



PRESS RELEASE

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Contact:

Ron Margulis
RAM Communications
908.272.3930
ron@rampr.com

Penn State and CSCMP Endorse VICS CPFR® Certification

Lawrenceville, NJ – The Center for Supply Chain Research (CSCR) at Penn State’s Smeal College of Business has announced that it is endorsing the Collaborative Planning Forecasting and Replenishment® (CPFR) Certification program offered by the Voluntary Interindustry Commerce Solutions (VICS) Association. The Council of Supply Chain Management Professionals (CSCMP) is also endorsing the program, which has been designed to drive excellence in supply chain efficiency by creating a formal process for CPFR education

The VICS CPFR Certification program provides a series of educational workshop sections, delivered in a fully interactive environment for collaboration and learning. The course content is prepared and presented in six modules around core principles that allow participants to maximize the learning experience in a case-driven environment of best practices.

“We are very pleased that two top rated organizations like Penn State’s CSCR and the Council of Supply Chain Management Professionals have determined the VICS CPFR Certification program worthy of their support. We look forward to working with both organizations to ensure the program delivers the greatest possible impact for managers attending the course and the companies they represent,” said Joseph Andraski, President and CEO of VICS.

William Grenoble, Executive Director of Penn State’s Center for Supply Chain Research, said: “Improving collaboration among supply chain partners is one of our great areas of challenge and opportunity. The educational foundation provided in the VICS CPFR course and certification provides an excellent starting point for organizations that are ready to attack this issue.”

“The Council of Supply Chain Management Professionals is excited about its new endeavor with VICS,” said Rick Blasgen, President and CEO of CSCMP. “This collaborative effort is another opportunity for us to increase our educational opportunities by helping train our members to manage the intricate supply chains of tomorrow.”

The VICS CPFR Certification program is primarily designed for CPFR and supply chain professionals, retailers, and vendor community suppliers, with a focus on category analysis, category management sales and marketing. In addition to Andraski, the instructors for the program include Inez Blackburn, Adjunct Professor at University of Toronto; Jim McLaughlin, formerly a Gillette executive and VICS Board Member (Co Chair of the VICS CPFR Committee); and Matt

Deeter, formerly a Lowe's executive and VICS Board Member (Co Chair of the VICS Hardlines Collaborative Commerce Committee). Blackburn, McLaughlin and Deeter are all VICS Affiliates.

About the Center for Supply Chain Research at Penn State's Smeal College of Business

The Center for Supply Chain Research was founded in 1989 and has since become one of the nation's leading institutes dedicated to supply chain management research and education. Its faculty and affiliate members encompass a broad range of disciplines including business logistics, management science, operations management, business law, geography, agricultural economics, and industrial engineering. Last year, Supply Chain Management Review ranked Smeal as the top college for supply chain management, according to a survey of academics and practitioners.

About the Council of Supply Chain Management Professionals

Founded in 1963, the Council of Supply Chain Management Professionals (CSCMP) is the preeminent association for individuals involved in supply chain management. CSCMP provides educational, career development, and networking opportunities to its over 9,000 members and to the entire profession. CSCMP was originally founded as the National Council of Physical Distribution Management (NCPDM) in January 1963. NCPDM was formed by a visionary group of educators, consultants, and managers who envisioned the integration of transportation, warehousing, and inventory as the future of the discipline. At that time, physical distribution was just beginning to edge its way into the corporate lexicon and make its considerable presence felt in the business community. In 1985, recognizing the growing field of logistics, the association's focus broadened as it changed its name to the Council of Logistics Management (CLM). It stayed that way until 2004 when CLM's Executive Committee voted to become CSCMP, effective in 2005.

About VICS

The Voluntary Interindustry Commerce Solutions (VICS) Association has enabled companies in the retail and consumer-focused industries to eliminate billions of dollars of waste and delay. By creating voluntary guidelines, often referred to as "standards," VICS has created new best practices that ultimately lead to lower costs and better availability of products for consumers. VICS' volunteer members improve the flow of products and information throughout retailing and the consumer-focused industries that supply retail. The Association provides leadership and an environment in which executives can make a difference in their industry, their company performance—and their personal commitment to make the world work a little bit better. VICS' members help define the next best practices in the industries and thus anticipate and optimize business processes and costs. Additional information can be found at www.vics.org.

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