American Operations for Softeon Inc., an International Consultant Public Sector for the World Bank, and CEO at Value Chain Consulting & Technology.



SAVE THE DATE
10.07.2016 PMU
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