



NEWS

For Immediate Release

**AVIATION WEEK Hosts Supply Chain & Logistics Forum in Ft. Worth,
October 28-29**

In the face of impending cuts, supplier value improvement processes and 'lean' materials management are key to survival

NEW YORK, NY – September 15, 2008 – AVIATION WEEK, the largest multimedia information and services provider to the global aerospace and defense (A&D) industries, will present the second annual [Aviation Supply Chain & Logistics Forum](#) (AvChain2008) at the American Airlines Training & Conference Center in Fort Worth, Texas on October 28-29, 2008.

As cuts become inevitable, cutting “fat rather than muscle” becomes essential to maintaining the quality of procurement services. AvChain2008 will bring together 75 aviation supply chain and materials manufacturing executives and managers to discuss ways to reduce costs through “lean” supply chain processes, implement a supplier value improvement process for greater cost-control, and quantify operational changes to demonstrate cost-savings. Presenters will share case studies, best practices, and trend forecasts that show how to select and collaborate with the best suppliers, deploy RFID technology to track parts, and meet the oil crisis with innovative process changes. An in-depth, hands-on dinner workshop on day one and interactive roundtable on day two will provide further personalized instruction for overcoming obstacles and achieving operational excellence. Attendees can also receive .9 continuing education units from Embry-Riddle Aeronautical University.

Hal Heule, Senior Vice President of Technical Operations, U.S. AIRWAYS, will deliver the keynote, “Aviation Supply Chain Management in a Time of Crisis.” Other prominent speakers include representatives from Air Canada, AirLiance Materials, Boeing, Caribbean Airlines, Cessna Aircraft Company, Click Commerce, Duggan Associates, FedEx, Hehl & Associates, Institute for Operational Excellence, A.T. Kearney, Lean Dynamics Research, Michigan State University, Northrop Grumman, OPI, and Supply Dynamics.

Additional information and registration are available at <http://aviationweek.com/forums/scfmain.htm>, or by calling +1-800-240-7645 or +1-212-904-4682. Register by October 1 for a discount. Special rates apply for government, military, airlines, partners, sponsors, press and groups of three or more.

AvChain2008 is produced by AVIATION WEEK Management Forums, with support from silver sponsors Click Commerce, Inc. and A.T. Kearney, Inc., and from association partners Embry-Riddle Aeronautical University, Supply-Chain Council, and Supplier Excellence Alliance. Media partners include *Aviation Week & Space Technology* and *Supply & Demand Chain Executive*.

About AVIATION WEEK

AVIATION WEEK, a division of The McGraw-Hill Companies, is the largest multimedia information and services provider to the global aviation, aerospace and defense industries, and includes the publications *Aviation Week & Space Technology*, *Defense Technology International*, *Business & Commercial Aviation*,



Overhaul & Maintenance, ShowNews, Aviation Daily, The Weekly of Business Aviation, Aerospace Daily & Defense Report and the *World Aerospace Database*. The group's website, <http://aviationweek.com>, offers the industry's most reliable news, information, search and online community tools. Premium content services include the Aviation Week Intelligence Network, MRO Prospector, and the new Top-Performing Companies Benchmarking Tool. The group also produces prominent conferences, exhibitions and management forums around the world.

About The McGraw-Hill Companies

Founded in 1888, The McGraw-Hill Companies (NYSE: MHP) is a leading global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands including Standard & Poor's, McGraw-Hill Education, *BusinessWeek* and J.D. Power and Associates. The Corporation has more than 280 offices in 40 countries. Sales in 2007 were \$6.8 billion. Additional information is available at <http://www.mcgraw-hill.com>.

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Media Contact:

Lisa Jaycox
+1 212-512-3272; +1 718-964-7404
lisa_jaycox@mcgraw-hill.com