



COLLEGE OF BUSINESS ADMINISTRATION
Center for Information Technology and E-Business (CITE)

Presents

RFID in the Supply Chain

A CITE Seminar Series

Friday, November 19, 2004
7:30 AM to 1:00 PM

Location

Paul E. Martin University Center, The University of Akron
105 Fir Hill, Akron, OH 44325

Radio Frequency Identification (RFID), an emerging technology, enables the automatic detection and tracking of items through their life cycle. Recent RFID initiatives by Wal-Mart, Target, and the Department of Defense have some suppliers jumping on the RFID bandwagon. Other companies are evaluating RFID to improve efficiency and profitability.

Come hear what the experts say!

Keynote Address: Tom Brady, VP of AIDC, Uniform Code Council

Latest Developments in RFID Standards

Who Should Attend?

Business and technology professionals from organizations considering RFID adoption.

Admission \$50. To register, go to <http://www.neosa.org/eventsCalendar/>

Register early - space is limited

In Partnership with:



The CITE Seminar Series is a forum for the exchange of ideas among industry, academe, and government professionals on emerging IT issues facing organizations.

Program

- 7:30 a.m. – 8:00 a.m. **Registration and Continental Breakfast**
- 8:00 a.m. – 8:10 a.m. **Welcome Remarks**
James Barnett, Dean, College of Business Administration
- 8:10 a.m. – 8:30 a.m. **Overview of RFID**
John Soat, Editor, Information Week
- 8:30 a.m. – 9:15 a.m. **RFID Technology Update**
Steve Dominac, Market Manager, Morgan Adhesives Company
- 9:15 a.m. – 9:30 a.m. **Coffee Break**
- 9:30 a.m. – 10:15 a.m. **RFID in Cross-Enterprise Logistics**
Joe D. Dunlap, Senior Business Development Manager,
Siemens One, Inc.
- 10:15 a.m. – 10:30 a.m. **RFID initiative @ University of Akron**
Chris O’Neil, Chief Information Officer, FedEx Custom Critical
Advisory Board Chair, CITE, The University of Akron
- B. Vijayaraman**, Professor of MIS, The University of Akron
- Barb Osyk**, Associate Professor of Management, The University of Akron
- 10:30 a.m. – 10:45 a.m. **Coffee Break**
- 10:45 a.m. – 11:45 a.m. **Panel Discussion**
RFID from the Production Line to the Bottom Line
- Moderator:** **Tom Andel**, Chief Editor, Material Handling Management
- Panel Members:** **Jim Barlow**, President, Western Reserve Controls
Joe Jiner, Director of Business Development Logistic & RFID Division
The Kennedy Group
Paul Fledderjohann, Manager, Process Engineering
Goodyear Tire and Rubber Co.
Tony Gallo, Integrator and Software Designer
- 11:45 a.m. – 1:00 p.m. **Lunch**
Keynote: Latest Developments in RFID Standards
Tom Brady, VP of AIDC, Uniform Code Council