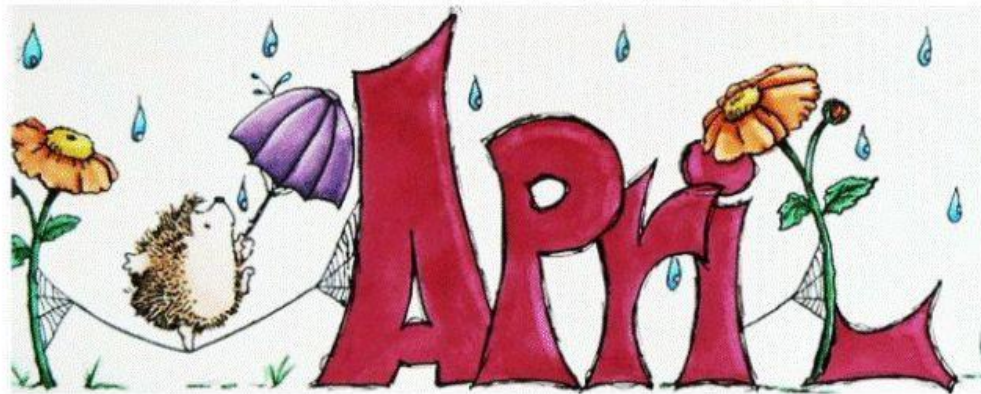


## *Newsletter: 2023 Spring Season*

### April Newsletter



- Message from the Board of Directors
- Current PDM Information
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Shoreline Forum changed Internet Host providers, for a downloadable copy of the newsletter, please click link above. Thank you!



**"Turn off all the sensors!  
I think it's full."**

Smile of the Day!

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# Message from the Board of Directors

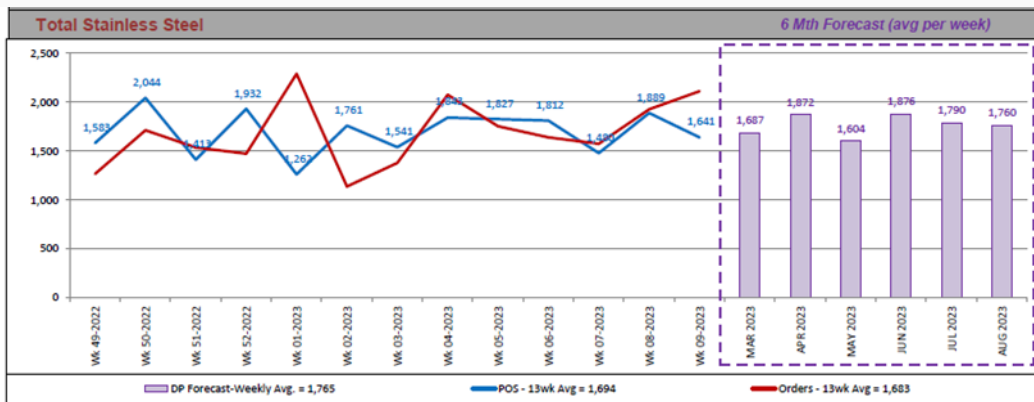
ASCM Members,

I suspect everyone uses and depends on data in their roles in supply chain. Data, particularly live data, provides valuable insights into the status of the supply chain.

How are we using this data and applying data analytics to our decision-making process? Data analytics is the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision making. This is a pretty common-sense definition, but everyone could draw a different conclusion based on our own experiences.

I will give you an example of how data is used in the Supply Chain.

In my role as forecast analyst, I receive important data from my top customers to help me create an accurate order forecast. Each week, I receive the following historical data: Point of Sale (POS), current inventory levels, and order history. I will add in the current forecast and use a chart to see if this passes the first visual test. I have a 13-week historical comparison between POS and orders and a 6-month future forecast. There will be deeper analysis done but this is one way that the customer data is applied in an easy-to-read chart.



Best Regards,

Mark Habighorst

Treasurer

ASCM Shoreline Board of Directors

## Current PDM Information

### ***April PDM***

Holidays Pub & Grill

*5533 Superior Avenue, Sheboygan, W*

*Date: Wednesday, Apr. 12, 2023*

*PDM Time: 5:00 – 7:00 pm*

Speaker: Jeff White, Vice President of Operations, Peak Foods LLC

Topic: General Overview and Challenges at Peak Foods



Jeff is extremely competitive in everything he does, he utilizes a data-driven approach, certified Six Sigma Black Belt and a certified Lean Implementer. He has worked at Peak since 2017, before that, he worked for Kraft/Heinz for eight years as a Plant Manager, Production Manager, and Continuous Improvement Manager. Prior to that, Jeff worked at Johnson Controls for fourteen years as a Continuous Improvement Manager, Lean Implementer, and a Network Engineer.

#### About the Presentation:

Jeff will speak about his experience at Peak Foods since joining the company in December 2017 as well as his experience in moving from a very large organization to a smaller organization and why he chose to make the career move. A lot has changed over the 5+ years since Jeff joined Peak Foods, as they continue to execute their plans to grow the business, remove costs, mitigate supply chain risks, and more. Jeff will also speak to the acquisition of the Blendtopia brand, along with the challenges and risk as Peak invests in and grows a startup brand. In addition to a general overview of the operations in Troy, highlighting their core business of frozen whipped topping, he will also speak to the challenges that the COVID pandemic brought on, both as related to supply chain issues and labor challenges throughout the industry.

## ASCM Shoreline Forum PDM Calendar

DAY	DATE	LOCATION	SPEAKER
Tuesday	9/13/2022	<del>Tour</del> – Kohler 444 Highland Dr, Kohler, WI 53044 <del>Meeting</del> – Holidays Pub & Grill 5533 Superior Avenue, Sheboygan, WI	Kate Stoeger, Manager- Quality KOS & CI, Kohler
Wednesday	10/12/2022	<del>Tour</del> – Lakeside Foods 1601 S. 30th Street, Manitowoc, WI 54220 <del>Meeting</del> – Brix 939 South 8th Street, Manitowoc, WI	Rhonda Shermeister, Materials Manager, Lakeside- Foods
Tuesday	11/8/2022	<del>Tour</del> – Kerry Red Arrow 4343 Expo Dr, Manitowoc, WI 54220 <del>Meeting</del> – Brix 939 South 8th Street, Manitowoc, WI	Justin Zieglemeier, Supply- Chain Director, Kerry Red- Arrow
<i>No December Meeting due to Holiday Merry Christmas and Happy New Year!</i>			
<b>No January Meeting</b>			
Wednesday	2/15/2023	<del>Meeting</del> – Holidays Pub & Grill 5533 Superior Avenue, Sheboygan, WI	Thomas Testwuide, International Business- Manager, Torginol
Tuesday	3/14/2023	<del>Tour</del> – Rockline 4343 S Taylor Drive, Sheboygan, WI 53081 <del>Meeting</del> – Holidays Pub & Grill 5533 Superior Avenue, Sheboygan, WI	Pat Rusch, General Manager, Rockline Industries
Wednesday	4/12/2023	<del>Meeting</del> – Holidays Pub & Grill 5533 Superior Avenue, Sheboygan, WI	Jeff White, Vice President of Operations, Peak Foods LLC

### Time

Cocktails: 5:00 PM to 5:30 PM  
 Dinner: 5:30 PM to 6:15 PM  
 Chapter Business: 6:15 PM to 6:30 PM  
 Speaker: 6:30 PM to 7:00 PM

### Cost

Member: \$25.00  
 Guest: \$30.00  
 Student/Retiree: \$15.00

# Forum/ASCM News

## We Want You!!

Are you looking for a way to make a change in ASCM Shoreline Forum?

Look no further!

We have multiple openings on the ASCM Shoreline Forum Board of Directors.

If you are interested, please reach out to any of the current board members.

## ASCM Shoreline Forum Board of Directors

POSITION	NAME	E-MAIL
President	Rhonda Shermeister	<a href="mailto:rshermeister@lakesidefoods.com">rshermeister@lakesidefoods.com</a>
Executive Vice President	OPEN	
Past President	none	
Secretary	Michelle Loose	<a href="mailto:mloose@johnsonville.com">mloose@johnsonville.com</a>
Treasurer	Mark Habighorst	<a href="mailto:mark.habighorst@kohler.com">mark.habighorst@kohler.com</a>
VP Student Chapter At Large	Stephen Rasmussen	<a href="mailto:rasmussenfamily@charter.net">rasmussenfamily@charter.net</a>
VP Newsletter Publication	Michelle Loose	<a href="mailto:mloose@johnsonville.com">mloose@johnsonville.com</a>
VP Membership	Stephen Rasmussen	<a href="mailto:rasmussenfamily@charter.net">rasmussenfamily@charter.net</a>
VP Programs and Events	Stephanie Thiel	<a href="mailto:sthiel@johnsonville.com">sthiel@johnsonville.com</a>
VP CBAR	Mark Habighorst	<a href="mailto:mark.habighorst@kohler.com">mark.habighorst@kohler.com</a>
VP Marketing	Tyler Stoeger	<a href="mailto:tyler.stoeger@cnhind.com">tyler.stoeger@cnhind.com</a>
Website Publisher	Rhonda Shermeister	<a href="mailto:rshermeister@lakesidefoods.com">rshermeister@lakesidefoods.com</a>
Historian	OPEN	
LTC Student Liasion at Large	Jim Ervin	<a href="mailto:jim.ervin@gotoltc.edu">jim.ervin@gotoltc.edu</a>
Member at Large	OPEN	
Member at Large	OPEN	

## Board of Directors Meeting Schedule

Board Of Director meetings are planned for the first Wednesday of the month except as noted. The location of the meeting will be published in the newsletter. All members are welcome to attend any board meeting. Please let any current board member know if you would like to attend as we normally have a light meal preceding the meeting and it will help us to ensure we have enough for all.

## Editor's Note

If you have an interest in any specific news item, have a question, or wish to see something added to the newsletter, please email your request to <http://www.shorelinepics.org/news-and-events>.

## Contact Information

ASCM Shoreline Forum

P.O. Box 267

Sheboygan, WI

53082-0267

[www.shorelinewi.ascm.org](http://www.shorelinewi.ascm.org)



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**Our mailing address is:**

PO Box 267

Sheboygan, WI 53082-0267

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