



# the Consortium for Supply Chain Management Studies NEWSLETTER



January 2006

Volume 2, Number 1

## Board Member Profile

### JIM KAVANAUGH

**J**im Kavanaugh is Chief Executive Officer and co-founder (1990) of World Wide Technology, Inc. (WWT). World Wide Technology Holding Co., Inc., is comprised of two operating companies, World Wide Technology Inc., focused on the public sector, commercial markets and Telcobuy.com, focused on the telecommunications industry. With headquarters in St. Louis, Missouri, WWT is recognized as a premier Systems Integrator and Supply Chain Services Company. With almost 1000 employees, 1.5 million-plus sq. ft. of facilities, and over \$1.7 billion in sales, WWT specializes in providing state of the art technology products and supply chain solutions for its customers, suppliers and partners.



**JIM KAVANAUGH**  
World Wide Technology, Inc.

Under Jim's leadership, WWT has grown to be one of the largest privately held companies in the Midwest. Since 1995, WWT's revenues have jumped from \$74 million to \$1.7 billion in 2005, projected to exceed \$2B in 2006. In 2000, WWT raised over \$27 million in venture capital funding from Highland Capital and Summit Partners to help drive WWT's long term growth strategy. WWT has developed strategic relationships with many of the major IT and telco manufacturers, including Alcatel, Cisco, Dell, Fujitsu, IBM, Lucent, HP, Oracle, Sun Microsystems and Tellabs. WWT also has long standing customer engagements with partners like Boeing, Cingular, SBC and the U.S. Federal Government. Jim currently has WWT focused on three high level goals, 100% Customer Retention, Financial Performance goals and 100% compliance to it's Core Values.

Jim has over 16 years experience in the computer and telecommunications industry. A Finalist in 2000 for Ernst & Young's Entrepreneur of the Year award and a 1998 recipient of *St. Louis Business Journal's* "40 under 40" award. Kavanaugh graduated from St. Louis University with a Bachelor of Science degree in marketing. After graduation, he was drafted as the second pick in the Professional Soccer Draft and was a member of the U.S. Olympic Soccer Team in 1984. Kavanaugh sits on St. Louis University's Athletic Advisory Board, St. Louis University's Advisory Board of Supply Chain Management Studies, the St. Patrick Center Board for the Homeless and is Chairman for the MS Societies Sports Celebrity Dinner. Jim and WWT support a number of other charitable organizations in the St. Louis community including The Ronald McDonald House, Toys for Tots and the United Way.

## CONTENTS

- **4<sup>th</sup> Lean Logistics Certificate Offered**
- **Eight Keys to Supply Chain Excellence**
- **Adv. Supply Chain Certificate Offered In Korea**
- **Spring 2006 Certificate Programs**

## CALENDAR

- 1/27 Introduction to Supply Chain Management for Competitive Advantage  
**(Basic SCM Certificate Program Module I)**
- 1/27 Fall 2005 Supply Chain Management Certificate Program Graduation Ceremony
- 1/31 Board Briefing with Professor John Langley of Georgia Tech on "Eight Keys to Supply Chain Excellence" *(Limited to our board members and invited guests)*
- 2/1-2/3 Lean Logistics Certificate Program  
*(Open only for Air Mobility Command Personnel)*
- 2/10 Basic Inventory Management and Control for Improved Profitability  
**(Basic SCM Certificate Program Module II)**
- 2/16-2/17 Managing Inventories for Increased Profitability  
**(Adv. SCM Certificate Program Module II)**
- 2/24 Strategic Sourcing, Supplier and Buyer Relationship Management  
**(Basic SCM Certificate Program Module III)**
- 2/28 Lean Principles and Value Stream Mapping with St. Louis APICS
- 3/10 Purchasing, Transportation, Warehousing and Third Party Logistics  
**(Basic SCM Certificate Program Module IV)**
- 3/16 "How To Take the Cost Out From Supply Chain?" with St. Louis CSCMP
- 3/16-3/17 Strategic Outsourcing and Supplier Relationship Management  
**(Adv. SCM Certificate Program Module III)**
- 3/24 Supply Chain Management and Business Strategy  
**(Basic SCM Certificate Program Module V)**
- 3/31 Project Management
- 4/18-4/19 Third Offering of Lean Logistics Cert. Program at Saint Louis University Campus
- 4/20-4/21 Managing Transportation and Warehousing Operations  
**(Adv. SCM Certificate Program Module IV)**
- 5/18 David Tarr Lecture Series with CSCMP
- 5/18-5/19 Lean Principles and Research Project Management  
**(Adv. SCM Certificate Program Module V)**

## 4<sup>th</sup> LEAN LOGISTICS CERTIFICATE AT SAINT LOUIS UNIVERSITY CAMPUS

### The Consortium Offers Its 4<sup>th</sup> Lean Logistics Certification Program on April 18 and 19, 2006 at the St. Louis University Campus

Due to unexpected high demand, the Consortium for Supply Chain Management Studies decided to offer the Fourth Two-Day Workshop on Lean Logistics Certification Program with Mr. Robert Martichenko, President of LeanCor Company, on April 18 and 19, 2006 at the St. Louis University Campus. The attendees not only learn the principles of lean and Six Sigma applied to the logistics field, they will also experience hand-on exercises to make such lean and waste reduction projects possible.

### EIGHT KEYS TO SUPPLY CHAIN EXCELLENCE PRESENTATION

#### Professor John Langley is scheduled to present his futuristic views on the “Eight Keys to Supply Chain Excellence” at the Board Briefing on January 31, 2006

The CSCMS invited Dr. John Langley, Professor of Supply Chain Management and Director of Supply Chain Executive Programs at the Georgia Institute of Technology, to present his ideas on logistics and supply chain management on January 31, 2006 at the St. Louis University Campus.

Dr. Langley has been actively involved in supply chain management and business logistics for over 30 years. He is a former President of the Council of Supply Chain Management Professionals (CSCMP), and is a past recipient of the Council’s Distinguished Service Award. In 2004 he was honored as one of the profession’s top five logistics executives at the Richmond Events Logistics and Supply Chain Forum. Dr. Langley received the B.S. degree in Mathematics, the MBA degree in Finance, and the Ph.D. degree in Logistics Management, all from Penn State University.

Dr. Langley will discuss a topic on “**Eight Keys to Supply Chain Excellence**”. While there is no dispute as to the increasing importance of supply chain management in today’s business world, organizations are trying to identify strategies and approaches that will lead to "supply chain excellence." He will share with us how to identify eight key areas that must be considered when the objective is to build strength in terms of supply chain strategy and implementation. Among the topics to be covered are value creation, demand and supply planning, integration, information technology, outsourcing, global, supply chain management and supply chain engineering, and change and reinvent. Reinforced by objectives relating to effective use of transportation and supply chain agility and flexibility, attention to these topics will be critical to the creation of supply chain



## ADVANCED SUPPLY CHAIN CERTIFICATE PROGRAM IN KOREA

### The Consortium Inaugurated the Advanced Supply Chain Management Certificate Program in Korea

The Consortium opened its first Advanced Supply Chain Management Certificate Program in Korea on January 9 and 10, 2006. The workshop was held in Seoul, Korea with Mr. Robert Martichenko as instructor. The program is a joint effort with the Northeast Asia Logistics Cluster at University of Incheon in Korea. Twenty-six people registered the program. The program is expected to last until March 14, 2006. The University of Incheon and Saint Louis University signed MOU to offer at least twice of this program in Korea.



Mr. Martichenko provided the following comments after his presentation in Korea.

*“To say that the week was an eye opener would be a gross understatement. Overall though, I feel it was a valuable experience for me personally as well as a significant step forward for the work we are doing with the Saint Louis University Supply Chain Management Program.*”

*The week certainly opened up with a serious awakening when I quickly realized the learning culture in Korea is very different as compared to North America. That is, in North America, we discuss, debate and do whatever we can to challenge the teacher. In contrast, in Korea, the teacher is to be listened to, respected and not questioned. Consequently, what I thought would be interactive sessions, quickly became strictly lecture on my part. To do this for the entire week certainly required some adjustment and rethinking. However, I think we managed to adjust and the week ended successfully.*

*Another key lesson learned for me was that globalization is certainly taking hold. Korea, and its many successful companies, is certainly on the center stage in global logistics. Consequently, the students in our program are thirsty for all things global. I think we need to consider this as we develop curriculum both for our consumption and the needs of our global network.*

*In the end though, I feel it was a very worthwhile use of our time and I am eager to further development of our relationship with the University of Incheon. In this respect as well, I certainly want to mention that Dr. Hong & Dr. Nam and their colleagues were exceptional hosts and made me feel very at home in a foreign land.”*

## SPRING SEMESTER SUPPLY CHAIN CERTIFICATE PROGRAMS

The Basic Program started on January 27, 2006 for three month period ending on March 24, 2006 with 28 registrations. The Session I, Introduction to Supply Chain Management for Competitive Advantage, is designed especially for the non-supply chain professionals who need/want to learn more how supply chain optimization tools enhances their operations.

The Advanced Program started with 27 registrations on January 19, 2006 over five month period ending on May 19, 2006. Strategic Outsourcing has been aligned with overall objective of supply chain optimization. In addition, we added the Beer Game to enhance understanding of the value of information sharing, impact of bullwhip effect on inventory optimization, and locating the disruption points in supply chain information flow.

## CONSORTIUM NEWS

- ▶ Dr. John Hamilton, Associate Director and Professor of Management, has published an article entitled: The Turnaround ERP Project: Strategies and Issues, in the Proceedings of the Eleventh Americas Conference on Information Systems. The article was co-authored with Dr. Mary Sumner at Southern Illinois University in Edwardsville.

If you have any news items, please share with us by sending them to Ms. Claudette Jenkins ([jenkinc@slu.edu](mailto:jenkinc@slu.edu)).

## Consortium Member Organizations & Board Members

- Anheuser-Busch, Inc.** (Mr. Gary Welker and Mr. Tom Gaffney)  
**The Boeing Company** (Mr. David Thole and Mr. Steve Georgevitch)  
**Energizer Holdings Company** (Mr. Tom Olson)  
**FedEx Services** (Ms. Glenda Corwin)  
**Monsanto Company** (Mr. Kevin Lawrence)  
**Nordyne, Inc.** (vacant)  
**Nestle Purina Pet Care Company** (Mr. Marty Tendler – Chairman)  
**Ozburn-Hessey Logistics** (Mr. Kevin Westervelt)  
**Sara Lee Bakery Group** (Mr. Ray Martin)  
**Schnucks Markets, Inc.** (Mr. Robert Drury)  
**Smurfit Stone Container Division** (Mr. Daniel Garand)  
**Solutia, Inc.** (vacant)  
**Saint Louis University** (Dr. John Hamilton)  
**UniGroup, Inc.** (Mr. Frank Fischer)  
**World Wide Technology** (Mr. Jim Kavanaugh)

## Office Information

Ellen Harshman, Ph.D. Dean  
Ik-Whan G. Kwon, Ph.D. Director  
John W. Hamilton, Ph.D.  
Associate Director  
Han Seoung Yun, Ph.D.  
Visiting Scholar  
Ms. Claudette Jenkins,  
Administrative Assistant  
Mr. Ted Wellhausen, SCM Scholar

The Consortium for Supply  
Chain Management Studies  
John Cook School of Business  
Saint Louis University  
3674 Lindell Boulevard  
St. Louis, MO 63108

Tel. 314-977-3617 (Office)  
Tel. 314-977-7511 (Director)  
Fax.314-977-2068

[jenkinc@slu.edu](mailto:jenkinc@slu.edu) (Assistant)  
[kwoni@slu.edu](mailto:kwoni@slu.edu) (Director)  
[sluscm@slu.edu](mailto:sluscm@slu.edu) (Office)

Website: <http://cscms.slu.edu>

