



November 2020 Newsletter



2020 Annual Fall Forum Demand Driven Supply Chains will be going Virtual November 13, 2020

Center for Supply Chain Research at Lehigh

[Register Here](#)

Demand Driven Supply Chains

For the first time ever, the Fall Forum will be held virtually! The CSCRL Fall Forum is an opportunity to learn and discuss new insights from industry and academic experts related to the overall theme of Demand Driven Supply Chains. In addition, there will be presentations that discuss the specific impact of new and innovative supply chain concepts such as data mining, AI machine learning and cyber security. What are some factors that enable supply chains to adapt to ever changing demand? These live zoom sessions will have plenty of time to ask questions to gain greater understanding and applicability to your own company.

In addition we will also have specific topic breakout rooms for a small number of participants to gather and discuss topics of their own interest. There will not be a presenter but rather a facilitator to enable a good discussion of the topic.

Registration for our Fall Forum has been \$350 in the past but we realize many of our industry partners are struggling and we want to do our part to help so we have waived all registration fees. However, we have always used funds from our conference to subsidize our SCM student activities. If you are interested in helping our SCM students, when you register please select the Donate button.

8:00AM-8:15AM

Welcome and Opening Remarks

8:15AM-9:00AM | Session 1

*["Supply Chain Management Is On The Way Out!
The World Needs Demand Driven Product Flow Networks!"](#)*
[Keith Launchbury](#), President, Keith Launchbury & Associates

9:00AM-9:45AM | Session 2

["The Use of Customer Analytics to Inform a Retail Turnaround"](#)
[Mark Chrystal](#), Chief Analytics Officer, rue21, Inc.

9:45AM-10:15AM (Coffee Break or Special Topics)

Breakout Room 1 – Demand Driven Supply Chains
Breakout Room 2 – Covid Impact on Transportation
Breakout Room 3 – Sharing Platforms
Breakout Room 4 – No Fixed Topic

10:15AM-11:00 AM | Session 3

["A Journey of Digital Supply Chain Transformation"](#)
Co-Presenters:

[Gregg Geschwindt](#), Sr. Manager Supply Planning and Inventory Optimization, East Penn Manufacturing Co.
[Vinay Govande](#), President, ESPI

11:00AM-11:45 AM | Session 4

"Using AI & Machine Learning Strategies to Forecast Future Demand"

[Jeff Kanterman](#), Vice President Transportation Management,
NFI Industries

11:45AM-12:15 PM Lunch/Networking Breakout Rooms –

Randomly Assigned

Automatically Rotate every 10 minutes

Networking Breakout Rooms 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

12:15 PM -1:00 PM | Session 5

"Leveraging Publicly-Available Data to Uncover Foreign Influence in Supply Chains"

Co-Presenters:

[Amanda Bresler](#) Chief Strategy Officer, PW Communications,

[Alex Bresler](#) Chief Data Officer, PW Communications

1:00PM-1:45 PM | Session 6

*"Working From Home May Decrease Your Company's Overhead,
But Cost Your Company Everything If Cybersecurity Is Overlooked"*

[Bonnie Stith](#), ACC President, Stith Associates

1:45AM-2:15 PM (Coffee Break or Special Topics)

Breakout Room 1 – Foreign Influence in the Supply Chain

Breakout Room 2 – Improving Resilience in the Supply Chain

Breakout Room 3 – Digital Supply Chain Transformation

Breakout Room 4 – No Fixed Topic

2:15 PM – 3:00 PM | Session 7

"Uber Might Buy Me a Mercedes Benz: How Sharing Platforms Really Work"

[Jing Gong](#), Assistant Professor, College of Business, Lehigh University

3:00 PM-3:45 PM | Session 8

"Improving Resilience with Demand Driven Supply Chains"

[Markus Geutler](#), Partner, Camelot Management Consultants Inc.

3:45 PM – 4:00 PM

Closing Comments and Wrap-up

[Zach Zacharia, Ph.D.](#)

Associate Professor, Director, CSCRL

[REGISTER HERE](#)



If you would like to take a greater role in the conference and become a member of the CSCRL, please contact Zach G. Zacharia (zgz208@lehigh.edu) or Eric Cosnoski (eac296@lehigh.edu) for sponsorship opportunities.



Visit the CSCR @ Lehigh





Help Us Create the 1st Quarter (2021) Supply Chain Risk Management Index

The **Center for Supply Chain Research at Lehigh University** and the **Council of Supply Chain Management Professionals** have teamed up to create a quarterly industry-wide survey and report that will assist supply chain professionals in understanding the different levels of supply chain risk that your organization will face, allowing you to prepare and plan accordingly.

We are busy at work on developing the LRMI report for the 1st Quarter of 2021 and we need your help to answer the survey to better differentiate high SC risks from low SC risks for the upcoming quarter.

The **LRMI survey** should take less than 10 minutes to complete. You will be asked to look at 10 supply chain risks and to select whether the risks will increase, remain the same or decrease in the next quarter. The responses and your identity will remain anonymous.

The LRMI report will be released by the Center for Supply Chain Research at Lehigh University and the Council of Supply Chain Management Professionals every quarter.

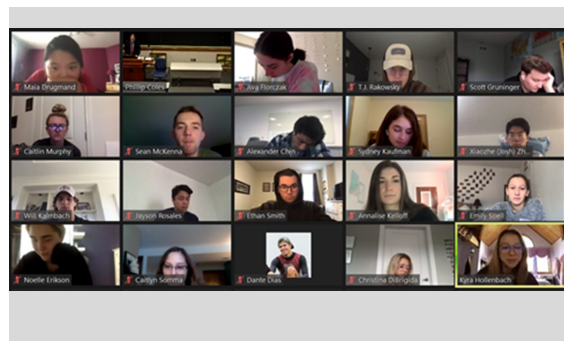
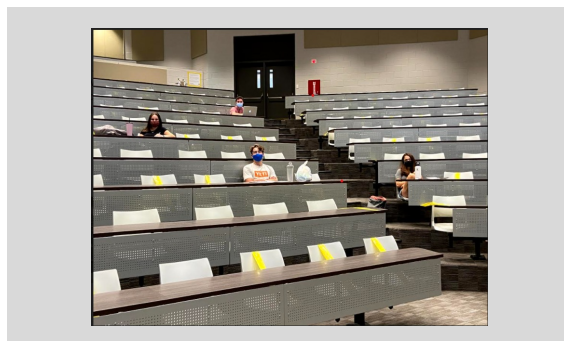
You can opt to receive a copy of this report directly by providing your email address at the end of the survey.

Take the 1st Quarter (2021) LRMI Survey Now

The Lehigh Business Supply Chain Risk Management Index Report for the 4th Quarter is available:

Get the latest LRMI report here!

Thank you for helping us with this brand new tool!



Instruction at Lehigh

Supply Chain classes continue to take place despite the virus, with special precautions, such as masks and seat spacing. Lehigh Supply Chain Students can choose to come in person or be online, with students taking advantage of both scenarios. Some classes are supplemented with video lectures and other technology, all to ensure students have minimal disruption to their education.

Join our Community!

WE NEED YOUR HELP! The center is trying to find out what topics and issues you care about and get to know you on a personal level. By connecting with us on LinkedIn and Facebook, you can find out the latest projects we are working on, get involved with the center, and let us know the topics that keep you up at night. We just rolled out a new site so check it out over the next month and send us a friend request. We look forward to improving our relationship!



Thank You for supporting Our Students!



Check our website for the latest news and information on the center.

[CSCR @ Lehigh](#)

Meet Our Affiliated Faculty