

Date: October 2006

To: All Juniors Majoring in Supply Chain Management

Memo:

Announcing the Robert H. Brethen Prize

\$10,000*

An annual, merit-based award to be presented to the *outstanding SU junior(s) majoring in Supply Chain Management*. The criteria for selection include academic achievement, professional involvement, and an original essay (not more than 5 double-spaced pages, plus references) entitled "Managing with Supply Chain Metrics: the Good, the Bad, and the Ugly." In this essay, you will identify key supply chain performance metrics and discuss how these metrics can help drive improvement in overall supply chain profitability. In addition, discuss how improving some of these metrics may have unintended adverse consequences for your supply chain partners.

To apply for the Brethen Prize, please submit your resume and your original essay to Shannon Hiemstra (Suite 111C, srhiemst@syr.edu) by Monday, March 19th 2007. The Prize Committee will evaluate all applications and announce the recipient(s) at a ceremony in the Milton Room on March 30th from 3-4pm.

For those juniors going abroad in the spring semester we will gladly accept your resume and essay this fall.

* From the Financial Aid Office: The full value of this merit-based scholarship will be considered part of the winner's financial aid package for their senior year, and in some cases may replace other forms of financial aid. The total value of the student's financial aid package may not be increased beyond certain statutory limits.