

Center for Supply Chain Research at Lehigh

Newsletter | July 2023



Lehigh Business Supply Chain Risk Management Index - 2023 3rd Quarter

Cybersecurity is again the highest risk overall at 82.86, but this is a jump of 5 points as compared to last quarter. Economic risk is again 2nd overall with a slight increase in risk to 75.96, suggesting that the economy still remains an important risk in the 3rd quarter. Interestingly, Environmental Risk is a top 5 risk for the first time.

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2023 Fall Forum
November 2-3, 2023

Talent and Technology: Thinking Out of the Box

We will open with a cocktail reception on Thursday, November 2 from 6:00 - 8:00 PM and follow up with a full day program on Friday, November 3 from 8:00 AM - 4:00 PM (check-in and full breakfast begins at 7:00 AM). Networking and education will feature prominently throughout the day with plenty of opportunities for interaction and takeaways that can be implemented at your company.

Confirmed Speakers:

Dave Broering, President of Integrated Logistics Solutions, NFI Industries

Scott Rea, President, AvatarFleet

Shawn Furman, AMT Strategy Manager, Manufacturers Resource Center

Rob Guerriere, VP of Industry Solutions, TrueCommerce (Panel Moderator)

More information coming soon!

[View the Tentative Agenda and Register Now](#)

Fall Forum 2023 - Spotlight on Speaker, Scott Rea

Scott Rea, President of AvatarFleet, will present at this year's Fall Forum:

The Purple Cow Eats Labor Shortages For Breakfast

The Purple Cow turns heads and stands out from the herd. Too often, driver and employee marketing (especially to drivers) all looks the same - black and white cows. The Purple Cow makes

the job remarkable and turns your people into your best recruiters. The playbook you'll walk away with is how real transportation companies are using the 3Ps to fill their empty seats:

- Pitch: create a Purple Cow that stands out from the herd
- Placement: spend the least to shout your Purple Cow from the mountain tops
- Process: make it frictionless to go from seeing an ad to onboarding your new driver

Click on the buttons below to learn more about Scott and AvatarFleet's mission.



[Learn More - Scott Rea](#)

[Learn More - AvatarFleet](#)

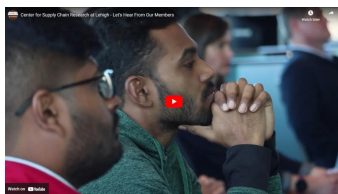
Lehigh Students Tour Central Garden & Pet



Evan Gober, Division Manager of Operations, and Corey Brown, Shipping Manager, led students on a warehouse tour at Central Garden & Pet.



Several supply chain management students from the Integrated Logistics and Transportation Class toured one of the Central Garden & Pet warehouses this past April. The students had an opportunity to see warehouse operations in action, from putaway, picking, consolidating, staging and shipping of products.



Curious about What the CSCRL Does?

Learn more about our membership options and benefits for the Center for Supply Chain Research at Lehigh.

[Learn More](#)

Supply Chain News

- [How 'historic' decarbonization deal could inflate future shipping rates](#)
- [Why Teamsters is willing to sacrifice 22,000 union trucking jobs](#)
- [The Digital Supply Chain Needs To Include Global Trade Compliance Systems](#)



CENTER FOR SUPPLY CHAIN RESEARCH AT LEHIGH



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