Along with the Center staff, 20 students headed to Dublin where they toured the city and got their first exposure to Irish history and culture. While in Dublin, students and staff visited three organizations: Tesco, the Industrial Development Agency (IDA), and IBM. Tesco, a large British grocery chain, was the first stop, where staff and students toured the massive 740,000 square foot distribution center and talked with managers about how Tesco supplies its stores.

After that, the group headed to the IDA to gain some insight into the Irish economy and the work the Irish government is doing to attract foreign investment. Low corporate tax rates, a desirable location between the east and the west, membership in the European Union, and an English-speaking country make Ireland a fantastic place for companies to locate. A final stop at the IBM campus helped students understand how IBM transformed from a manufacturing-based operation to an innovation and research center while retaining all 3,000 employees.

After the three site visits in Dublin, the group headed south to Killarney and were greeted with warm hospitality by the FreeFlow staff, who hosted a wonderful dinner at Cucina Italiana. The following day, the group headed to Tralee, where FreeFlow is headquartered, to meet with CEO and Founder Alan Scroope and FreeFlow President and Executive Advisory Board member John Kenny. FreeFlow helps companies with excess inventory find buyers and recuperate a greater percentage of the inventory’s value. The company boasts an
The trip wasn’t all business, however. The group was enlightened by bus driver, Philip, who shared many stories and insights throughout the week, particularly during excursions to the Ring of Kerry and to Knowth, the location of burial tombs that pre-date the pyramids. And, to be sure, there was also time to experience Ireland’s nightlife, rich with traditional music sessions, “craic,” and some of the best brew around.

The trip was definitely a highlight for Grainger Center students this year, combining education, entertainment, and an experience that all students will value as they seek careers after the program.

First-year student Hannah Reynolds summed up the trip perfectly:

“In one short week, we witnessed the interwoven roles that industry, government, and academia are playing in revitalizing Ireland’s economy. Everyone we met with was so open and honest about the events that preceded the economic downturn and, in the same breath, showed unabated enthusiasm and optimism for the future. It was quite refreshing… almost as much as the Guinness.”

**South Africa**

*Justin Eaton*

In January 2012, 10 MBA students—three from the Grainger Center—ventured to South Africa for one of two Wisconsin MBA Global Business Program trips. During the 17-day trip, students explored Johannesburg and Cape Town, including an extended weekend in Kruger National Park for a safari. The trip provided a great balance of immersion into South African culture and an understanding of the intricacies of doing business in an African country.

Johannesburg hosted the majority of the corporate site visits students attended, as it is the economic center of South Africa. Students met with business leaders from Munich RE, Eskom (the state-owned utility company), the American Chamber of Commerce, and the Johannesburg Stock Exchange. Conversations with business leaders provided valuable insight about the challenges of doing business in South Africa, especially with the end of apartheid in recent memory.

Among the challenges is an effort to diversify the workforce. The government is making huge strides in bringing more of the black majority into the workplace by setting aggressive quota targets and mandating progress reporting towards the quotas. Yet, there is still
a largely visible rift between the white and black populations, and the significant lack of education and skills development makes the already daunting attempt at diversifying the workforce even more challenging.

While much of the learning on the trip focused on the struggles of South Africa, particularly along the racial divide and the aftermath of apartheid, students also got to experience the beauty and excitement of South African culture. During a trip to Kruger National Park, students enjoyed a number of safaris to see the infamous African Big Five (elephant, lion, leopard, alligator, and hippo), along with a variety of other wildlife. In addition, students met Jessica the Hippo, a fully domesticated hippo that lives with a human family outside of the park.

In Cape Town, students hiked the face of Table Mountain, enjoyed wonderful South African white wines, and explored the picturesque white sand beaches of the city. A tour of Robben Island, led by a former political prisoner, shed light on the experiences of those held captive during apartheid, including Nelson Mandela. Overall, the trip provided a unique opportunity to understand the culture and business of a developing country, while also having a bit of fun along the way.

Brazil
Doug Stuckey & Andrew Schumann

Not unlike the South Africa trip, the Brazil MBA global trip provided ample opportunity for both learning about the country’s business success and challenges and exploring the exciting Brazilian culture. Three Center students, along with 11 classmates, kicked off the Brazil trip in Rio de Janeiro on Friday, January 5, and spent 10 days seeing the sights.

The trip began with visits to Petrobras, a Brazilian multi-national company in the oil and gas industry, and the jeweler H. Stern, followed by a weekend of exploration and relaxation. A tour of the spectacular, vibrant city of Rio provided students with some of their first insights into and experience with Brazilian culture. They also enjoyed an afternoon at popular Ipanema Beach.

Rested and ready to take on the week ahead, the group headed to Sao Paulo on Monday, where they spent the remainder of the week visiting an array of companies including Mariaca Intersearch, Natura Cosméticos, Banco Bradesco, Procter & Gamble, and Barclay’s, as well as the U.S. Consulate. The site visits helped students understand a great deal about Brazil’s rapidly growing economy, which is now one of the world’s largest. However, while a bustling economy is always a good sign, managing the growth and expectations of an increasing consumer population doesn’t come without challenges. Historically, a majority of Brazil’s population has lived near the coast, limiting the need for transportation mechanisms inland. Now, as the consumer population expands to the interior of the country, the infrastructure for moving goods is increasingly important. Currently, the only way to move goods is via truck. Though Brazil has invested in more roads, the increase in both trucks moving goods and the number of Brazilians who own vehicles has resulted in the total number of vehicles on the roads consistently outpacing the capacity created by new construction.

In addition to the economic needs for infrastructure improvement, Brazil is set to host both the 2014 World Cup and 2016 Olympic Games. In order to meet the needs of both events, Brazil will have to invest in modernizing and expanding existing airports, as well as increase the ground transportation infrastructure. The country is currently planning to spend nearly $150 billion on infrastructure projects in the next few years to prepare for the games.
Global Business Projects

Every year, select MBA students from the Wisconsin School of Business participate in a Global Business Project (GBP) arranged by the Center for International Business Education and Research (CIBER). The project is designed to give students the opportunity to consult with a company in a foreign country. This year, Evan Meyer and Doug Stuckey from the Grainger Center were selected as GBP participants.

Evan's GBP team consisted of one other Wisconsin School of Business student, a student from Temple University, and two international students from Purdue University. His team worked to optimize outbound logistics for Dorf Ketal. Dorf Ketal is an Indian manufacturer of specialty chemical catalysts used in petrochemical refining, plastics manufacturing, and a variety of other industries. The team analyzed Dorf Ketal’s shipping arrangements, investigated plant-to-port logistics, qualified alternative ports in India, and reviewed current distribution center locations to enable Dorf Ketal to deliver better service to customers around the world while reducing working capital across the distribution network.

Evan was excited to take on this challenging project for the opportunity to gain hands-on experience in a complex global supply chain. He summarized his feelings toward his GBP assignment as follows: “As a ‘career switcher’ with no direct supply chain experience, I was really hoping that the GBP would provide experience that I could apply to my internship. That has already proven true. My GBP experience—both the research we’ve already done and what we hope to accomplish in India—was the number one topic of conversation in my interviews with Sigma-Aldrich, where I will be interning after I get back from India.”

Doug's team consisted of two students from Purdue University and one student from the University of Miami. His project is focused on analyzing logistics operations for a third-party logistics provider in Thailand. His client company, Phawat Logistics, coordinates supplier shipments for Nissan’s Thailand factory. Doug’s team analyzed shipment schedules, identified causes of shipment delays, and reviewed operations when shipments arrived at Nissan. Doug saw the opportunity as a chance to “get some real-world experience working in a global supply chain that will be immensely valuable in future jobs.”

The Global Business Project is a great way for MBA students to get first-hand experience working with international companies. For Center students, the GBP provides an opportunity to see what considerations need to be addressed when operating a global supply chain—just another advantage of pursuing an MBA at the Wisconsin School of Business.

D.G. Macpherson Joins Executive Advisory Board

The Grainger Center is pleased to announce the addition of D.G. Macpherson to the Executive Advisory Board, replacing Jim Ryan as the representative from W.W. Grainger, Inc.

D.G. leads Grainger’s global supply chain operations including the company’s distribution centers, its product offering, and availability. He also provides global planning, coordination, and specialized expertise to the supply chain organizations in all of Grainger’s business units, including global supply chain architecture and procurement.

In December 2011, D.G. was promoted to senior vice president and president, global supply chain and corporate strategy. With this expansion of his role, D.G. added responsibility for an initiative to extend a common SAP platform to the company’s businesses in Canada and Latin America. He also directs the corporation’s overall business strategy.

D.G. joined Grainger in 2008 from the Boston Consulting Group (BCG), where he was partner and managing director since 2002. In that capacity, he has been a strategic consultant at Grainger and led BCG’s relationship with Grainger since 2001. His guidance has helped Grainger shape and execute many supply chain initiatives that have been foundational to growth, including product availability improvements and product line expansion.

At BCG, D.G. was a member of the industrial goods leadership team with strong experience in production systems and continuous improvement methodologies. Early in his career, he was an operations manager for Rain Bird Sprinkler Manufacturing Company and a test engineer with the U.S. Air Force.

D.G. holds a bachelor’s degree from Stanford University and an MBA from Northwestern’s Kellogg Graduate School of Management. D.G. also serves as a member of the board of directors for the American Red Cross of Greater Chicago.

Doug Stuckey

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D.G. holds a bachelor’s degree from Stanford University and an MBA from Northwestern’s Kellogg Graduate School of Management. D.G. also serves as a member of the board of directors for the American Red Cross of Greater Chicago.
Sri Kantamneni Talks Tartan

What does Tartan plaid have to do with SAP? Reflecting Cargill’s Scottish roots, it’s the project name for Cargill’s SAP implementation, one of the largest in the world based on the current scope. On March 13, Sri Kantamneni, Tartan design lead at Cargill, talked Tartan with the Enterprise Systems and Supply Chain Management class. Students and staff from the Center listened to Sri discuss the reasons for the implementation and the daunting task of launching such a large-scale implementation.

Kantamneni began the presentation by introducing the class to Cargill and providing background about the company’s purpose and mission. Cargill is the country’s largest privately held company with business units in agricultural services, food ingredients and systems, financial products, and more, with the purpose of being “the global leader in nourishing people.”

To that end, Cargill has more than 70 business units with upwards of 1,500 facilities worldwide. Most units operate with their own Enterprise Resource Planning (ERP) systems today, and Cargill was missing huge operating efficiencies without more coordination and integrated systems. When the company analyzed the situation further, not only was Cargill failing to leverage its size, but the company was missing out on opportunities to harness data that would benefit customer insights.

Through the Tartan implementation, Cargill’s goal is to improve upon many of these challenges caused by the disparate nature of its infrastructure. Among the goals for the project, improved sourcing leverage, improved sales forecasts and demand planning, and standardized transportation processes across business units stand out as some of the biggest wins the company hopes to achieve through the implementation. To date, Cargill has rolled out Tartan to seven business units, with plans to continue deployment to other units.

Sri also discussed the implementation process as a project member. He shared some of the success stories associated with the project in addition to some of the challenges the project has encountered along the way. Sri also described what life is like for project members involved in an implementation of this size, including some personal highs and lows, as well as the positive impact this project has had on his career.

As supply chain managers, most Center students are likely to be involved in an ERP implementation in some capacity during their careers. Sri provided students with an in-depth view of an SAP implementation, explaining the business reasons for and the complexities involved with undertaking such a project.

After the presentation, many Center students joined Sri at a small reception to talk with him more about his experience and about Cargill as a company. Sri’s presentation provided a great context for the topics students have studied in their coursework and valuable insight into topics not always covered in the classroom.

Doug Stuckey

More Board News

The Grainger Center would like to extend thanks and appreciation to Jim Ryan for his dedicated service to the Executive Advisory Board from 2007 to 2011.

Honors, Awards & Scholarships

Matt Bartoe, MBA 2012
Program Leadership Award Recipient

Mallory Devine, BBA 2013
BP Undergraduate Scholarship

Justin Feist, BBA 2013
Fred Zitto Scholarship

Manny Ferrara, BBA 2013
BP Undergraduate Scholarship

Eric Jansen, BBA 2013
Herbert C. Feldmann Scholarship in Logistics

Amanda Maenner, BBA 2014
BP Undergraduate Scholarship

Jenna Mueller, BBA 2014
Fred Zitto Scholarship

Sean O’Connor, BBA 2012
BP Undergraduate Scholarship

Alex Sullivan, BBA 2013
Herbert C. Feldmann Scholarship in Logistics

Kevin Vollmer, BBA 2014
BP Undergraduate Scholarship

Jared West, BBA 2013
BP Undergraduate Scholarship

Matt Bartoe
The Grainger Center offers a unique promise of career and leadership development for:

- Individuals who are already working in supply chain management and want the best training and connections possible in order to lead
- Individuals who want to manage the whole business (not just one piece, such as marketing or logistics)
- Individuals looking for a career path where they can leverage both their analytical capabilities and their interest in relationships and systems

This promise is fulfilled through delivering results in four key areas: an integrated learning environment, industry partnerships, personalized attention in a close community, and remarkable placement success.

**Certificate programs in SUSTAINABILITY and ENTREPRENEURSHIP**

Wisconsin is committed to integrating cutting-edge and relevant concepts throughout the MBA curriculum. Available to students are a certificate in entrepreneurship delivered via the top-ranked Weinert Center for Entrepreneurship and a certificate in business, environment, and social responsibility offered in conjunction with University of Wisconsin-Madison’s Nelson Institute for Environmental Studies. These certificates may be added to the supply chain management degree.

**Integrated Learning Environment**

The Center’s curriculum is cross-functional, applied, and collaborative, allowing students to learn about supply chain management in an integrated business framework from renowned faculty with expertise in supply chain management and other crucial business disciplines. Core supply chain courses include:

- Strategic Global Sourcing
- Logistics Management
- Operations Research
- Quality and Productivity
- Marketing Channels
- Enterprise Systems and Supply Chain Management
- Seminar in Supply Chain Management

Electives may be chosen from multiple disciplines, including finance, marketing, management, operations, and engineering.

The Center also offers an extensive applied learning program:

**SAP University Alliance:** Students learn how technology can enable integrated business processes and strategic thinking. Being a member of the SAP University Alliance enables students to experience firsthand how organizations operate and how enterprise resource planning (ERP) systems can help organizations become more efficient, productive, and profitable, giving students a tremendous advantage in the marketplace. Several courses utilize ERP technology in which teams of students run a real SAP system.

**Executive speaker series:** Business leaders visit campus regularly to share their real-world experience and discuss leading-edge supply chain topics in their industries. Close, meaningful interaction with senior executives in an informal setting makes these events great learning and networking opportunities.
Global experience: Students have opportunities to travel abroad over winter break to meet with companies and learn about their global operations, as well as a country’s business, political, and cultural environment. Recent trips have included Brazil, China, Dubai, India, Vietnam, Turkey, and Argentina.

Case competitions: Students have the opportunity to compete in team case competitions, including the Sam M. Walton College of Business International Graduate Logistics Case Competition and Michigan State University’s Graduate Supply Chain Challenge. These events give students the opportunities to analyze real-world cases and propose solutions to business leaders.

Hands-on seminars: Students gain additional expertise in supply chain management through faculty-led seminars each semester. Recent seminars have included demand planning, Six Sigma certification, and sales and operations planning.

Site visits: Students learn about supply chain practices firsthand by visiting various U.S. locations. Recent trips have included tours of Johnson Controls, Coca-Cola Refreshments, the Port of Milwaukee, and MillerCoors in Milwaukee; Thermo Fisher in Madison; and GE Healthcare in Waukesha, Wisconsin.

Industry Partnerships
The Center has deep ties to industry. Its extensive network of corporate partners and its Executive Advisory Board provides real-world perspective that enhances the curriculum and applied learning program, and provides invaluable career guidance to students.

Close Community
Students experience the best of two worlds: the resources of a large, world-class university and hands-on, personalized attention made possible by the in-depth resources offered by the Center. Each student receives personalized career and academic advising. Students are connected—directly and personally—with an extensive network of industry executives, alumni, corporate partners, and faculty. Students receive personalized guidance from this network throughout their time in the Wisconsin MBA program.

Placement Success
Supply chain management talent is in high demand, as the Center’s remarkable placement record for summer internships and full-time employment reflects. Our graduates achieve quickly and notably. Average starting salaries are consistently the highest among peer schools, ranging from $80,000 to $125,000.
Alumni Dinner &
Spring Site Visit: W.W. Grainger, Inc.

Doug Stuckey

This spring, Center students and staff traveled to the Chicago suburbs to visit W.W. Grainger, Inc. The evening before heading to the Grainger distribution center and headquarters, the group joined several Chicago-area alumni for dinner at Wildfire in Glenview, giving students a prime networking opportunity.

Alumni from several Chicago companies, including Honeywell, United Stationers, Shure, US Cellular, Emerson Industrial Automation, and Grainger, were available to discuss their careers and supply chain experiences with current students. Events like the dinner that connect Center students to alumni offer students a glimpse into what they can expect after graduation. In addition to socializing with Center alumni, students were officially introduced to D.G. Macpherson, senior vice president and president for global supply chain and corporate strategy at W.W. Grainger, Inc. and the Center’s newest Executive Advisory Board member.

While Grainger Center students past and present mingled and shared stories, another equally important event was going on in the background. The Wildfire staff was nice enough to accommodate the group with a projector and screen so that no one missed the Badger men’s basketball team in action during the NCAA playoffs. As the remaining minutes of the second half ticked away, the room silenced to watch the last plays of the Wisconsin-Syracuse game. While the game had a disappointing end, the evening did not. Students left the dinner with new connections and insight into supply chain careers.

The morning following the alumni dinner, students and staff headed to Grainger’s distribution center in Niles, Illinois. During a tour of the distribution center, students learned about the upcoming move to a newer, more automated distribution center and witnessed how the company handles receiving, order preparation, and shipping for over 400,000 SKUs. The facility was massive, and took the group about an hour to traverse. Students were surprised to see the variety of products in the racks including industrial parts, tools, and even PUMA shoes.

In the afternoon, the group headed to Grainger headquarters in Lake Forest to meet with executives from the global supply chain, corporate strategy, and ecommerce departments. Greg Harman, vice president of inventory management, spoke about the company’s strategy to keep inventory levels high through the recent economic downturn and, in doing so, keep service levels very high to attract new customers.

D.G. Macpherson spoke more about the company’s overall strategy and the need to focus on customers. The typical buyer of Grainger products is an under-appreciated, often over-looked maintenance person or facilities manager. D.G. articulated that it is Grainger’s goal to “make that person a hero.” To do that, Grainger focuses on delivery speed, order accuracy, and product breadth and availability. To that end, the company has made investments in new SKUs, new technology in its distribution centers, and its online presence.

Following D.G., Jason Brownewell, senior director of user experience, discussed the company’s ecommerce strategy. Sales from ecommerce are growing at twice the rate of other channels, so Jason emphasized the need for customers to have a positive user experience when purchasing online. With such a diverse and extensive product catalog, Jason mentioned the difficulty in creating a simple and easy-to-use tool. But, Grainger is serious about ecommerce and the customer experience, and has experimented with some fascinating new technologies to make it easier for customers to find what they are looking for.

Grainger’s entire business is managing the supply chain for its customers. For students in the Center, there is no better company from which to learn about the complexities of supply chain management. The visit was extremely informative, and students enjoyed meeting and welcoming D.G. to the Executive Advisory Board.
Doug Stuckey

For many, spending a Friday in a computer lab exploring Microsoft Excel may not sound like the most exciting way to kick off the weekend, but as supply chain students have come to understand, advanced Excel training is critical to career success. Dr. Kathryn Caggiano, senior lecturer and director of Master of Engineering Studies at Cornell University's School of Operations Research and Information Engineering, joined the Grainger Center to host an applied learning session building on students' experiences in the first-year data to decisions course.

Dr. Caggiano's workshop focused on two areas important for supply chain students: demand analysis and inventory planning. In both cases, Dr. Caggiano, who formerly taught the data to decisions class for the Wisconsin School of Business, prepared data spreadsheets and scenarios for students to work through in Excel. In addition to the analysis, students were asked to put together a sample PowerPoint presentation for an executive team to back up their findings.

During the first part of the workshop, students used a prototype demand tool to identify trends within the simulated company's product line. Using the data provided, students identified products that appeared to be promising for the company, as well as those that seemed to pose problems. Any recommendation made by students needed to be supported by the data and presented in an easily understood format. Students also had to consider changes to the simulated company's supplier order lead times, providing recommendations that took into consideration the impact on backorders, total inventory positions, and the amount of cash tied up in inventory.

For the later part of the session, Dr. Caggiano walked students through some of the more advanced Excel functions. As students ran through the inventory planning simulation, Dr. Caggiano helped students use pivot tables and charts to quickly partition specific data fields, vlookup and match functions to quickly retrieve information from a table, and array functions to quickly gather summary statistics from a set of data. Students employed these and other tools to again prepare a presentation for management about the company's inventory planning strategies.

In addition to the tools that Dr. Caggiano presented to students, she also provided many great suggestions around how to best use Excel and how to create powerful charts to present data. She distributed a "cheat sheet" of useful Excel shortcuts and functions to help make users more effective. Additionally, she helped students think about what types of charts are best to articulate certain points and the data in which executives will be most interested.

Given that MBA students come to the Wisconsin School of Business with varying levels of Excel proficiency, the workshop was designed to provide something for everyone. The applied learning session was well timed for second-year students who are preparing to enter new jobs and for first-year students who are preparing for internships. The session was a great tie in to the sales and operations planning workshop hosted by Cisco in the fall semester and further reinforced the value of the applied learning opportunities the Center provides each year.
I am the regional operations manager for SAS. In this role, I oversee our third-party logistics (3PL) suppliers that support our shared services logistics business model in Texas and Arizona. We are currently in the middle of a transition, moving several services from Raytheon to the 3PL for the first time. There is no "typical day" in the six- to eight-month transition period. Responsibilities include financial reviews, budget discussions, metrics and operational reviews, part movement planning, working with the government and our other customers to gain plan concurrence, holding focus groups and town hall meetings with affected stakeholders, reviewing process and policies, and creating joint SOP for every aspect involved in having multiple businesses working out of a single site. Once the transition is complete in late Q3 or early Q4, the role will transform and will focus on looking for continuous improvement opportunities and managing the site and relationship with the 3PL.

Why did you choose to pursue a degree at the University of Wisconsin-Madison through the Grainger Center?

I attended the University of Wisconsin-Madison for my undergraduate degree, and appreciated all of the opportunities that Madison provides as a city, a university, and an overall environment. I looked into the structure of the graduate program and was impressed by the immediate focus on career and skill-building activities, coursework, and exposure to current events in the field. After speaking with Verda and Jack, I knew the Grainger Center was where I wanted to be: their passion for the school and all aspects of supply chain came through clearly. Even more important to me was their desire for students to learn, grow, and succeed.

What particular professor, courses, or projects that you had in business school were extremely valuable to you?

There are a few ways to answer this question. First, from a personal development point of view, Coach K (Ken Kavajecz) was my most influential professor during graduate school. He accepted nothing less than our best and made sure we had the tools and support necessary to succeed. He pushed me harder than any other professor, and I learned not only the "basics" of finance, but also more about decision-making, time management, and how far I could push myself when needed.

Second, the scope of the supply chain coursework helped prepare me for reality in the workplace. As an example, I never saw a need to learn SAP—after all, that's what programmers and IT people do—but in my current role, I need to help our 3PL understand the system with all of its customization, and to help them prepare operation instructions and policies based on the capabilities of the SAP system.

More so than any single class or professor, however, I have to say that the most valuable "thing" I took away from the MBA program is the network—people I can call on for advice who are experts in their field, people who offer a different perspective, and people who are amazing friends and colleagues.

Do you have any words of wisdom for current Grainger Center students?

The best advice I can give is to embrace every moment and every opportunity you are presented while in graduate school. Volunteer, get to know people you wouldn't normally spend time with, take advantage of the time your professors are willing to share with you, and try things that might otherwise scare you. This is your best opportunity to test yourself in every way because you have a safety net to fall into and people who truly support you. You might be surprised at what you can achieve.
The Wisconsin MBA is designed to put professionals out in front in their chosen fields. It is composed of outstanding programs in highly focused career specializations in key areas such as supply chain management. The program is about knowledge creation and providing transforming educational experiences. It offers real focus and real success to students.

The Grainger Center for Supply Chain Management at the Wisconsin School of Business is one of the few endowed, university-based centers specializing in supply chain management in the United States. Its unique curriculum is cross-functional and takes an integrated process view of supply chains, including marketing, sourcing, logistics, operations, and customer service. It is a personalized and industry-focused program supported by companies known for supply chain excellence. Students connect with and learn from real-world supply chain leaders and are part of a strong, close-knit community.

In addition to its MBA program, the Center also offers an undergraduate specialization and assists in the efforts of faculty research in the field.

The Center was established in August 1991, with a generous gift from The Grainger Foundation of Lake Forest, Illinois. The gift was made to recognize the increasing importance of supply chain management and the industry’s growing need for leaders with advanced education in the area. The contribution by The Grainger Foundation allows the Wisconsin School of Business to fulfill a significant need in graduate business education.

During the summer of 1992, the Grainger Center for Distribution Management became operational. The first class of students graduated from the program in the spring of 1994. In July 1999, it was renamed the Grainger Center for Supply Chain Management. Since its genesis, the Center has graduated over 150 masters students who have gone on to become business leaders across the industry, in firms large and small.
Growing the Pipeline: Undergraduate Specialization Expanding, Popular with Students and Employers Alike

Angie Bong

The 2011-12 academic year marked exciting changes—and growth—for the Specialization in Supply Chain Management, open to all undergraduate students enrolled in the Wisconsin School of Business. Students willing to complete a series of seven courses can add the specialization to their current business major, which provides an attractive differentiator as they seek summer internships and employment.

In response to the increasing employer demand for specialization students and the growing popularity of the specialization among undergraduates, the Grainger Center staff—with the encouragement and support of specialization students—committed to further developing the specialization by providing additional structure, resources, and applied learning opportunities.

In the fall semester, with encouragement from specialization student Alex Chaet, a board of directors was formed. Five students, serving in an advisory capacity to Center staff, provide feedback about the direction and priorities for the specialization and learning opportunities for specialization students. Student board members included Alex Chaet (BBA 2013), Justin Feist (BBA 2013), Jesus Salas (BBA 2012), Kora Plucinski (BBA 2012), and Jared West (BBA 2013). The board of directors—dedicated, thoughtful, and passionate about supply chain—helped facilitate several new opportunities for specialization students during the spring semester.

In February, Center Director, Verda Blythe, and Assistant Director, Angie Bong, accompanied five specialization students to the APICS Great Lakes District 17th Annual Student Case Competition in Downers Grove, Illinois. The team consisted of junior Justin Feist and seniors Alex Chaet, Alex Lockwood, David Riedeman, and Shinong Wang. In the first year of participation, the Wisconsin team captured a second place finish among 33 teams, resulting in a cash prize of $1,163. The students had 24 hours to analyze a case featuring the Great Harvest Bread Company, in which the students were charged with defining strategies and actions that would better leverage the supply chain for competitive advantage. The students analyzed both the marketing and operations aspects of the supply chain, including the company’s product mix and franchising agreements, as well as the distribution network, transportation providers, and ERP systems. The team’s comprehensive, “value chain” approach proved critical in winning over the judges, who indicated that the team was one of the best at “capturing the potential value that existed in the supply chain.” Deliverables included a six-page paper and presentation to a panel of judges.

“The competition was a great opportunity for us to use the skills we’ve developed in courses to create solutions to a complex and challenging problem,” said Riedeman.

Echoing Riedeman’s sentiment, fellow teammate Justin Feist stated, “I learned a lot from the other guys on the team. They have taken some classes that I have not, so it was interesting to hear about some
of the concepts that I will be learning in future classes. It really shows that the information we are learning in SCM classes is applicable in real-world situations.

Enjoying the high of the success at the case competition, students headed into March where they had the opportunity to hear guest lecturer SriRaj Kantamneni, Tartan design lead for Cargill, discuss Cargill’s strategic project involving one of the largest global implementations of SAP enterprise software based on the current scope. Kantamneni visited the MKT 427: Enterprise Systems in Supply Chain Management course, taught by Pete Lukszys, where he shared real-life challenges of major ERP implementation. For more on Kantamneni’s visit, please see full story on page 5.

To round out the semester, the BP recruiting team, led by Casey Thomas and Bob McCafferty, helped organize a site visit for specialization students and staff to the BP headquarters in Chicago. Several BP employees, including Bob Hollis, head of supply for the East of Rockies Fuels Value Chain, and Amy Abraham, vice president of marketing and communications, offered up part of their day to help students understand the fuels value chain.

Presenters painted a complete picture of the downstream supply chain at BP, covering topics like crude extraction and refining, trading and product scheduling, channels of trade management, storage, marketing, and sales. The presentation concluded with a panel of BP Challengers, new employees who are part of BPs three-year rotational program. The Challengers provided thoughtful insights about the transition from student life to full-time employment and the exciting opportunities provided by BP. The visit concluded with a reception hosted by BP, where students had additional opportunities to ask questions and network.

The overwhelmingly positive response from specialization students to the new board of directors and the additional learning opportunities makes for an exciting future for the specialization. The Center will continue to build on the initial success this year to further enhance the specialization experience and help create the supply chain leaders of tomorrow.

Required Specialization Courses
- Fundamentals of Supply Chain Management
- Procurement and Supply Management
- Logistics Management
- Marketing Channels
- Production Planning and Control
- Enterprise Systems and Supply Chain Management

Electives
- Marketing Research
- Retail Management
- Operations Research I

The University of Wisconsin-Madison case competition team after their presentation to the judges. From L to R: Justin Feist, Alex Lockwood, Alex Chaet, Shinong Wang, and David Riedeman
# MBA Full-Time Employment

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>LOCATION</th>
<th>JOB TITLE</th>
<th>Average full-time base salary offer: $96,532 accepted: $96,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon.com</td>
<td>Chattanooga, TN</td>
<td>Pathways Operations Manager</td>
<td></td>
</tr>
<tr>
<td>Cisco Systems Management</td>
<td>San Jose, CA</td>
<td>Program Manager IV, Supply Chain Global Management</td>
<td></td>
</tr>
<tr>
<td>Dish Network</td>
<td>Denver, CO</td>
<td>Senior Analyst</td>
<td></td>
</tr>
<tr>
<td>Dover Corporation</td>
<td>Downers Grove, IL</td>
<td>Global Supply Chain Analyst</td>
<td></td>
</tr>
<tr>
<td>E.&amp;J. Gallo Winery</td>
<td>Modesto, CA</td>
<td>Senior Business Analyst, Operations/Supply Chain</td>
<td></td>
</tr>
<tr>
<td>Eaton Corporation</td>
<td>Asheville, NC</td>
<td>Subcontract Program Manager</td>
<td></td>
</tr>
<tr>
<td>Eaton Corporation</td>
<td>Milwaukee, WI</td>
<td>Leadership Development Program</td>
<td></td>
</tr>
<tr>
<td>GE Healthcare</td>
<td>Santa Clara, CA</td>
<td>Logistics Operations Lead</td>
<td></td>
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<tr>
<td>Intel Corporation</td>
<td></td>
<td>Supply Chain Analyst</td>
<td></td>
</tr>
<tr>
<td>Lands’ End</td>
<td></td>
<td>Graduate Program: Global Sourcing</td>
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<tr>
<td>Maxim Integrated Products</td>
<td></td>
<td>Business Analyst</td>
<td></td>
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<tr>
<td>Pack Ryt</td>
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<td>Director of Operations</td>
<td></td>
</tr>
<tr>
<td>Plex Ryt</td>
<td></td>
<td>MBA Leadership Development Rotational Program</td>
<td></td>
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<tr>
<td>Rexnord Industries</td>
<td></td>
<td>MBA Leadership Development Rotational Program</td>
<td></td>
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<tr>
<td>Syngenta</td>
<td></td>
<td>MBA Leadership Development Rotational Program</td>
<td></td>
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<tr>
<td>Target</td>
<td></td>
<td>MBA Leadership Development Rotational Program</td>
<td></td>
</tr>
<tr>
<td>W.W. Grainger, Inc.</td>
<td></td>
<td>MBA Leadership Development Rotational Program</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Average signing bonus offer: $12,346 accepted: $12,056</td>
<td></td>
</tr>
</tbody>
</table>

**Bold type indicates accepted offer**

# MBA Summer Internships

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>LOCATION</th>
<th>JOB TITLE</th>
<th>Average monthly base salary offer: $5,173 accepted: $5,104</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston Scientific</td>
<td>Minneapolis, MN</td>
<td>MBA Internship</td>
<td></td>
</tr>
<tr>
<td>Cisco Systems</td>
<td>San Jose, CA</td>
<td>Supply Chain Intern</td>
<td></td>
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<tr>
<td>DDN</td>
<td>Milwaukee, WI</td>
<td>Summer Intern</td>
<td></td>
</tr>
<tr>
<td>Dish Network</td>
<td>Denver, CO</td>
<td>MBA Summer Intern – CSC Operations</td>
<td></td>
</tr>
<tr>
<td>GE Healthcare</td>
<td>Milwaukee, WI</td>
<td>Marketing Intern</td>
<td></td>
</tr>
<tr>
<td>Johnson Controls, Inc.</td>
<td>Milwaukee, WI</td>
<td>Graduate Intern</td>
<td></td>
</tr>
<tr>
<td>Lands’ End</td>
<td>Dodgeville, WI</td>
<td>Graduate Intern</td>
<td></td>
</tr>
<tr>
<td>Malt O’Meal</td>
<td>Northfield, MN</td>
<td>Supply Chain Planning Intern</td>
<td></td>
</tr>
<tr>
<td>Maxim Integrated Products</td>
<td>Sunnyvale, CA</td>
<td>Supply Chain Intern</td>
<td></td>
</tr>
<tr>
<td>Medtronic</td>
<td>Minneapolis, MN</td>
<td>Operations MBA Summer Associate</td>
<td></td>
</tr>
<tr>
<td>Sigman-Aldrich</td>
<td>Milwaukee, WI</td>
<td>Summer Intern, Planning and Scheduling</td>
<td></td>
</tr>
<tr>
<td>Spectrum Brands</td>
<td>Madison, WI</td>
<td>Summer Intern, Rayovac</td>
<td></td>
</tr>
<tr>
<td>US Cellular</td>
<td>Chicago, IL</td>
<td>Supply Chain Intern</td>
<td></td>
</tr>
</tbody>
</table>

**Bold type indicates accepted offer**
### BBA Full-Time Employment

**COMPANY**

- Best Buy Co.
- The Boeing Company
- Core BTS
- CS Logistics
- Epic Systems Co.
- Epic Systems Co.
- First Supply
- General Mills
- General Mills
- General Mills
- Georgia-Pacific Co.
- Georgia-Pacific Co.
- Kohl’s Department Stores
- Kohl’s Department Stores
- Kohl’s Department Stores
- Kraft Foods/Oscar Mayer
- Medline Industries
- Rockwell Automation
- S.C. Johnson & Sons, Inc.
- S.C. Johnson & Sons, Inc.
- Schneider National
- Schreiber Foods

**LOCATION**

- Richfield, MN
- Charleston, SC
- Madison, WI
- Brookfield, WI
- Verona, WI
- Verona, WI
- Madison, WI
- Minneapolis, MN
- Minneapolis, MN
- Minneapolis, MN
- Atlanta, GA
- Green Bay, WI
- Menomonee Falls, WI
- Menomonee Falls, WI
- Menomonee Falls, WI
- Madison, WI
- Mundelein, IL
- Milwaukee, WI
- Pleasant Prairie, WI
- Minneapolis, MN
- Green Bay, WI
- Green Bay, WI

**JOB TITLE**

- Demand Planning Analyst
- Supply Chain Management Analyst
- Marketing Analyst
- Freight Operations Manager
- Project Manager
- Technical Service Analyst
- Manager in Training
- Business Management Associate
- Financial Analyst
- Marketing Communications Planning Associate
- Sourcing Analyst
- Assistant Team Lead
- Logistics Coordinator
- Marketing Strategy Coordinator
- Merchandise Analyst Trainee
- Brand Management
- Associate Product Manager
- OES Supply Chain Leadership Program
- Supply Planner
- Sales Associate, Target
- Fleet Manager
- Sales Account Executive

**Average full-time salary**

- **Offer:** $52,315
- **Accepted:** $53,072
- **Average signing bonus**
- **Offer:** $3,611
- **Accepted:** $3,437

### BBA Summer Internships

**COMPANY**

- Ameriprise Financial
- Bosch
- Cargill
  (2 of 2 offers accepted)
- FAME
- General Motors
- Georgia-Pacific, Co.
- Georgia-Pacific, Co.
- Georgia-Pacific, Co.
- Intuit
- Kohl’s Department Stores
- Kohl’s Department Stores
- Schneider National
- Spectrum Brands
- Uline
- Weiss-Rohlig USA

**LOCATION**

- Minneapolis, MN
- Mt. Prospect, IL
- Minneapolis, MN
- Minneapolis, MN
- Detroit, MI
- Green Bay, WI
- Green Bay, WI
- Green Bay, WI
- Mountain View, CA
- Menomonee Falls, WI
- Menomonee Falls, WI
- Green Bay, WI
- Madison, WI
- Eagan, MN
- Des Plaines, IL

**JOB TITLE**

- Marketing – Brand and Product Management
- Logistics Intern
- Tartan Supply Chain Intern
- PR Intern
- Customer Care and Aftersales Marketing Intern
- Outbound Transportation Planner
- Supply Chain Intern
- Transportation Co-Op
- RDP Marketing and Product Management Intern
- Merchandising Analyst Intern
- Web Merchandise Presentation Intern
- Intermodal Tractor PM Cost Analyst
- Trade Marketing Intern
- Marketing Intern
- Import & Export Intern

**Average monthly base salary**

- **Offer:** $2,714
- **Accepted:** $2,716
Executive Advisory Board

The Executive Advisory Board is comprised of senior executives at leading firms that are renowned for supply chain management excellence. Board members provide strategic and curricular guidance, participate in applied learning programs, and provide placement opportunities for students.

**Karl Braitberg**
Vice President, Global Supplier Management
Cisco Systems, Inc.

**Thomas F. Pyle, Jr.**
Chairman
The Pyle Group

**Sears**
John Kenny
President
FreeFlow

**Stu Reed**
Senior Vice President and President, Home Services
Sears Holdings Corporation

**Genzyme**
Claudia Knowlton-Chike
General Manager, Global Logistics
Genzyme Corporation

**IBM**
Steve Loehr
Vice President, Operations and Strategy
IBM Value Services

**EMERSON**
Eric Smith
Vice President, Demand Driven Supply Chain
Emerson Electric Corporation, Commercial and Residential Solutions Group

**Oclaro**
Gray Williams
Executive Vice President, Operations
Oclaro, Inc.

**Grainger**
D.G. Macpherson
Senior Vice President and President, Global Supply Chain and Corporate Strategy
W.W. Grainger, Inc.

**Johnson Controls**
Carolyn A. Woznicki
Vice President, Global Procurement
Johnson Controls, Inc.
JOHN R. "JACK" NEVIN
Jack is executive director of the Grainger Center. He chaired the marketing department from 1988 to 1992 and from 2008 to 2010, and served as associate dean of masters programs from 1999 to 2002. Jack earned a Ph.D. in marketing from the University of Illinois.

His research is primarily concentrated in three managerial-oriented areas of marketing: marketing channels, supply chain management, and marketing strategy. His research has appeared in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science* and many other journals.

Jack’s teaching responsibilities include traditional full-time MBA classes on marketing channels and supply chain management. He also actively participates in executive development programs and has served as a research consultant or expert witness for a number of organizations. He has been heavily involved with the American Marketing Association and the International Society of Franchising in a professional service capacity.

VERDA A. BLYTHE
Verda is the director of the Grainger Center. She is responsible for marketing the Center to prospective students and employers, and providing academic and career guidance to undergraduate and MBA students. She works closely with the Center’s faculty and Executive Advisory Board on program strategy and leads outreach activities with alumni, employers, and professional associations.


Verda brings 13 years of supply chain industry experience to her position, having worked in various functions including procurement/sourcing, production, and logistics. After earning a BBA degree in logistics from Iowa State University, she worked for Ruan Transportation Management Systems in quality, planning, and customer development. In 2002, she graduated with an MS degree in supply chain management from the University of Wisconsin-Madison and is a Grainger Center alumna. Upon graduation, she joined the IBM Corporation, where she worked in the integrated supply chain, including global procurement and the systems and software group, both domestically and abroad.

ANGELA L. BONG
Angie is the assistant director of the Grainger Center. Managing the daily operations of the Center, she works with current and prospective students, alumni, employers, faculty, the Center’s executive advisory board, industry professionals, and colleagues within the School of Business.

Angie leads the marketing and communications activities for the Center and assists in the coordination of the applied learning curriculum. Angie also assists with admissions and recruiting, student services, and programming; oversees the BBA specialization program; coordinates alumni development activities; and supervises project assistants.

Angie began working at the Grainger Center in September 2011. She earned her BA in journalism from Butler University in 2005 and her MA from The University of Iowa in Student Development in Postsecondary Education in 2007. Prior to joining the Center staff, she served as the Coordinator for Student Leadership and Organizations at the University of Wisconsin-Eau Claire. Angie also serves on the executive board for the Wisconsin College Personnel Association.

PETER B. LUKSZYS
Pete is director of applied projects in the Grainger Center and is the SAP University Alliance faculty liaison. He teaches MBA, undergraduate, and executive education courses at Wisconsin. Pete developed two courses in Enterprise Systems and Logistics Management, which he teaches as part of the Center curriculum. In 2009, he was instrumental in implementing SAP enterprise software at the Wisconsin School of Business for educational use. His areas of expertise are global logistics, enterprise resource planning system implementation, and inventory management.

Prior to his move to academia in 2004, Pete held the industry positions of senior director supply chain management, director of global logistics and distribution, SAP project leader, and production supervisor at EMD Chemicals, the North American affiliate of MERCK, KGaA, and Abbott Laboratories. In his role as SAP project leader, he led a team of over 100 employees in a successful business transformation where 10 SAP modules were implemented at six U.S. sites. At Abbott Laboratories, he completed a two-year management development program and held positions in inventory planning, manufacturing management, and financial analysis. Pete is APICS certified in production and inventory control. He received an MBA in supply chain management and a BS in industrial engineering from the University of Wisconsin-Madison.
Aaron Prevost (MBA 2010) has taken a new role as a senior supply chain analyst for Samsung Semiconductor.

Eric Smith (MS 1998) has assumed a new role with Emerson as vice president for demand driven supply chain for the Commercial and Residential Solutions Group.

Sheena Bliss Kelter (MBA 2008) accepted a new position as finance manager for Spectrum Brands.

Yan Jin (MBA 2007) accepted a new position in advisory performance improvement in supply chain and operations for Ernst and Young.

A Little Pomp & Circumstance

Congratulations to the 2012 graduates!

MBA Grads from L to R: (front row) Matt Bartoe, Yong Zheng, Andrew Schumann, Laura Hausfeld, Mark Lusch, Stuart Solomon, Michaela Marquardt, George Koikaramparambil, (back row) Kyle Schmitz, Craig Cleland, Justin Owen, Tai Adkins, Matt Reuer. Not pictured: Jia Cheng and Arun Malhotra

Norah Muenkel (MBA 2006) and her husband, Dan, welcomed baby Elliott in January 2012.

Xiaodi Wang (MBA 2008) and her husband welcomed baby Zoe in February 2011.

BBA Grads from top L to R: Derek Willems, David Riedeman, Rick Lavigne, Alex Slezewski, Brooke Beltrand, Jesus Sales, Adam George, Alex Lockwood, Kora Plucinski, Stephanie Weidmann, Abby Forecki, Andrew Butts, Kevin Vrany. Not pictured: Daniel Thompson and Shinong Wang
Outside the Classroom...

Grainger Center and fellow MBA students at the 2012 Polar Plunge

Yong Zheng (MBA 2012) and two fellow MBAs performing at the Chinese New Year Gala

Matt Reuer (MBA 2012) and Kyle Schmitz (MBA 2012) at the Panama Canal during winter break

Center students and staff gather at Pete Lukszys’ home for some weekend fun and relaxation
Executive Director .......... John R. "Jack" Nevin
Director ........................ Verda A. Blythe
Assistant Director ............... Angela L. Bong
Director of Applied Projects .... Peter B. Lukszys

Supply Chain Update is produced with funds made available by the Grainger Center for Supply Chain Management Opportunity Fund.