

Supply Chain Management Institute Newsletter

Fall 2022 Update

SCMI Director's Message: Focus on Collaboration



We seem to be living in an era where it is easier to focus on differences rather than come together to find solutions. In the business world, however, we know how counterproductive this is. At the Lubar College of Business Supply Chain Management Institute, we choose to focus on building a vibrant environment for knowledge and information-sharing, for connecting our talented Lubar students with our valued external partners, and for solving problems – YOUR problems.

In this newsletter, you will see how we have worked with our partners to solve some of their supply chain challenges through collaboration with their teams. Our supply chain students and faculty have worked on varied supply chain challenges – some inventory related, some logistics related, and some procurement and supplier related. Our students and faculty are capable of addressing supply chain challenges in any specific area that challenges your teams.

Later in the newsletter, you will learn about placement of our students after graduation, and see descriptions of various partner and student connection events we have held this past year.

You will also find in this newsletter how we have used our Hot Topic forum to hold our first session dealing with “digitizing” your supply chain. We plan to facilitate several more of these events in 2023. We do not advocate “digitization” for the sake of technology itself; but rather, to help you – our partners – deal with the increasing complexities of managing your businesses and serving your customers while dealing with current supply chain and talent challenges.

We invite you to connect with us, to collaborate with us, and to work with us to focus on what really matters – solving problems and improving your operations to exceed your customers’ expectations.

We wish you all a successful and prosperous 2023!

Jeff Turmel, Director, *Supply Chain Management Institute*

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Industry Connect Projects Making Supply Chain Impacts

On October 29, 2021 SCMI and the UWM Connected Systems Institute (CSI) partnered to host a virtual “Energizing Your Supply Chain Transformations” conference. The conference featured keynotes by both Rajiv Malik, Senior Vice President of Global Product Services at Kohl’s Corporation, to open the conference and by Bill Stewart, Vice President of Supply Chain at Kohler Kitchen and Bath, to close the conference.

Attendees could attend sessions from the more traditional “Streamlining Your Supply Chain” track or the cutting-edge “Digitizing Your Supply Chain” track. The day also featured a virtual tour of the CSI Manufacturing Test Lab that is operational on the UWM campus.

Wild Global

During the fall of 2021, a Lubar student performed an international transportation analysis for Wild Global. The company - which imports containers from origins in southeast Asia through the port of Los Angeles with destinations in the Midwest - needed to explore other ports of entry. Using a number of international and domestic resources, a cost and service analysis was performed for the Vancouver, Seattle, Los Angeles, Houston, Savannah, and New York/New Jersey ports of entry.

Wild Global used the analysis to make decisions for the shipping routes they would use in 2022. Jon Gallun, Vice President of Sales and Business Development at Wild Global, recognized that the company is now dealing with new challenges in 2022. “The biggest challenges continue to be equipment and resource availability here in the United States. We can all expect disruption until that is resolved.”

Froedtert Health Care

A Lubar student worked on a project for Froedtert during the summer of 2022 that had two main objectives. Paul Darko, Froedtert’s Integrated Service Center Distribution Center Manager, described the first objective as “[We needed] a way to determine the potential consequences to a patient if the distribution center would stock out any of the 2,800 items we supply the organization.” Several models were researched and explored, but the one that benefitted Froedtert the most was a 3-point classification system. The end product was a series of strategic questions that classified each SKU as either a 1, 2, or 3 level of criticality. According to Darko, “Before having this model, a bandage outage, where the bandage could be replaced by many like items, was treated the same as a unique item with no like substitutes. The model increases patient safety and will help keep distribution center stocking levels in check.”

The second objective was to develop an inventory model in Excel where multiple SKUs could be analyzed at once. Inputs include information on current inventory levels, costs, historical volumes and desired service levels for the SKUs. The model then calculates the current service level being achieved by each SKU and the inventory level required to achieve the user’s desired service level. Results are presented in both graphical and tabular form for the user.

Briggs and Stratton

Beginning in fall of 2021 and continuing into spring 2022, two Lubar supply chain students worked with Briggs & Stratton’s procurement team and suppliers to survey suppliers about lead-times, capacities, and risks associated with key Briggs & Stratton products and components.

Through supplier contacts and surveys, specific risks for key suppliers were identified and communicated to the Briggs & Stratton procurement team so that proactive and remedial actions could be taken. A procurement leader at Briggs & Stratton described the project this way, “The students did a great job with our capacity planning project. We were able to review capacity and risks for all current and future suppliers for one of our new product lines. The work the students did allowed us to find and then address multiple capacity problems prior to those problems impacting our ability to manufacture.”

Kohl’s Hosts a Career Pathways Discussion for Students

On October 11, 2022 executives from Kohl’s Department Stores hosted a “Career Pathways” virtual event for students. Two early talent recruiters at Kohl’s, Becca Keller and Gray Heath, presented some background on Kohl’s, followed by a panel of Kohl’s associates from Supply Chain, Production, Finance, Data Analytics, and Logistics who talked to students about their careers. The associates shared why they made the decisions they did in their careers. The panel also gave the students some tips for connecting with a company at a job fair and the qualities employers are seeking in a new employee. One student remarked, “I found the Kohl’s info session really informative, and it definitely sparked my interest in applying.”



Rockline Educates Students about Private Label Manufacturing

On October 19, 2022 Zach Cocagne from Rockline Industries presented “Insights into Private Label CPG Industry” to interested students in the UWM Union Fireside Lounge. Zach educated the students on the importance of brands in consumer packaged goods. As a private label manufacturer, brands are important to Rockline because they set the price point in the market and provide a roadmap for the products a private label manufacturer needs to deliver to compete. After the presentation, some of the students discussed internship and full-time opportunities with representatives from Rockline.

Student Placement

This year, Lubar School of Business Supply Chain students have been placed with many outstanding companies, including:

Advocate Aurora	Kohl’s Corporation	TQL
Amazon	Komatsu	Uline
Briggs & Stratton	Milwaukee Chip Company	VIRTEX Electronics Manufacturing Services
Charter Manufacturing	Milwaukee Tool	Wacker Neuson
Craftmaster LLC	Murdy Creative Co.	WESCO
Direct Supply	Rexnord	Wisconsin Firearms Training Center
Kimberly-Clark	Rockwell Automation	
KMC Manufacturing	Schneider National	

To explore supply chain internships, co-op or placement partnerships with the Lubar School of Business, please contact Dan Neuwirth, Senior Career Advisor, neuwirt@d@uwm.edu or 414/229-3766.

Does your organization have a supply chain project for which UWM Lubar students and faculty would be particularly helpful? If so, please contact Jeff Turmel at: jturmel@uwm.edu

Digitizing Planning Hot Topic

SCMI hosted a virtual “Digital Approaches to Supply Chain Planning” Hot Topic on September 22, 2022. Six use cases for machine learning in supply chain planning were discussed. A poll was conducted to determine the attendee’s use of artificial intelligence and machine learning in their supply chain planning functions. It was found that very few of the attendees were currently using AI or ML in supply chain planning.



The SCMI members were most interested in real examples of companies that have digitized their supply chain planning functions. Four companies that are using machine learning were discussed and three companies that are using artificial intelligence were discussed.

The session concluded with recommendations of companies that provide machine learning and artificial intelligence consulting services and software.

Benefits of Joining SCMI

The Lubar College of Business Supply Chain Management Institute partners with companies on practical and theoretical issues with an interdisciplinary focus. Our mission is to build a VIBRANT environment for the dissemination of supply chain information and to connect our company partners with our talented Lubar students. 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.

SCMI Partnership is \$5,000 per year. The SCMI also welcomes ad-hoc projects on a fee basis with non-member companies. This allows 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 joining SCMI and submitting project requests can be obtained by email, phone, or on our website.

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SCMI Member Companies



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