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CENTER for
SUPPLY CHAIN
RESEARCH

LEHIGH CENTER FOR SUPPLY CHAIN RESEARCH NEWSLETTER February 2018



DIRECTOR'S WELCOME

Welcome to our February issue of the Lehigh Center for Supply Chain Research (CSCR) newsletter. In this edition we begin with a discussion about our board meeting that was held in early February. This was a great opportunity for board members to discuss recent changes and trends in their industry especially as it related to supply chain issues.

February was also our first ever Supply Chain focused Spring Career Fair for CSCR board members. We had 9 companies 25 students participate in this event designed especially for our supply chain majors both undergraduate and graduate students.

Registration for our Spring Symposium that will be held April 12 and April 13, here at Lehigh University has already begun. We have a great line up of speakers including Ed Feitzinger, Vice President, Amazon Global Logistics, Steve Scala, Executive Vice President, DiCentral, Bill Donbar, Procurement Project Manager, Just Born Quality Confections, Seth Flanders, Planning Project Manager, Air Products and Chemicals, Barry Graff, Senior Executive, Alpha Distribution Solutions, and Jamie Flinchbaugh, Founder, J. Flinch & Old Dutch Group LLC.

For more information about our Spring Symposium and to register for the conference, please go to our website: <https://cbe.lehigh.edu/centers/lehigh-center-for-supply-chain-research/spring-symposium>

Two of the speakers at our Spring Symposium, Bill Donbar from Just Born and Steve Scala from DiCentral are also Board Members of the CSCR and their interviews are also included in this issue.

Zach Zacharia, Ph.D

RECENT EVENTS RECAP

THE SECOND SUPPLY CHAIN CAREER FAIR OF THE YEAR TOOK PLACE ON FEBRUARY 14TH, 2018. PRIOR TO THE FAIR, BOARD MEMBERS CAME TOGETHER FOR THEIR SEMI-ANNUAL MEETING DISCUSSING THE PROGRESS OF THE CENTER AND THEIR COMPANIES.



On February 14, 2018 CSCR held their semi-annual board meeting, which included representatives from DiCentral, Port of Philadelphia, AFIT, EastPenn Manufacturing, Lutron, NFI and more. First, the members discussed recent supply chain changes in their industry and what are the implications for the future. Members also discussed problems and potential solutions they are finding within their specific company and shared ideas and resources that are being developed within the industry. Just Born recapped their research project with Lehigh SCM graduate students. Using shipment information from Just Born the students identified the best location for a Distribution Center in the US

Board members then discussed the Fall Forum held on November 9 and 10 (2017) held in Iacocca Hall, at the Wood Dining Room, overlooking the Bethlehem fall foliage. The theme was “**Real World Supply Chain Solutions for Long Term Competitive Advantage.**” Over 110 registrants attended the forum to learn from academic and industry experts. Keynote presentations illustrated innovative solutions to supply chain issues, while interactive workshops enabled participants to learn from each other.



CSCR is now preparing for the Spring Symposium that will take place April 12 and 13, 2018 with the theme of **E-Commerce and Its Impact on Supply Management Competitiveness**. More information on the symposium can be found in the newsletter.

After the meeting, members moved to another room in the Rauch Business Center to prepare for the **Supply Chain Management Career Fair**. Students had the opportunity to meet with several different companies that all had supply chain positions available for hire. This was a great opportunity for students to network with supply chain professionals and for employers to connect with Lehigh SCM graduates and undergraduates face to face. The room was bustling with career-furthering conversations, and many students made valuable connections with potential employers.



INTERVIEWS WITH MEMBER COMPANIES

MARKETING ASSISTANT BELINDA BELL SAT DOWN WITH BILL DONBAR FROM JUST BORN, TO DISCUSS HIS INVOLVEMENT IN CSCR AND RECENT DEVELOPMENTS IN HIS COMPANY.

What is your background in the supply chain industry?

Typically, no one seeks out supply chain, instead, supply chain finds them. I have worked for consumer products companies for the last eight years leading manufacturing teams and have been working in supply chain planning the last six years. I am a proud graduate of Moravian College across the Fahy bridge, where I have both my undergraduate and M.B.A in Supply Chain Management. Last Spring, I completed the Executive Certificate in Supply Chain Management from Lehigh University.



What do you do at Just Born?

At just born I manage their external supply base including all co-packing and all co-manufacturing partners. So I make secondary package items like displays, also some giftable items around Easter time, and other specialty candy items. I focus mainly on external packaging and manage the entire supply chain of packaging, planning, scheduling and production of candy, and distribution to our customers.

How did you hear about CSCR and how has the center benefited your company?

Just Born has been an early adopter member of the previous CVCR and newly formed CSCR since its inception. We enjoy the opportunity to be a part of the greater Lehigh Valley community where we work and live and networking with students and other organizations in the Lehigh Valley.

Last Spring at the first Lehigh CSCR Spring Symposium, Just Born presented on our Confection Connection business model. We operate a warehouse in Bethlehem, where we have other shipping partners utilizing temperature controlled cold storage, consolidating freight into shipments going out across the country for more effective cubic utilization. We also utilize the building to fulfill e-commerce orders and operate co-packing lines.

In the Fall of 2017, Just Born partnered with Dr. Zacharia's Logistics graduate class to make recommendations on our distribution requirements strategy. In addition to our Confection Connection warehouse, we also have seasonal warehouses as overflow to store our marshmallow PEEPS® for Easter distribution. The students took shipment data, and utilized strategies learned such as center of gravity models or infrastructure availability to give Just Born distribution point recommendation. We will be discussing this project and partnering with the Lehigh CSCR and MBA students for research at the Spring Symposium 2018.

February Issue

What are you looking forward to for the future of supply chain?

We want to increase Supply Chain visibility through the use of technological advancements to connect suppliers, raw materials, and finished materials throughout the production and distribution chains. We are at the forefront of

blockchain technology and creating a more transparent and connected supply chain. Imagine tracking the minute when raw materials will be delivered to your manufacturing facility or the day when your seasonal products are brought to shelf at retailers and how this impacts sales rates... we are very close to this being a reality.

We are also looking towards continuous advancements in automation and robotics. Manufacturing companies such as us will continue to see improvements in efficiency and customer service with the advances in equipment and collaborative applications for robotics in manufacturing. It used to take 27 hours to make an individual PEEPS® chick, and now our process time is only 6 minutes.

We're definitely seeing a change in supplier relationship management. Your partners in the supply chain are more than just vendors of materials, products, and services. They can help your organization create a competitive advantage, bring your brands to life, and need to be trusted partners in both organization's mutual success. There is a growing trend of supplier transparency and trust, and emerging technologies will only help to continue. Blockchain principles will allow increased traceability and advances in SRM.

How is Just Born preparing for the upcoming spring busy season?

It is always Easter at Just Born. We produce our PEEPS® Marshmallow throughout the year, and actually begin shipping our Easter orders right before the holiday season. Right after Valentine's Day, our customers will begin to set out the #1 non-chocolate Easter candy, PEEPS®. Easter is our biggest season, and we plan out our supply chain strategies, manufacturing schedule, and distribution requirements around building to our peak shipment period. It takes a huge amount of planning, hard work, and dedication to make Easter happen; but we have an awesome team of associates at Just Born.



Steve Scala, DiCentral

What is your position at DiCentral?

I am the Executive VP of Corporate Development, and I oversee all of the global sales and global marketing. I hire salespeople to sell solutions to help people in the supply chain collaborate regarding invoicing, fulfilling payments and orders, moving goods, and getting new clients. On the marketing side of things, I am helping to create a brand from a company that most people haven't heard of yet.

What does DiCentral do?

DiCentral is in the field of collaborative solutions. We call ourselves a P2P integration company, focusing on four vertical markets, automotive, healthcare, retail, and manufacturing, and we help partners within those markets to better communicate with one another. With new



advance shipment methods and e-commerce trends, none of the supply chains can be manual anymore. A lot of those demand signals come from the supplies that have the product, and we help to digitize those transactions once the goods are in transit. In automotive, we focus on real time manufacturing. We work to make sure the receiving party has advance planning in all transactions. International banking, for example, is a very heavily regulated industry in a geographic setting, and the CFO wants to have visibility about the transactions that are occurring. Our job is to make these communications more transparent.

How did you hear about CSCR and how has the center benefited your company?

When we were only a start-up, we really wanted to elevate the brand by providing research about how our solutions have helped clients. We started looking into how to get third parties to do research on clients, including

independent interviews with clients, and eventually, to get this research published. Our first priority was looking for universities that understood supply chain and would be open to doing research on our customers, that would also be mutually beneficial the university. We started with the University of Tennessee, but we weren't aware of Lehigh at the time. Then we heard about how Zach was rebranding CVCR into CSCR, and after learning about the all the benefits of the Center, we have been an active member ever since.



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What will you be discussing at the upcoming Spring Symposium?

We are working to define that right now. The theme of the Symposium is e-commerce, so we're planning on talking about forefront of this change in retail. We're most likely going to have a panel with a retailer, a supplier, and a representative from our company, to show how our solutions can help all aspects of the supply chain.

Register for the **2018 Spring Symposium** now!

<https://cbe.lehigh.edu/centers/lehigh-center-for-supply-chain-research/spring-symposium-2018>

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