



**institute for  
supply management**  
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**Monthly Newsletter**

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***BEHIND THE SCENES  
AT THE  
SEDGWICK COUNTY ZOO***

**APRIL 2022**



*This last Thursday, April 14th we were given a very informative tour of the Sedgwick County Zoo Commissary.*

*Feeding over 3,400 various animals is no easy task. The variety of food and the special needs of each species makes it, at times, a formidable task.*

*However, we appreciated the experts at the Zoo who make it all look easy.*

*It was interesting to hear that humans are not the only picky eaters at times. We heard several interesting stories of the Zoo’s picky eaters and the methods used by the keepers to overcome these culinary challenges.*

*A special “Thank You “ goes out to the Deputy Director of the Zoo, Mr. Scott Newland and the Zoo’s Chief Financial Officer, Sara Jantz, who both served as our tour guides.*

*We hope those who attended learned something interesting and have a new found appreciation of what it takes to run a modern zoo.*

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# President's Message

**Known Knowns**  
**Known Unknowns**  
**Unknown Knowns**  
**Unknown Unknowns**

*Former Secretary of Defense - Donald Rumsfeld once said:*

*"There are things we know that we know. There are known unknowns. That is to say there are things that we now know we don't know. But there are also unknown unknowns. There are things we do not know we don't know. "*



I recently read an article pertaining to this subject by Chris Meyer entitled: *"The Mind Collection Model: How to Explore the Known Unknowns."*

Here is how he explained each of them using this unique picture showing each quadrant:

## Known Knowns

We know that we know.  
Represented by the **Owl**.

## Unknown Knowns

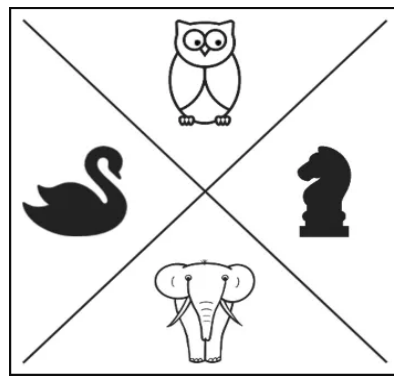
We don't know that we know.  
They are the **Dark Horses** who rise to prominence.

## Known Unknowns

We know that we don't know.  
It's the **Elephant** in the room.

## Unknown Unknowns

We don't know that we don't know  
They are the **Black Swans**.



*How do we get better?*

**Known Knowns** - Continue to gather facts, gain more knowledge, use analogies and metaphors.  
**Known Unknowns** - Treat observations as hypotheses to help you reach the proper conclusion(s).  
**Unknown Knowns** - Recognize biases. Approach using intuition and emotions.  
**Unknown Unknowns** - Open your mind to new ideas. Create new ideas using cross disciplinary thinking.

*Keep the spirit of a life-long student.*

*What we know is a drop, what we don't know is an ocean.*

*Isaac Newton*

Respectfully,

Joe Thomas, CPSM, CPSD, C.P.M.  
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***ISM—Wichita Inc. Mission Statement:***

***“The primary objective of ISM-Wichita is to develop the professional qualities of its members: attitudes, skills, and knowledge in the field of purchasing and supply management.”***



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ISM—Wichita, Inc.

# Supply Chain Strategies

## WSJ Logistics Report



**Covid-19 lockdowns are casting a longer shadow over China's economy.**

Localized lockdowns are proliferating across the country, the WSJ's Joyu Wang and Liyan Qi report, as China wrestles with [growing numbers of cases and a deepening impact on regional and international supply chains](#).

Forty-five Chinese cities have implemented full or partial lockdowns this week, and Gavekal Dragonomics says cities subject to full lockdowns accounted for more than 12% of Chinese gross domestic product. Restrictions have hit the industrial city of Kunshan and the logistics and manufacturing hub Guangzhou, and one district in the port city of Shenzhen is under a new lockdown.

Gavekal says China's truck traffic has dropped 40% since mid-March while truck movement around Shanghai is off some 15% from its normal level, [according to the South China Morning Post](#). The paper reported the inland port at Nanjing also shuttered much of its operations after an outbreak.

# Supply Chain Strategies

## WSJ Logistics Report



**The trucking boom appears to be tapping the brakes.**

The strong freight demand that has delivered bumper earnings for truckers looks to be waning, the WSJ Logistics Report's Lydia O'Neal writes, [as shipping demand falls more closely in line with the supply of trucks](#). That's a steep change from the past year and a half, when the rush by retailers to restock depleted inventories sent shippers scrambling for capacity in a tight freight market. Now, spot rates are tumbling and several indicators suggest freight volumes are slimming. Inflation may be taking a toll on underlying demand, but ongoing supply-chain bottlenecks also could be winnowing shipment counts.

Some truckers say the market is only weaker by comparison to last year's historically strong demand, and they're still expecting healthy growth this year. But the downshift suggests that in a notoriously cyclical business, market leverage may be turning decidedly toward the shippers.

## **2021/2022 Officers**

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## **Calendar of Events**

**May - Scholarship Awards**  
**Installation of Officers**  
**Passing of the Gavel**  
**Del Roskam Award**