8:30 am - 9:00 am  Introduction to the Forum
- Words of Welcome: David C. Schmittlein, Deputy Dean, The Wharton School, University of Pennsylvania
- Setting the Stage: Morris A. Cohen, Matsushita Professor of Manufacturing and Logistics, The Wharton School, University of Pennsylvania

9:00 am - 10:15 am  Panel I
Moderator: Hau L. Lee, Thoma Professor of Operations, Information, and Technology, Graduate School of Business, Stanford University
"Functional/Business and IT Challenges for Implementing a Service-Centric Competitive Strategy"
- Joe Chamberlain, Senior Director, Support Services, Services Supply Chain, KLA-Tencor
- Rapheal Holder, Vice President, Shared Service Operations, Northrop Grumman
- Eileen Long, Vice President and General Manager, Service Supply Chain Management, Unisys
- Dillard Myers, Director, Service Operations, Cisco Systems

10:15 am - 10:45 am  Break

10:45 am - 11:45 am  Panel II
Moderator: Marc McCluskey, Research Director, Service Lifecycle Management, AMR Research
"Challenges and Opportunities for Redesigning and Restructuring the Service Supply Chain as Part of a Service-Centric Strategy"
- Jon Guyett, Logistics Director, Americas, DHL
- Carl Stenger, Vice President, UPS e-Commerce Technology Sales, Worldwide Services, UPS
- Bradley Berkson, Director, Studies and Analysis, Senior Executive Council, U.S. Department of Defense

11:45 am - 1:00 pm  Lunch
1:00 pm - 2:15 pm  CEO Roundtable
Moderator: Ted Rybeck, CEO, Benchmarking Partners

"The Service-Centric Strategy - A CEO Perspective"
- Michael Capellas, Chairman and CEO, MCI
- Keith Nosbusch, President, Rockwell Automation
- Ralph J. Roberts, Chairman, Executive and Finance Committee, Comcast

2:15 pm - 2:45 pm  Break

2:45 pm - 4:00 pm  Panel III
Moderator: Ann Grackin, CEO, ChainLink Research

"Transformation of the Service Supply Chain Enabled by Technology"
- Daniel Connors, Thomas J. Watson Research Center, IBM
- Luke Gill, Vice President, JSF Autonomic Logistics, Lockheed Martin Aeronautics
- Gary Conkright, CEO, SmartSignal

4:00 pm - 4:45 pm  Panel IV
Moderator: Robert Salvucci, CEO, MCA Solutions

"Boeing's Supply Chain Management Project for IDS Aerospace Support"
- Jenny B. Thompson, Program Manager, Sustainment Data Systems, Boeing IDS

4:45 pm - 5:00 pm  Concluding Comments
- Professors Lee and Cohen

5:00 pm - 6:30 pm  Reception