

The Seattle Chapter of the Council of Supply Chain Management Professionals, Washington State Department of Transportation, Puget Sound Regional Council and Pacific Maritime Magazine

Cordially Invite You To Attend the

Washington State Resilient Freight Systems Conference



Featuring Dr. Yossi Sheffi, Director of MIT's Center for Transportation and Logistics, author of "The Resilient Enterprise"

Dr. Sheffi is an expert in systems optimization, risk analysis and supply chain management, which are the subjects he researches and teaches at MIT, both at the MIT School of Engineering and at the Sloan School of Management. He is the author of 'The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage' and his work was featured in the bestseller "The World is Flat." In 2007, he spoke on the 'Resilient City' in Los Angeles and on 'Urban Mobility' at the [World Economic Forum Annual Meeting 2007](http://www.weforum.org) in Davos. Please see <http://web.mit.edu/sheffi/www/> for more information.

Thursday, November 8

8:00 am - 4:30 pm

Holiday Inn SeaTac, 17338 International Blvd., Seattle, WA

\$125 per person

Register today! Please go to www.seattlecscmp.org/

Conference Special Presentations:

- **Washington State Department of Transportation Interim Secretary Paula Hammond: 'Actively Managing the Highway System for Resiliency'**
- **MIT Center for Transportation and Logistics & WSDOT Freight Systems Division: New National Research Findings on the status of public and private sector freight resiliency planning throughout the U.S., with a case study on resiliency capabilities for the three major types of freight flows in Washington State:**
 - 'Global Gateways' - global trade lanes traversing the West Coast
 - 'Made in Washington' - our state's manufacturing, agribusiness and construction base
 - 'Delivering Goods to You' - supporting retail distribution to local markets
- **Exemplar Business Continuity Plans presented by Washington State companies**

While security prevention and response activities have rightfully received significant attention by all levels of government, less attention has been paid to planning for recovery after disruptions. However, the long-term effect of poor economic recovery could dwarf the initial impact of the incident itself. The Washington State Department of Transportation recently commissioned the MIT Center for Transportation and Logistics to create a process that Washington State will use to develop resilient freight systems. These research findings will be presented to a select statewide audience on November 8, 2007 at the Holiday Inn, SeaTac.

You are invited to join freight transportation professionals at the "Resilient Freight Systems" Conference for an interactive discussion of research findings, and to build an organized and cohesive approach to develop a statewide freight system resiliency plan.

The Resilient Freight Systems Conference is co-sponsored by the Washington State Department of Transportation, Seattle Chapter of the Council of Supply Chain Management Professionals, and the Puget Sound Regional Council.

Space is limited. Register today at www.seattlecscmp.org/