Sustainable Operations Mini-Conference Program

Production and Operations Management Society

Denver, 2013

Thursday May 2, 2013, 9 AM-5 PM
We would like to thank our generous sponsors for helping to support the mini-conference:

**Bronze Sponsorship:**

Center for Sustainable Business Practices, Lundquist College of Business, University of Oregon

![Center for Sustainable Business Practices, Lundquist College of Business, University of Oregon logo](image)

**Beverage and Speaker Support:**

Portland State Center for Global Leadership in Sustainability & Portland State Craft Brewery Management Program

![Portland State University logo](image)

We would also like to thank the following people for their leadership and support in organizing this mini-conference:

Mini-Conference Chair: Mellie Pullman (Portland State University)
President: Deishin Lee (Harvard University)
VP Meetings: Ravi Subramanian (Georgia Tech)
Time | Description | Abstract
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9:00 | **Opening Keynote:**
Bridget Johnson, CEO,
Green Girl Recycling

One of the fastest growing businesses in the Boulder Valley, Green Girl Recycling is committed to making recycling simple, effective and affordable for all types of customers (residential, commercial, institutional, office, restaurant, and government). In their unique approach, they customize a program for each customer starting with a waste audit and then process improvement activities to help reduce waste, select better products, lower trash costs, and set up a simple and efficient recycling program.

9:45 | Break | |
10:00 | **Closed-loop Supply Chains:**
*Markets for Recovered Consumer Goods*
Dan Guide Jr. (Penn State U.)
coauthors: James Abbey, Joe Blackburn, and Anton Ovchinnikov

The presenter will discuss recent research on consumer perceptions and their willingness to adopt remanufactured consumer goods. Their recent research shows a consistently low appeal among consumers for many product classes. He will discuss the implications of these findings for the development of closed-loop supply chains for consumer products and present future research needs and directions.

10:30 | Coffee Break | |
11:00 | **Teaching Panel**
Dwight Collins, Presidio Graduate School
Rob Klassen, Ivey School
Mellie Pullman, Portland State U.

The panel will discuss their approaches for integrating sustainability issues into their courses. From traditional topics such as forecasting and inventory to sustainability tools such as LCA and EQFD, the professors will show their unique approaches.

11:45 | **Teaching Breakout Discussions**
Rob Klassen, Ivey School
Dwight Collins, Presidio Grad School
Mellie Pullman, Portland State U.
Reynold Byers, Arizona State U.

In breakout sessions, groups will discuss specific ideas and challenges of addressing sustainability issues to different audience types. Audience members will chose their interest area and have an opportunity to exchange ideas and teaching materials.

12:30 | Lunch | |
1:30 | **Broken Chains: Food Supply Chain and Sustainability**
Aleda Roth, Clemson U.

As Global Supply Chains increase in complexity, the sustainability of food supply chains has become increasingly challenged. Additionally, multiple risks have emerged with implications for health, community, environment, and economic security. Leading scholar Aleda Roth will discuss these risks and the research opportunities working with food and beverage companies.
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<td>2:45</td>
<td><strong>Food Supply Chain Research</strong>&lt;br&gt;<strong>Global Wine Industry &amp; Sustainability</strong>&lt;br&gt;Susan Golicic, Colorado State U.</td>
<td>The author has been exploring supply chain practices from grower to consumer in the global wine industry as part of a multi-year, multi-region study. She will discuss findings from this research that pertain to sustainability, innovation, and supply chain relationships.</td>
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<td><strong>Exploring the Role of Sustainability in the Production and Supply Chain Decisions of an Agriculture Cooperative</strong>&lt;br&gt;Zhaohui Wu, Oregon State U.</td>
<td>The authors examine the decision dynamics and the evolution of an agricultural producer cooperative, Country Natural Beef, a group of ranchers that produces and markets natural beef products. Using longitudinal data and through grounded case study method, five major events are examined and assessed in the context of their 25 years history. The analysis demonstrates that a cooperative’s production and supply chain decisions are a negotiated outcome of competing sustainability issues.</td>
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<td>3:30</td>
<td>Coffee Break</td>
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<td>4:00</td>
<td><strong>Craft Breweries &amp; Sustainability</strong>&lt;br&gt;Nate Turner, Supply Chain Director&lt;br&gt;New Belgium Brewing, Fort Collins, CO.</td>
<td>Nate has worked in the supply chain group at New Belgium for more than 20 years. New Belgium is the leading Colorado craft brewery and one of the top 3 sustainability-oriented breweries in the US. Recently, New Belgium was ranked first by distributors in the Tamarron Malt Beverage Supplier performance survey. The former Director of Environmental Sustainability at Anheuser-Busch, John understands the challenges and opportunities brewers face in managing resources wisely, ensuring operational efficiency, and crafting a fine beer. Drawing upon his experience providing sustainability strategy services for the beverage industry, facilitating the Beverage Industry Environmental Roundtable, and most recently developing the first-ever Sustainability Best Practice Manuals for the Brewers Association, John will provide key insights into integrating sustainability best practices into core business processes.</td>
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<td>5:00</td>
<td>Conclusion</td>
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