Multiple scenarios were conducted and products imported from China and Europe.

SCMI helped Direct Supply optimize its domestic warehouse network for its four goals pursued by SCMI. The following is a summary update on programs. The following is a summary update on the four goals pursued by SCMI. The following is a summary update on the four goals pursued by SCMI.

Goal 1: Facilitate knowledge partnerships
SCMI helped Direct Supply optimize its domestic warehouse network for products imported from China and Europe. Multiple scenarios were conducted and a recommendation was made that would reduce annual logistics costs by $120,000.

The Logistics Department at Goodwill Industries of Southeast Wisconsin partnered with SCMI to develop a capital planning tool. The tool identifies the appropriate number of tractors, trailers, forklifts, and the headcount needed to support the growing network of stores over the next five years.

Goal 2: Deliver high quality supply chain curriculum
In 2015, we deepened our use of computer-based supply chain simulation platforms in the program. We have long-used platforms available within the SAP training modules hosted here in the Lubar School. Now we extended this practice, as several faculty have adopted a range of other technologies in their respective courses.

Overwhelmingly, our students say they enjoyed the tools and want more of it. This confirms our view that instructional simulations have the potential to engage students in “deep learning” that empowers understanding, as opposed to the surface learning that occurs when they are expected to memorize formulas.

While this is important to the foundation of supply chain education, our advanced coursework transfers knowledge increasingly by actively engaging in team-based, student-student or instructor-student conversations from the perspectives of integration, collaboration and functional alignment of the supply chain.

For the second time in three years, Lubar School supply chain majors earned the invitation to the APICS Global Final supply chain simulation competition as representatives of the Great Lakes District. Congratulations to the Lubar team for placing sixth at the global competition among 14 selected finalists.

Goal 3: Create a vibrant environment for the generation and dissemination of knowledge
Over the past year, SCMI has hosted four Noon Forum sessions on both core and advanced supply chain topics.

SCMI also published Research-In-Brief articles on such topics as supply chain success and warehouse slotting. Several company-sponsored research projects on supply chain sustainability and inventory modeling are underway.

Director’s Message continued on Page 3
Student Placement
This year, Lubar School of Business Supply Chain students have been placed with many outstanding companies, including:

- Alto-Shaam
- Amazon
- Brady Corp.
- Briggs & Stratton
- Charter Manufacturing
- Department of Veterans Affairs
- Fastenal
- GE Healthcare
- Generac Power Systems
- Goodwill Industries
- Harley-Davidson
- Joy Global
- JW Speaker
- Kohler Company
- Koss Corporation
- Mercury Marine
- Penske Truck Leasing
- Quad Graphics
- RoadRunner Transportation
- Rockwell Automation
- Roundy’s Corporate
- SAP
- School-Pak
- Walker and Dunlop
- Winona Foods
- White Wave Foods

To explore supply chain internship, co-op, and placement partnerships with the Lubar School of Business, please contact Dan Neuwirth, Senior Career Advisor, at neuwirtd@uwm.edu or 414-229-3766.

UWM Supply Chain Students Win Regional APICS Case Competition

Lubar Supply Chain and Operations Management students won this year’s American Production and Inventory Control Society’s (APICS) Great Lakes Regional Case Competition. 24 teams from universities in Illinois, Indiana, Michigan and Wisconsin competed this year.

The Lubar team, represented by Nick Yeh, Eric Sawyer, Kristin Nylander, Katelyn Nicolet, and Tim Vander Woude advanced to the APICS International Competition in Washington, D.C. in September, where it placed sixth out of 14 finalist.

The intense weekend experience put teams to work managing a company through a simulation called The Fresh Connection. Teams competed over multiple rounds of the simulation and made decisions regarding production, manufacturing lot sizes, product pricing and transportation. Teams are judged on the profitability the company achieves as well as a five-minute oral presentation.

Lubar Supply Chain Team Ranks Third in World Competition

Competing among ten student teams from all regions of the world, a team of Lubar School of Business supply chain management students took third place in the world finals of a market simulation competition utilizing the enterprise resource planning platform SAP. Rebecca Pfannes, Tim Vander Woude, Tim Rutherford (coach), Mitch Makowski, and Gina Hatt advanced from the Americas regional semi-finals in May 2016 to compete at the world level in June 2016.

In the competition, student teams utilized ERPsim — a simulation game developed by HEC Montreal — to manage a business in a competitive environment against other teams who are managing competing companies. The game simulates a market and accelerates time to create a dynamic, problem-based learning environment for which the students must identify best solutions. Team outcomes were ranked based on cumulative net income, asset allocation, and the company’s overall valuation.

Tim Rutherford, the team’s coach and an instructor in the Lubar School’s supply chain program, said, “I’m very proud of this team and its accomplishments. They were willing to put extra time and effort into preparing for both the Americas Semi-Final in May and the World Final in June — all on their own time, during final exams, and after three of the four students went through their graduation ceremony. Their dedication to the competition is inspiring.”

The competitions were hosted by servers at UWM’s SAP University Competence Center, one of only two such centers in North America and six in the entire world. The Lubar School’s supply chain program integrates SAP throughout its curriculum. The school also offers undergraduate and graduate certificate programs in enterprise resource planning, as well as customized corporate training in ERP/SAP.

Supply Chain Students Visit Operations in Fond du Lac and Green Bay

A group of Lubar supply chain students visited the Mercury Marine manufacturing facility in Fond du Lac, WI and Schneider National corporate headquarters in Green Bay, Wisconsin last April.

The Mercury Marine visit included a tour of the die casting, machining, assembly and paint operations in the 3 million square foot facility. Students saw the state-of-the-art technology Mercury Marine uses to manufacture its outboard motors.

The second stop was at the Schneider National corporate headquarters. Students participated in a driver training course which included a chance to operate a semi-truck through one of the truck driving simulators. Schneider National has five simulators on site at its corporate headquarters, where drivers can practice responding to elements such as rain, sleet, snow, and wind.

No trip to Green Bay would be complete without a tour of Lambeau Field, home of the NFL’s Green Bay Packers. The students learned about the history of the team and the stadium before entering the field through the same tunnel the Packers use on game day.

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<th>Place</th>
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Benefits of joining SCMI

The Lubar School of Business Supply Chain Management Institute partners with companies on practical and theoretical issues with an interdisciplinary focus. Our aim is to disseminate emerging insights and knowledge to our local and regional constituents. The Institute seeks discipline-based and interdisciplinary collaborations on faculty-led research projects, problem-based learning initiatives for students, white papers on emerging issues, and best-practice case studies.

There are three levels of membership available to companies interested in joining SCMI. From Participating, to Supporting, to Founding membership levels, there are opportunities for any company to be involved at a level that meets its needs. The SCMI also welcomes ad-hoc projects on a fee basis with non-member companies, providing the opportunity to benefit from the SCMI capabilities before becoming a full member.

Our interests are in a wide range of analyses, improvement, and research projects such as: strategic audits of facilities, distribution and manufacturing planning and control systems, Lean, Six Sigma, supply and risk management, facility locations analysis, strategic sourcing, inventory and capacity analysis, new facility design or existing facility reconfigurations to improve productivity and safety, and analysis and improvement of manufacturing and service business processes.

Information on how to join SCMI and submit project requests can be requested by email, phone, or through our website.

Phone: Mark Kosfeld at 414-229-2673
Email: lsbscmi@uwm.edu
lubar.uwm.edu/scmi

Director’s Message cont. from Page 1

Goal 4: Foster interdisciplinary collaboration across UW-Milwaukee
SCMI is partnering with faculty in the UWM Mathematical Sciences Department to complete a research study titled “Stochastic Modeling of Energy Pricing and Coal Supply in the Utility Industry.” This study led to a dissertation topic for a fourth-year UWM math PhD student.

Faculty from the UWM Economics Department and the Lubar Finance area are embarking on an SCMI-commissioned study of trends in the airline and trucking industries. The research results will appear in a three-part whitepaper series beginning in 2017.

SCMI Involvement continued on Page 4

Panther Foundations For Success: Internship Development Program

In its second year at UWM, the Panther Foundations for Success was supported by four sponsoring companies: Harley-Davidson, Direct Supply, ManpowerGroup, and Rockwell Automation. Fifteen students completed the program in the Spring of 2016 and proceeded to intern with their sponsoring company.

The purpose of the program is to prepare undergraduates for the transition to the workplace by developing soft skills and providing a relevant intern experience to complement their academic experience. Students are required to complete eight evening program modules during the Spring semester before interning with the sponsoring company the following summer.

The program is pleased to welcome UMB Funds as a sponsoring company for 2017. For more information on the Panther Foundations for Success program visit uwm.edu/panther-success.

Stuff the Bus

In close collaboration with SCMI-member company Principal Financial Group, the inaugural Stuff the Bus Program sponsored 17 students on a chartered bus destined for a weekend visit to Principal’s headquarters in Des Moines, Iowa. Staff professionals from Principal’s Retirement and Income Solutions (RIS), Human Resources, and other employee groups hosted UWM students in exploring both the city and culture of Des Moines, and employment opportunities at the company.

For Principal Financial, the goal was to connect member companies directly to a potential talent pipeline of college students. The students kicked off their day with a tour of the Des Moines Social Club, a hub for arts and entertainment in the city. They then engaged with a panel of diverse local residents newly locating to the city. Next came a tour of the corporate campus with a session to explore career paths at the company directly with hiring managers. A trolley ride and attendance at an Iowa Cubs baseball game ended the first day.

SCMI Involvement continued on Page 1

SCMI Involvement

The Supply Chain Management Institute has hosted or contributed to a number of events over the last year. The following describes some of these events.
The company has hired eight interns from UWM since May 2015. This year two students have accepted full-time offers to work at Principal Financial. Alum Jerry Patterson, (BBA ’89) Senior Vice President, and Milwaukee native says, “…I absolutely love to shoot pictures in black and white, but life is meant to be lived in world of vivid and varying colors. Let’s think bigger and paint [Principal Financial] in a million shades of everything.”

**Future Success Program**

UWM's Future Success Program (FSP) came to the Lubar School of Business this summer, giving students the opportunity to explore various majors and careers during a six-week summer program. The Future Success Program focuses on providing high school students and their parents with information and academic support services necessary for college admission and completion.

This summer, Lubar instructors Michael Freimark and Mark Kosfeld led the program’s business track, exposing students to entrepreneurship, finance, marketing, and supply chain. As part of the program, students developed a business idea and later developed a business plan that they presented to a panel of judges.

The winning business plan was awarded to a company called Traveling T’s. This business concept would raise awareness about poverty by selling t-shirts to customers, with half the profits going to children in poor countries. Traveling T’s would send the same style t-shirt that the customer bought to a child in a poor country and create a connection between the customer and child.

**SCMI Leaders and Collaborators**

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<tr>
<th>Name</th>
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<tr>
<td>Anthony Ross, PhD</td>
<td>Rockwell Automation Professor &amp; Founding Director, SCMI</td>
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<tr>
<td>Mark Kosfeld, MBA</td>
<td>Lecturer &amp; Associate Director, SCMI</td>
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**SCMI Affiliated Faculty:**

- **Anurag Agarwal, PhD**
  - Associate Professor, Univ. So. Florida
- **Aaron Armstrong, PhD**
  - Assistant Professor, MSOE
- **Sanjoy Ghose, PhD**
  - Professor, Marketing
  - Faculty Director, PhD Program
- **Mojtaba Heydar, PhD**
  - ARC Training Center for Food Supply Chains
  - University of Newcastle
- **Wilkistar Otieno, PhD**
  - Assistant Professor, Industrial and Manufacturing Engineering
- **James Peoples, PhD**
  - Professor, Economics
- **Matthew Petering, PhD**
  - Associate Professor, Industrial and Manufacturing Engineering
- **V. Kanti Prasad, PhD**
  - Dean, Lubar School of Business
  - Professor, Marketing
- **Atish Sinha, PhD**
  - Professor, ITM & Director, Center for Technology Innovation
- **Richard Stockbridge, PhD**
  - Professor, Mathematics
- **Steve Trick, PhD**
  - Lecturer, Finance/Economics
- **George Zsidisin, PhD**
  - Professor, Virginia Commonwealth Univ.