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## John Mehrmann and Michael Moore Take the Stage at RLTS in Las Vegas



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John Mehrmann and Michael Moore, leading authorities and industry experts, will appear on stage at the Reverse Logistics Trade Show (RLTS) Conference and Expo. Third Party Service Providers (3PSPs) will be exhibiting Reverse Logistics services and solutions at the conference to take place February 4-6, 2008 in Las Vegas, Nevada.

Las Vegas, Nevada (PRWEB) January 23, 2008 -- Two respected names in the industry will appear on stage at the Reverse Logistics Trade Show and Conference in Las Vegas, Nevada.

John Mehrmann is well known for articles that have been featured in Reverse Logistics Magazine, including A Pragmatic Approach to Partners, Seeing Green at the End of the Line, and the Reverse Logistics Financial Model. John Mehrmann is also co-author of The Trusted Advocate, with Mitchell Simon. John lends more than 22 years of industry knowledge to the advancement of logistics and supply chain services. As a featured speaker at RLTS, John will present Create Your Reverse Logistics Financial Model.

"It is a tremendous honor to be invited back to speak at the Reverse Logistics Trade Show and Conference," said John Mehrmann. "The strategic financial impact of reverse logistics is just beginning to receive the recognition that it deserves. Understanding and controlling this process in the product lifecycle can be the difference between profit and extinction."

Michael Moore will be featured on the panel, Using Reverse Logistics to Enhance Customer Service and Competitive Performance. Michael Moore has more than 22 years of experience in the technology industry. Michael holds a Bachelor of Science degree for Engineering from DeVry Institute, and an MBA in Marketing from California Lutheran University. Always an audience favorite, Michael Moore speaks with a calm passion and educated authority on all aspects of logistics and supply chain services.

In the evolution of Supply Chain Management Services and Solutions, Reverse Logistics evolved from a requirement for merely managing returns into a competitive advantage for Retail, OEMs and Branded companies that manage the process wisely. Reverse Logistics has become a keystone for balancing customer satisfaction, supply demand responsiveness and bottom line performance. Properly managing Reverse Logistics and the Supply Chain Solutions can make or break the financial stability of an organization.

"RLTS is a rich opportunity for OEM's and Branded Companies to identify future service partners. There is no other opportunity like this for 3PSP's to sit down face-to-face with key strategic decision makers," said Michael Moore.

At the Reverse Logistics Trade Show (RLTS) Conference and Expo in Las Vegas, Third Party Service Providers (3PSPs) will demonstrate Reverse Logistics services and solutions on a global basis to OEMs, Retailers and Branded companies.

Reverse supply chain providers working independently have difficulty to achieve and demonstrate value. Technology is essential to leverage integration and expedite intelligent decisions with multiple tiered operators. Collaboration is required to provide Best Practices, increase revenue, reduce expense and optimize capital.

Conference Highlights will include:

- o Industry Overview Size and Forecast, by Gailen Vick, President & CEO of Reverse Logistics Trends, Inc
- o Forward and Reverse Logistics, The Importance of End to End Integration, by Micky Long, Rsearch Director of The Aberdeen Group
- o Industry Keynote Address and Centralization of Reverse Logistics Services, by Joe Warren, VP & General Manager of Customer Support Operations at Cannon USA
- o Pretty Good Practices in Reverse Logistics, by John Slothower, Manager of Innovations at Best Buy
- o Benchmarking Analysis in the Wireless Industry, by Larry Maye, Senior Director RL Global Repair and Logistics at Palm

- o Create Your Reverse Logistics Financial Model, by John Mehrmann, Regional Sales Director at Data Exchange Corporation
- o Environmental Supply Chain Planning, Taking the Environment Seriously, by Mark Servidio, VP Logistics and Environmental SCP at SHARP
- o Measuring and Driving the Return of Service Parts, Best Practices and Methodologies, by Steve Blaz, VP Global Service Operations at Juniper Networks
- o Completing the Shipping Cycle, by Dan Barrett, Business Development Manager at the United States Postal Service USPS
- o Global Marketplace Outsourcing, by Mark Blouin, SVP DHL Solutions
- o RL Wireless Visibility, by Matt Domachowski, Director of Systems Business Development at GENCO
- o Case Study of Electronics Recycling, by Gina Chiarella, COO of We Recycle
- o Reverse Logistics as an Asset, by Bernie Schaeffer, Corporate Vice President Global Repair and Logistics Integrated Supply Chain at Motorola, Inc
- o Sales Lifecycle Product Tracking, Cradle to Grave Opportunities, by Kristin Secreto, VP Client Services at SIRAS
- o Case Study of the Fed Ex and Sony Return System, by Patty Hale, Manager of Emerging Products at Fed Ex
- o Managing Reverse Logistics to Improve Performance, by Richard Starr, Manager of Liquidation at Circuit City Stores
- o Using Reverse Logistics to Enhance Customer Service and Competitive Performance, featuring Michael Moore, Regional Sales Director at Data Exchange Corporation
- o Supply Chain Study to Enable Revenue from Excess and Obsolete Manufacturing Material, by Mauricio Salinas, World Wide Reverse Logistics Program Manager at Cisco

Among those scheduled to attend the Reverse Logistics Trade Show Conference & Expo in Las Vegas are representatives from Accent Marketing Services, ACS, AER Worldwide, Akibia, Alcatel-Lucent, Allied Reclamation Services, Alltel Communications, Amazon.com, AMCOR, Apple Computer, ARC International, Asset Genie, ASL Recycling, AT&T, Atomic Enterprises, Avaya, Avnet Enterprises, Avon, BCBG, Bell Industries, Black & Decker, Blue Raven, Blumber Advisory Group, Best Buy, BMI, Brightpoint, Canadian Tire Co, Cable One, Canon, Circuit City, CDW, Celestica, Chicago Tag & Label, Co, Channel Velocity, CH Robinson Worldwide, Choice Logistics, CIWB World Markets, Click Commerce, Clear Orbit, Comtek Computer Systems, Craters & Freighters, Cycleon, Converge, Dakota International Trading, Decision One, DELL, DEX, Defense Distribution Center, DHL Solutions, DirecTV, EBay, Eastman Kodak, Echostar, EDS, eeParts, Encore Repair Services, Epson America, Ericsson, Expresspoint, FRS Europe BV, FedEx, Foxconn, GENCO, Gifts in Kind, Goodwill Industries, Harbor Freight Tools, Harris Broadcasting, Harte Hanks, Home Depot, Hewlett Packard, IBM, Ingram Micro Logistics, Intel Corporation, Jabil Global Services, Juniper Networks, Kyocera Wireless, Lenovo, Mercorp Inc, Metech International, Microsoft, Motorola, NCR, Netgear, New Age Electronics, Nokia, NYK Logistics, ONEPAK Inc, Oracle Corp, Ozark Electronics Repair, P&G, Palm, Pelican Products Inc, Philips, Pitney Bowes, Proctor & Gamble, PTS Electronics, RecycleTech Corp, Renova technology, Research in Motion, RMS Logistics, Round2 Technologies, Ryder, Seagate, Sanyo, Sharp, SEKO, SIRAS, Sprint, Sprint Nextel, Sony, Sun Microsystems, System Design Advantage, T-Mobile, Target, The Home Depot, Technology Conservation Group, TechTurn, TelePlan, TiVo, Touchstone Wireless, Trans-America, Toshiba, US Postal Service, UPS Supply Chain Solutions, University of Nevada, Verizon, Western Digital Corp. Yamaha, and Wal-Mart Stores. Supplier company executives and members of the press will also be attending.

Registration and a schedule of forthcoming Reverse Logistics Trade Show (RLTS) Conferences and Expos is available at <http://www.rltshows.com>

The Reverse Logistics Magazine is a quarterly publication of the Reverse Logistics Association with a circulation of 75,000 readers worldwide. Reverse logistics is a process that crosses all industries including High Tech, Retail, Medical, Pharmaceutical, Automotive and Aerospace. The magazine provides the latest information regarding areas of reverse logistics including returns management, refurbishment, field service and warranty management. For more information or to subscribe to the Reverse Logistics Magazine, please visit <http://www.rlmagazine.com/>

For a list of the latest articles and books by John Mehrmann, please visit <http://www.JohnMehrmann.com>

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