



# FEEDBACK

FEBRUARY 2010

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## 2010-11 PROGRAM YEAR BOARD OF DIRECTORS ANNOUNCED

With our annual election complete, we proudly announce the 2010-2011 APICS Milwaukee Board of Directors! Thank you to everyone who participated in the election and voted, your feedback and participation is critical to the livelihood of the chapter. We would like to thank those Board Members who have contributed to the Board and this year have decided to step down. They include Secretary Bruce Landay CPIM CIRM CSCP, Director of Communications/Newsletter and Past President Joanna Vanderhoef and Director-at-

Large Gary Kerslake. We would also like to welcome new Board members Nancy Seifert CPIM, Don Falkenberg and Peter Mollen.

Your 2010-11 Board of Directors is as follows:

### President

Bill Fitzpatrick CPIM

### President Elect and Director of Marketing

Kurt Horner CPIM

### Treasurer

Shawn Duffy CPA

### Secretary

Nancy Siefert

### Co-Directors of Education

Virginia Rosales

Bob Lichtfuss CPIM

### Director of Website

Dan Cobian

### Co-Directors of Student Relations

Justin Fluegel CPIM

Natasha Steenbergen CPIM

### Director of Programs

Sue Dunn

### Past President and Director-at-Large

Greg Whalen CPIM

### Director-at-Large

Bridget Lazlo CPIM CSCP

## LINK UP WITH LINKEDIN AT APICS IN THE AM

LinkedIn is the number one online business social networking site with over 40 million members and a new member every second of the day. LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to and collaborate with qualified professionals that you need to work with to accomplish your goals.

Our speaker this month is

Wayne Breitbarth, President of M&M Office Interiors. Wayne began "moonlighting as an unofficial LinkedIn Trainer" early in 2009 and has now led seminars for thousands of South-eastern Wisconsin business

### Educational Opportunity

professionals including most area Chambers of Commerce and many individual business development departments of some of Milwaukee's most

prominent companies and organizations. He has fondly been given the title 'LinkedIn guru' in Southeast Wisconsin.

This is an opportunity to learn more about how networking via LinkedIn can help your career, whether you're looking for a new position, or just looking to collaborate.

Please note this is an APICS in the AM meeting, it will be held at the Crowne Plaza Hotel in Wauwatosa on May 26th at 7 am. See you bright and early!

## SPECIAL POINTS OF INTEREST:

- 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**
- **Networking is booming in the chapter!** Check-out **Page 5** for a list of companies represented at last month's PDM.

**FROM THE PRESIDENT**



Well, summer is finally on its way and as the weather gets warmer, that means our program year is wind-

ing down, but we are planning to finish the year off on a strong note.

Don't miss this last opportunity we have to get together before the summer break. The May Meeting is a MORNING Meeting, see page 1 for more information. The speaker will be Wayne Breitbart who will be giving a presentation on LinkedIn.

Those of us on the board also get to take some time off, but not before getting a few plans in place for next year. We have been working on getting PDMs set for the fall, you can count on: more networking opportunities, another AM roundtable, a plant tour and we're also working on more joint events for the future.

We have a great blend of veterans and newer folks already signed on for the coming year which means we have strong knowledge and experience but also fresh faces, revitalized energy and new ideas! I am grateful for the opportunity to stick around and work with the

group of people we have so far for next year.

Please consider joining the team, I hope next year will be our best year yet and we will to continue to bring you ever increasing value. If you are interested in working on the board during the next program year, please contact any board member. You can help with one event or with the planning of the year. The commitment is up to you!!

It has been a great year as your President and I am so thankful for the opportunity. I know I have grown from the experience, but more importantly, I hope the chapter has helped you grow as well. I

look forward to next year as we have an excellent Board in place and I can see the quality of chapter events constantly improving and making your membership more valuable.

And just because we're taking it a little easier for the next few months doesn't mean we're gone. If you need assistance throughout the summer, please feel free to send an email to me or the appropriate Board member. See you at the May PDM and again 'next year'!

Best regards,

**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](http://www.apicsmilw.org/events). If you have questions, please contact Janice DeCaluwe at [Janice.decaluwe@zero-zone.com](mailto:Janice.decaluwe@zero-zone.com) or Fred Kindelberger at [fkindelberger@orion-corp.com](mailto:fkindelberger@orion-corp.com).

## APICS Roundtable Breakfast

*Watch for Announcements on Next Program Year's Roundtable Discussions*

## UNEMPLOYED MEMBERSHIP EXTENSION BENEFITS

Don't allow your APICS membership benefits to lapse this summer due to job loss, there is help. If you are an unemployed APICS member whose membership is coming up for renewal and you are actively seeking work within the production and inventory management field, you may apply for an extension of

membership benefits through the Unemployed Membership Extension Program. This program enables members seeking employment within the production and inventory management industry to extend their membership for six months free of charge\*. If you meet this criterion and are interested in applying for

an extension of membership benefits due to unemployment, download an application or contact APICS Customer Support. \*Note: Members may apply for this extension up to three times for coverage over an 18 month period. Members apply for the extension through their local chapter, which must

approve the request and waive chapter dues. Members approved for this waiver will receive electronic membership for the duration of the waiver, which entitles you to electronic communication of all member benefit materials.

## REFLECTIONS ON A SUCCESSFUL YEAR

### JUSTIN FLUEGEL, DIRECTOR OF STUDENT RELATIONS

I would like to thank all the student chapter leaders and members for a successful 2009-2010 year. While a challenging year, all the student chapters have expanded in comparison to last year. With more people, there was significantly more involvement and interactions this

year. Two events with nice turn out just for all the student chapters, more students are starting to validate their skills by preparing for and passing the first module of the CPIM program.

Natasha and I are looking forward to assisting this momentum into next year with

more accomplishments. This month applications for the APICS Scholar program are due for the International Conference in Nashville this year. The event is in October. Please submit your application to end the year and start next school year off with a great event.

**Student Corner**

**EDUCATION AND CERTIFICATION HOTZONE**

<p><b>SPRING 2010 CPIM</b></p> <p><b>REMAINING CLASSES</b></p> <ul style="list-style-type: none"> <li>• <b>Strategic Management of Resources</b> May 1</li> </ul>	<p><b>SPRING 2010 CSCP</b></p> <p><b>REMAINING CLASSES</b></p> <ul style="list-style-type: none"> <li>• May 5</li> </ul>
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**DISRUPTING ERUPTION  
AN EXCERPT FROM APICS OPERATIONS MANAGEMENT NOW**

While you may not be able to pronounce it, there's no doubt you've heard about it; eruptions from the Eyjafjallajokull volcano in Iceland brought air travel to a grinding halt earlier this week. Businesspeople are stranded, UPS and FedEx posted notices to customers about delays in shipments to Europe, and everything from flowers and vegetables to clothes and car parts are putting a serious chink in the armor of global supply chains.

The National Public Radio web site featured a story on how the volcanic ash in Europe has seriously influenced businesses in Asia. Louisa Lim writes, "Every day, on average, 10,000 tons of goods are airfreighted between Asia and Europe. But none of that has moved for the past week, and huge stockpiles are clogging up freight forwarding centers and warehouses."

Specifically, Lim mentions

businesses that operate with a Just-in-Time (JIT) philosophy. If customers don't get the goods they ordered on time, they might cancel their orders altogether.

NPR isn't the only major media outlet presenting the impacts of the volcanic ash on the global supply chain. Earlier this week, a *Washington Post* article highlighted the backup of air passengers and goods. "Auto factories in China that used electronic parts flown in from Germany faced a sudden halt in shipments," write Anthony Faiola and Karla Adam. "A logjam forming in the international diamond trade threatened to delay the shipment of necklaces and wedding rings if flights are not resumed between cutters in India and dealers in Antwerp, Belgium."

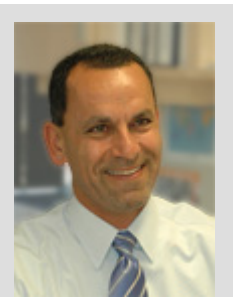
Some goods can go by sea, but perishable products might be left to spoil. "In Kenya, more than 5,000 workers in the lucrative flower and vegetable indus-

tries were told not to report for work Sunday," Faiola and Adam write. "Warehouses are filled with a backlog of stock, and an estimated 3,000 tons of flowers and vegetables valued at \$9 million were sitting at Nairobi's main international airport."

**Mainstream supply chain**

While the results of the volcanic eruption are devastating, it's interesting for me to read the words "supply chain" so frequently. I don't think this would have been the case two years ago, but the recession made clear the heavy economic impacts of such things as inventory, JIT, lean, and other terms very familiar to those in the APICS community. "Supply chain" is no longer industry jargon; the words are in the mainstream vocabulary.

But this notion goes beyond vocabulary. Supply chain professionals have a higher profile within their organizations. The knowledge supply chain experts bring to busi-



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

ness leaders helps steer the directions of companies.

Although we are not discussing human casualties associated with the volcano's eruption, thankfully, the situation does remind me of Hurricane Katrina in 2005. While the government was accused of providing a delayed response, supply chain professionals were widely recognized for their ability to respond quickly to the disruption caused by the hurricane. Produce and petroleum were two of the main goods that needed to get to consumers outside Louisiana. Similar to the recent volcano eruption, experts immediately went to

Continued on page 5

**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!

- Harley-Davidson Motor Company
- A&A Manufacturing
- ABB Inc
- Bruno Independent Living Aids
- Carroll University
- Cleaver Brooks
- Danfoss Inc
- Dash Development
- Electrotek
- EPSI Masking Company
- Guardian Business Solutions
- HC Brill Co Inc
- Hellerman Tyton
- HGI, Inc
- HB Performance Systems
- Industrial Electric Wire & Cable
- InSinkErator
- Magnetek
- Orion Corporation
- P&H Mining Equipment
- Performance Solutions
- Perlick Corporation
- PFERD Advanced Brush Company
- Phoenix Products
- Protect-All
- Rexnord Gear Products
- Rockwell Automation
- Sigma-Aldrich
- Stainless Foundry & Engineering
- Suby Von Haden & Assoc
- Trico Corporation
- University of Wisconsin-Whitewater
- Vrakas/Blum Computer Consulting
- Waukesha Engine Division/Dresser

**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](http://www.apicsmilw.org/jobs/jobboard).

- Supply Chain Director II

- Senior Buyer
- Sr. Production Scheduler (3 openings)
- Warehouse Management Trainee (3 openings)
- Supply Chain Leader
- Senior Product Manager (3 openings)
- Demand Planning Manager
- Operations Manager
- Production Team Leader—2nd Shift

Continued from Page 4  
 work then, and, for the most part, the supply chain surrounding the affected area remained clear.  
 For the 2010 APICS International Conference & Expo, we are proud to welcome LT. General Russel L. Honoré, U.S. Army (retired), as a general session speaker. Honoré led Joint Task Force Katrina in the aftermath of the devastating hurricanes that struck the Gulf Coast. Now, his personal mission is to create a "Culture of Preparedness" in America. I personally am very interested in hearing about his experience and the role of logistics in this "Culture of Preparedness." I invite you to come to APICS 2010 and learn more.

**APICS MILWAUKEE**

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www.apics.org



**C O M E F O R T H E E D U C A T I O N ,  
S T A Y F O R T H E N E T W O R K I N G**

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.

**APICS 2010 Intertional  
Conference & Expo**

***Excellence is the New  
Normal***

*Best Practices for  
Global Supply Chain  
and Operations  
Management*

**October 17-19, 2010**

**Nashville, TN, USA**

**DON'T MISS OUR FINAL 2009-10 PROFESSIONAL DEVELOPMENT MEETING!**

Wednesday, May 26

APICS in the AM

***LinkedIn-The Benefits of  
the Best Online Connection  
Tool***

Wayne Breitbarth

Crowne Plaza, Wauwatosa



*(Please note that registration will close 48 hours before each event. Late registrations and walk-ins will be charged \$35 and unfortunately no exceptions will be granted.)*