



*The Educational Society for
Resource Management*



PDM Dinner Meeting



February 2004

Volume 19 Issue 6

Joint (APICS/ISM) Professional Networking Mixer

Tuesday, February 17, 2004

APICS Sacramento Chapter and the Sacramento Valley Affiliate of the Institute for Supply Management (formerly National Association of Purchasing Management NAPM) are hosting a Joint (APICS/ISM) Professional Networking Mixer for current members, prospective members and guests.

We're having what they call "Appetizer Buffet Menu"

- * Spicy Buffalo Wings
- * Chicken Flautas
- * Cheese Nachos Supreme
- * Chips and Salsa
- * NO HOST BAR (Tue Happy Hour is 4-10 PM)

Free for those who register by Feb 16 and \$7.00 at the door

RSVP by Monday, February 16, 2004

Agenda

5:30	<i>Registration</i>
6:00-8:00	<i>Mixer</i>

El Torito Mexican Restaurant,
1212 Howe Ave (near Hurley Way)
Sacramento, CA. **Please call (916) 650-8660**, or email Ed Mercado at edmercado@msn.com and provide the attendee's name, company, telephone number, fax or email address.

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Top Management

American businesses have found in the past decade that the greatest gains to be made in profitability come from improvement. This improvement can come from a variety of sources, such as: implementation of new computer systems for better tracking of key data; installing a new training program for employees; or business process streamlining.

Improvement usually means change, and it's a well-recognized fact that the only way change happens in an organization is if it's driven down by top management. Our obligation as APICS professionals is to support the changes that management proposes by implementing the skills and knowledge we learn from the APICS community. In addition, we must inform our management of the potential for improvement.

APICS can help, and the APICS Sacramento chapter's Top Management Night dinner being held next month can bring your own top management in touch with all that APICS has to offer. Prior to dinner, top managers will have the opportunity to network with each other and learn more about APICS resources that are available to their organizations. After dinner, Jerry Estenson, Professor of Organizational Behavior at California State University, Sacramento, will speak on the leadership competencies that are necessary when leading employees through tough times.

Please invite your own top managers and make a reservation to join us on Tuesday, March 16th. If you know of other management professionals who should be aware of this special event, send us their name and address [email: top@apicsacramento.com] and we'll make sure they receive an invitation, too.

Bill Fuller
VP Membership

February 2004

17 Joint Mixer with NAPM (ISM)

March 2004

16 Professional Development Meeting/Top Management Night. Presenter will be Dr. Jerry Estenson.

TBA Board of Directors meeting 6:00 PM (Conference Call) (If interested in attending please contact Melanie Hoots for access information (See page 8))

April 2004

20 Professional Development Meeting. Speaker and topic to be announced.

TBA Board of Directors meeting 6:00 PM at Lyons near Richards Blvd and I-5

May 2004

18 Professional Development Meeting. Speaker and topic to be announced.

TBA Board of Directors meeting 6:00 PM at Lyons near Richards Blvd and I-5

June 2004

15 Professional Development Meeting. ERP Implementation Lessons presented by Bill Caskey

TBA Board of Directors meeting 6:00 PM at Lyons near Richards Blvd and I-5

Certification Maintenance Notice

If you earned your CPIM before 1999, you must submit a maintenance application by the month of your original certification. Find out more at <http://www.apics.org/Certification/Maintenance/maintenance.asp>. If you would like a handy spreadsheet to calculate your points, send an email to tanis.perez@hp.com and put "certification maintenance" in the subject. Don't delay! Once the deadline passes for you, you must earn additional points to regain your certification status.

APICSacramento Job Opportunities Notes

Are you seeking another job or career change? Don't forget to check out the APICSacramento Job Opportunities located at <http://www.apicsacramento.com>. You can also find national job opportunities by checking out the national APICS web site located at <http://www.apics.org>.

There are also many companies, consultants, and career counselors who can assist with items such as: resume writing, cover letters, interviewing skills, negotiating skills, as well as personal goals and objectives. Check out the yellow pages under Career or Vocational for this type of assistance.

Carol Thompson , VP Job Opportunities

California State University Sacramento College of Continuing Education (CCE)

Classes are offered through California State University Sacramento College of Continuing Education (CCE). To register please contact CCE Customer Service at (916) 278-4433 (dates / times subject to change)

Supply Chain Management Certification Program

When	Class & Course Code	Times	Cost
Feb 3—Feb 17, 2004	Basics of Project Management	Tues & Thurs (5:30—8:30 PM)	\$329
Feb 4—Mar 2, 2004	Detailed Scheduling and Planning	Tues & Thurs (5:30—8:30 PM)	\$489
Apr 13—May 11, 2004	Execution and Control of Operations	Tues & Thurs (5:30—8:30 PM)	\$489
May 20—Jun 17, 2004	Strategic Management of Resources	Tues & Thurs (5:30—8:30 PM)	\$489

Materials Management

Feb 3—Mar 2, 2004	Detailed Scheduling and Planning	Tues & Thurs (5:30—8:30 PM)	\$489
Mar 23—Apr 6, 2004	Logistics	Tues & Thurs (5:30—8:30 PM)	\$349
Apr 13—May 11, 2004	Execution and Control of Operations	Tues & Thurs (5:30—8:30 PM)	\$489
May 20—June 17, 2004	Strategic Management and Resources	Tues & Thurs (5:30—8:30 PM)	\$489



Weber State University On-line APICS Certification Courses

SU Online is the virtual campus for Weber State University, delivering online courses via the World Wide Web. Five courses are offered in partnership with APICS:

- * Basics of Supply Chain Management
- * Master Planning of Resources
- * Detail Scheduling and Planning
- * Execution and Control of Operations
- * Strategic Management of Resources

Exam review courses can be taken collectively for CPIM certification or taken separately to suit the needs of the company or individual. For more information, go to <http://www.wsuonline.weber.edu>. Remember to tell them you're a member of Sacramento APICS! ☀

Materials Management Certification Program

Prepare for the APICS CPIM exam while earning an academic certification from CSUS. Please contact Lisa Sbragia at sbragial@csus.edu or (916) 278-4805 or visit www.cce.csus.edu and look for Business Operations under Courses & Programs. Each of the six Materials Management courses are offered once each year. Please call (916) 278-4433 to register.

All courses are held at CSUS Campus, Sacramento on Mondays and Wednesdays from 5:30—8:30 p.m. Dates and times are subject to change. Please visit www.cce.csus.edu for up-to-the-moment course schedules. Call Tanis Perez for more information at 916/748-8194. (See Schedule on Page 3)

CIRM Courses Available On-Line

CIRM is a comprehensive educational program designed to help you understand the power of collaboration among organizational resources such as product development, marketing/sales, human resources, finance, and operations. The CIRM program enables you to effectively interact with cross-functional departments for more strategic decision making, enhanced collaboration, and improved productivity

On-line CIRM Courses are available at www.epiweb.net. Be sure to reference Sacramento APICS when registering.

Computer Based CPIM Exams

Computer based CPIM exams are offered by Promissor.

All of the info you will need to register for an APICS exam can be found at <http://www.promissor.com/>

- Select "Professional Certification Exams" under the "Find Test Information" section.
- Select the "APICS..." option.

Read the "Description of New Registration Process (pdf)".

It has all the info you should need including how to get dates, locations, cost, and registration process.

CPIM Courses Available On-Line

CPIM applies to many supply chain tasks and provides the necessary knowledge to thrive in today's global competitive environment-both in terms of reducing costs and increasing customer loyalty.

Since 1973, the CPIM program has educated more than 75,000 manufacturing professionals on essential terminology, concepts, and strategies related to demand management, procurement and supplier planning, material requirements planning, capacity requirements planning, sales and operations planning, master scheduling, performance measurements, supplier relationships, quality control, and continuous improvement.

To register for your next CPIM exam, visit www.asisvcs.com/publications/html/faq_apics.asp or call Promissor Customer Care at 1-800-274-8399 or 610-617-5093.

APICS Sacramento Company Coordinators

Our Company Coordinators serve as the principal communication links between the Sacramento Chapter of APICS and their companies and fellow employees. If you work for one of the companies listed below and need APICS Chapter information of any kind, please feel free to contact them.

If you do not see your company listed below, it is because *you* haven't volunteered. To become a coordinator, call Melanie Hoots at (916) 785-1186 or JT Smith at (916) 359-2289. ☀

Aerojet: Steve Reingold—(916) 355-2552
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**Siemens Transportation Systems
Ron Hazard—(916) 681-3278**
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Genentech: Vacant
Candrade@gene.com

Notable Quotes

Lots of folks confuse bad management with destiny.
-Elbert Hubbard-

A market is never saturated with a good product, but it is very quickly saturated with a bad one.
-Henry Ford-

Check Out the APICS Career Center Online

Whether you are in the market for a job or just want to keep your options open, you'll want to search the APICS Career Center for available jobs, or to post your resume... the perfect fit could be waiting for you!

http://www.apics.org/CareerCenter/careercenter_gateway.htm

And don't forget that APICS is a great place to network with the employees of the region's leading employers. Not only can you mix, mingle, and network but you also receive valuable professional development information. A job opportunity can be discovered anywhere, don't miss the chance to find one through your own local network

*Carol Thompson
VP Job Opportunities*

Don't Sabotage Your Job Search with Faults Assumptions

Most job seekers understand that the job market has changed radically over the last few years. Sadly, however, many still hold to job-search assumptions that do not apply to our current market conditions. If you believe any of the following five statements, you could be dragging your job search out longer than necessary. Cut your job search time by knowing the truth about the job market and learning how to combat these assumptions.

1. *"My last job search was a snap. I'm sure this time won't be any different."*

Chances are, your last job search was in the mid to late 1990's when the job market favored job seekers. Even up to 2001, jobseekers (and even employers) lived under a rosy glow of unrealistic optimism. In the last few years, however, most job seekers have noticed a drastic drop in the market demand for their career skills. Persons who were once courted by recruiters and headhunters from top firms wonder why they are no longer receiving calls with enticing opportunities. For many job seekers, frustration and lack of confidence have replaced optimism.

Action: The job seeker of 2004 will avoid discouragement by developing a strategic action plan that involves a high degree of proactive and systematic effort.

2. *"Employers and recruiters take the time to read entire resumes."*

This is couldn't be farther from the truth. The reality is if the best information isn't in the top four to five inches of your resume, it's doubtful anyone will notice. Try this out for yourself. Open up your current resume on your computer. Do you see the entire first page? Probably not. Most likely when your resume is opened, the reader will see the top four to five inches. You must sell the reader in those first few inches or he/she is not going to bother scrolling down to read more. With the volume of resumes that employers and recruiters receive, who has the time to hunt out the good material on a resume?

Action: If your current resume isn't making best use of the top four to five inches, consider using a hybrid format that will allow you to place your best assets up on top where you'll be noticed and called.

3. *"I don't want to limit my potential job opportunities, so I'll write one resume to apply for all kinds of jobs."*

I learned early in my recruiting days that employers turn down perfectly qualified candidates because the resume's focus is too general. A one-size-fits-all resume gives the impression that the job seeker is uncertain of his career goal. An employer once told me that if a candidate is interested in two completely different positions, he must not be very good at either.

Action: The most effective resumes leave no doubt as to the job seeker's career objective. If you have more than one career objective, you need more than one resume.

4. *"I'm not going to bother with cover letters. No one really reads them anyway."*

The truth is the quality of your cover letter often will determine whether your resume gets read at all. The worst offense, however, is to send a cover letter that sounds as "cookie-cutter" as junk mail.

Your cover letters will create a stronger first impression if you remember the buying motives of each of these major categories of recipients:

- Executive decision makers are most interested in your ability to help them achieve their corporate bottom-line objectives.

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- HR screeners look for the best qualifications match.
- Third-party recruiters need strong selling points to help present you to their corporate clients.

Action: If you keep in mind the buying motives of your cover letter recipient, you'll win their attention more often than not.

5. *"If I can just get my foot in the door, my interview skills will get me an offer."*

That may have been true back when you had less interview competition. But today, employers have the advantage of choosing from the best talent available, because so much of the best talent IS available. Since you'll probably be interviewing against candidates at least as strong as yourself, you'll need to distinguish yourself through superior interview preparation.

Action: Remember that the best way to prepare for an interview is to think of an interview in three parts:

- Ask questions to uncover the interviewer's hidden buying motives.
- Answer questions based on the interviewer's buying motives.
- Ask closing questions to win the job offer.

Once you are free of false assumptions, you're less likely to fall victim to many of the disappointments, frustrations and anxieties associated with an extended job search.

(To read a full-length article on the three essential interview skills visit my article archive at www.AlphaAdvantage.com. Follow the articles link to "Win Your Next Position with Three Essential Interview Skills".)

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Deborah Walker, CCMC

Resume Writer ~ Career Coach

For more in-depth information on resumes, job-search strategy and interview skills, check out the article archive at my website: [www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)

Email: [Deb@AlphaAdvantage.com](mailto:Deb@AlphaAdvantage.com)

Toll-free phone: 888-828-0814



## **APICS Webinars Get Tangled in Our Web of Education**

APICS is pleased to announce the latest development in training and education—APICS Webinars. Each APICS Webinar lasts approximately 60 minutes and features educational discussions, case studies, and a Q&A period. All you need is an Internet connection and telephone to participate. Invite your colleagues to join you. As an added benefit, you will receive a CD-ROM of the presentation after the event.

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View a list of upcoming APICS Webinars topics and dates. Go to <http://apics.webex.com> for quick and easy access to the latest information on future topics, dates, and presenters.

### **Registration Information**

To register for an APICS Webinar, visit and select Enroll.

### **Archived Events**

Were you unable to participate in an APICS Webinar? Each APICS Webinar is archived and available for \$99 per viewing. Visit <http://apics.webex.com> and select Recorded Events on the left navigation bar to view an archived APICS Webinar. The archived APICS Webinar begins at time of purchase.

**CPIM and CFPIM designees:** Earn one professional development point toward Certification Maintenance by participating in an APICS Webinar.

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