



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City to host Introduction to Supply Chain Optimization Workshop, in partnership with GENEDGE

The Danville Office of Economic Development & Tourism, in partnership with GENEDGE, will host the *Introduction to Supply Chain Optimization Workshop*, a one-day interactive training designed to help organizations strengthen operations and improve competitiveness, on October 27.

Participants will gain a practical understanding of modern supply chain fundamentals and learn strategies to reduce risk, improve efficiency, and enhance responsiveness. Through hands-on simulation exercises and manufacturing-focused discussions, attendees will see how decisions related to demand planning, purchasing, production, and supplier management impact overall performance.

The workshop also explores how misalignment across key supply chain functions can create instability and increase costs, providing real-world insights that organizations can apply to build more resilient and effective operations.

By the end of this workshop, participants will be able to:

- Explain the core components of an effective supply chain strategy and how they align with business goals and customer expectations
- Describe how common supply chain decision frameworks impact cost, service, and responsiveness
- Demonstrate the causes and impacts of the bullwhip effect through participation in a live simulation
- Apply a total cost of ownership (TCO/TCA) mindset to supplier and sourcing decisions
- Identify key supply chain risks and prioritize mitigation actions using simple, practical tools
- Assess opportunities within their own organization to reduce volatility, hidden costs, and risk exposure

The workshop will be held at the Institute for Advanced Learning & Research, 150 Slayton Avenue, Danville, VA, from 8am-4:30pm. Breakfast and lunch will be provided. Cost is \$375 per individual.

Space is limited to 20 participants. Register at <https://forms.cloud.microsoft/r/PyrgRD0AGG>.
Learn more at <https://www.discoverdanville.com/supplychainoptimizationworkshop/>.

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About the Danville Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism drives the city's growth by recruiting and retaining businesses, supporting small business development, and fostering a dynamic environment for investment. The office also promotes Danville as a vibrant destination, showcasing the region's unique attractions, events, and visitor experiences. The DOEDT works to strengthen the local economy and enhance quality of life for residents, businesses, and visitors alike. Learn more at www.discoverdanville.com.

About GENEDGE

Launched in 1992, GENEDGE Alliance (GENEDGE) delivers custom solutions to solve the operational and business challenges Virginia's engineering, manufacturing, and technology firms face. GENEDGE leverages federal and state funding to provide a wealth of expertise and resources to Virginia manufacturers, businesses, and other organizations.