

## **John Mehrmann to Speak at the Reverse Logistics Conference & Expo in Las Vegas**

*John Mehrmann, a leading authority and industry expert, will serve as a speaker 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 5-7, 2007 in Las Vegas, Nevada.*

Las Vegas, Nevada (PRWeb) January 30, 2007 -- John Mehrmann, a leading authority and industry expert, will present "Evolve or Become Extinct, A Reverse Logistics Model to Deliver Expanded Shareholder Value."

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.

"In the Supply Chain you are either the one driving the truck, the one pumping the gas or the one paying the other two. The simple goal is to know what needs to be moved and to do it less," said John Mehrmann.

John Mehrmann has more than 20 years of management experience that spans logistics, operations, e-commerce, finance, customer relations, marketing, training and consulting. Prior to his role of Regional Director at DEX, he worked for Toshiba America Information Systems, Inc, Toshiba Imaging Systems Division, Toshiba America Consumer Products and SatisFusion.

John Mehrmann is a member of the advisory committee for Motivation Education, an education development program designed to promote social and scholastic advancement through science and Technology. He is also a Member of the International Coach Federation, participated in the Global Leadership Forum and trained in Six Sigma. John has been a member on the California Department of Consumer Affairs Bureau of Electronic and Appliance Repairs Advisory Council, and served a term as Industry Information Director for the National Electronics Service Dealers Association (NESDA). John Mehrmann received recognition in the International Who's Who of Business Leaders and Sterling Who's Who Directory-Executive Edition. He has received the Certificate of Recognition and Industry Achievement Award Honors, the NPSC Award of Appreciation, and the USA Certificate of Appreciation for the Institute of Service Management.

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.

"In Service, to be competitive is to be the first to provide the services that would otherwise put you out of business. If you can do this, you will place your competitors out of business, or at least have them working for you," said John Mehrmann.

Conference Highlights will include:

"Industry Overview Size and Forecast", by Gailen Vick, President & CEO of Reverse Logistics Trends, Inc

"How do you use Reverse Logistics to Impact Forward Logistics and Customer Satisfaction", by Thomas Maher, Director of America's Enterprise Logistics at DELL

"Understanding the Business Impact of Returns", by Tony Sciarrotta, Director Returns at Philips

"The Future of Wireless", by Bryant Underwood, Director NA Service at Foxconn

"Unlocking Value in Reverse Logistics", by Dan Gilbert, Vice President of Reverse Logistics at Cisco

"Evolve or Become Extinct, a Reverse Logistics Model to Deliver Expanded Shareholder Value", by John Mehrmann, Regional Director at DEX

"Information Technology in Reverse Logistics", moderated by Edmund Wodarski, Senior Executive at Accenture

Among those scheduled to attend the Reverse Logistics Trade Show Conference & Expo in Las Vegas are representatives from 3M, Alcatel-Lucent, American Honda Motor Co, Asurion, Best Buy, Canon, Circuit City, CompUSA, Eastman Kodak, FedEx, Hewlett Packard, Ingram Micro Logistics, Juniper Networks, Kyocera Wireless, Microsoft, Motorola, Pelican Products Inc, Quanta, QVC, Sony, Target, The Home Depot, The Walt Disney Company, US Postal Service, University of Nevada, 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/vegas.php>

The Reverse Logistics Magazine is a quarterly publication of the Reverse Logistics Association with a circulation of 35,000 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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