



CMS Consulting
 500 Purdy Hill Road, Suite 6
 Monroe, CT 06468

CMS Supply Chain Share Group Newsletter

The Zoom Boom

Special points of interest:

- CMS Talk Radio is born
- Five key discussion areas among the Supply Chain Share Groups
- E-Survey's continued to be conducted during COVID-19
- List of Fall Share Group sessions

While we all look forward to our in-person connections and geographic meetings, in mid-March it became obvious that this would not be able to happen and we had to make a change, and quickly! Within a matter of weeks, "**CMS Talk Radio**" was born! As a result, members who were apologizing for company travel bans were now able to join the Share Group meetings.

Topic submissions, pre-meeting surveys, and PowerPoint presentations with meeting results and notes being sent within days versus weeks became the new normal. *Attendance at our groups was higher than ever before.*

We developed a Zoom approach that:

- Allowed people to discuss the effects of the Coronavirus
- Provided people with valuable insights/benchmarks in a timely manner
- Used less time
- Eliminated travel and expense

And, for more fun, we also had a couple of Zoom Happy Hours which allowed for even more relaxed discussions.



The "**Talk Live**" Team is hard at work on the fall meetings and *we welcome your feedback on how we can up our game so please share your ideas and suggestions!* We value the input and collaboration of our members to continually make our share groups better.

Pivot and Leadership

Inside this issue:

The Zoom Boom	1
Pivot and Leadership	1
E-Surveys Meet the Need	2
Fall Meeting Plans and Sessions	2
List of Fall Sessions	3
CMS Share Group Overview	4

In a matter of minutes, hours, and days, our worlds changed due to COVID-19! How we responded to these changes became key to success and "Pivot" became the operating word driving the CPG Supply Chain. Leadership allowed the industry to emerge as a stand-out "star" in getting essential products to consumers during this pandemic.

There were 5 key discussion areas among our Supply Chain Share Groups:

1. Coronavirus Response:

Everyone, within a short period of time, was asked to figure out how to respond to the Coronavirus to meet the dramatic demand increase while maximizing their supply chain and forecasting needs. In addition, it was critical to address the needs of employees and implement extensive health and safety protocols. Coronavirus management meetings and special teams for Operations, Health and Hu-

man Resources were quickly formed and for many companies came the birth of a more virtual supply chain.

2. New Work Protocol for Health & Safety:

The immediate reaction was to keep employees safe by working virtually and setting up safety protocols for the plant and warehouse workers. Our lives changed! For many of us, commutes diminished as working from home was established.



Pivot and Leadership continued...

Continued from Page 1

Employees were tasked with juggling the needs of their families, managing children’s schedules, home-schooling their children, and establishing separate workspaces in their homes while providing a seamless transition from office to home-office to complete their jobs. Web conferencing platforms became the daily output for communication and through technology we managed the transition by adopting new safety procedures.

3. Demand Spike to Trend:

Immediately, products like paper goods, wipes, frozen foods and other staples saw demand spikes for stock up items. Many companies experienced a dramatic spike for the “two-week stock up” to have sufficient supplies on-

hand for quarantining. Forecasting/IBP (Integrated Business Planning) faced huge challenges and a new “abnormal” normal began. The long-term impact for companies continues for the foreseeable future.

4. Maximizing Supply Chain:

To maximize Supply Chain and meet demand, companies focused upon:

- Key products and Sku rationalization
- Gearing up and gearing down lines
- Shipping more Full Truck Loads to keep America supplied

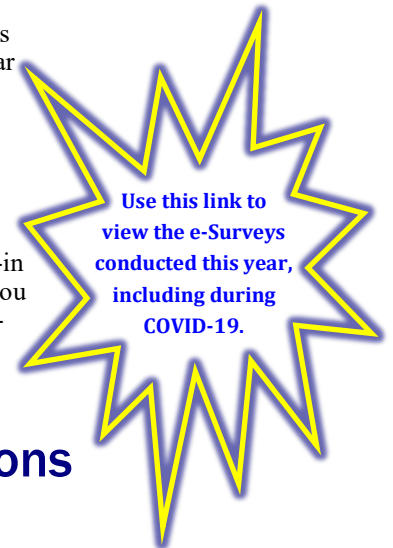
For some, these changes have proven positive and will be permanently adopted. This is where CPG emerged as a star

during COVID-19! Our Share Group members should feel pride in what was accomplished during this difficult time. You may feel like you worked harder than ever, but that hard work paid off because it was successful!

5. Bubbling Under the Surface:

Despite the Coronavirus interruption, under the surface efforts still exist around shift to home delivery, supply chain efficiency, network re-imagining and cost to serve initiatives that will now be looked at in a new light.

Let us know what key topics we missed.



E-Surveys Meet the Need

During COVID-19, we continued to respond to critical issues faced by individual members with “e-surveys”. E-surveys are easy to complete, quick 2-week turn

around surveys with 2-3 Yes/No, check the box, fill-in the blank questions to get you actionable and usable information to address a critical business issue.

E-surveys continue to be a key service of our Share Groups. Let us know if we can help you with an issue.

Fall Meeting Plans and Sessions

On July 15th, our Supply Chain Share Group Members received emails that included critical due dates to maximize our **CMS Let’s Talk Live Fall Sessions**. For our new Zoom format to be successful, it is important that we receive topic submissions and pre-meeting surveys in ad-

vance so we can prepare the agendas and ensure that you are optimizing your Share Group sessions. Meeting invitations were also sent out last week to block off your calendars for each of the Zoom sessions. This new format is also a great opportunity for others within your

company, or friends in the industry, to join in the fun of our Share Groups. If there is someone that you would like us to invite to a session, please let us know and we will reach out to them.

[See Page 3 for a list of all Fall Share Group sessions.](#)



2020 Fall Supply Chain Share Group Sessions

Meeting	Session 1				Session 2				Session 3				Total Hours
	Date	Day	Start Time EST	End Time EST	Date	Day	Start Time EST	End Time EST	Date	Day	Start Time EST	End Time EST	All Sessions
Customer Supply Chain	9/8	TUE	3:00	5:00	9/9	WED	10:30	12:30	9/9	WED	3:00	5:00	6
Customer Logistics	9/15	TUE	3:00	5:00	9/16	WED	10:30	12:30	9/16	WED	3:00	5:00	6
Customer Service	10/6	TUE	3:00	5:00	10/7	WED	10:30	12:30	10/7	WED	3:00	5:00	6
Warehouse	10/13	TUE	3:00	5:00	10/14	WED	10:30	12:30					4
Digital Supply Chain	10/27	TUE	3:00	5:00	10/28	WED	10:30	12:00	10/28	WED	3:30	5:00	5
Transportation	11/17	TUE	3:00	5:00	11/18	WED	10:30	12:30					4

New Share Groups and Share Group Members

New Share Groups:

Several members have asked us to pursue interest in two new Share Groups:

Food Service Supply Chain

and

S&OP/IBP—Integrated

Business Planning

Let us know if someone you know in your company, or the industry, might be interested in joining one of these groups.

We will surface these for discussion during the Fall Meetings.

New Members:

If you have any potential new Share Group members, contact any one of us and we will provide information on becoming a member of our Share Group community.

As always, reach out if you have any thoughts, suggestions or questions.



Thank you for your involvement and for being part of the CMS Share Group Family. Enjoy the rest of your summer and we look forward to seeing you this fall!

Mark Duss, Chris Booth, Jon Halls, Paul Fowler, and Linda Potvin

CMS Share Group Overview

We offer the following **Share Groups** and a network of over **100 participating companies**:

- **Category Management***
- **Customer Logistics***
- **Customer Service***
- **Customer Supply Chain Services***
- **Digital Supply Chain***
- **Medical Devices Supply Chain***
- **Transportation***
- **Warehouse***
- **Broker Management**
- **C-Store**
- **Dollar/Club**
- **Drug Channel**
- **eCommerce**
- **Retail Management**
- **Revenue Growth Management**
- **Sales Finance**
- **Sales Leadership**
- **Sales Operations/Planning**
- **Sales Training**
- **Shopper Digital Marketing**
- **Trade Marketing Optimization**
- **Vice President, Sales**
- **Walmart Business**

***Supply Chain Groups**

The purpose of each group is to provide a forum for benchmarking and share **Best Practice** approaches to solving the challenges of today's marketplace. In addition to lively discussion during the twice-a-year share meetings, members gain a network of peers to communicate with.

Members pay an annual membership fee, plus fair share of expenses for meetings attended. Each group meets twice per year. If for some reason a member cannot attend, an associate is welcome.



CMS Consulting provides **meeting management, facilitation** and **guest speaker arrangements**. In addition, we conduct timely **email survey** recapping for members on **key topics** of interest.



CMS Consulting has worked with CPG Executives since 1992

In our 25 years of Share Group management, our members have told us that this simple formula adds value to our sessions:

- *Group-directed agendas*
- *Open discussion forum*
- *Voluntary member presentations*
- *Industry guest speakers*
- *Meeting Notes*
- *E-Surveys*



To join a group, please contact:

Mark Duss - mduss@rpm-llc.net 203-948-4740
Paul Fowler - paulfowlercms@aol.com 203-722-1430
Jon Halls - jonhalls41@gmail.com 203-445-1974, X103
Chris Booth - cbooth@rpm-llc.net 203-313-0672
Linda Potvin - lpotvin@rpm-llc.net 508-525-0373

Visit us at cmssharegroups.com