

# Distribution Leadership Program

**5**

**Days of  
Instruction**

**7**

**Expert  
Faculty**

**This program is open  
to all skill levels.**



**NATIONAL ASSOCIATION OF  
WHOLESALE-DRIBUTORS**

**May 16-20, 2022**

**The Ohio State University  
Columbus, OH**

Explore all aspects that make a distribution company successful: strategy, finance, supply chain management, sales and marketing, hiring and retention, team effectiveness and driving growth.

Gain an understanding of how to increase profits and reduce costs as you analyze the latest trends in supply chain management.

## **You will learn to:**



Manage your supply chain inventory and service levels



Improve business relationships



Assess your financial profitability

For more information, please contact Patti Rausch [prausch@naw.org](mailto:prausch@naw.org) or visit [www.naw.org/dlp](http://www.naw.org/dlp)

## **NAW 2022 Distribution Leadership Program**

May 16-20, 2022

302 Pfahl Hall

### Monday, May 16

---

|                |  |                             |
|----------------|--|-----------------------------|
| 3:30 - 4:30 pm | Registrations - Pfahl Hall 3rd Floor Lobby       |                             |
| 4:30 - 5:30 pm | Finance Review Session                           | Dan Oglevee                 |
| 5:30 - 6:30 pm | Course Overview and Introduction to the BSC Case | Mike Knemeyer/Keely Croxton |
| 6:30 - 7:30 pm | Welcome Dinner - Pfahl Hall 3rd Floor            |                             |
| 7:30 - 8:00 pm | Small Group Study                                |                             |

### Tuesday, May 17

---

|                     |                                  |              |
|---------------------|----------------------------------|--------------|
| 7:15 - 8:00 am      | Breakfast - Pfahl Hall 3rd Floor |              |
| 8:00 - 10:45 am     | Strategy                         | Lori Kendall |
| 10:45 am - 12:00 pm | Supply Chain Management          | Terry Esper  |
| 12:15 - 1:00 pm     | Lunch - Pfahl Hall 3rd Floor     |              |
| 1:00 - 3:45 pm      | Human Resources Management       | Larry Inks   |
| 3:45 - 5:30 pm      | Financial Management             | Dan Oglevee  |
| 5:30 - 7:00 pm      | Small Group Study                |              |
| 7:00 pm             | Dinner on Your Own               |              |

### Wednesday, May 18

---

|                     |                                  |                                   |
|---------------------|----------------------------------|-----------------------------------|
| 7:30 - 8:45 am      | Breakfast - Pfahl Hall 3rd Floor |                                   |
| 8:45 - 10:30 am     | OSU Tour                         |                                   |
| 10:30 am - 12:30 pm | Managing Business Relationships  | Michael Knemeyer                  |
| 12:30 - 1:00 pm     | Lunch - Pfahl Hall 3rd Floor     |                                   |
| 1:00 - 2:00 pm      | Managing Business Relationships  | Michael Knemeyer                  |
| 2:00 - 5:00 pm      | Supply Chain Simulations         | Keely Croxton<br>Michael Knemeyer |
| 5:00 - 6:30 pm      | Small Group Study                |                                   |
| 6:30 pm             | Dinner on Your Own               |                                   |



---

Thursday, May 19

---

|                     |   |                      |
|---------------------|---|----------------------|
| 7:15 - 8:00 am      | Breakfast - Pfahl Hall 3rd Floor                                      |                      |
| 8:00 - 9:45 am      | Supply Chain Case Study   | Keely Croxton        |
|                     |   | Michael Knemeyer     |
| 10:00 am - 12:30 pm | Market Driven Strategy  | Maria Landekhovskaya |
| 12:30 - 1:30 pm     | Lunch - Pfahl Hall 3rd Floor  |                      |
| 1:30 - 4:30 pm      | Improving Your Company's Productivity:<br>Teamwork to go the Distance | Larry Inks           |
| 4:30 - 6:00 pm      | Small Group Study   |                      |
| 6:00 pm             | Dinner on Your Own  |                      |

---

Friday, May 20

---

|                     |                                    |             |
|---------------------|------------------------------------|-------------|
| 7:00 - 8:00 am      | Breakfast - Pfahl Hall 3rd Floor   |             |
| 8:00 - 11:30 am     | Team Presentations of the BSC Case | All Faculty |
| 11:30 am - 12:00 pm | Lunch - Pfahl Hall 3rd Floor       |             |
| 12:00 - 1:00 pm     | Wrap-Up and Graduation             |             |



## Your Expert Faculty



**Dan Oglevee, MBA**

*Senior Lecturer in Finance*

Dan teaches in the Executive MBA and both graduate and undergraduate programs. His courses include venture capital, private equity, financial modeling, corporate finance, entrepreneurial finance, futures and options, investments and personal finance. He also teaches specialized classes within Fisher College's Executive Education program, including international courses in India. Dan has received several

teaching awards. He is the faculty advisor for various case competition teams and teaches a variety of networking/interviewing seminars to help students preparing for consulting and Wall Street case interviews, graduate preparation seminars for consulting and Wall Street case interviews.

Prior to teaching, Dan was an entrepreneur within the wireless sector and spent three years in venture capital and nine years on Wall Street, holding positions with Morgan Stanley, Merrill Lynch and Oppenheimer. He consults regularly with early stage management teams on financing, valuation and business plan development to assist companies in becoming "Venture Ready." Dan received his MBA and Bachelor's from The Ohio State University.



**Keely Croxton, PhD**

*Professor of Logistics, Co-Academic Director*

Keely's research interests are in optimization and supply chain management. She is interested in developing and applying mathematical models to issues in logistics and to further develop a process-oriented framework for supply chain management, with special focus on demand management and order fulfillment. Her research has been published in Management Science, Journal of Business Logistics, The International

Journal of Logistics Management, Operations Research and Transportation Science.

Keely teaches modeling, forecasting and supply chain management at the undergraduate, MBA, PhD, and executive education levels. Her industry experience is in the automotive, paper and packaging, and third-party logistics industries. Keely received her PhD from MIT.



## Terry Esper, PhD

*Associate Professor of Logistics*

Dr. Terry L. Esper is Associate Professor of Logistics at the Fisher College of Business of The Ohio State University. In addition to his full-time academic activities at Ohio State, Esper also serves on faculty for the University of Iowa CIMBA Italy Program, is on the Board of Directors of the Council of Supply Chain Management Professionals (CSCMP), and is an Educational Advisor to the Health and Personal Care Logistics

Conference. He has published several articles on issues associated with retail logistics and supply chain management strategy in leading academic and managerial outlets. Dr. Esper is a regular speaker at global conferences, where he builds on his research insights and accumulated experiences to engage in dialogue regarding trends and issues in logistics and supply chain management practice, and he is a regular featured guest on a Sirius XM Radio show. Prior to his Doctoral studies in Marketing and Logistics at the University of Arkansas, Esper worked for Hallmark Cards as a Transportation Manager and was involved in transportation infrastructure research for the U.S. Department of Transportation and the Federal Highway Administration.



## Larry Inks, PhD

*Clinical Associate Professor in HR*

Larry teaches both undergraduate and graduate-level classes in Organizational Behavior, Talent Management, Research Methods and related subject matter areas. He is a recipient of a number of teaching awards at both the undergraduate and graduate levels.

From 2001 to 2005, he was Vice President of Organization and Leadership Development for Cardinal Health. Prior to that, Larry worked with AlliedSignal as head of Organization and Leadership Development for their Polymers business. He also worked for a number of years with PepsiCo in both human resource generalist and organization development positions. In addition, Larry served for several years on the faculty of the Management Department of the Barton School of Business at Wichita State University, teaching in the areas of Organization Development, Organization Behavior, Human Resources and Business Decision Making and Analysis. Larry has a PhD and a Master's in Industrial/Organizational Psychology from The Ohio State University and a Bachelor's in Psychology from Purdue University.



**Lori Kendall, PhD**  
*Senior Lecturer in Strategy*

Lori brings over 30 years of experience as a strategist, entrepreneur and technology executive for publicly traded companies—as well as venture-backed start-ups—in B2B software, hardware, and networking. She has held VP and senior leadership responsibilities for new product development, portfolio management, and innovative technologies such as cloud services. Building on this foundation, Lori completed her Ph.D. in Management, Building Sustainable Systems at Case Western Reserve University in Cleveland, Ohio. Lori previously had earned an MBA from Holy Names University in Oakland, CA.

Lori's core areas of expertise include organizational culture and leadership development; customer, partner, & vendor management; M&A integration; go-to-market strategies; change management; digital innovation strategy; analytics; and agile/lean development. At Ohio State, Lori teaches graduate and undergraduate courses in entrepreneurship as well as selected topics in leadership, and business consulting. Lori is also an operating partner at Orchid Black where she advises mid-market companies and early-stage firms on strategy, growth, and innovation.



**Mike Knemeyer, PhD**  
*Professor of Logistics, Co-Academic Chair*

Michael's research focuses on the development and maintenance of collaborative supply chain relationships. His work has been published in such professional journals as the Transportation Journal, Journal of Business Logistics, Journal of Supply Chain Management, and the International Journal of Logistics Management. His research has also been cited in leading practitioner journals such as Harvard Business Review and the Wall Street Journal. Michael is also co-author of four chapters in the book Supply Chain Management: Processes, Partnerships, Performance.

Michael is a regular participant in Executive Education programs at Fisher College of Business, and he consults in the areas of logistics outsourcing and reverse logistics. His work experience includes positions with Anixter Brothers and CSX Intermodal. Michael received his PhD in Business Logistics from the University of Maryland.



## Maria Landekhovskaya

*Senior Lecturer*

Maria Landekhovskaya is currently working as a consultant, primarily focused on international sporting events. One of her most recent projects was as a consultant with the marketing department of the 2018 FIFA World Cup Russia™ Local Organizing Committee. Prior to this role, Maria was a Senior Strategy Consultant with the Chicago Sports Commission (CSC), where she developed a strategic plan to guide CSC forward with

clear goals around priority sporting market segments and strategies to continue to enhance the reputation of Chicago within the Sport Tourism Industry.

Maria has also worked at two global Olympic partners. Prior to her experience with the city of Chicago, she was the Communications Leader of Olympic Operations for The Dow Chemical Company. In her role, she was responsible for leading the communications strategy for the Carbon Partnership of Dow's Olympic Sponsorship.

Prior to her experience with Dow, Maria spent five years with Coca-Cola as an Environmental Affairs and Sustainability Manager within the Public Affairs and Communication Department (Russia, Ukraine and Belarus Division). She was responsible for developing the Corporate Social Responsibility Strategy for Coca-Cola, including the integration of sustainability projects with the sponsorship strategy of major events, such as the Sochi 2014 Olympic Winter Games and the FIFA World Cup 2010 Trophy Tour.

Maria has other diverse experiences working on major events, including the Coca-Cola hospitality program for the Vancouver 2010 Olympic Winter Games and Jet Set Sports for the London 2012 Olympic Games.

In 2004, prior to joining the sports world, Maria spent a year working in the field of waste management and recycling in the United States, gaining experience as she pursued her Master's Degree. Her work included experience at the Solid Waste Authority of Central Ohio (SWACO), the Ohio Environmental Protection Agency (Ohio EPA), and the Ohio Department of Natural Resources (ODNR).

Maria holds a Bachelor's and a Master's Degree in Environmental Science from the Russian Peoples' Friendship University and an MBA in marketing from The Ohio State University.