



**Lehigh Center for Supply Chain Research**

# LEHIGH CENTER FOR SUPPLY CHAIN RESEARCH NEWSLETTER

August 2017



## **DIRECTOR'S WELCOME**

Welcome to the second issue of the Lehigh Center for Supply Chain Research (CSCR) newsletter.

As noted before we would like to use our newsletter to highlight important upcoming activities in our center and to interview members of our CSCR board, faculty and students.

In this issue our Marketing Assistant Belinda Bell has interviewed Professor Bob Trent who is a faculty member in the Department of Management at Lehigh University and a former Director of the CVCR.

I would also like to remind you about our Fall Forum that will take place at Lehigh University campus on November 9<sup>th</sup> and November 10. More information about the fall forum can be found at:

<http://cbe.lehigh.edu/cscr/events/fall-forum/>

We are also introducing a new idea for a CSCR tailgate the day after fall forum November 11. There will be a limited number of tickets available for those who will be attending the fall forum. We are always looking for presentation topics for our fall forum and spring symposium. If you have any topics and or speakers you would like us to invite, please let us know.

I look forward to your feedback and suggestions.

***Zach Zacharia, Ph.D.***

Associate Professor of Supply Chain Management Director, Lehigh Center for Supply Chain Research  
610.758.4433

# AFFILIATED FACULTY MEMBER SPOTLIGHT: BOB TRENT

August Issue

## THE PORT OF PHILADELPHIA

The Philadelphia Regional Port Authority, commonly known as PhilaPort, is an independent agency of the Commonwealth of Pennsylvania charged with the management, maintenance, marketing, and promotion of port facilities along the Delaware River. PhilaPort works with its terminal operators to improve its facilities and to market those facilities to prospective port users around the world. Port cargoes and the activities they generate are responsible for thousands of direct and indirect jobs in the Philadelphia area throughout Pennsylvania.

**BOB TRENT:** FACULTY MEMBER IN THE DEPARTMENT OF MANAGEMENT AT LEHIGH UNIVERSITY AND A FORMER DIRECTOR OF THE CVCR

Lehigh CSCR Marketing Assistant Belinda Bell sat down with Bob Trent to ask him a couple questions about his experiences in the supply chain industry and his involvement in the Center for Supply Chain Research and the Center for Value Chain Research.

### **What are your roles as the supply chain management program director at Lehigh?**

That position predominately looks over the undergraduate program. We review it and make changes in order to improve it. Another part of the role is to work with companies to recruit our students. I'll visit companies, talk to them about Lehigh graduate and what we're doing. It also includes general promotion for recruiting students for the program. We host panels, supply chain major meetings and fairs to ensure people understand the supply chain department. One of the most important aspects for me is to help with the professional development of our students. For example, I'll be sending out a report later this week, one of the best reports I've seen in supply chain logistics in a long time, to keep students current about what's going on in the industry.

### **What is your professional experience in supply chain?**

I didn't go to school for supply chain initially, but became interested after working for Chrysler for 7 years in a variety of supply chain related positions. This inspired me to return to graduate school after realizing the relevant potential of the supply chain industry in the modern professional world.

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*“You have to look at how the center fits into everything we’re doing in the business school. And the center fits into that puzzle very well.”*

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## What did you contribute to the former CVCR (Center for Value Chain Research)?



I was the director of CVCR (Center for Value Chain Research) when it started a couple years ago. I had to change the direction of it. I created a value grid, that gives a detailed explanation to companies the benefits they are receiving from becoming a member. This is still used in the CSCR. In terms of executive education, I created a non-credit supply chain certificate program giving people in the industry in depth exposure of what to expect in the supply chain professional world in a matter of 3 months.

## What are the differences between the CVCR and CSCR?

Our main goal was the creation of new knowledge for research, and the seminating of that new knowledge, which I focused on through efforts such as Apex training. We lost momentum, but there's a renewed energy which Zach is bringing. Zach is resurrecting it through symposiums and marketing outreaches to potential industry members. While research was the main component of CVCR, when the financial crisis hit, companies weren't going to write 50,000 dollar checks for research projects. So we had to rebrand it. Zach is adding more incentives for companies to become members to increase the value of the center.

## What do you think the CSCR could do to improve?

The center should focus on the selling of the value proposition, marketing the benefits of the center to companies. Convincing members of the inherent value that would be added to their company by becoming a member. Zach has already showed efforts to this by raising money for people to attend the forums free of charge, and providing other exclusive opportunities to paying members of the center. In marketing, the question should never be "Why should we do business with you?". You have to make them ask the question "Why *shouldn't* we do business with you?". And that is the main challenge of the center. How are we different? What value do we add?



*PhilaPort's Dominic O'Brien speaks at the Pennsylvania Economic Development Association's Spring Legislative Conference*

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## ***Jack Levis: The Road to Optimization***

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Jack Levis, Senior Director of Industrial Engineering, drives the development of operational technology solutions. These solutions require advanced analytics to reengineer current processes to streamline the business and maximize productivity.

Jack has been the business owner and process designer for UPS' award-winning Package Flow Technology suite of systems, a breakthrough change for UPS, resulting in a reduction of 185 million miles driven each year.

His team designed UPS' next generation of dispatching technologies which use advanced optimizations. The world-class optimizations and systems, UPS ORION, On-Road Integrated Optimization and Navigation.

ORION is a technology that can help UPS driver to determine the optimal routes to delivery by using expansive fleet telematics and advanced algorithms to gather and calculate data. The algorithm of ORION was initially developed in a lab and tested at various UPS sites from 2003 to 2009. Today ORION can solve an individual route in seconds. With the help of ORION, UPS saves \$300M to \$400M per year on average and provides better services for customers via UPS My Choice® service,

which allows consumers to have online and mobile access to see their incoming UPS home deliveries and personalize the services.

As Jack has said "Through the marriage of technology, information, and analytics UPS reduces cost and improves services. These advanced technologies streamline our business processes and ultimately benefit our customers.", Jack will talk more about the current Logistics technology including ORION and sharing his experience on the road to optimization in the Fall Forum.

AN UPS article about ORION BACKGROUND

<https://pressroom.ups.com/pressroom/ContentDetailsViewer.page?ConceptType=FactSheets&id=1426321616277-282>

PhilaPort's O'Brien gave an overview of the new \$300 million Port Development Plan. He pointed out that PhilaPort currently supports over 10,000 jobs, which will increase to over 17,000 jobs once the Port Development Plan is fully implemented and additional cargo transits the Port. He mentioned several examples of the Port's beneficial economic impact on the Commonwealth, including cocoa beans: PhilaPort is #1 in the USA for cocoa beans, and this cargo supports "upstate" jobs at cocoa processing sites in Hazelton and Chester, PA.

The panelists discussed the growth of large distribution centers (DCs) in Pennsylvania, particularly in the Lehigh Valley and Central PA. These DCs are positives for local job creation, supply chain service providers, and the Commonwealth's three ports.

Pennsylvania's supply chain advantages were certainly highlighted, but negatives were discussed also, including tolls on the Pennsylvania Turnpike. It was noted that cargo can flow freely on Pennsylvania highways to the docks in New York / New Jersey and Baltimore, however Pennsylvania exporters must pay tolls (which are increasing) to get their trucks to Philadelphia.



Lehigh CSCR presents

# TAILGATE WITH CSCR

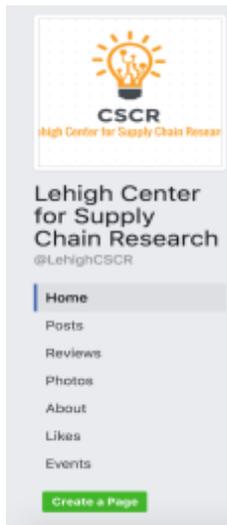
November 11, 2017 · Lehigh vs. Holy Cross  
Includes unlimited food, drink, and a ticket to the game  
Enjoy a fun, networking event and watch the Mountain Hawks beat Holy Cross!

**\$40**  
For Fall Forum paid registrants only

On the whole, though, the message from the supply chain experts, and the economic development officials, was positive: Pennsylvania, and PhilaPort, have a lot to offer supply chain decision makers. The panelists, who all live and work in Pennsylvania, were optimistic about their state's future in supply chain services.

### LEHIGH CSCR IS NOW ON FACEBOOK!

Like our page and keep up to date on the recent news, developments and events for everything CSCR at:



Contact Us  
**Lehigh CSCR**  
Zach Zacharia, Ph.D.  
Director  
610.758.4433  
<http://cbe.lehigh.edu/cscr>

### Supply Chain Cartoon of the Month:



**"Now you'll be able to see exactly what Marketing sees."**