



APICS MILWAUKEE



FEEDBACK

FEBRUARY 2010

VOLUME 52, ISSUE 6

IF YOU HIRE OPERATIONS PROFESSIONALS-WE NEED YOUR HELP!

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This year, the Milwaukee Chapter of APICS will be holding our 2nd Annual Mock Interview Scholarship Program in support of our student members. While most scholarship programs are exclusively about money, which our has as well, we seek to differentiate our program by further assisting our students by enhancing their job searching skills. The scholarship program includes not only a resume review to give students tips on how to make sure their resume is on the top of the

stack when competing for a job, but also an interview for a position at a fictitious company so students are able to hone their interviewing skills in a realistic setting and get feedback on their performance. The best 'candidates' will be chosen as the winners and receive scholarship funds.

Educational Opportunity

Last year's event was successful only because of those pro-

fessional volunteers that asked the hard questions. The feedback from last year's student participants was extremely positive, they truly appreciated the comments and information shared by our panel of professionals. This year we are again seeking people willing to volunteer a few hours on the morning of March 6th to participate in this program. Please contact Director of Student Relations Justin Fluegel at studentrelations@apicsmilw.org, for more information or to volunteer.

ECONOMIC JUSTIFICATION FOR QUALITY-IN THIS ECONOMY?

During these challenging times, the economics of quality can't be denied. Increasing evidence concludes that when company executives choose to invest in quality, they are investing in their company's bottom line. Implementing quality tools, processes and principles reduces error and improves transactions along with the information and financial risk-management. While quality ultimately leads to a better product or service, customer and employee satisfaction are increased along the way. Consequently, customer satisfac-

tion promotes a good reputation—and that is reflected in revenue and customer retention rates.

Educational Opportunity

This month's PDM presentation, given by Laurel Nelson-Rowe, CQIA, Managing Director, ASQ, details the economic case for quality and why no company can afford not to focus on quality and the company-wide benefits it offers. Reducing costs and producing revenue are measurable effects of quality that organizations can't

deny, while service value and satisfaction are effects of quality that the customer can't deny. Maintaining quality is just as important as implementing it. This presentation will also identify risks of using quality as a quick fix, as opposed to allowing it to transform practices and become a permanent institution for long term financial prosperity.

Join the Milwaukee Chapter of APICS in conjunction with the Society of Manufacturing Engineers (SME) on February 11th for cross-organizational networking and learning.

SPECIAL POINTS OF INTEREST:

- See Page 4 for ways OM professionals are helping earthquake victims in Haiti
- If you're interested in our BREAKFAST ROUND-TABLE, information is on Page 3
- Are you looking for a job? See Page 5 for OM/SCM JOB POSTINGS
- Keep an eye out for EDUCATIONAL OPPORTUNITIES throughout *Feedback*

FROM THE PRESIDENT



The Milwaukee Chapter of APICS is looking for a 'Few Good Members'...

**Wanted:
Company
Coordinators**

If you work in an organization where some of your co-workers would benefit from the APICS body of knowledge, become a coordinator for your company. It's easy and requires very little time. As a company coordinator,

all you need to do is promote APICS events at your company. You could do this by posting notices on a bulletin board, or forwarding emails to those who may not yet be APICS members but would benefit from some of the APICS educational opportunities.

If you have questions, or would like to become a company coordinator, please email us at: marketing@apicsmilw.org.

It is election time, and we are looking for ambitious volunteers for next year's Board.

Elections are coming up for positions on next year's chapter Board of Directors.

If you are interested in a position, please send an email to chapter Secretary Bruce Landay at secretary@apicsmilw.org by February 19th to get your name on the ballot.

We have stressed the value of participating in your chapter more, here are just a few of the many bonuses:

- Certification maintenance points
- Enhanced networking experience
- Free PDM attendance

- Free meals
- The opportunity to attend the APICS International Conference & Expo (must meet tenure requirements)
- The opportunity to try something new!
- There are various positions available on the Board with varying time commitments. If you are interested but have questions, feel free to contact any current Board member.
- Hope to see you at this Month's Meeting,

**Gregory L. Whalen
Chapter President**

APICS Milwaukee 2009-2010 Board of Directors

President	Gregory Whalen CPIM	president@apicsmilw.org
President Elect	Bill Fitzpatrick CPIM	president..elect@apicsmilw.org
Past President	Joanna Vanderhoef	past.president@apicsmilw.org
Treasurer	Bridget Lazlo CSCP, CPIM	treasurer@apicsmilw.org
Secretary	Bruce Landay CPIM, CIRM, CSCP	secretary@apicsmilw.org
Director of Programs	Sue Dunn	programs@apicsmilw.org
Director of Membership & Customer Relations	Shawn Duffy CPA	membership@apicsmilw.org
Co-Director of Education and Certification	Virginia Rosales	education1@apicsmilw.org
Co-Director of Education and Certification	Bob Lichtfuss	education2@apicsmilw.org
Director of Marketing	Kurt Horner CPIM	marketing@apicsmilw.org
Director of Website	Dan Cobian	website@apicsmilw.org
Director of Public Relations	Natasha Steenbergen, CPIM	public.relations@apicsmilw.org
Director of Student Relations	Justin Fluegel CPIM	student.relations@apicsmilw.org
Director of Newsletter	Joanna Vanderhoef	newsletter@apicsmilw.org
Director at Large	Gary Kerslake	at.large@apicsmilw.org
District Representative	Diane Miderski	region.rep@apicsmilw.org
Job Bank	Gregory Whalen CPIM	job.bank@apicsmilw.org

CALLING ALL EARLY RISERS!

Have you been looking for an opportunity to plug into APICS on a different time schedule and format than our monthly PDMs? We are once again offering our APICS Breakfast Roundtable.

Educational Opportunity

The roundtable breakfast setting—a small group of people sharing ideas, opinions and strategies related to a particular topic, continues to

thrive with members dedicated to its quality and timeliness. Topics are selected by the group as a whole based on issues and trends they are seeing in the workplace and beyond. The intimate nature of the group fosters a collaborative atmosphere focused on particular areas of discussion. For those looking for employment and interested in networking, the small group setting makes this an excellent opportunity.

While there is no cost to attend the event, each member is responsible for their meal costs. Attendance is worth 1 certification maintenance point.

Information on this month’s roundtable is at right and on our website www.apicsmilw.org/events. If you have questions, please contact Janice DeCaluwe at Janice.decaluwe@zero-zone.com or Fred Kindelberger at fkindelberger@orion-corp.com.

APICS Roundtable

Breakfast

Date
February 10, 2010

Time
7:15–9:00 am

Location
Maxwell’s Restaurant
1005 S. Moorland Rd
Brookfield

Topic
Making Waste Pay—
Getting Value Out of
Obsolete Inventory

ANNUAL STUDENT CASE COMPETITION IN FEBRUARY

The annual Student Case Competition is quickly approaching on February 19th and 20th in Downers Grove, IL. Now February may seem like a long way off, but it comes very quickly after spending the holidays at home and enjoying a long winter break! All student members and student chapters should begin to fielding teammates to go head to head with other students within the Milwaukee chapter and our district.

If you don’t know much about the Case Competition, here is a quick overview. Teams of

students are presented with a case study representing a real life situation built on principles of Operations Management and Supply Chain Management. Armed with a tool kit of essential background information about the scenario, laptops, caffeine and late night snacks, students are given all night and into the morning to come up with a solution to the case, which they will present in both a written document as well as a formal oral presentation to their peers as well as the professional members of the district in attendance.

The Student Case Competition is a unique opportunity to step into the real world and apply the concepts you’ve learned about in books and in the classroom to the real world. The short deadline and business-style presentation are intended to replicate the pressure of a job situation and is an excellent opportunity to practice the necessary skills in a learning environment.

Educational Opportunity

So, don’t miss out on this excellent learning opportu-

Student Corner

nity, as well as the chance to network with other APICS student members around the Great Lakes area. For more information, visit the APICS Great Lakes District website at www.apicsgreatlakes.org or contact Director of Student Relations Justin Fluegel at studentrelations@apicsmilw.org.

Upcoming Student Events

2/19-20/2010
District Student Case Competition

3/6/2010
Mock Interview Scholarship Program

EDUCATION AND CERTIFICATION HOTZONE

SPRING 2010 CPIM

- **Basics of Supply Chain Management**
January 9
- **Master Planning of Resources**
January 30th
- **Detailed Scheduling and Planning**
February 20
- **Execution and Control of Operations**
April 10
- **Strategic Management of Resources**
May 1

SPRING 2010 CSCP

- February 10, 17, 24
- March 3, 10, 17, 24, 31
- April 7, 14, 21, 28
- May 5

SPRING 2010 FUNDAMENTALS OF PRODUCTION AND INVENTORY CONTROL

- February 24
- March 3, 10, 17, 24

**RELIEF IN HAITI: LOGISTICS PROFESSIONALS MAKING A DIFFERENCE
AN EXCERPT FROM APICS OPERATIONS MANAGEMENT NOW**

In light of the recent earthquake in Haiti, we've been receiving feedback and questions in regard to our American Logistics Aid Network (ALAN) partnership and how to contribute to those in need. To gain a better perspective on the role logistics play in disaster relief I talked to ALAN President, John "Jock" Menzies.

ABE ESHKENAZI: What is the importance of logistics when it comes to effective disaster relief?

JOCK MENZIES: *In many cases, the impact of a disaster is largely to disrupt supply chains—making day-to-day life difficult and depriving an area of needed resources. Haiti is a difficult case, with the huge loss of life plus the destruction of infrastructure and interruption of supply chains in an impoverished economy.*

Good logistics in an area with some redundancy of infrastructure may enable supply chains to

be reestablished relatively quickly. This is not the case in Haiti.

The challenge for improved logistics in Haiti will be to create and manage the flow into an improvised infrastructure. Comparisons often are made to military operations; however, it must be kept in mind that military operations normally rest on a foundation of [location-specific] advanced planning.

ESHKENAZI: What are the critical success factors that go into effective disaster relief?

MENZIES: *Pre-disaster planning; strong collaboration between government and relief agency partners; phases, so that resources flow and replenishment matches needs and capacities in the disaster area; and rapid [response], so that the economic structure can recover before it fails completely.*

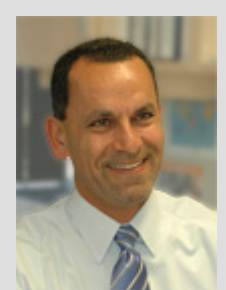
ESHKENAZI: From Hurricane Katrina response efforts to the

current situation in Haiti, how do you feel that disaster relief has improved? How can professionals in the operations management field continue to improve it?

MENZIES: *[After Hurricane Katrina, the Asian Tsunami, and 9/11, there has been a much greater awareness and focus on the potential of and preparation for disaster events. ALAN is one expression of this. The supply chain community became more aware of the need for humanitarian relief agencies and became more interested in engaging in relief efforts.*

The government and major relief agencies now work on plans that contemplate the potential of much larger events, such as another New Madrid earthquake, which moved the Mississippi 50 miles in one area, or a category 5 hurricane hitting Long Island, New York.

Investments have been made in



**APICS CEO
Abe Eshkenazi**
CSCP, CPA, CAE

technology to improve collaboration, such as the National Donations Management Network. This enables shared visibility of needs and donations.

There is a greater sense of involvement and engagement between government resources and relief agencies at all levels, and more work being done on regional planning.

ESHKENAZI: What is the main goal when coordinating relief efforts, such as those happening in Haiti right now? Are there certain things you look for, seek

FACES IN THE CROWD

You may not know it but you have the opportunity to meet and collaborate with individuals from industry leading companies nearly every month. Professional Development Meetings (PDMs) are

Educational Opportunity

excellent opportunities to network with individuals at the forefront of operations

management. Take a look at the list of companies represented at our last PDM, we hope to see your company!

- A&A Manufacturing
- Baker Tilly
- BloodCenter of Wisconsin
- Carroll University
- Electrotek
- HC Brill
- Focused Improvement LLC
- Industrial Electric Wire & Cable
- KHS Inc
- Marquette University
- Performance Solutions
- Perlick Corporation
- Phoenix Products
- Rexnord Gear Products
- Rite Hite Corporation
- Rockwell Automation
- Suby Von Haden & Associates
- Wacker Neuson Corporation
- WorkWise Inc
- Dash Development
- Dielectric Corporation
- HB Performance Systems

ACCOLADES FOR APICS MILWAUKEE AND BLOODCENTER OF WISCONSIN

With high attendance and glowing feedback, the January PDM held at the Crowne Plaza in Wauwatosa one of the highlights of the program year.

Thank you to our speaker Cindy Mand MBA, Director-Lean Enterprise, BloodCenter of Wisconsin, her presentation was engaging and informative, and many attendees felt it tied well to their job needs. All ratings from our

survey of the event are shown to the right.

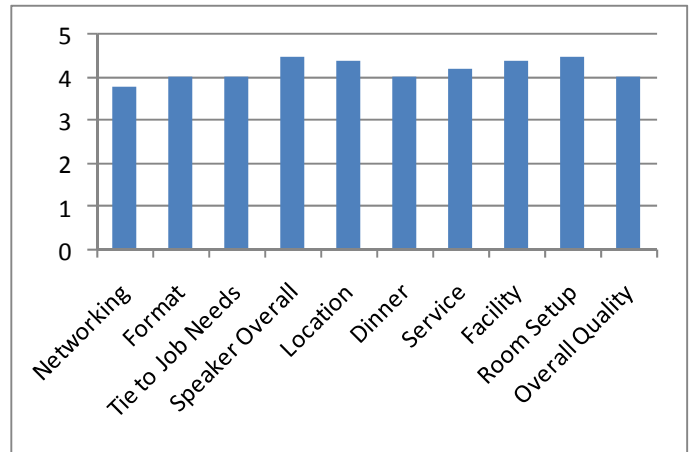
Some of the comments received on the PDM evaluations are as follows:

"Loved (the) location...Food was great."

"Good meeting—Thank you!!"

"One of the best speakers ever!"

"Best presentation I have seen! Excellent!!"



CURRENT JOB POSTINGS

Are you looking for a new career opportunity? Check out the APICS Milwaukee Job Board. Also, keep in mind that APICS will extend your membership for six months if you are unemployed. This benefit can be used three times for a total of 18 months of extended benefits. In the mean time, we're here

to help! Keep networking (LinkedIn is a great way to do so!) and attending PDMs. Current postings on the Job Board are at right, for more information, visit www.apicsmilw.org/jobs/jobboard.

- Director of Global Supply Chain Process Improvement
- Milwaukee Supply Chain Manager
- Electronics Buyer
- Director-Production Planning and Inventory Control
- Manager—Procurement—Capital Products

Don't forget...

Elections are coming up for the 2010-2011 APICS Milwaukee Board of Directors. Contact Secretary Bruce Landay at secretary@apicsmilw.org for more information.

APICS MILWAUKEE

PO Box 26001
Wauwatosa, WI 53226-0001
www.apicsmilw.org
www.apicsgreatlakes.org
www.apics.org



**COME FOR THE EDUCATION,
STAY FOR THE NETWORKING**

APICS is the global leader and premier source of the body of knowledge in operations management, including production, inventory, supply chain, materials management, purchasing and logistics. Since 1957, individuals and companies have relied on APICS for its superior training, internationally recognized certifications, comprehensive resources and worldwide network of accomplished industry professionals.

DON'T MISS THESE UPCOMING PROFESSIONAL DEVELOPMENT MEETINGS!

Thursday, February 11

In Conjunction with Society of Manufacturing Engineers (SME)

Economic Justification for Quality

Laurel Nelson-Rowe, CQIA
Managing Director, ASQ

Machine Shed, Pewaukee

Thursday, March 18

The Goal is Green in America

Specialists from Hot Water Pro

Crowne Plaza, Wauwatosa

Tuesday, April 13

In Conjunction with Institute for Supply Management (ISM)

Harley-Davidson Museum

Wednesday, May 26

APICS in the AM

LinkedIn-The Benefits of the Best Online Connection Tool

Wayne Breitbarth

Crowne Plaza, Wauwatosa

Educational Opportunity

Continued from Page 4

out, or—alternatively—what types of things do you try to avoid?

MENZIES: The primary goal of coordination is to meet as many needs as possible. This is accomplished when geographies and functions are allocated to specific response groups, and when resources are shared appropriately to allow needs to be met.

A particular concern is the “who’s in charge” question. The Haitian government has been partially decapitated [after severed U.N. relations], and many countries and agencies are present. This crisis will require a commitment to collaboration.

ESHKENAZI: A recent Irish Times article stated that, “Aid agencies receive many unsolicited—and sometimes even unwanted—donations. Unsolicited supplies in fact clog airports and warehouses and create redundancies.” If people want to help, what’s the best thing they can do?

MENZIES: Unsolicited donations and volunteers are sometimes referred to by relief agencies as the “disaster within a disaster.” They have the potential to become part of the problem, as they overwhelm logistics- and life-support resources. They also

can be hard to deploy and employ. Money can be used to get the very specific needs spoken to. When money is used in the affected area, it helps resuscitate the local economy and thus speed the recovery.

There are specific product and other resource needs that relief agencies have. By using tools such as the National Donations Management Network, companies and individuals can meet those needs. These needs will emerge over the days and weeks ahead. It is normal if the [specific] needs are not immediately clear, as they will be dictated by event-specific conditions.

There are a variety of online options for registering offers and viewing needs, some to consider are ALANaid.org, aidmatrix.org, CIDI.org, InterAction.org, and the United Nations Office for the Coordination of Humanitarian Affairs (OCHA).

One of things that is most remarkable about APICS members is how passionate they are about their work. Involvement in organizations such as ALAN enable operations and supply chain professionals to contribute their skills and knowledge directly to people who are in desperate need.