

Preliminary Agenda

CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

June 17th-18th, 2004

*Room 245, Jon M. Huntsman Hall, 38th and Walnut Streets
The Wharton School, University of Pennsylvania
Philadelphia, PA*

DAY ONE

9:00am – 10:00am

Check-in—outside Room 240, Huntsman Hall
Breakfast— MBA Lounge, 2nd floor, Huntsman Hall

10:00am-10:30am

Opening Session

Introductory Remarks: Marshall Fisher, The Wharton School & Ananth Raman, Harvard Business School
Welcome: Dean Patrick T. Harker, The Wharton School
The Wharton Baker Retail Initiative: Jay Baker, former President and current director, Kohl's Corporation

10:30am-noon

Session One: Keynote Address

Leonard A. Schlesinger, Vice Chairman and Chief Operating Officer of Limited Brands

Noon-1:00pm

Lunch—MBA Lounge

1:00pm-2:30pm

Session Two: Using Public Financial Data to Extract Operational Insights

Presentation by Ananth Raman & Vishal Gaur, New York University Stern School

2:30pm-2:45pm

Break—MBA Lounge

2:45pm-4:15pm

Session Three: Paper & More Case – Principals of Replenishment Inventory Optimization

Case Discussion lead by Ananth Raman

4:15pm-4:30pm

Break—MBA Lounge

4:30pm-6:00pm

Session Four: Profit Optimizing Inventory from Initial Buy to Replenishment to Exit Optimization

Presentation by Jeff Steinhorn, Senior VP and CIO, Linens 'n Things, Paul Shandlay, VP for Inventory Replenishment, Linens 'n Things & Marshall Fisher

6:00pm-8:00pm

Cocktails & buffet dinner in East Hall, 8th floor, Huntsman Hall

8:00pm

Keynote Dinner Speaker

Rebecca C. Matthias, President and Founder, Mothers Work

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DAY TWO

7:30am-8:00am

Breakfast—MBA Lounge

8:00am-9:30am

Session Five: Panel Discussion – Assortment Planning

Moderator: David Bell, Marketing Department, The Wharton School

Panelists: Robert DiRomualdo, Former CEO, The Border Group; Marshall Fisher

The panelists will present assortment processes used at Albert Heijn, Best Buy and Borders and lead participants in a discussion of issues they face in assortment planning

9:30am-9:45am

Break—MBA Lounge

9:45am-10:45am

Session Six: Supply Chain Incentives

Presentation by Ananth Raman

10:45am-11:00am

Break—MBA Lounge

11:00am-12:00am

Session Seven: The Globalization of Retailing

Presentation by Daniel Corsten, University of St. Gallen, Switzerland, editor, *ECR Journal*

12:00am-2:00pm

Session Eight: Box Lunch and Panel Discussion – Store Operations

Moderator: Ananth Raman

2nd floor, Huntsman Hall

2:00am-2:15am

Break—MBA Lounge

2:15pm-3:00pm

Takeaways and Future Steps



Leonard A. Schlesinger

Leonard A. Schlesinger is Vice Chairman and Chief Operating Officer of Limited Brands. He also sits on the company's Board of Directors. In this capacity he is responsible for operational and financial leadership, on an enterprise wide basis, of the functions that support the operations of Express, Limited Stores, Victoria's Secret Beauty, Stores, and Direct, Bath and Body Works and the White Barn Candle Company.

Dr. Schlesinger joined Limited Brands in October 1999 as Executive Vice President Organization, Leadership, and Human Resources. Prior to his appointment he served as Senior Vice President, Counselor to the President, and Professor of Sociology and Public Policy at Brown University (1998-99). Until October 1998 he was the George F. Baker, Jr. Professor of Business Administration at the Harvard Business School and a member of the Harvard Business School faculty from 1978-85 and 1988-98. He also completed several years as Senior Associate Dean and Director of External Relations at HBS while chairing the design and delivery efforts for a major MBA program curriculum redesign. He has taught in both MBA and Executive Programs in the areas of Service Management, General Management, and Organizational Behavior and Human Resources Management. He holds a bachelor's degree in American Civilization from Brown University, an MBA degree from Columbia University and a doctorate in Organizational Behavior from Harvard Business School.

Dr. Schlesinger's academic research and organizational consulting focused broadly on the areas of Service Management and Organizational Change. Outside of his academic appointments his activities have included service as Executive Vice President and Chief Operating Officer of Au Bon Pain Co., Inc., a chain of French bakery cafes (1985-88), and as a director of Limited Brands, Borders Group, Inc., GC (General Cinema) Companies, Inc., and Pegasystems, Inc. In addition, he has lectured and consulted around the world with service and industrial firms as well as governments and international leadership organizations.

His writings on organizational management have been widely published. He is the author or co-author of nine books, including his latest, *The Value Profit Chain* (Free Press 2003), *The Service Profit Chain* (Free Press, 1997), and *The Real Heroes of Business...and Not a CEO Among Them* (Doubleday Currency, 1994) and has written over 40 articles for academic audiences as well as *The New York Times*, *Fast Company*, and *Harvard Business Review*. He has served on editorial boards of four major academic journals and has published numerous case studies on management issues that have sold well over one million copies. He has also completed three video series and a satellite teleseminar on Service Management issues.

He is a member of the Governing Committee of the Columbus Foundation, serves on the Visiting Committee on Human Resources at Harvard University, the Strategic Advisory Group of the Ohio State University Medical Center and the corporation of The Winsor School. He resides in New Albany, Ohio, with his wife, herself a specialist in Organizational Behavior and a faculty member at The Ohio State University. They have three daughters.

January 2004

REBECCA C. MATTHIAS



Rebecca Matthias is the President and Founder of Mothers Work, Inc., a publicly traded (Nasdaq:MWRK) \$500 million public company that manufactures and sells maternity apparel through 1000 stores in the U.S. and Canada. She is on the Board of Trustees of both Drexel University, and Hahnemann MCP Medical University; and on the Board of Overseers of the School of Arts and Science of the University of Pennsylvania. In addition, Ms. Matthias is a Director of CSS Industries, a New York Stock Exchange company engaged in the manufacture and sale of seasonal products, including gift wrap, greeting cards, and ribbons and bows. She is a graduate of M.I.T (ME, Civil), Columbia University (M Arch), and The University of Pennsylvania (BA). A frequent speaker to small business and entrepreneurial audiences, Ms. Matthias is the author of Mothers Work (Doubleday), a book about her experiences starting up a business.