

Intro/Outro ([00:05](#)):

It's time for supply chain. Now broadcasting live from the supply chain capital of the country. Atlanta, Georgia heard around the world supply chain. Now spotlights the best in all things, supply chain, the people, the technologies, the best practices and the critical issues of the day. And now here are your hosts.

Scott Luton ([00:40](#)):

Hey, good morning, Scott Luton right here with you on the supply chain buzz on supply chain now welcome to today's live stream. So we're going to be flying solo, uh, who can raise your hand if you can relate to Murphy's law, uh, biting you at the last minute. Uh, so, so we're, we'll see if we can't get, uh, Greg White to rejoin this later in the broadcast, but we were having a couple of connection issues, but nonetheless, we've got lots of news to tackle. We've got a wonderful special guest, uh, in Jon Gold with the national retail Federation on the heels. Of course of, uh, the big show. We're going to get some of his key takeaways as well as some things to keep your finger on the pulse when it comes to trade, what a crazy environment we're in now, but Hey, this is all about supply chain buzz.

Scott Luton ([01:27](#)):

Every Monday 12 noon, we dive into some of the leading news stories and developments that you need to keep your keep on your radar across really global business and certainly in the global supply chain community. So, um, before we say hello to a few folks, I want to share a couple of opportunities. We've got speaking of, you know, professional development and keeping your finger on the pulse of what's taking place. I want to share a couple of things we've got coming up this week. Uh, it's a busy week here at supply chain now. So tomorrow we've got Dow P for procurement back with us with the one only Kelly Barner. And we're featuring a couple of very special guests from Schlumberger and Hicks, uh, and Jeff and Ragnar. So you don't want to miss that, especially if you love a good procurement conversation and great people and Kelly Barner and our guests here, make sure you tune in 12 noon tomorrow for that Wednesday.

Scott Luton ([02:22](#)):

It's all about supply chain transformation with our friends from Mars and connects us now, Greg and I had a wonderful prep session with will and Ann and Patrick manhole last week. And you're not going to want to miss this conversation. The supply chain transformation is kind of become cliché right there. There's so much talk about it, but you're going to hear from folks that are doing it and doing it very well. So, uh, you're not gonna wanna miss that webinar. You can sign up. I think we've got the links for that in the show notes. So check that out Wednesday at 1:00 PM Eastern time, Thursday, we've Greg white and, uh, uh, uh, wonderful judges panel founders. They're gonna be pitching on our first take. Your shot. Live stream is a special tequila sunrise, uh, uh, offering or in 30 minutes time, we're going to have three entrepreneurs take their shot.

Scott Luton ([03:19](#)):

And in three minutes each talking about their value proposition and the opportunity with a panel of esteem, judges, uh, including Cabera capital road sink and our friend Enrique Alvarez from vector global logistics. So, so even if, you know, even if you're not entrepreneur, you're not gonna wanna miss this, right, because it is fascinating to watch just peek in what takes place in startup environments, especially when, when they're looking for funding. Uh, and you're gonna hear some really interesting business models from, uh, folks that have already had some early successes early on. So, so check that out. 12

noon on Thursday and let's see here. So we had a wonderful speaking of coming attractions, uh, and transformation for that matter. We sat down with two digital transformers last week in an interview that's going to be dropping on February 22nd, Nadia Vincent, uh, author of the book, leveraging digital transformation.

Scott Luton ([04:20](#)):

And of course, Kevin L. Jackson author of click the transform. It was if you're a non technologist like me, it was like, um, it was a fascinating rock and roll wild wild West conversation, tons of knowledge, being dropped with folks that, that are tech, uh, technologists and, and experts in that space talking about digital transformation. So look for that video podcast to drop on the 22nd of February, I got one more. Let's see here. We're going to look. So we got a lot of folks that have already tuned into the live stream. So we're going to say look to a few folks here momentarily, but one last learning opportunity to talk about is this webinar with our friends at Omnia partners. So they have assembled the verse, what an incredible panel of folks from a variety of different sectors from Rent-A-Center to ACE hardware Parker, Hannifin you name it?

Scott Luton ([05:10](#)):

They're gonna be talking about some of the supply chain challenges in particular, some procurement, uh, challenges and best practices in a, in a very Frank conversation. So tune in on February 23rd, next week at 12 noon Eastern time. And I believe we've got the link to register in the show notes there. So with no further ado, let's see here, let's say hello to a few folks here. Uh, let me start from the top. So we've got Peter. Hey Peter. Great to see you look forward to connecting with you. Uh, this coming Friday, David is with us Dave, and hopefully you're staying warm up in Canada, Gary Smith. So, um, Gary, hello, uh, from Roslyn New York, I believe is where you are really enjoyed your interview. The Chris Barnes on supply chain is boring, Amanda and clay. The see if we can't drop that in the show notes, but Gary is all, always a great interview doing big things in supply chain, in a public sector.

Scott Luton ([06:06](#)):

So you don't want to miss that interview there. Let's see here, Muhammad Muhammad via YouTube from Saudi Arabia. Great to have you back with this Muhammad, Sophia, the resident supply chain ambassador, Sophia, congratulations on that big news. Uh, as you took on a new role, really excited to have you back with us soon and tell us all what you're learning and what you're leading. So this finds you well, it's great to see us. Knee-high this Monday morning, uh, neuro Dean, great to have you back, uh, really enjoyed your contributions to our live stream with, uh, AME last week. Uh, the manufacturing focus livestream, Pierre Pierre. Great to have you here via LinkedIn Simon. Tom Raftery is with this Tom, uh, great work on tech for good, uh, and, uh, the climate change podcast, digital supply chain, Tommy, uh, you must have a couple of clones helping you crank out that content.

Scott Luton ([07:06](#)):

Then one final comment here. So Mark Preston. So Mark, I hope this finds you well. So, um, Mark is a big leader within, I mentioned AME earlier, the association for manufacturing excellence. So Mark, I believe leads a, um, kind of like a leadership round table element to the AME group. So if, if manufacturing and manufacturing leadership and especially lean is right up your alley, make sure you connect with Mark has been doing great work in that space for four years. So, all right, so we're going to move right along. So welcome everybody. I look forward to hearing your commentary on only a couple of these news stories we are going to tackle here today. So let's get back into the first story here today. West coast

ports clogged up, of course, it's nothing new. We've been tracking this for months now, but how hard our shipping company's going to be looking at other ports?

Scott Luton ([07:58](#)):

Well, let me share a couple of highlights here. Uh, cost is Paris from the wall street journal reports that some container lines are looking at alternatives, of course, for getting around that massive backup, that historic backup, according to some on the West coast, for example, Francis CMA, CGM S a, which is a bunch of acronyms by the way, but also the number four largest container operator in the world. It's already rerouting some of its traffic to Oakland and Seattle. The port of long beach says that the waiting time to get to to dock can be up to seven days, depending on the ship type demand for inventory, of course, is a big driver as is COVID-19 because the pandemic of course has reduced the number of available cargo handlers, um, analyst. This is not good news, but analysts aren't expecting it to get any better.

Scott Luton ([08:50](#)):

Anytime soon. In fact, some are projecting. It's going to be like this at least through the first half of 2021. So massive disruptions. There are massive backlog in a related note. Um, my brother who is down in Antigua, he sent me a picture of the weekend. I should have grabbed it for the live stream because even in Antigua, they're seeing backup in their ports. And this article, uh, from Mr. Paris, there also speaks to how other ports are experiencing a lot of, uh, similar challenges. So I'll tell you, don't like starting off with, with less than good news, but Hey, at least it's, it's gonna be interesting to see how these companies kind of find a way to get their product to the market. Let's see if there's any, uh, comments here. Uh, so Tom, back to clones. So Tom says, it's all me Scott, but if you know of anyone who could clone me, send them on, Hey, Tom, if I find one, I promise this year, and if you find one, please share back the other way.

Scott Luton ([09:49](#)):

Uh, Dave is talking about, um, we've got the considered the cost of additional overlanding when we do that, meaning go to different ports, great point, David. And in fact, uh, they were talking about that total cost of ownership. In the end, we make changes when it comes to different ports. Uh, let's see, Anna, Mary, great to have you here, uh, on the live stream today. She's part of the supply chain city here in Atlanta. David also says some of the rates on those lanes are over the moon. I agree. Uh, David, we've heard lots of nightmare stories as folks are looking at different options. Sophia says, how could we start solving this let's brainstorm solutions for this con uh, container headache I'm with you Sophia, we've got to figure out a way to break through now on along those lines, let's see here. I think I've got a little snapshot here.

Scott Luton ([10:41](#)):

Oh, well this comes from Michael Ava, who also, uh, you know, there's, there's no shortage of content reporting around, uh, the port slowdown, especially on the West coast. He cherry picked this article and sent it to me and he added his commentary. I'm gonna read that here for folks that may be picking up on the replay of the live stream. So Mike aver says, you guys have touched on this topic a lot about ports. And so Cal being backed up. This creates huge opportunities for ports in our neck of the woods like Savannah and Jacksonville and Charleston only question is with this glaring bottleneck, which by the way, is affecting order fulfillment. The question will this lead companies to investigate bringing production back to either North or central America rail lines between central and North America do not

go through large population hubs, Ella allowing for quicker turns between rail yards and warehouses and quote, great commentary there from Mike aver.

Scott Luton ([11:37](#)):

And I want to share one more thing and I'm going to get to some of the comments here. Uh, I'll tell you, who's a great follow on Twitter is Paul Page. And I caught the snippets. It's just how bad is it? Well, they still have Christmas ornaments coming into the ports. That's how great the backlogs are as Paul Page, uh, was quoting, uh, an interview from CNBC. So really it's, um, not a pretty picture. So let's take some of these other comments here. Uh, let's see here, David says, step one, stop dropping them ocean. And of course, David is referencing the, all the loss containers, uh, you know, well above, uh, monthly average, we've seen thousands of containers have already been lost. And, and some folks is as folks in the comments and community may already know some of the causes are, um, there's so much demand they're stacking.

Scott Luton ([12:29](#)):

These containers are maximum out. And of course, uh, the taller you get, the more challenges you might have. So, but that's just one of the numerous reasons for these loss containers. Larry, Larry Klein, who's based down in South Georgia. Great to have you here with us. Larry, what about the East coast, California? Isn't the only answer. It's a great question. And the article speaks to some of the different ports that are being used. Uh, and I think, uh, we'll see if she's going to be with us here today, but, uh, Sylvia talks about how much, how much, um, broom there is for in Charleston. For example, of course, Savannah, one of the fastest growing ports on, uh, in, in North America is handling more and more volume as well. So we'll see. But you know, when you go from West coast, East coast, as David and others are pointing out, it completely changes, uh, total cost.

Scott Luton ([13:21](#)):

So we'll see the, um, we shall see some decisions and repercussions. We may, Christmas ornaments is happening earlier every year. Tom says, agreed, David monthly, yearly numbers are already out of the water. That's right, David, uh, that's right. I think we've already lost more containers than their typical loss and the entire year. So a great point there, Travis Kent says, I liked the idea of bringing some production and manufacturing back to North and central America to mitigate global issues like this in the future. Excellent, excellent point, Larry. Uh, you know, that's a great question. Um, there were some comments in one last live streams about the ability to track the containers based on of course, different sensors we're using. I'm not, I'm not familiar with the salvage operations. I did see one story though, where, uh, uh, over a \$200 million insurance claim was being processed.

Scott Luton ([14:13](#)):

So in that one case, that leads me to believe that, um, there's not a tremendous salvage opportunity, but great point there. Pierre says, skip the ports and keep it focused on reassuring of manufacturing, where we can no silver bullet or new concept, but can incrementally improve the import backlog over time. Excellent point. And one final question, I'll pose this to our, our community here. Gary says, what is the capacity of the Panama canal? Is it reaching capacity? And that, that's a great question, Gary, we'll see if anyone can, um, can speak to that in the comments here, Kim winner. Great to see you here, Kim. Great to see you here and enjoyed our conversations and enjoy all the goodness. The good stuff you're putting out on social, including interviewing some of the movers and shakers across global business. So great to have you here with us, Kim.

Scott Luton ([15:04](#)):

All right, so let's keep drive and I've got a couple of other things I want to share again, we've got John Gold with the national retail Federation joining us here in about 10 minutes. So y'all, y'all sit tight. John is in demand in this perspective, you know, he keynotes and, and speaks regularly on, on things happening across supply chain across trade. And he's always a great interview. So you all sit tight for John Gold's appearance, but let's cover a few more, uh, stories here. Let's see, let's move to these quick hits here. So first off, so the white house is weighing in and we we've talked a lot about the, um, the computer chip semiconductor shortage, right? It's impacting, uh, everywhere, uh, especially automotive or production lines are getting shut down. So from industry week here, the white house is looking to weigh in to the semiconductor shortage.

Scott Luton ([15:54](#)):

President Biden is looking to use executive orders to find supply and find workarounds. Um, we've also talked about here in recent weeks. Um, I believe, uh, not Dale was there already, a couple of plants, a couple of chip production plants in the States that already breaking ground Austin is about, again, a big one from, I think it was Panasonic. No, no. Sam's um, Samsung is looking to break ground in Austin, uh, uh, I believe a 7 million square foot facility to produce chips. So there's a couple of things, but you know, those plants don't come online for years. So we're going to see what the white house can come up with using executive orders to find supply. Also, let's see, according to CNBC under armor is looking to pull out of some 2000 to 3000 stores. It's looking to sell directly to more consumers and get around the, the middle folks, right to boost margins.

Scott Luton ([16:48](#)):

I think Nike was doing some similar things here and, uh, in the last year or so and coordinate supply chain DOB. So on top of the sea here, ships and masks and natural gloves, all these shortages, well, aluminum cans are continuing to get harder and harder to find for some at least ball corporation expects demand, outstrips supply well into 2023, Holy cow. Now on the other side of the things that most in core says they should get back to normal in terms of supply by the end of Q1, as it has expanded its sourcing initiatives. So kind of a mixed message there. Let's take, let's take some comments here from our community. Let's see, we'll go back away is here. So Larry, Larry says supply chain, big guns need to push the point with higher ed. Do we need to sit through four years of school question Mark and drive curriculum at the top schools.

Scott Luton ([17:47](#)):

That's a great comment, Lariat. Um, the good news here while there's always need to make, uh, awareness of supply chain, careers and, and dissemination of supply chain management curriculum. You know, we got plenty of opportunity there. However, in recent years we are seeing more programs come online. I think here in the States, I believe we've got more than 500, uh, four year programs, two year programs. You name it. Uh, so it is growing, but as you point out, we have a lot more that we could, uh, a lot more opportunities to get more people in the pipeline and get excited about supply chain management careers. No doubt, Nick, Nick rumor, hope this finds you well, make folks make sure you follow a Nick on LinkedIn. He is a, he's got a daily dose of leadership and marketing and the grind that you'll enjoy Nick says retail will continue to develop and change completely.

Scott Luton ([18:40](#)):

We've seen it time and time again, Nick already. I think a and John will speak to that here momentarily, but it's been a fascinating study of that retail industry here, you know, going back a year and some change, not only on the retailer side and the management side and leadership and you name it. But the consumer side, you know, I look at my family members and my friends and look at how they're shifting and, and frankly, our household, uh, how we, how we engage and purchase and, and consume all that is, is evolving. It's a fascinating mix of business and maybe a cycle psychological study. And of course we should mention as well as always, uh, the heroes across the frontline workforce and across the supply chain, the retail of course, healthcare workforce that are, that are helping us navigate through this, this crazy time, this challenging time while, you know, getting, being able to get our hands on the things we need.

Scott Luton ([19:33](#)):

So whether that's, you know, retail clerks in stores, stocking shelves and, and, and Manning the point of sale station, or of course the, the army of e-commerce workers. I mean, those folks and what they're doing should be front and center. So, okay. Let's share a few more comments here. Let's see Adrian Larry Klein, unfortunately in today's life. That's not enough to get a job in supply chain as interesting social commentary. They want more, I reckon Andrea says Sophia made me fall in love with supply chain and who knows, maybe I'll join her. So I love that. So FIA and Andrea, I believe are twins, twin sisters, of course, and they're, they've got different loves in life. I think Andrea, if I'm not mistaken, you're in the video, the entertainment industry, uh, Sophia was telling us some of the, some of the, uh, videos, uh, and, and I think a documentary that you were shooting, but Hey, if we can get you and, and people, your talent in the supply chain, we will take it.

Scott Luton ([20:34](#)):

Mark Preston says AME is starting many student chapters to get students and professors, uh, more, uh, more understanding of careers in supply chain manufacturing. I love that. And, you know, we need more of that to take for sure. Uh, Neyha says, uh, COVID really influenced the consumer buying patterns, hoping to see more awareness on the circularity front. I agree with you. [inaudible], uh, we've had a couple of recent conversations with Debra Dole. Who's doing some wonderful things in that awareness of know circular economy and, and circularity conversation. So, uh, we completely agree with you. Okay. So no shortage of, of comments and points of view. Y'all keep it coming because we've got a great guest that I want to bring into the stream now. So fortunately, he's a repeat guest. We've enjoyed interviewing John gold a couple of different times. Let's bring him into the stream, John gold, vice president, supply chain and customs policy at the national retail Federation. Good morning, John, how are you doing?

Jon Gold ([21:37](#)):

Hey, Scott, how are you? Good to see you. Hey,

Scott Luton ([21:41](#)):

I think, uh, the internet is not like in this Monday morning, Hey, with some tests, sometimes we all wake up on the bed, the wrong, wrong side of the bed, but John, great to reconnect with you. You too. So, you know, we've really enjoyed your perspective, you know, going back to, I think our first interview of you was in person, imagine that, um, out in Vegas where you were keynote and with the reverse logistics association with our dear friend, Tony, Sharada what a great organization that is. Um, and, and, and we've been fortunate to sit down with you a couple of times since now, today, John, what we want to

start with is, is we're just, uh, a few weeks ago, I guess we wrapped up in RF, wrapped up the big show chapter, one of the big show at least. And I don't know about you, but we got a ton of feedback about, uh, the different sessions, the speakers, the, uh, the networking, the exchange of use. It's always a home run, but let's start here. John, what, what were some of your key takeaways from the big show here this year so far?

Jon Gold ([22:40](#)):

Yeah, thanks guys. I appreciate it. Always appreciate the opportunity to talk to you. And unfortunately, you know, your, your cohort was not able to get on the online today, but, uh, hopefully next time I'll see Greg as well. Um, yeah, I mean, obviously the, the big show was a little bit different this year. Um, you know, not being able to do it in person. We did it, uh, virtual over over six days. Um, and I think, you know, over 20,000 retailers and industry vendors, 330 speakers, a hundred different sessions over six days. I mean, it was just phenomenal. The level of speakers we had everybody from a, you know, former secretary con kind of these rice, Jamie diamond from JP Morgan, uh, Marvin Ellison, who's the present CEO of Lowe's as well as a host of others. And I think, you know, the overarching message, I think there were a couple of key themes that we were looking at, you know, first and foremost, obviously tackling the issues related to COVID and response recovery and the role of retail within that, you know, how we're dealing with our, our employees, our workforce, how we're ensuring that they are safe in their environment, um, and how we're dealing with, with customer and that evolution of retail that we've seen over, you know, almost a year now that we've been kind of in this, you know, COVID, uh, uh, environment and then kind of the, the, again, that, that change that we've seen in seen quickly, uh, I think, you know, early on we were saying we saw, you know, five months worth of innovation or five years worth of innovation in the first five months.

Jon Gold ([24:05](#)):

And that innovation continues today, right? As you saw retailers with the, the ongoing threat of the lockdown, uh, those who are deemed as not essential that had to shut their doors, basically that had to look to e-com to continue to keep their business going. And they did that, right. And you looked at the consumers how they were now shifting to e-commerce buy online pickup in store has exploded, bogus yet everybody loves BOPUS now. So, um, it, you know, it's, it's amazing, but, you know, again, focusing on, on kind of that COVID response and recovery looking leadership in the time of crisis, which is essentially what we're in and how are you as a leader, uh, pushing forwards and ensuring that your, your workforce and consumers are safe and you can continue to evolve. And then just looking at the retail environment as a whole going forward.

Jon Gold ([24:54](#)):

I mean, there are a lot of challenges retail was facing prior to COVID that they're now continuing to push on ongoing forwards, and that, you know, some of the comments you were making earlier that supply chain transformation, you know, supply chain has never been at the forefront of the retail enterprise as it is today, and will continue to be for, for quite awhile. And, you know, the, the articles we were discussing earlier, I mean, we could spend days talking about all those issues and how they impact retail, but, you know, I think for us looking at the, the big show, you know, it really was a fantastic event. You know, you look at how everything's going virtual, just the, the level of speaker, the content, the discussion. Um, the other issue too, that that really retail is really focusing in on now is the whole DNI diversity and inclusion that has been a central part of what retailers have been working on as well. And bringing that into the organization now as well, is, is kind of front and center. So

Scott Luton ([25:48](#)):

A real meaningful way. I agree with you. And we, we've learned a ton from a variety of guests, uh, of, of, of different best practices for, you know, taking real action on that, not just lip service and, and that, that has been a, um, a silver lining to all of this as has the, the recognition of, uh, of the workforce in general, what they do. I think going back to, um, John lovey love for you to weigh in on this or observations we had, uh, and it, it played out in a variety of, of, of the big show in RF conversations is just how that the equilibrium in terms of who holds the leverage has really shifted over to the consumer. And it, it is fascinating. I have, I I've just been constantly amazed at how a tweet will get an enterprise to him to fix, uh, a customer experience here or a here it's, it's, it's nothing short of amazing in it.

Jon Gold ([26:47](#)):

No, it is new look at how, how connected we are, you know, right now in the universe. I mean, that, that social change is really helps to push. And just that interconnectivity between an Instagram post, the Facebook, Facebook posts, everybody's looking at social media these days, and it really has an impact on, on how you do your business. Um, and I think retailers are very responsive to, to their customers. I mean, you just look at the customer, the consumer demand we've seen throughout COVID. I mean, it has been incredible and it continues today. Um, so I think, you know, retailers are responding and trying to make sure they have the, you know, the right product mix the availability and are doing it in a socially conscious way, which is what the consumers is demanding these days.

Scott Luton ([27:29](#)):

Right. Well, you know, uh, going back to the shipping challenges and the backlog, one of the big drivers there of course is, or, uh, one of the many drivers that retailers, you know, fill them back up their inventories, right? And we were going to snag this article and we were tackling some of these, these technology challenges earlier, but you were quoted in terms of, uh, kind of a forward-looking statement, supply chain guys, one of our favorite, uh, uh, uh, resources around here, you were quoted in a recent article, a quote, the import numbers. We're seeing reflect retailers expectations for consumer demand to the point that many factories in Asia that normally close for Chinese new year this month, or remaining open to keep up in quotes. So this tidal wave, the tsunami is just going to keep coming. We're going to, I mean, I think, uh, whoever was quoted as saying, you know, first half of the year, I think that's, I might be one of the easiest predictions to make John,

Jon Gold ([28:25](#)):

No, I mean, we're in lunar new year now, and this is typically when, you know, the factories will shut down and you can kind of recoup and reset, and we're not seeing that right now, the factories are buzzing for that, not just the re the replenishment, but just the, the demand that continues today. And that obviously has an impact on our ports, both imports and exports, as we're seeing all kinds of issues with the backlogs of, you know, on the vessels backlogs on the containers on port, the lack of empty containers for, for overseas exports are being, being hit because of that. So there are challenges throughout the entire supply chain right now, and, you know, we'll have to come back and have that discussion on a future show, because I think there's some things that, that we've been working on or trying to work on for years to address these, the, the congestion issues.

Jon Gold ([29:09](#)):

It seems every couple of years, we run into a situation where we've got, you know, the ports are backlog. How do we address that? And truly make a 21st century port system that looks holistically at the system from, from beginning to end and not just individually at each segment, but we need more transparency and visibility into the system. We've got to address the equipment issues. And then, I mean, the biggest issue right now is just the front line workers, the longshoreman and the truckers. They need to get the vaccinations now. I mean, they are critical to the economy continuing to move, because if we don't have the folks working at the ports, the economy won't be able to recover.

Scott Luton ([29:46](#)):

Excellent point, you shared so much goodness there, uh, excellent point. Um, and, you know, hopefully we'll, we'll continue to see gains made in the vaccine distribution. I know, uh, uh, Greg points out a lot and really it's been front and center, how the U S is one country, but you've got 50 different governments and that's just at the state level. And, and, you know, it's, it really has shared a variety of different best practices and practices to avoid when it comes to distribution of the vaccines, what to have you back. And for that matter, talk on the greater note of infrastructure, a lot of conversations right now around infrastructure. Um, John, before we shift over to trade, I want to share a couple of wide ranging comments from our community here. They always bring it one of my favorite parts about these live streams. Uh, let's see here, this is going back away some the earlier of the earlier topics, but Larry says, what I've learned in my military career was sharpened in school.

Scott Luton ([30:41](#)):

I feel my degree and experience finally gave me a leg up. Excellent point. Uh, Larry Sophia talking about circular economy. She agrees with snail. We've got to find ways to accelerate the implementation curve of circular economy strategies to catch up with the speed at which industries example, retail are growing excellent point. And John going back to, we need a 21st century solution is so much right. A from the air capital, the world in Wichita, Kansas says I'm getting my 14 year old daughter into supply chain. I explained the basics on the dinner table. The other night, a lot more dental conversation is needed. Hey, AA, if you're like, um, if you're like me, my daughters are going to be teaching me that the tables have turned, uh, that they learned a ton from our three kids here. For sure. Uh, let's see here. So on, uh, y'all make sure you check this out.

Scott Luton ([31:33](#)):

So I was talking earlier about, uh, Andrea and some of the things she's up to, she's had a Ted talk and, and she made it convenient and dropped it in the comments. So y'all check out her thoughts, Andre, if you can give us a quick, in the comments, a synopsis of what, what you, uh, addressed in your Ted talk. Andre also says, well, she's reading my mind. It's about transcendence in life and how you can achieve it. I won't, uh, she wants to send us a screen, a transcript in English. So do that. Uh, Amanda, if you can make that easy, make sure she's got a good point of contact there. Scrolling down a bit here. Gary Smith says retail was always my first supply chain love. I spent my first 10 years in retail. It always seems to lead the way, uh, you know, like absolutely agree.

Scott Luton ([32:18](#)):

Especially John, as you pointed out throughout the, uh, the pandemic here, Andrea says the vaccine distribution must be targeted to the economically active population. Great point there, Tom says though, but after the vulnerable population, frontline workers, uh, is what he adds was John you're kind of speaking to. And one final, uh, from John, let's see here. Uh, well, Tom, Tom rafter mentioned

somewhere. I can't find his comment, but the tweet approach to fixing things, doesn't always work. He is sharing a recent example where it didn't quite work for him. So Mark Preston has got a question for you, John, and, and we can always take this offline, but, um, he asked your thoughts on the made in America strategy currently in retail. Anything to add to that, John?

Jon Gold ([33:07](#)):

Yeah, I mean, I think there are a lot of retailers that are looking at made in America, looking at an onshoring. I mean, this has been a topic of conversation for, for years and decades, obviously with the ongoing trade relations with China, which I know we'll, we'll get into in a little bit, a lot of folks looked at shifting their supply chains. You know, Scott, as you noted, it's not that easy to shift your supply chain and it takes months, potentially years to, to make that shift and finding the available skilled workforce to do that is a challenge. I think folks are looking and trying to do what they can, but you can't move everything back here. Unfortunately, we just don't have the ability to do that. I think folks are moving what they can, how they can, but you know, it just, you can't move everything, unfortunately

Scott Luton ([33:50](#)):

Agreed. And, and, you know, Mark, it's always a fascinating question and, and John appreciate you weigh in. I think, you know what we've seen, um, especially earlier in 2020, there, there was a, there's a strong demand that they were looking for credit congressional round tables and, and immediate action. However, uh, you know, one of my favorite points I keep bringing back up cause all of us are consumers is that we still really care about price. We still really care about price. And one of the reasons that global supply chains exists is because of those sensitivities as consumers. So, so while undoubtedly we've already seen, uh, reassuring and near shoring, uh, initiatives take place and, and that's a great thing, right? Everyone wants a, a strong economy and in your country or your, your, your neighboring countries, of course, the special opportunity we have in across North American markets.

Scott Luton ([34:41](#)):

But, but regardless until we don't care, uh, about price constraints and, and, you know, uh, those global supply chains are going to exist for many, many reasons, but Hey, we'll see. It's always a great conversation to be had for sure. All right. So let's talk about perfect segue into trade. John, if there's, I'll tell you, I bet your phone. I know it has been ringing off the hook, uh, as someone that, uh, you know, an expert on trade matters and follows that closely. You know, I want to say exciting time, but I don't want to put the wrong spin on it. It's been, uh, it's been an action packed trade timeframe. So John give us some things to keep our finger on the pulse of when it comes to trade and the months ahead.

Jon Gold ([35:25](#)):

Yeah. I mean, trade has certainly been front and center for, you know, the past five years now. Um, you know, as a quote unquote trade nerd, I, you know, always want to trade kind of front and center. You know, I wish it was more on the, the offensive as opposed to defensive position. You know, obviously you, in the past, you know, throughout the, the last administration had to deal a lot with, you know, the, the tariffs and kind of the negative on trade. We certainly hope looking at the new administration, there'll be a renewed focus on trade. It won't be the primary focus. Obviously the administration's already said there, you know, the initial a hundred days and probably longer because we focused on COVID and economic recovery, but to be honest, trades got to be a part of that dialogue as well. Um, you know, we've got to make sure that our we're able to import and export and we knocked down the barriers to, to keep that happening.

Jon Gold ([36:14](#)):

So the best thing that can help move our economy forward and help our small and medium sized companies, especially our manufacturers, give her the tariffs don't the tariffs have been put in place because that puts an extra tax burden on those companies. Uh, whether it's from, you know, the China tariffs, whether it's the steel and aluminum tariffs, you know, you mentioned earlier in the article on the loom shortage, right? Part of that is due to the tariffs that companies have to pay. So, you know, that's certainly something that we have been working on for, for the past couple of years, and we'll continue to work on, you know, we think there is a better way to go about addressing the challenges with China. We certainly know, you know, China has, you know, there are a lot of challenges with the China trade relationship, whether it's on the trade front, you know, the, the IP theft, uh, and things like that, which we certainly agreed need to be addressed the human rights issues.

Jon Gold ([37:01](#)):

I mean, a lot in the news on this horrible situation in xingjiang and the need to address those issues, those are gonna continue to be there, but we can't continue to do it as a us only approach us alone. We've got to engage our allies to be able to do that and to do that. We've got to address some of the trade situations that we have. So again, that's, you know, the sooner lunar tariffs on our European trading partners, um, as well as others. So those are certainly front of mind for us on getting the us back to the global leadership on trade issues. Um, you know, this administration has said they want to focus on a worker centric, trade policy. You know, we certainly welcome that, but want to know exactly what does that mean? Are we looking at, you know, workers based on manufacturing from how it was done in the 1950s, which isn't there anymore, or looking at, you know, the 21st century trade and, and workers, and, you know, just look at the e-commerce boom we've seen over the past year and how incredibly important the supply chain jobs are in the e-commerce and all of that.

Jon Gold ([38:00](#)):

So I think, you know, we've got to look at how do we push forwards and tell the positives of trade, both imports and exports, um, because they're relying on each other. And I think that's where, you know, your audience can help tell that story about those jobs that are associated with tree that people might not ordinarily think about. Um, just because you don't make a product here doesn't mean that some part of us industry wasn't involved in the manufacturer of that good, whether it's on the development, the R and D the customs, the transportation, you know, all those internal processes, which are critical to the movement of the global supply chain, well said, uh,

Scott Luton ([38:36](#)):

John, and, and there's a lot, I'm trying to fight myself

Jon Gold ([38:39](#)):

Taking a deep, I know, I'm sorry. It's good.

Scott Luton ([38:42](#)):

Uh, I just wish we had three hours with you every day, by the way, let me share a couple of comments here. Uh, so Peter then being Dean good luck with the buy USA. First price is King, and it's why Amazon rules today. Uh, thank you. Interesting commentary there from Peter. Tom says, Hey, I work from home. I'll happily wait until all the frontline and vulnerable workers get their vaccines before I get mine. Good point there from Tom. David says \$20 will always be \$20. Interesting David, because I would argue that

while the numbers own the dollar bill or the bill doesn't change the value of it certainly changes and fluctuates quite a bit. But nevertheless, David, uh, appreciate you sharing. Let's see here going back to kind of curriculum splotchy and careers. Travis says supply chain. Now I agree. Unfortunately I know the school I recently graduated from is phasing their supply chain logistics program out, which seems contradictory to the direction the field is heading.

Scott Luton ([39:45](#)):

Travis is interesting. Um, if that's the case, uh, I'd love to know what part of the country it's located in, because that th that is definitely there that say, um, they're making a counter, it's like a headwind move. So what they're making by phase net programmatic, it would seem to me now, John, we were just talking about price and there's lots of comments here, going back to David's lots of great comments here, going back to David's and others. Uh Mark's earlier, Larry says it's all about the trade-offs who can get it to me on time, and then the right configuration that is always more important than price to me. Now, John, I'd love for you to get you to weigh in here, but a really quick wish I had the graphic. So CSMP, right? The council supply chain management professionals, I believe is what that stands for.

Scott Luton ([40:30](#)):

Great group, a great voice, uh, across supply chain. They conduct a study. I want to say, within the last two years, and one of their, and they surveyed hundreds of, um, consumers and supply chain professionals, and many others. One of the key takeaways there, John was that the majority of them thought that customer experience would replace price as a number one priority in like, just the next couple of years, I came here to the timeframe, but it really was a stark data point. Um, because we're hearing more and more, uh, about CX right customer experience. John, can you weigh in and speak to that and, and price and, and kinda the changing consumer priorities maybe.

Jon Gold ([41:14](#)):

Yeah. And the consumer experience is, is critical. And I know that's what a lot of retailers have been focusing in on. And obviously in COVID times, it's a little bit different how that consumer experience is. But I think a lot of folks are looking at how do you replicate that in store, in an online environment, um, which, which is a challenge, but this is where that, that ramp up of technology and innovation is, is certainly happening. Um, you know, I think for the consumer price will always be a part of it, but, you know, making sure that, you know, your store that you always go to, you know, always has the product on the shelf that you need is, is critical, but making sure you have that a full on experience in store or online is, is critical. Um, you know, I think for, for the retailer, you know, again, on the sourcing side, it's not just about the, the finding the cheapest product to, you know, to make, that's just not what it's all about anymore.

Jon Gold ([42:07](#)):

It's you want to make sure that they are making the product to your specifications, which are the consumer specifications, what the consumer wants, do they have the capacity to do with, do they have the right workforce to do it? You know, there's so many other challenges with the supply chain as a whole, that it's not just about chasing the cheapest goods. That's just not the way it, it works anymore. But you know, that consumer experience, that customer experience is, is critical. And, you know, as we talked about earlier on with, you know, the interconnectivity through the social channels, now it's even even more important now when you get that instant review, um, about how that consumer experience works,

Scott Luton ([42:42](#)):

Right? Everybody wants a good review, right? Well, that's, that's a, that's a wonderful thing because it, it, um, that democratic democratic element, uh, to consumer voice is, is I love that about how transparent we can be about the consumer experience and the reviews of products and services and whatnot. Let's let me share a couple of quick comments now, John, if I can give you a heads up, uh, right before we have you leave, of course, we're going to connect you and make sure we let our community know how to connect with NRF, but I want to talk NFL just for a second. I want to talk, get your thoughts on the super bowl. I know Greg was gonna bring it up anyway. Um, so let's see, let's start with Peter. First. Peter says I paid more for a product improvement that results in 35% savings due to a hundred percent of product usage versus 50% prior, that was for an abrasive product Twistlock versus Velcro.

Scott Luton ([43:37](#)):

And then Mark follows that up and says, I agree, Peter data will lead the way. Excellent point Mark here in Mosher with reshore dot. Let's see, reshore now.org has got evidently he's got a TCO data tool, probably. Um, uh, not all makes sense, but some do data first. I'm with you Mark data first, um, let's see here. Larry said cheaper to buy may cost more in the long run. And then Dave and followed up on my are coming about \$20. That's the key to it, Scott. He says, you have to make that \$20 savings worth less on the whole than a \$20 gain. Excellent point, David. Excellent point. It sounds like you do that weekend and week out, uh, in your, uh, supply chain leadership role. So Travis says Metro Atlanta is where that university was located. That that is, uh, ramping down or phasing out its logistics slash supply chain program.

Scott Luton ([44:29](#)):

Travis, we gotta, we gotta work on that Atlanta, as you probably know, Atlanta is such a wonderful supply chain hub. Uh, that there's gonna be a lot more opportunity here. So we're going to have to, we're gonna have to have a conversation or two Pierre says, unfortunately, price is evident and available. Consumer confidence slash experience can be a moving target. We'll sit there, peer. Okay. Lots of, uh, passionate few of the, in the comments as always. And John, I appreciate yours as well. Um, not only is educated, but it's very passionate and I love how you've got your finger on the pulse of so much across business and supply chain. So let's make sure for ask you a question too about, uh, the NFL. Let's make sure folks know how to connect with you, John and RF. And we've got chapter two of the big show coming up in June, 2021, which is going to be virtual as well. How can folks connect with you and NRF?

Jon Gold ([45:22](#)):

Sure. So, I mean, easiest way is my email address. It's gold j@nrf.com. So last name first initial@nrf.com. Uh, I'm on LinkedIn, I'm on Twitter at Jon gold DC. So I think those are probably the, the best ways to get ahold of me. Um, and just real quick, Scott, on the education front, we'll love to have our foundation folks come on and talk to you about all the work we're doing on the education side on retail we've supply chain really has been calm, a, a big part of what we've been doing. It's been part of our student program for the past couple of years, and really just trying to highlight the opportunity for the retail supply chain and the need for it, and, you know, showing the tech folks, Hey, it's not just about technology, but retail supply chain is a big part of that. So, you know, well, let's talk to you about getting some more folks on the talk about that as well.

Scott Luton ([46:07](#)):

Love that in fact, John, if my memory serves me right, I think I saw some scholarships being handed out at the big shows part of that foundation.

Jon Gold ([46:16](#)):

Yes, it is. I think we did it over a hundred thousand dollars in scholarships, uh, uh, this year. So it's yeah, it's the foundation work we do with students is just absolutely amazing. Um, you know, it's unfortunate cause we always have a student program tied to the big show last year. I think there were over 800 students that, that had participated, you know, unfortunately couldn't do it, do it this year, but you know, hopefully be back in January, 2022, uh, in New York city, uh, as part of that program,

Scott Luton ([46:42](#)):

Hey, we all look forward to getting back. You know, I was talking with, uh, Ben Harris with the Metro Atlanta chamber this morning, as a matter of fact, and we were just talking about how we miss just the randoms. You sit down for a cup of coffee before the event or you grab a sandwich or, or for that matter, uh, we're big people Watchers. I love going to kind of the town square around the corner from where we live and just watching the little interactions and, and, and uh, you know, all, I miss all of that, but we'll, we're going to get back, uh, and we're going to be enjoying big, big events, like the big show at the Javits center here, uh, sooner rather than later, hopefully. So, uh, we're going to talk, we're going to wrap up today talking a little about sports a little bit.

Scott Luton ([47:24](#)):

Uh, so folks, I know we just, just wrapped up what to some was a disappointing Superbowl. Uh, certainly the Greg white and I'm not trying to force salt in his wound by any means. Cause as a Clemson fan, we've had a tough college football playoffs experience here lately as well, but, uh, I'd love for folks that are still in the comments. I'd love to find out if you're a big NFL fan and who your team is. So y'all, y'all drop that in the comments, if you would, John, if memory serves me well, you're a big Miami dolphins fan, is

Jon Gold ([47:54](#)):

That right? That is correct. Okay.

Scott Luton ([47:57](#)):

And, uh, can't remember the backstory there, but I think you were kind of growing up like I did when Dan Marino and the Clayton brothers that's right. That's right, right. The Marx brothers, Mark Clayton Clayton. Yep. We're doing big things. That was always an exciting game, you know, in the eighties and early nineties right now, who's going to be, um, give us some predictions on, know this new quarterback talent down there in, in Miami Deshaun Watson. Of course I'm a huge fan of Sean Watson. It's been rumored and he's going to go somewhere. Right. Um, so what do you think, what do you, what give us a projection for the dolphins in the years to come,

Jon Gold ([48:35](#)):

You know, uh, I think folks were excited when too, you know, with the drafting of two, uh, he sure, I think some promise through through the season, um, we had a good run at the back end. I think our defense was amazing, you know, back-end after the season, uh, you know, it fell apart in a couple of games, but, uh, I think, you know, there's some, some good looking good for, for next year. I, you know, wish I had a crystal ball to know whether or not to show him Watson's going to end up with the dolphin

or not, but, uh, it'll be intriguing. We've got some, we've got some, some good draft picks. So I think the dolphins will be in the market for making some moves. Um, uh, you know, it's been a little challenging to watch NFL with, with two young children now. So, uh, I was able to watch as much of the games as I would like. Um, but hopefully next season I'll be able to get catch more of the games and hopefully have a better, better dolphin season next year.

Scott Luton ([49:23](#)):

Well, and, and to that point, hopefully, you know, I'm a bandwagon, Atlanta Falcons fan. I, I, you know, I've never been a hardcore NFL fan, but you know, we've enjoyed the Falcons and in recent years it's been a little tougher, but it's great when they're winning where you got more incentive to catch more games and give up that three and a half, four hours every, every Sunday or every game. Um,

Jon Gold ([49:44](#)):

So I've had, I've had Maddie ice as my quarterback on fantasy for the past few years. So, so who was like him,

Scott Luton ([49:51](#)):

Hey, Hey, you know, a lot of folks forget. Uh, so when Tommy bell was at Clemson, it was when Matt Ryan was at Boston college. So he was breaking my heart, but Clemson could not get to the championship game because of Matt. Ryan had to go to DC. Uh, so it's interesting to kind of go from there to where you're, you're rooting for them as, as a, as a bandwagon Falcons fan, as I am. Uh, let's share a few folks here. So Nick, Nick says he's a huge NFL fan. Nick, tell us what, who's your team. I'd love to find that out. Dave is a big saints fan. I never knew David. Um, see the saints drew Brees is reportedly given up, uh, his comp cause it looks like he's going to be retiring. So we'll see who replaces that legend there. Andrea is a big fan of the NFL.

Scott Luton ([50:37](#)):

Tell me your team, please. Simon says oval ball game rugby. So Hey, rugby is a tough game. Uh, not for the faint of heart. Peter says I'm a fan, but not real team preference. He loved the seventies and eighties, Dallas teams, Oakland Steelers, all or the Houston Oilers teams. Uh, I love Warren moon and those Olaroz teams, the bills course, the bills, uh, that, that, uh, John, when the bills made the super bowl four straight years, early nineties, that's a great ESPN. Um, what's it called? Uh, 30, 30, 30, 30. Yes. He hadn't seen him seen that one yet. It's awesome. Especially now with it adds a different twist and contexts as Jim Kelly bows through his health challenges, such a great story there, a Kansas city chiefs will be back to win it all next year. I agree. Uh, Travis says forever disappointed Falcons fan.

Scott Luton ([51:36](#)):

Although I love our new front office and coaching hires, hopefully Arthur Smith and Terry Fonteneau can turn around our culture of blowing leads. You know, Travis, even as a bandwagon fan that that Superbowl, uh, where the Patriots came back, that will haunt us forever. Won't it that'd be like some of those, those Braves, the Atlanta Braves, uh, and in particular, the 96 world series when the Braves had a two to one lead against the Yankees and they were close to move into three to one and Jim Leyritz hit a three run bomb off Mark rollers will forever, um, haunt us. Cause that should have been back in the back 95 and 96. But nevertheless, Andre says we should talk about F1 Scott, Scott Luton. Hey, I wish I knew more about FYI and it's popular across the world. So we'll have to have a tee up a conversation around that.

Scott Luton ([52:26](#)):

All right. So, so John, thank you for being a good sport. As we wrap up on a Monday afternoon here on the live stream on the supply chain buzz really appreciate all that you do. I love the, um, you know, beyond all the work the NRF does for the industry. I love hearing about the good work they're doing to help those that are there, you know, moving into the industry. There's so much work to be done there. Um, big thanks. So if you had one, one final question for you, John, if you had one thing and you may not as busy as you are chapter two of NRF in June, uh, it may not have hit your, your, your reading radar yet, but is there one, one keynote or one element to that that you're looking forward to, that that folks should know so that they can go ahead and register?

Jon Gold ([53:10](#)):

Yeah, I mean, we're working on the agenda now. Um, so I think what we're looking at it for chapter two is really bringing together all the retail communities to talk about the continuing to push forward. So everything from just on the leadership side to continue to recover from COVID supply chain, loss prevention, digital, uh, you know, all the different elements of retail that actually make it go. And how do we continue to push forward for the industry? Um, you know, despite what you heard previously about the retail apocalypse, retail, retail is alive and well and doing better now than, than in the past. So, uh, you know, this is what I think we're going to focus on for, for chapter two, moving forwards,

Scott Luton ([53:44](#)):

John, how can you do that? To me, I'd forgotten about that phrase, retail apocalypse. I should've moved that to the front of our conversation, but, but that's a great spot. It's a great spot to leave, uh, and, and kind of wrap the conversation on some good news. So, uh, there's so many great stories, despite the challenging circumstances, kind of great stories of retailers that have put change in a headlock and, and, and taking quick and Swift action to better serve consumers and to protect our psyche, you know, let us keep getting stuff we need as we, as we, um, you know, work our way through the quarantines and, and social distancing and everything else. So huge pleasure as always to speak with John gold. Vice-president supply chain and customs policy at national retail Federation. Thanks so much, John.

Jon Gold ([54:29](#)):

Thanks guys. I appreciate it as always. You

Scott Luton ([54:31](#)):

Bet. All right. Even the swoosh has begun to wake up a little bit. I didn't know if John was coming to the stream or not on the front end of the interview. It's always, it's always exciting on the bus, but nevertheless, we'll see what I've told you. I'll tell you, John gold brings these just like everyone in the comments. They bring it each and every single live stream. One of my favorite interviews with John and, you know, we could have easily dove into various aspects of what he's shared if we just had more times, never enough time on Mondays. All right. As we wrap here, I want to share a couple of these comments here. So we started talking football and, and everything just blew up. Let's see here. Uh, Jim Weber says, who dat drew Brees pound for pound the best quarterback of all time.

Scott Luton ([55:19](#)):

Now, Jim, that's very strong comment there, especially on the heels of seeing Tom Brady do what he did in Superbowl. And again, not poured salt, anyone's wounds there, but there'd be a great debate. I mean, sure. If you look at statistics in particular, right, drew breeze is incredible. Undoubtedly. However, if you

look at championships, uh, some would argue that's what governs, who truly is the goat. Uh, Nick, it looks like you're a saints fan as well. And by the way, again, through breeze want clearly an arguable case for the best of all time. And certainly one of them, uh, David says Edmondson, olors all the way. Uh, we're talking hockey, hockey, F1 football, you name it. Uh, let's see here, share a Simon says discussing the complexity versus simplicity of supply chains and sport or point is the delivery point is very interesting. Simon. Well put, I think, I think, uh, sports, there's so many great sports analogies that apply across not just global supply chain, but global business, uh, AA says, cool.

Scott Luton ([56:28](#)):

The swoosh is back. Now. We need some live music. Hey, we're working on that. We are working on some more live music here in the buzz. All right. So Jim waves back in breeze, beat Brady twice this past season, Hey Jay, you make a great point and head the head comp head, the head numbers are certainly important. Uh, I love these conversations where there's so much to look at when we're debating the best, truly the best of all time. Right? All right. So that we're going to have to wrap things up here today. Wide ranging edition of the buzz from some curve balls, from some, some technical glitches to wonderful guests and appearance and conversation with John gold to a little bit of sports on this, uh, depending on where you are here in the Atlanta area is pretty chilly and it's wet. It's been raining throughout the weekend, but hopefully this finds you safe and warm wherever you are really appreciate everybody tuning in and joining us here today.

Scott Luton ([57:28](#)):

Hey, quick heads up. If you enjoyed this conversation, be sure to check us out@supplychainnow.com, working hard to serve as a voice of global supply chain and be sure to find us wherever you get your podcasts. If you want to, you know, these conversations, which we publish just about just about every day, uh, certainly Monday through Friday, sometimes Saturday, sometimes Sunday would kind of depend on how that production schedule is working, but you can find us at supply chain now, wherever you get your podcasts from subscribe for free, and we'll offer you a money back guarantee on our content and our shows. All right. So thanks so much. Appreciate. Everybody's great to see everybody big. Thanks John Golden NRF for, for being a part of today's show big, thanks to clay and Amanda and Natalie behind the scenes. Uh, and of course, all of y'all in the comments and the community that showed up and, and shared your POV on this Monday morning, it is highly, highly appreciated. So on that note, on behalf of our entire team here, Scotland and wishing all of you, nothing but the best. Hey, do good gift forward and be the changes needed. And on that note, we'll see you next time here on supply chain. Now

Speaker 1 ([59:07](#)):

[inaudible].