

Issue 3 | 2015
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RUSCA & SUPPLY CHAIN

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Rutgers University Supply Chain Association



Shaping the world's future Supply Chain leaders

What is RUSCA?

RUSCA or the Rutgers University Supply Chain Association is the main Supply Chain Management organization at Rutgers-New Brunswick. The organization was founded six years ago and is entirely student-run with the counsel and mentorship of Professor Eugene Spiegle. RUSCA hosts information sessions, site visits, and case competitions with companies. Just this year, RUSCA has added to its vast schedule some fundraising events, a mentorship program, and last but not least, our newsletter.



RUSCA IS NOW CORPORATELY SPONSORED BY J.B. HUNT!

FOR RUSCA SPECIFIC EVENTS, SEE PAGE 13

“Lego is pushing to maintain its position as a toy pertinent to current trends”



A Shortage in Childhood's Building Blocks

By: Jamie Kim (Class of 2016)

As the holidays are fast approaching, manufacturers rush to fulfill orders and planners monitor the flow as demand falls or rises against their own forecasts. It is the season when the strength of a well-managed supply chain is put to the test. Lego, the toy brick company, is struggling as weaknesses in their supply chain are hindering its ability to meet its unexpected degree of success.

A surge in demand for Lego products is a result of the widely popular, “The Lego Movie” that debuted in 2014 that reached new audiences for the company. This, along with other successful product lines, like Lego Ninjago, Lego Elves, and movie-themed toys, are making the brand relevant to pop culture. Lego is pushing to maintain its position as a toy pertinent to current trends, but its supply chain cannot keep up with the growing demand its success requires.

Lego is foregoing this opportunity by failing to meet increasing consumer demand. Manufacturing has met its maximum capacity and in August Lego announced that it would no longer be accepting new orders until January 2016. Previous orders will be fulfilled, but due to the limitations of its current supply, they will not be able to continue to accept new orders. The shortage falls during the holidays when toy companies thrive in the peak-buying season. The success Lego has encountered over recent years has forced the company to analyze its supply chain and create a better structure for growth.

In the past year, they have made significant capital investments to satisfy expected demand, tripling over the past 5 years. There has been expansion of current manufacturing facilities and plans to open new locations closer to some of their markets. For example, there are plans to build plants in Jiaying, China that will be used to supply Southeast and East Asian markets. They have also re-evaluated the manufacturing process, consolidating certain aspects of production in packaging plants after orders have been placed.

Despite measures to prepare for growth, the current supply chain capacity has not been sufficient, “We don’t have a crystal ball, unfortunately,” said a spokesperson from Lego. “It’s been a challenge for us to ensure we have the right mix of products in the right volumes at the end of the year” (WSJ). The Lego shortage in Europe will be advantageous for their competitor, Mattel, for this year’s holiday season.

Effective supply chain management requires continuous improvement. Stagnation will only hurt a company, as new forces within the market inevitably threaten to overtake current success. As for Lego, this year’s shortage will be a push to encourage the further development of their supply chain.

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“Now North America supply chain executives are considering sustainability a strategic priority”

Go Green or Go Home

By: Jasmine Kumar (Class of 2016)

What exactly does it mean to have a sustainable supply chain? According to the Sustainable Supply Chain Foundation, it is the integration of environmentally friendly and financially feasible processes into the complete supply chain cycle from product inception to delivery. These processes can help firms to reduce their overall carbon footprint, which is the total greenhouse gas emissions released by an entity's actions. Apart from the environmental benefits, sustainable practices also allow for cost savings and resource optimization.

This raises the question of why more companies have not pursued greener interests. A new study done by the business consulting firm, West Monroe Partners attempts to explain why companies are suddenly interested in being green. This study states that over the next three years, "36% of companies have plans to incorporate sustainability into their operations and 22% of that group plan to do so in the next three years" (MH&L). The reasons for doing so include having an improved competitive advantage and better brand image.

In recent years there has been an increase in demand from customers for sustainable products and practices. West Monroe Partners conducted a survey last year which revealed the growing demand by customers and their increased willingness to pay for sustainable attributes such as climate-friendly transport. Prior to this recent demand, there was not a strong enough reason for companies to pursue these green practices. However, now North American supply chain executives are considering sustainability a strategic priority, with improvement in brand image as the biggest motivator as already indicated.

Initially, concerns such as challenges with globalization and talent acquisition have taken priority for North American companies. However, with the new push toward sustainable practice, an increasing number of companies are planning to incorporate new sustainability initiatives as part of their strategy. For instance, Biogen, an American healthcare company, received the Most Green Company Award in 2015 by "neutralizing all the carbon emissions associated with their business" (Biogen). Comparatively, European companies have rated sustainability as a high priority for their supply chains. We have a lot to learn from our European counterparts, but it is better late than never that North American companies join the practice of going green. Professor Kevin Lyons, who teaches Green Purchasing at Rutgers commented, "The next generation of supply chain professionals should be prepared to seamlessly *green* the supply chain, by following materials from the time they are designed to the time they reach consumers' hands".



How Does EM Cosmetics Compete Globally?

By: Kriti Sinha (*Class of 2019*)



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It is very difficult for companies to offer low shipping costs for their products to individuals who reside in international countries. The article, *The Beauty of Global Logistics* by Craig Guillot, talks about how EM Cosmetics, a startup company, was successfully able to establish a global distributions network so that the company can sell its products to individuals in different countries.

MyUS, a company that focuses on providing services in international shipping and package consolidating, helped EM Cosmetics reach a whole new level globally. MyUS takes retailer products that are to be exported and ships them to customers in different countries around the world. Guillot mentioned in the article that “enlisting the services of international shipping and package consolidator [MyUS] enabled the brand [EM Cosmetics] to grow its business by 20 percent (Guillot).” MyUS has been a valuable asset for EM Cosmetics to help the company make connections globally. When EM Cosmetics first started producing, the company realized “that 50 percent of its web traffic came from abroad (Guillot).” Thus, the company decided to take part in and effectively use MyUS to export its (EM Cosmetics) products around the world.

MyUS employs a staff of 20 full time employees and one full-time licensed custom broker whose job is to ensure the products meet all export laws. One huge benefit of MyUS is that this company is able to reduce shipping costs significantly and provide easy



convenience shipping of exports. MyUS workers open the packages received from EM Cosmetics, and repackage these items into small cost effective packages before shipping the products internationally. The employees also make sure the right products are in each box before they ship them to the customers. Typically, MyUS receives hundreds to thousands of packages from EM Cosmetics to be shipped to international countries. Such products vary from electronic devices to pianos to home décor. If employees in MyUS discover a problem with any of the products, they will immediately notify the customer who purchased the product and the retailer company, which in this case would be EM Cosmetics, to return or replace the product. When the products are shipped overseas, MyUS tracks

the shipping online to make sure the products reach their destination safely. The advanced technology today allows companies like MyUS to monitor the shipments each day and notify customers where their (the customers’) products are in the shipment process.

This global distributions company has truly been a great help towards EM Cosmetics. EM Cosmetics was a simple start up brand with no global distribution network in the beginning. By connecting with MyUS, EM Cosmetics was able to gain the opportunity to supply its products to international countries at low shipping costs. Thus, outsourcing this global logistical service to a specialist like MyUS helps aid in the process of selling products overseas. Without this expertise, products sold domestically would not be able to be shipped efficiently and cost effectively to countries around the world. Consequently, the sales of the company would not grow to its full potential, by missing out on international markets.

Apple's Responsibilities: From Its Suppliers to Consumers

By: Sophia Zhou (RU Class of 2018)

***“More than half
the suppliers
audited have
violated at least
one area of the
code of conduct
since 2007”***

Do you own one or more Apple brand products? Have you ever used an Apple product? The Apple brand, the logo, and the quality of products make it iconic and the experience, unforgettable. It is not only important that innovation is at the forefront when it comes to an Apple iPhone, MacBook, and iPad, but it is also crucial for Apple and any company to ensure that their suppliers uphold the same principles.

Apple addresses its principles and standards in their Annual Supplier Responsibility Report. This report, along with others dating from 2007 can be found on their homepage at <http://www.apple.com/supplier-responsibility/progress-report/>. Their most recent release earlier this year includes new rules covering a range of issues from working overtime in factories to environmental standards they pledge to follow.

There has been issues surrounding labor and human rights in relation with Apple's suppliers in early 2012. The New York Times reported incidents of factory explosions and attempted suicides of employees in Sichuan and Shenzhen, China, respectively. The living and working conditions of Chinese workers, including children, go against the grain of what an Apple product is built on. What's more troubling, according to company reports and advocacy groups, the company's suppliers have improperly disposed of hazardous waste and falsified records in addition to their disregard for workers' health. In response to this scrutiny, Apple released a list of its 156 suppliers. However, according to Apple's reports more than half of the suppliers audited have violated at least one area of the code of conduct since 2007 and each year since.

In addressing these problems, Apple joined the Fair Labor Association making it the first technology company to do so. The FLA is a nonprofit group that targets to improve conditions in factories around the world. Furthermore, Apple allows the association's auditing team to evaluate the performance of its suppliers against the standards and code of conduct. The results of the FLA's assessments can be found at <http://www.fairlabor.org/affiliate/apple>.

Within the Annual Supplier Responsibility Report, one area of contention in Apple's supply chain are recruitment fees. Suppliers may resort to third-party recruitment agencies in periods of labor shortages in order to bring in more temporary workers. In exchange for a worker's job, the third-party agencies can charge excessive recruitment fees. Essentially, workers must pay to work and before starting their job, they are in debt. These fees can quickly accumulate to a significant amount of a worker's annual salary. The 2015 Progress Report Page addresses this problem by banning recruitment agencies and factories from charging more than one month's fee. The excess amounts will go towards workers. Since 2008, approximately \$21 million has been reimbursed to over 30,000 workers. In 2014, \$3.96 million was refunded from Apple's manufacturing partners to workers, according to the report. In a Bloomberg Business Interview, Apple's Senior Vice President of Operations, Jeff Williams says, "That fee needs to be paid by the supplier and Apple ultimately bears that fee when we pay the supplier and we're OK doing that. We just don't want the worker to absorb that."

Further evidenced by the report, just last year Apple conducted 633 supplier audits: this is a 40% increase from the previous year before that. The cases of the excess recruitment fees were linked to newly-audited supplier who were doing the overcharging. The suppliers refused to cover costs themselves, but Apple, raising its

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standards, did not concede. On top of that, Apple’s public supplier responsibility initiative holds itself and its partners to higher standards, especially when it comes to fair treatment of workers. Jeff Williams, states, “You’ll see that we address difficult issues like underage labor in a frank and open way. You’ll also see that we consistently report suppliers’ violations of our standards” (Apple Supplier Responsibility 2015 Progress Report). This brand name company has openly acknowledged it still has a lot more work to do, even though they have come a long way to improve factory workers’ conditions.

NFI: Leading the Way, Paving the Future, Driving Change

By: Brandon Daley (RU Class of 2019)



It’s hard to fathom that NFI Industries began with a single truck. This third party logistics provider has gradually grown to become an international provider of logistical services in the Supply Chain world. Servicing industries that range from food manufacturing to healthcare, NFI currently resides as a top ten environmental corporation, top 100 privately held company and top 50 Logistics Company, among a plethora of other notable accomplishments. However, what has defined their success points to much more than intra-company attainment. NFI prides itself on thinking outside the box by doing things that other companies simply push aside. They plan differently. They deliver differently. They respond differently to the cards that they are dealt. In the end, NFI does more than just “deliver the goods” to the customer: they have set the precedent of supplying transcendent, concrete, and innovative results in the field of third party logistics.

Most companies have the ability to provide asset based solutions, such as trucking and warehousing. It is commonplace in the industry. However, NFI couples this standard with brokerage and transportation management, meaning the relationship to transport products from the supplier to the customer. NFI has over 15,000 carriers to get the job done. NFI is always looking to streamline the process so other companies can focus on what they do best, which is operating. Most recently, NFI has partnered with the furniture company Rent-A-Center to get their products from one place to another. Depending on how much is being delivered, NFI trucks can provide a truckload (TL), less than truckload, refrigerated load, expedited shipment, and many more value-adding services to meet their customers’ wants.

Arguably the most advantageous offering of NFI is however their “speed to market”: the rate at which materials arrive in the customer’s hands. According to Joe Perez, the director of Transportation Management at NFI, other leading companies “have to deal with layers of bureaucracy before a method of transportation is even made.” Part of being a privately owned means less chain-of-command. There is a direct line of communication between ownership and division leadership. Projects, therefore, are easier to deploy than other leading competitors.

That doesn’t mean progress stops here. NFI is always looking for ways to improve. If they can go from a single truck to an industry leader by adapting and improving since their inception 83 years ago, the sky is the limit moving forward.

“They have set the precedent of supplying transcendent, concrete, and innovative results in the field of third party logistics”

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Who is currently on the RUSCA E-Board?



(FROM LEFT): James Lee, John Sanchez, Tyler Lepore, Anastasia Paluch, Gaurav Thakur, Allison Meyer

Not Shown: Sophia Lin

Position: President of RUSCA

Anastasia Paluch is the current President of the Rutgers University Supply Chain Association (RUSCA), and a senior in the Rutgers Business School graduating in May 2016 with a dual major in Finance and Supply Chain Management. Anastasia's passion for Supply Chain Management began in her freshman year when she joined RUSCA as a member, was the Executive Vice President last year, and finally the President this year. As President she credits her entire team and the Rutgers New Brunswick Supply Chain Management department for RUSCA's success this 2015-2016 academic year. Just this fall 2015 semester, RUSCA has taken on a lot of new initiatives in addition to hosting companies for information sessions, site visits, and case competitions; RUSCA held a blood drive, partnered with clubs like ALPFA, Engineers Without Borders, and DSP, and began a very successful Newsletter. Looking ahead, RUSCA also plans on implementing a mentorship program as well as hosting its corporate sponsored companies in the spring 2016 semester.

Aside from her academic life, Anastasia interned this summer at Schlumberger in Houston, Texas. As a Sourcing intern, she worked with supplier relationship management and contract negotiations on projects that truly impact Schlumberger's business in the oilfield. Anastasia also is a student member of the Institute for Supply Management and has been playing the classical piano for fourteen years.

Position: Vice-President of RUSCA

Tyler Lepore is a junior, double majoring in Supply Chain Management and Finance, and is the current Executive Vice President of RUSCA. In his spare time, he likes to coordinate events for his philanthropy, which advocates for suicide awareness, and also likes to hang out with his brothers of his fraternity, Sigma Pi. Being apart of RUSCA, he has networked with many recruiters and has learned a great deal of

knowledge in the supply chain field. He knew right away going into Rutgers that he wanted to pursue a career in the field, thus he joined RUSCA his freshman year to get a jumpstart on this path. This past summer, Tyler has interned at Dotcom Distribution, aiding in the implementation of ISO 9001 certification. This experience alone has taught him a vast majority of supply chain knowledge, but he is still looking to further cultivate his experiences in supply chain moving forward into the future. His advice to future RBS students is to pursue what you passionately love and to get involved as much as possible, because you will never know who you will meet or what you will learn without doing so.

Position: Treasurer of RUSCA

Sophia Lin currently holds the position of Treasurer in the Rutgers University Supply Chain Association (RUSCA) and is a senior double majoring in Supply Chain Management and Finance at the Rutgers Business School. Alongside RUSCA, Sophia is also very committed to other organizations at Rutgers including the business fraternity Delta Sigma Pi and Rutgers Business Governing Association (RBGA). On her free time, she enjoys exploring food and art, making memories with friends & family, and watching a wide variety of TV shows. One of her most favorite moments at Rutgers was the moment she discovered her passion and interest in Supply Chain Management. After becoming introduced to the field during her Introduction to Supply Chain Management class, she immediately knew that working with Supply Chains was what she wanted to do. RUSCA helped to aid that discovery as it provided her all the resources and opportunities to learn more about Supply Chain Management outside of the classroom. The best advice Sophia would give to other RBS students is to definitely get involved and take advantage of the opportunities in front of you. You simply never know where these opportunities can take you.

Position: Vice-President of Marketing

Allison Meyer is currently the Vice President of Marketing for RUSCA and a junior majoring in supply chain management. During her free time, Allison enjoys spending time with friends and family, exercising at the gym, and staying active in her sorority, Phi Mu. Her favorite moments at Rutgers so far have included: becoming a founding member of a sorority, President of her resident hall, and attending all of RUSCA's events. A highlight moment from Allison's involvement in RUSCA was when she went to the Toys R Us distribution center last spring. Ever since her freshman year, Allison wanted to transfer in to the business school and major in marketing. However, upon being introduced to the concept of supply chain during her sophomore year, Allison discovered that the supply chain management major encompasses the creative aspects of marketing while offering a wide range of opportunities to make a significant impact on a company. The decision of majoring in supply chain management has benefited Allison tremendously. This past fall, Allison attended the Supply Chain Career Expo which led her toward securing multiple interviews. She is now going to be completing a spring supply chain co-op with International Flavors and Fragrances (IFF) and a summer supply chain internship with BASF. Therefore, Allison believes that the best advice to give to future Rutgers Business School students is to grasp every networking opportunity and attend every career fair that they can. Allison hopes to eventually pursue a career in procurement and hopes that she is able to discover a company that she is passionate about and enjoys working for.

Position: Director of Fundraising

James Lee is currently a senior, majoring in Supply Chain Management. He has been a member of RUSCA since his sophomore year and now currently holds the position of Director of Fundraising for the 2015-2016 academic year. He hopes to generate a larger awareness for RUSCA as an organization both on- and off-campus. During his spare time, James likes to stay active by going to the gym and playing sports including golf, basketball, and soccer. As a car enthusiast, Supply Chain Management came of great interest to James as he hopes to pursue a career in the automobile industry where he can work with some of the most renowned automobile manufacturers.

Some memorable moment of his college career thus far include being a mentor for Rutgers University Business for Youth (RUBY), volunteering for the Rutgers-Newark SCM Meet & Greet, and spreading awareness for RUSCA while tabling at the 2015 Fall SCM Career Expo. Aside from school, James interned at Samsung Electronics this past summer under the Supply Chain department and gained great exposure to one of the world's best supply chains. His advice to current and future RBS students is to never stop looking for opportunities and to maintain relationships with people.

Position: Graphic Designer/RBS Liaison

Gaurav Thakur is a sophomore enrolled in both RBS and Rutgers School of Arts and Sciences Honors Program. He serves as the Liaison to the Business School for the 2015-2016 year. Gaurav is pursuing majors in both Finance and Supply Chain as well as a minor in Mathematics. From a very young age Gaurav has been interested in cars and technology thus setting the stage for his interest in Supply Chain Management. Gaurav has been a member of RUSCA since his freshman year here at Rutgers, having his most memorable moment come when he tabled for RUSCA at the 2015 Fall SCM Career Expo. Aside from academics, Gaurav has also interned this past summer at a financial and technology advisory firm under the venture capital arm and gathered insight into the business workings of the corporate world. As a last note, he advises both current and future RBS students to constantly seek out and pursue opportunities in fields they find both captivating and interesting.

Position: Secretary & Events Coordinator/Editor of Newsletter

My name is John Sanchez and I am currently a senior at the Rutgers Business School. I am a Supply Chain Management and Accounting double major. In my spare time I enjoy keeping fit, engaging in casual conversation with friends or people I know, eating out, watching a good movie, historical documentaries/movies, and lastly enjoying a little music on blast. I first began at RBS as an internal transfer from the School of Engineering halfway through my sophomore year. As a result, during the early stages I had to quickly catch up with the business lingo and environment as well as get to know my new peers. In order to accomplish this, I threw myself at any opportunity that presented itself. I recommend the same to incoming freshman as it is never too late to get involved. For instance, my junior year I got involved in an independent study with Professor Lyons and a team of Supply Chain students from both New Brunswick and Newark. During the course of this project I learned a great deal about interacting with suppliers and interacted plenty with consumers as well, which was fun.

However, to get more involved on-campus, toward the end of my junior year I decided to apply for an open position as Secretary on the RUSCA e-board, as a way to get to know more of my peers in the same field, and to contribute in some way. Since starting, I have gotten involved by aiding in setting up events like the info sessions this semester for our students, the Blood Drive as a charitable event, and lastly I am very proud to offer our Supply Chain Newsletter as an informative medium for the ambitious

and curious RBS student. As for the future, I am looking to keep my options open and to learn as much as I can about corporate operations and its various functionalities.

WHO ARE THE WRITERS YOU ASK? KEEP READING TO FIND OUT...



(FROM LEFT): Kriti Sinha, Jasmine Kumar, Brandon Daley, Jamie Kim, Sophia Zhou

Name: Brandon Daley

Year: Freshman (Class of 2019)

Major(s): Supply Chain Management; Accounting

Minor: Mathematics

In my spare time I enjoy catching up with friends, watching T.V and playing basketball. My favorite moments at Rutgers thus far are the small ones, talking to people in their dorms and getting to know people more. The best part about the RUSCA newsletter is getting to know more about what I want to major in. It's a rapidly growing field and I'm glad I get to share a small part in it here at Rutgers. I want other people to know about Supply Chain Management and the many things it has to offer. Since first stepping foot on campus, I've learned to budget my time a lot better. College hinges on what you do with your life. Especially at a large university like Rutgers, nobody around you cares what you do. You have to put yourself out there and make something happen.

In the future, I want to join Phi Chi Theta, which I am shooting for during my sophomore year. I also want to reach out more to the community and become a leading mentor for underprivileged students. I also want to make a bit of money on the side with a part-time job and excel in club basketball.

My biggest advice to future RBS students is to throw yourself into uncomfortable positions. I would have never imagined myself coding for the FBLA (Future Business Leaders of America) website as a committee member or being a Residence Hall Event Coordinator, but I am. It's very easy to get caught up in schoolwork and hanging out with friends all the time, but Rutgers is an institution with many valuable resources. There's something for everyone, you just have to look deep enough to find it.

Name: Kriti Sinha
Year: Freshman (Class of 2019)
Major(s): Supply Chain Management; Finance

In my free time I enjoy reading books, playing tennis and volunteering. This semester, I joined a business service club called *Phi Beta Lambda* (PBL) since I enjoy giving back to the community and helping others. What I especially love about Rutgers University is the diversity within the college. There are so many people in the University who come from different religious backgrounds, and thus, there is so much we can learn from one another. Furthermore, I really like how there are multiple student organizations offered in the University as well, as it allows students to choose from a great number of clubs.

I joined the RUSCA newsletter team because I wanted to learn more about Supply Chain Management and what exactly the major incorporates. From being part of this team, I can truly say that my knowledge regarding Supply Chain Management, from the beginning of my freshman year to now has definitely increased. Overall, writing articles about Supply Chain Management issues in the financial world is very interesting, as I learned so much from these articles. In the future, I would like to work in a Fortune 500 Financial company and work in a job that combines both majors, Finance and Supply Chain Management, into one. I would highly encourage incoming freshman to take the various opportunities Rutgers University offers, as it helps students build their network and form new friends. I would also tell them that it is never too early to start looking for internships and attending company information sessions, as that helps to build experience.

Name: Sophia Zhou
Year: Sophomore (Class of 2018)
Major: Finance
Minor: Philosophy

I am part of the Rutgers Mock Trial Association as an opening attorney and playing an expert witness. This club has provided me with great knowledge and understanding of the law while pushing myself toward improving my public speaking and critical thinking skills. I am an avid reader and spectator of anything horror and gore filled on TV and movies. I enjoy staying active and have challenged myself in rock climbing. I plan to attend law school upon graduating from Rutgers University and pursuing a career in corporate law and continuing in improving our higher education institutions through law reforms.

I have learned how fast time goes by as only the first half of my sophomore year is coming to an end. With that said, I take school and whatever it is that I do with an attitude of "why not?" Why not do something I have never done before? You will more likely than not find little to no reason of why you shouldn't try something new. Yes, you will have to go out of your way to do it, but it will be worth it.

One of my favorite things about Rutgers, besides the numerous opportunities, is Rutgers Day. Across the campus, there are so many activities to do and performances to see, especially the animal shows on Cook-Douglass. It's open to everyone and brings the Rutgers community together.

Name: Jamie Kim
Year: Senior (Class of 2016)
Major: Supply Chain Management

Cooking is one of my favorite ways to spend time. This includes cooking for friends, learning how to improve, and watching documentaries. I also enjoy reading in

my spare time. Currently, I am reading *Americana* by Chimamanda Ngozi Adichie and *Outliers* by Malcolm Gladwell.

Writing for RUSCA has made me realize how relevant supply chain management is in current events. The events that RUSCA hold have been extremely valuable as well. They've given me the chance to speak in-depth with companies, expand my network, and learn about the opportunities available in the field of supply chain. I hope to gain experience in procurement and global operations following graduation, with an interest in eventually moving to other parts of the country, or even abroad.

My greatest advice for future RBS students is to use every experience you've had, professionally or personally, as an asset when marketing yourself. Every experience has provided some lesson in understanding yourself or the world, which in turn is valuable in your continuous professional development. So, let other people see that.

Name: Jasmine Kumar
Year: Senior (Class of 2016)
Major: Supply Chain Management

In my spare time, I enjoy hiking and being outdoors. I love volunteering and have been involved with the March of Dimes organization for the past 10 years. Also, I help out with the non-profit, Dress for Success with their donations and client meetings. My favorite moments as a part of RUSCA include attending info sessions and networking. The club has allowed me to make some great connections. I intend on gaining experience within sustainability and procurement after graduation. For future RBS students, I would say to attend as many events and talk to as many people as they can because networking makes a huge difference.

THE RUSCA E-BOARD AND OUR DEVOTED NEWSLETTER TEAM WOULD LIKE TO WISH OUR FELLOW RBS STUDENTS A HAPPY HOLIDAY AND UPCOMING NEW YEAR! CHEERS!



(BEHIND FROM LEFT): Tyler Lepore, James Lee, John Sanchez, Brandon Daley, Gaurav Thakur, Sophia Zhou

(IN FRONT FROM LEFT): Kriti Sinha, Jasmine Kumar, Anastasia Paluch, Jamie Kim, Allison Meyer

Not Shown: Sophia Lin

RUSCA EVENTS

What has RUSCA been up to this past month? The following are events RUSCA has held during this past month of November, as well as those we will intend to host for the upcoming spring semester. Each information session highlighted the company's internal structure, culture, strategy, philosophy, and last but not least, employment opportunities for our fellow RBS students. Each event concluded with the chance to network with the respective recruiters and representatives.

ESTÉE LAUDER



Deloitte.



November Events listed as follows:

11/9/2015	Estee Lauder Information Session
11/11/2015	Sunteck Transport Information Session

Upcoming Events for the Spring Semester:

1/25/2016	Collection for the Ronald McDonald House
1/26/2016	J.P. Morgan Information Session (<i>Partnering with ALPFA, AKPsi, Phi Beta Lamda, and Women in Business</i>)
2/1/2016	Deloitte Information Session
2/3/2016	Cintas Information Session

RUSCA's Mission Statement:

To inspire our RBS students into learning more about Supply Chain Management and its opportunities, as well as to serve as an intermediary organization on behalf of the RBS student and support the student in the pursuit of a successful internship, co-op, or full-time offer, most especially for our Supply Chain majors.

Want to know more and stay up to date with RUSCA events?

E-mail: rusca.rbs@gmail.com

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