



**User Group Conference 2024  
October 24 & 25, 2024**

**The Royal Sonesta Chicago \* Chicago, IL**

**Agenda**

Updated 8/1/24

**Thursday, October 24**

<b>7:30 – 8:30am</b>	<b>Continental Breakfast &amp; Registration.....6<sup>th</sup> Floor Outside Grand Ballroom</b> <b>Sponsored by SMC3</b>
<b>8:30 – 8:45am</b>	<b>Welcome &amp; Introductions.....Grand Ballroom</b>
<b>8:45 – 9:30am</b>	<b>Keynote: Taking Charge: Amazon’s Logistics Infrastructure Build Out.....Grand Ballroom</b> <b>Dennis Oates, Amazon Alumni and Professor of Supply Chain, Marquette University</b>
<b>9:30 – 9:45am</b>	<b>Q&amp;A</b>
<b>9:45 – 10:30am</b>	<b>General Session: FACTS™ PRESENTATIONS.....Grand Ballroom</b> <b>Route Optimization</b>  <b>Customer Self-Service Web</b>
<b>10:30 – 10:50am</b>	<b>Networking Break</b>
<b>10:50 – 11:30am</b>	<b>Breakout A Customer Service Innovations with Technology.....Grand Ballroom A</b> <b>Breakout B: Cross Dock and Yard..... Grand Ballroom B, C, D</b>
<b>11:30 – 12:15pm</b>	<b>Breakout A Customer On-Line Payments..... Grand Ballroom A</b> <b>Breakout B: FACTS MAP™ ..... Grand Ballroom B, C, D</b>
<b>12:30 – 1:15pm</b>	<b>Lunch Buffet..... Grand Ballroom</b> <b>Sponsored by DDC FPO</b>
<b>1:15 – 2:00pm</b>	<b>Lunch Speakers..... Grand Ballroom</b> <b>A Customer’s Journey: Going All in on Technology and Gearing for Growth</b> <b>Lizette Guajardo Elizondo, Business Intelligence &amp; Continuous Improvement, and James Ross, COO, DC Logistics</b>
<b>2:15– 3:30pm</b>	<b>Breakout A: High Cost Areas &amp; Accessorials..... Grand Ballroom A</b> <b>Breakout B: Security Security Security..... Grand Ballroom B, C, D</b>
<b>3:30– 3:45pm</b>	<b>Networking Break</b>
<b>3:45– 4:30pm</b>	<b>General Session: A Shipper’s Perspective.....Grand Ballroom</b> <b>Lynn Olson, Sr. Director, Supply Chain/Logistics, maurices</b>

4:30 – 4:45pm Day One Wrap Up.....Grand Ballroom

5:00 – 7:00pm Reception featuring Sponsor Showcase..... Penthouse (39<sup>th</sup> Floor)  
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Dinner on Own

**Friday, October 25**

7:00 – 7:45am Continental Breakfast.....6<sup>th</sup> Floor Outside Grand Ballroom  
Sponsored by SMC3

7:45 – 8:00am Preview of Day Two Schedule.....Grand Ballroom

8:00 – 8:45am General Session: State of the Industry.....Grand Ballroom  
Ken Hoexter, Managing Director, Bank of America

8:45 – 8:50am Transition to Breakouts

8:50 – 9:20am Breakout A: A/R Risk Analysis ..... Grand Ballroom A  
Breakout B: Web and Analytics..... Grand Ballroom B, C, D

9:20 – 9:50am Breakout A: Data Extraction..... Grand Ballroom A  
Breakout B: Points List & Transit Times..... Grand Ballroom B, C, D

9:50 - 10:15am Networking Break

10:15 – 10:45am Breakout A: Industry-Related Content:  
SMC3's Costing Information Systems..... Grand Ballroom A  
Breakout B: Geek IT Out..... Grand Ballroom B, C, D

10:45 – 11:15am Breakout A: New Customers Roundtable..... Grand Ballroom A  
Breakout B: FACTS APIs..... Grand Ballroom B, C, D

11:30 – 12:00pm General Session: CLI: Road Map..... Grand Ballroom B, C, D

12:00 – 12:15pm Conference Wrap-Up ..... Grand Ballroom B, C, D

12:30 – 2:00pm Individual One-on-One Sessions with CLI & CLI Partners Various Locations  
(Advanced Appointments Required)

*\*All times, speakers and topics subject to change*

## Featured Speakers



### KEYNOTE

**Dennis Oates**, with over 30 years of logistics and supply chain experience, has a track record of leading transformational change. Having spent over 15 years at FedEx, where his last role was Vice President of Postal Operations and Engineering, Dennis joined Amazon. At Amazon, Dennis was instrumental in scaling up the US logistics network. He was then tapped to join Amazon's European division, moving to Luxembourg, to lead the build-out of the European logistics network.



### LUNCH SPEAKERS

**Lizette Guajardo Elizondo**, Business Intelligence and Continuous Improvement, DC Logistics. Lizette brings nearly 6 years of experience optimizing operations and enhancing efficiency dedicated to leverage data-driven insights to drive organizational success. At DC Logistics, Lizette has led and supported the successful implementation of a new Transportation Management System (TMS), standardizing processes and SOPs while driving seamless integration and adoption across teams.

**James Ross**, COO, DC Logistics. James brings over 2 decades of dynamic leadership in operations management, profit maximization, and team development within the logistics and transportation sector. With a robust career spanning roles at industry giants like FedEx, Dayton Freight Brown Transfer/Magnum, and most recently DC Logistics, James has consistently delivered impactful contributions to each organization. He is currently leveraging his extensive experience to spearhead the transformation of DC Logistics into a leading provider of freight and logistics services.



### A SHIPPER'S PERSPECTIVE

**Lynn Olson, Sr. Director Supply Chain & Logistics, maurices.**

For over 25 years, Lynn has established her expertise in the supply chain and logistics industry, working at various levels of organizations building supply chain and logistics solutions. Partnering through both direct and 3PL partnerships, in industries such as retail, print, fulfillment and manufacturing, Lynn has built an impressive resume of skills & expertise, especially in negotiation, and solution implementation regarding TMS solutions.



### DAY 2 INDUSTRY UPDATE

**Ken Hoexter, Managing Director, Bank of America.** Ken Hoexter is a managing director in US Equity Research covering Airfreight & Surface Transportation and Shipping (marine transportation). He is co-head of the Industrial & Basic Materials sectors and vice-chairman of the US1 Committee. Regular Research reports include: weekly Transport Tracker and bi-weekly Truck Shipper Survey. In the Institutional Investor All-America Research Poll, he was double-ranked for the 8th time in 2023, attaining the #2 position in Airfreight & Surface Transportation and #3 position in Shipping (marine transportation). He has been ranked 29 times: 18x in Transportation, 8x in Shipping, and 3x in CLECs/Telecom.

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