

**FOR IMMEDIATE RELEASE****Transplace Partners with MIT Center for Transportation & Logistics,  
Engages Customers in Scenario Planning Workshop**

*Leading Logistics Provider, Supply Chain Institution Gather More Than 35 Customers to Conduct  
Thought Leadership Education Course on Strategic Supply Chain Planning*

**December 15, 2009 (Dallas, TX)** – Transplace, a leading provider of transportation management services and logistics technology solutions, partnered with Massachusetts Institute of Technology Center for Transportation & Logistics (MIT-CTL) to conduct an education workshop focused on scenario planning. The customized course of study, conducted December 3, assembled more than 35 Transplace customers on the MIT campus to gain insight with the purpose of furthering business strategies and to spur learning around scenario planning.

A strategic planning methodology, scenario planning enables companies to create flexible, long-term plans for the future, specifically preparing them for any uncertainty. During the workshop, company decision-makers were presented with a set of conditions, requiring them to evaluate and think productively about contingencies and alternatives. Participants learned to work with incertitude rather than attempting to eliminate it from forecasts in order to develop a more robust strategy that identifies and confronts future challenges.

“The workshop presented a great environment to obtain a comprehensive view of supply chain scenario planning and understand how this methodology can be applied within our company’s operations,” said Ellen Iobst, chief sustainability officer and senior vice president, manufacturing and technology for Sunny Delight Beverages Co. “We will be able to leverage a number of key insights to ensure more strategic decision making and successful planning.”

The MIT-CTL has been advancing and applying the scenario planning methodology to freight transportation and supply chain management since 2005 through its Supply Chain 2020 (SC2020) initiative – a multiyear research effort to identify and analyze the factors that are critical to the success of future supply chains. During the past three years of exploration, the MIT-CTL has conducted more than a dozen scenario planning workshops involving more than 500 individuals representing over 100 different organizations.

“MIT’s Center for Transportation & Logistics continues to be the leader in supply chain management innovation,” said Mahender Singh, research director for MIT. “Working with Transplace, one of our supply chain exchange partners, and a number of their key customers on a scenario planning workshop was an excellent example of the way we introduce cutting edge supply chain techniques and methods to industry. We look forward to working with Transplace more in our research and education efforts.”

The workshop was comprised of four sessions providing an overview of the scenario planning methodology, introducing customized scenarios, managing breakout sessions of the assigned scenarios, and facilitating a debrief where each breakout group discussed answers for its assigned premise.

David Allen, senior vice president, operations and supply chain for Del Monte Foods, noted, “The MIT team, along with Transplace, did an excellent job facilitating the workshop and setting up scenarios that were plausible and challenging and required our decision makers to see the future in new ways and question our unspoken assumptions.”

--more--

To learn more about Transplace, please visit [www.transplace.com](http://www.transplace.com).

### **About Transplace**

Transplace is a non-asset based third-party logistics (3PL) provider offering manufacturers and retailers the optimal blend of logistics technology and transportation management services. From complete logistics management outsourcing to intelligent transportation management systems (TMS) to supply chain network planning and design to high-quality brokerage services, Transplace has proven the ability to deliver both rapid return on investment and consistent value to customers. The company is recognized among the elite 3PLs in North America by a customer base that includes many of the largest shippers in the world.

In 2009, Transplace was awarded with the *Global Logistics and Supply Chain Strategies* “100 Great Supply Chain Partners” distinction for the sixth consecutive year and by *Supply & Demand Chain Executive* as a “Top 100” provider in supply chain transformation for the fourth consecutive year. In addition, Transplace was recognized by *Inbound Logistics* as a Top 10 3PL for the seventh consecutive year. To learn more about Transplace and the people behind “I Am Transplace,” please visit [www.transplace.com](http://www.transplace.com).

### **Contacts:**

Suzy Watson

[sgwatson@outlookmarketingsrv.com](mailto:sgwatson@outlookmarketingsrv.com)

312-873-3423

Kecia Gray

[kecia.gray@transplace.com](mailto:kecia.gray@transplace.com)

214-697-3354

#####