Joe Rado ’63 doesn’t take himself too seriously. On a warm sunny day, he’ll come to work at the company he owns, WORLD electronics in Reading, PA, dressed in shorts and a polo shirt, ready for an afternoon of golf. His voice mail greeting ends with the wish: “…and have a little fun today.”

“I’m enjoying life right now,” he says. What he does take seriously is his role as president and CEO of his company, a manufacturer of industrial controls, and his obligation to his 117 employees.

“The best part of being your own boss is being your own boss,” Rado says. “For the past 25 years, I have been making changes and foreseeing the future. Decisions have not been taken lightly.”

Rado says his confidence as an entrepreneur springs from the combination of his efforts and the dedication of outstanding employees. “Everybody wants to have a good job. I want to do it right,” he says of the working environment at WORLD electronics, which pays for its employees’ entire benefits package and contributes a 7 percent 401K match. “We’re doing things that are a little different.”

His business philosophy is built on one tenet: Form the habit of doing things other people don’t want to do. That philosophy, he believes, has served him well in each stage of his professional life: 11 years in education, 13 years in insurance and a quarter-century in manufacturing.

Rado purchased WORLD electronics, then based in West Chester, Pa., in 1986. Over two years, he moved the firm to Morgantown and, in 1999, he relocated to the current facility in Reading that he designed. WORLD electronics’ main business is contract manufacturing, mainly motherboards for controlling electronics. Services include engineering and prototyping.

Through it all, he’s maintained a relationship with Bloomsburg University that began when he was an under-

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**Conversation with the Dean: Green Supply Chain Management**

Student development is a key ingredient in the education of every College of Business major. This month, Michael Tidwell, dean of the College of Business, has a conversation with Professor Christian Grandzol and recent business graduate, Howard Sodano, about their work on Green Supply Chain Management (GrSCM).

**Dr. Tidwell:** How did you two start working together?

**Mr. Sodano:** We started working together in fall 2009 semester during the Supply Chain Operations course. We discussed GrSCM during the course and then did so in more detail during the Supply Chain Seminar course in Spring 2010. My first real project on GrSCM was a Council of Supply Chain Management Professionals’ Scholarship competition. I had to answer “How can the logistics profession make a difference in solving one of the pressing problems in the world today.” I wrote on GrSCM and Dr. Grandzol mentored me all the way to a 1st place trip to San Diego for the 2010 Annual CSCMP global conference.

**Dr. Tidwell:** What is GrSCM?

**Dr. Grandzol:** Green Supply Chain Management refers to improving the environmental performance of individual companies, their suppliers and customers, and the links between them. GrSCM seeks to ensure the practices and processes that are used to create and deliver products are “green.” It accomplishes this by infusing environmental thinking into all aspects of the supply chain, including
design, sourcing, manufacturing, packaging, distribution, and end-of-life management.

Dr. Tidwell: Why is GrSCM important?
Dr. Grandzol: Supply chain is at the epicenter of the green movement because the activities under the supply chain umbrella have a disproportionate impact on the ecosystem and the direct activities of any one company are generally a small portion of the overall chain’s impact. When a customer buys a product they also buy the practices and processes that made and delivered that product. These are where a majority of the environmental impacts are often created, making it disingenuous to claim a product is “green” when the supply chain supporting it is not.

It is widely reported that a majority of companies are underprepared when it comes to GrSCM and struggle to realize a positive ROI on their green projects. These companies need graduates who can help them focus on the essential aspects of GrSCM and deliver quantifiable results. As an example, the GHG Protocol is the de facto standard for carbon reporting. Until now, reporting on supply chain emissions (Scope 3) has been voluntary and few companies actually do it. Starting in 2011, companies that use the GHG Protocol must report these Scope 3 emissions. Once that happens, more companies will be looking to make improvements along their chain and there will be increased incentives to work with their supply chain partners. This is where our graduates will add value!

Dr. Tidwell: What is the next step in your research?
Mr. Sodano: Our research consisted of identifying best practices in GrSCM and then performing a detailed audit of these practices at 5 local organizations. We recently presented our findings at an APICS Chapter meeting that was attended by 20 business professionals from a variety of organizations and industries. The next step is to publicize our findings in order to increase awareness. We are currently in the process of preparing a paper that will hopefully be published in the Keystone Journal of Undergraduate Research. We also shared our work with a Junior SCM student who will be completing his Honors project on the same topic. The goal is for him to extend what we have done.

Dr. Tidwell: What is APICS?
Dr. Grandzol: APICS (The Association for Operations Management) is an international organization that has been providing corporate education, premier resources, and industry-leading credentialing since its founding in 1957. Traditionally, APICS focused on production and inventory, but today its focus is on supply chain and operations. APICS has over 43,000 members worldwide.

Dr. Tidwell: How will you implement your findings in a corporation?
Mr. Sodano: I am currently working for H.R.S. Transport in Phillipsburg, NJ and have been able to implement some of the best practices. For example, we are in the process of becoming an EPA SmartWay Transport partner. This entails aligning our commitment to green practices and processes with our supply chain partners. This will enable us to leverage GrSCM to collaborate with our customers and suppliers.

Dr. Tidwell: What was the value of speaking to a group of industry professionals?
Mr. Sodano: I was very lucky to have the opportunity to present to the NEPA chapter of APICS. It provided me with valuable public speaking experience and significant insight and feedback from some of the most respected professionals in the area.

Dr. Tidwell: What is the value of college students getting involved with professional societies?
Mr. Sodano: I would definitely recommend getting involved in professional societies. Many professional groups provide an outlook that is different from the outlook provided by traditional student groups. They also help with job placement and networking.

Rado Lobby cont. from pg. 1

Graduate and the student yearbook photographer. It continues today as an alumnus and benefactor with his donation of $250,000 to name the new lobby in Sutliff Hall, home of the College of Business. In recognition of his generosity, the building will feature “Joe Rado Lobby” when renovations are completed in August 2011.

Rado says he supports BU as an opportunity to “give a little back to the college. Professors were always first-class and they teach you for what you are, not what they want you to be. They give you a chance … and some people need a second chance.”

“I like the way they do things. It’s the history, the culture, being friendly with no ulterior motives. For nearly 60 years, I could walk on that campus any time of day and be with friends.”

Michael Tidwell, dean of the College of Business, says, “Joe’s gift is both generous and timely. He continues to be a visionary business leader and great supporter of the College of Business. We are proud to honor his longtime dedication to Bloomsburg University with Joe Rado Lobby in our renovated Sutliff Hall.”