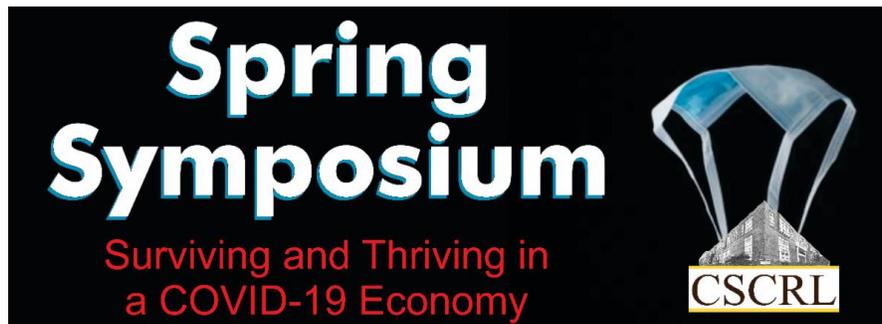




March 2021 Newsletter

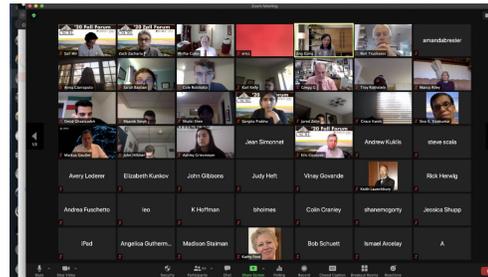
Bridging theory and practice to promote a collaborative exchange



Surviving and Thriving in a COVID-19 Economy

Virtual Event | April 9, 2020 8:00 a.m. - 4:00 p.m.

Based on continued restrictions for in person events our Spring Symposium will be held virtually. The CSCRL Spring Symposium is an opportunity to learn and discuss new insights from industry and academic experts related to the overall theme of Surviving and Thriving in a COVID-19 Economy. In addition, there will be presentations that discuss the specific impact of new and innovative supply chain concepts that are more effective in a COVID impacted environment. What are some factors that enable supply chains to adapt and grow? 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 is complimentary for all attendees. In lieu of a registration fee, please consider making a donation to the SCMI Scholarships Fund. This fund will help support deserving students during these challenging times. All donations of any amount are appreciated and fully tax deductible. Special recognition will be given to those donation \$250 or more. If you are interested in helping our SCMI students, please select the *Donate* button when you register.

Keynote Speaker - [John Gainor](#)

"The Foundation for Survival and Growth Post COVID 19"
[John Gainor](#), Director of SAIA, Inc. and Jack in the Box, Inc

"Adaptation During Supply Chain Dislocation"
[David Broering](#), President Non-Asset, NFI Industries

"Impacts of Block Chain Track and Trace on Consumer Purchases: A Natural Experiment"
[David Peng](#), Professor and Dean's Chair
Chair of the Decision and Technology Analytics Department
College of Business, Lehigh University

"What do Financial Executives and SC Executives need to learn about each other to thrive in a COVID-19 Economy"

[Steve Scala](#), Executive Vice President Corporate Development, DiCentral

"Packaging in a Pandemic"

Cynthia Billone, Ray Lopez, Dana Pierce, Pratt Industries

"Changing Lutron's supply chain to thrive in a COVID-19 economy"

David Lankewicz, Lutron

"Supply Chain Disruption – Post COVID-19"

[Camille Fratanduono](#), SVP- Merchandising & Supply Chain Planning, Jacent Retail

"How a country store survived and thrived in a pandemic"

[John Spencer](#), Director of Technology and E-Commerce, The Vermont Country Store (VCS)

More information to come

[Click Here to Register](#)

Last year for the Fall Forum we received \$795 in donations which we have used for scholarships for our SC students. We hope to continue to receive donations for our SC students.

We Need YOU!

Help Us Create the 2nd 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 2nd 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 2nd 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!](#)

[Click here to see the article in Supply Chain Quarterly.com](#)

Thank you for helping us with this brand new tool!

Don't Blame Lean Production Methods for Shortages

Inventory is not necessarily good or bad. It depends

Phillip S Coles, Professor of Practice in the Department of Decision and Technology Analytics at the College of Business at Lehigh University.



Another wave of lockdowns will renew concerns about supply chains and shortages. As a grower of fresh mushrooms, for decades I experienced the difficulties of filling orders during wild fluctuations in raw material supplies and demand for our products. Today, I teach supply chain management and Lean Manufacturing – a methodology to reduce waste: whether time wasted waiting for materials or waste from excess inventory, i.e., ensuring each production stage has what it needs, when needed - and never more.

[Click here for the full publication](#)

If you would like to take a greater role in the conference and become a member of the CSCRL, please contact Zach G. Zacharia (zg208@lehigh.edu) or Eric Cosnoski (eac296@lehigh.edu) for sponsorship opportunities.



Visit the CSCRL @ Lehigh



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