

July 17, 2018

Dear City of Madison Common Council President Baldeh,

I am a proud member of my neighborhood community and would be honored to represent the community's interests within the larger body of the Madison Common Council. I believe that neighborhoods thrive or fail depending on the interconnectedness and familiarity of their members. My goal in serving the 19th District is to develop strong and lasting bonds among community members, encouraging an ownership mentality towards the community itself. I have practiced this approach as a volunteer for Lussier Community Education Center's weekly job clinic and as a member of the Parkcrest Pool & Tennis Club Board of Directors. By prioritizing work force development, supporting our area business community, and practicing good community policing, we will continue to cultivate a safe and attractive space for families to grow.

My personal credo is to listen, learn, and then to lead. If selected to represent District 19, I will continue Alderman Clear's practice of engaging with the community using a variety of in-person and online forums. Both the Lussier Community Education Center and our wonderful community schools are great venues for community engagement and encourage the ownership mentality I mentioned above. Likewise, the District 19 blog is a great resource to communicate Common Council business back to the district and to gauge sentiment regarding Common Council business through Polco online polls. Additionally, I plan to use nextdoor.com and neighborhood publications such as Parkword to communicate with district members who may not be willing or able to meet in a public forum. I plan to run for Alderperson during the Spring 2019 election.

Thank you for your consideration!

A handwritten signature in black ink, appearing to read "Ben Gutsch". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Ben Gutsch

Benjamin Gutsch

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PROFESSIONAL EXPERIENCE

Logistics Analyst, First Supply, Madison, WI – 1/2018 to present

- Develop and lead the maintenance of the organization's truckload (TL), less-than-truckload (LTL), and parcel programs to optimize cost, delivery, and quality of shipments.
- Drive the creation and deliver the reporting of metrics for carrier utilization and performance in the areas of cost, delivery, and quality of shipments.
- Provide direction and resources on import and export activities.
- Coordinate all activities with leasing partners on the development of specs, execution of leases, scheduling graphics and delivery.
- Create the appropriate reporting for safety and performance purposes from the DQ Routing and GPS applications to provide to corporate, regional, and branch management.
- Assist in ensuring that all company vehicles and drivers are in compliance with safety requirements mandated by the FMSCA, DOT, OSHA, and the company.

Buyer/Planner, First Supply, Madison, WI – 1/2016 to 1/2018

- Execute daily purchasing and intercompany transfer activities. Plan and maintain inventories at 35 First Supply warehouse locations using SXE.trend ERP system.
- Maintain over 10,000 distinct SKU item records and replenishment paths to ensure inventory availability and timely inventory turns.
- Identify and execute returns to supplier. Resolve discrepancies related to shipping errors. Perform ongoing reviews of supplier lines and monitor service levels.
- Source carriers and onboard carriers for twice weekly intercompany transfer routes.
- Negotiate rates for service and monitor service levels.
- Optimize total costs including freight, inventory, and purchase price.

Logistics Coordinator, Stoughton Logistics, Stoughton, WI – 5/2014 to 1/2016

- Collaborate directly with Stoughton Trailers purchasing department and material control department to maintain a lean supply chain in support of semi-trailer production plants in Stoughton, WI and Brodhead, WI.
- Utilize two MRP systems, Syteline and MXP, to coordinate inbound shipments of over 1000 distinct raw material SKU's based on inventory counts.
- Negotiate shipment rates with vendors and carriers and address any performance issues encountered while using these vendors and carriers.
- Coordinate outbound shipments of finished semi-trailers, inter-modal containers, and container chassis.

Independent Contractor, Green Bay, WI – 3/2009 to 1/2014

- Buy truckload shipments of consumer goods and transport those shipments from shipper to consignee using a leased semi tractor and Schneider's semi trailer pool.
- Evaluate which shipments to purchase based on transportation cost analysis.
- Plan routes and arrange transportation to ensure on time delivery of shipments.
- Cultivate ongoing partnerships with repeat customers.
- Maintain equipment, maintain financial records, and consistently improve revenue throughout the life of the business.

VOLUNTEER EXPERIENCE

BEATS Job Clinic Small Business Consultant, Lussier Community Education Center, Madison, WI – 1/2017 to present

- Assist applicants with resume crafting, developing interviewing skills, and career development.
- Counsel prospective small business clients in crafting business plans, obtaining startup financing, and generating small business growth.

Board Member At Large, Parkcrest Swim & Tennis Club, Madison, WI – 6/2017 to present

- Provide input and financial direction to our neighborhood non-profit swim and tennis club.
- Plan and execute swim meet concessions sales.
- Provide direction to parent volunteers regarding concessions sales purchasing, setup, and tear down.
- Partner with area businesses to ensure continued profitability of concession sales.

Board Member At Large, APICS Madison Chapter, Madison, WI – 7/2017 to present

- Work with board members, supply chain students, and colleagues to develop our membership base and develop timely and relevant educational offerings.

Social Media Marketing Manager, APICS Madison Chapter, Madison, WI – 7/2016 to 7/2017

- Drive new membership and event participation by marketing ongoing events and area professional/ educational opportunities on various social media platforms.
- Engage with the Madison APICS Board of Directors in order to develop new marketing strategies and educational initiatives.
- Engage with local businesses and educational institutions in order to promote APICS supply chain certifications.
- Engage with chapter members regarding new opportunities to grow and develop the Madison chapter.

Director, TEDxWausau, Wausau, WI – 4/2010 to 11/2012

- Plan and lead a series of two TEDx conferences in Wausau, Wisconsin.
- Secure facilities to host the conferences.
- Recruit speakers from the Central Wisconsin community.
- Establish a theme for the conferences, coaching speakers on those themes.
- Organize UW student volunteers.
- Raise funds and solicit donations from local businesses.
- Promote the conferences in local media.
- Arrange for media coverage of the conferences.
- Introduce speakers at the conferences.
- Provide TED with video of the speeches for use on their website.
- Provide feedback to the TED organization about the successes and failures experienced as director of the conferences.

EDUCATION

University of Wisconsin, Madison, WI - BA, English, December 2005

CERTIFICATIONS AND HONORS

APICS CLTD

APICS CPIM

Eagle Scout, Boy Scouts of America

