



*The Association of Operations Management:
Advancing
Productivity,
Innovation, and
Competitive
Success*



— APICS/ISM Networking Event! —

Tuesday, February 20, 2007



"JOINT NETWORKING AND SILENT AUCTION FUND-RAISER WITH FELLOW PROFESSIONALS"
Co-sponsored with ISM Sacramento Valley
Registration starts at 5:30 PM.

Volume 22 Issue 8

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Save the date to network with fellow professionals. Bring lots of business cards! THIS WILL BE A PURE, UNMITIGATED NETWORKING AFFAIR.

Invite your boss, co-workers, and supply management friends to join us and see what our organizations have to offer. We are planning to have a silent auction for some great items during the evening, and hope everyone will participate. Funds raised by this auction will go towards a scholarship fund used to assist our members in educational opportunities.

Please RSVP if you plan to attend by February 16, so we can order food accordingly. Finger Foods will be served, with a **No Host Bar** (Happy Hour prices !) available.

The cost will be \$10.00

Come join your fellow professionals to network and socialize from 5:30pm to 8:30pm!

To RSVP for this event, please call (916) 650-8660 or e-mail Tim Kott at tkott@tescocontrols.com and provide

the attendee's name, company and telephone number or FAX/e-mail address.

Location

El Torito Mexican Restaurant & Cantina
1212 Howe Ave (near Hurley Way)
Sacramento, CA
Phone: (916) 924-1000

Website of Interest

The Supply Chain

<http://www.websitetoolbox.com/tool/mb/jlbyrnes>

This site is a discussion forum for individuals interested in supply chains.

OPERATIONS STRATEGY: STRUCTURE/INFRASTRUCTURE

By Herbert Blake, Jr., PhD, CPIM

As you can see in the figure on page 3, operations strategy is designed to support the business strategy which is to support the corporate strategy. So the “competitive priorities” are intended to support “distinctive competence,” thus the priorities of cost, flexibility, quality, and delivery are to support business competence in cost (price) leadership and product (service) differentiation. Resources are required to achieve these competitive priorities, including structure and infrastructure. And all of these actions need companies to think “outside the box,” focusing on their supply chain.

Generally, structure relates to brick and mortar and infrastructure to people and systems. (Hayes and Wheelwright, 1984) So improving the supply chain will require changes to the company’s structure and infrastructure. Schroeder says “structural changes include capacity, facilities, process technology, and vertical integration,” and “infrastructure includes people, information systems, organization, production and inventory control, and quality control systems.” (Schroeder, 2004)

Continuing to achieve the goals and objectives within a business strategy will require changes in structure and infrastructure. Capital expenditures will have to be made to make these changes, but the improvements should increase sales to the extent that these costs are covered over time.

(continued on page 3)

APICSacramento Calendar



February, 2007

- | | |
|----|--|
| 13 | Board of Directors meeting |
| 14 | Webinar: Using MRP to Improve Operator and Machine Certifications, Calibrations and Maintenance; 2:00 pm EDT; presented by Roger W. Harris, CFPIM, CIRM, CSCP, C.P.M., PMP; General Manager, MSS Technologies; Level: Intermediate |
| 20 | Professional Development Meeting |
| 21 | Webinar: Postponement Strategy; 2:00 pm EDT; presented by Bob Collins, CFPIM, CIRM, CSCP; Executive Director, APICS Educational and Research Foundation; Level: High-level overview |

March, 2007

- | | |
|-----|----------------------------------|
| TBA | Board of Directors meeting |
| 20 | Professional Development Meeting |

OPERATIONS STRATEGY: STRUCTURE/INFRASTRUCTURE (cont.)

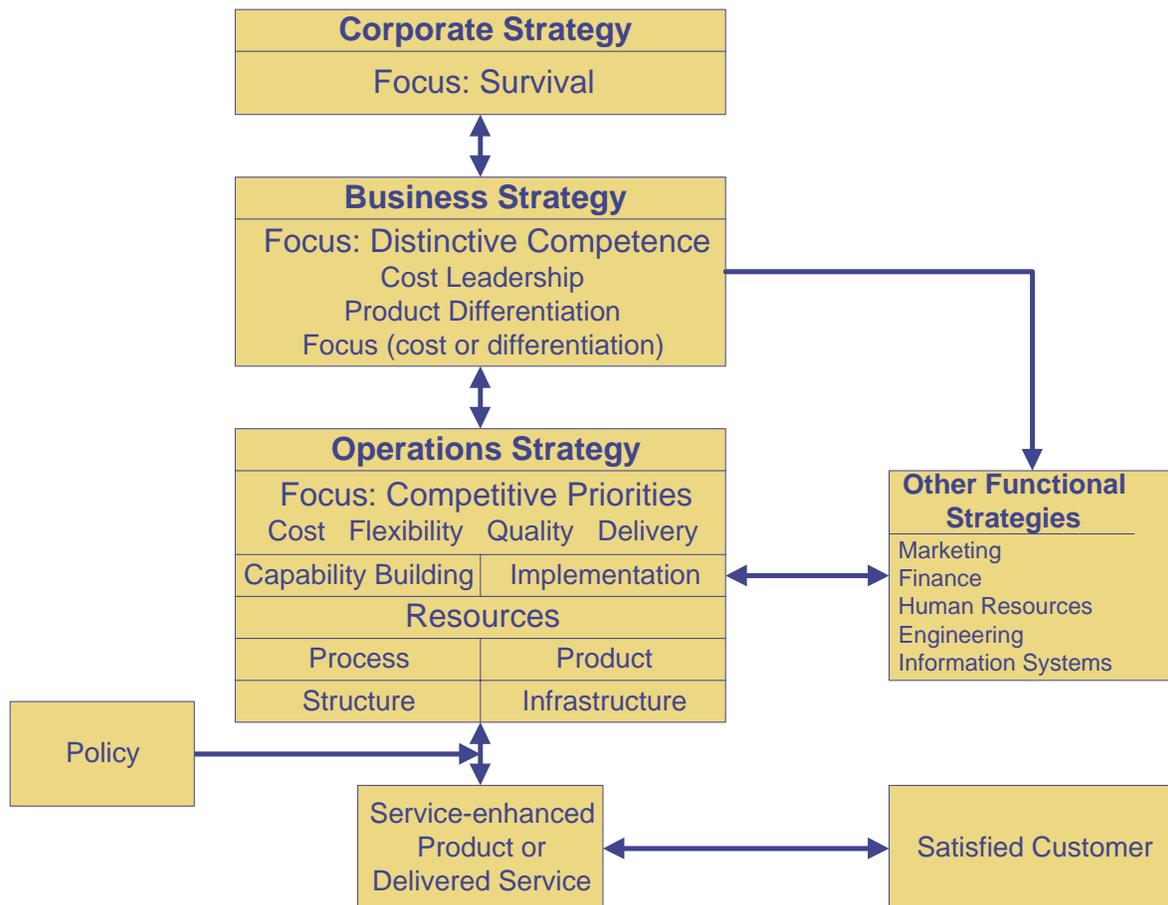
(continued from page 2)

An unusual example is that the State of California is planning to sell bonds to get funding to improve the state's structure/infrastructure. We need more roads, more school buildings, better levees, and other improvements to meet the expectations and needs of state residents. Improving California could help us hold more current residents and attract more out-of-state residents which should increase revenues to cover those costs over time.

So the bottom line is that all organizations need to continually review the status and capabilities of their structure/infrastructure and make improvements as necessary to continue meeting organizational strategic plans. These reviews need to look within the organization and up and down the supply chain to ensure that the structural and infrastructural resources are in place for them to succeed. These changes need to be coordinated with the other functional business areas, including marketing, finance, human resources, and information systems. This internal coordination and external cooperation should support meeting the organization's goals and objectives.

References:

1. Hayes, R. and S. Wheelwright; Restoring Our Competitive Edge: Competing Through Manufacturing; New York: Wiley; 1984.
2. Schroeder, R.; Operations Management: Contemporary Concepts and Cases; New York:



For Sale!



APICS
Sacramento
Denim Shirts
\$25.00

Contact Melanie Hoots at melanie_hoots@hp.com to purchase.

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.

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! ☀

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.

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 Bill Lodholz (530/666-2493) or email at lodholz@watts.com.

Aerojet

Joe Kammerer
(916) 355-3083
joe.kammerer@aerojet.com

Agilent Technologies

Chris J. Nelson
(916) 788-5629
chris_j_nelson@agilent.com

Ames Company

Alan Holst
(530) 666-2493
holstam@watts.com

Apple Computer

Sandy Madruga
smadruga@apple.com

Applied Aerospace Structures Corp.

Tom Samborski
(209) 983-3202
tsamborski@aascworld.com

Artesyn Solutions

John Walsh
(916) 434-4869
johnwalsh@sac.slr.com

Baxter Planning Systems

Kris Anderson, CSCP
916-660-1540 x205
kanderson@bybaxter.com

Blue Rose Company

Brenda Marsh
(916)-261-3161
blurosecompany@sbcglobal.net

California State University Sacramento

Herb Blake
(916) 278-7106
blakeh@csus.edu

CV Logistics

Kevin Moynihan
kmoynihan@cvlogistics.com

CSUS

Linda McElroy
(916) 278-4297
lmcelroy@csus.edu

Dade Behring

Pat McCarty
Pat_McCarty@DadeBehring.com

Hubbert Booze

Industrial Engineering Consultant
hbooze@attbi.com

Hewlett Packard

Tom Leard
(916) 748-8308
tom_leard@hp.com

Motion Control Engineering

James Gines
(916) 463-9354 Direct Line
jamesg@mceinc.com

NEC

Bill Myers
(916) 786-3900 x 4666
Bill_Myers@necelam.com

Output Technology Solutions

John Sapp
(916) 939-5964
john_sapp@billing.com

Pasco Scientific

Michael Reeve
reeve@pasco.com

Sacramento Bee

Stephanie Reid
loverofchristxx@aol.com

Solectron

John Walsh
(916) 434-4869
johnwalsh@sac.slr.com

Varian

Chris Mathiot
(916) 632-3456 x373
chris.mathiot@varianinc.com

Notable Quotes

Social improvement is attained more readily by a concern with the quality of results than with the purity of motives.—Eric Hoffer

Everything changes as it is written down.—Mason Cooley

Depend upon it, there comes a time when for every addition of knowledge you forget something that you knew before. It is of the highest importance, therefore, not to have useless facts elbowing out the useful ones.—Sir Arthur Conan Doyle

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

APICSacramento Job Opportunities Notes



Are you seeking another job or career change? Don't forget to check out the APICS-Sacramento 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.

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 point, go to our web site www.apicsacramento.com and scroll down to 'certification maintenance' 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.

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.

Upcoming APICS Webinars

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 \$139 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.

The Educational Society for
Resource Management
PO Box 13249
Sacramento CA 95813

APICSacramento Board Members

President	Bill Lodholz	530/666-2493	lodholz@watts.com
VP Education	Melanie Hoots, CPIM	916/785-1186	melanie_hoots@hp.com
Asst. VP Education	Herb Blake	916/278-7106	blakeh@csus.edu
VP Membership	Pat McCarty	916/374-3157	Pat_McCarty@DadeBehring.com
VP Marketing	Ed Mercado, CPIM	209/727-5504 x13	edmercado@msn.com
Treasurer/Secretary	Beverly Paul, CPIM	916/984-9554	bpaul@apicsacramento.com
Director of Technology	Randy Beck	916/788-2412	rbeck@prideindustries.com
VP Programs	Tim Kott		tknott@tescocontrols.com
Newsletter Editor	Alan Holst	530/666-2493	Holstam@watts.com
Company Coordinator Manager	Joe Kammerer	916/355-3083	Joe.Kammerer@aerojet.com
Director at Large	Glen Lewis	209/342-1509	glen.lewis@delmonte.com
Director at Large	Brenda Marsh	916/447-8205	brcben@juno.com
Passport Manager	Open		
CSU Chico Faculty	Tom Wilder		twilder@csuchico.edu
CSUS Continuing Education	Kristen Ryden	916/278-4832	rydenk@csus.edu
APICS Society		800/444-APIC	Web site: www.apics.org
Chapter Voice Mail:	916/650-8660	Chapter Website:	www.apicsacramento.com
Chapter mailing address:	APICS Sacramento Chapter PO Box 13249 Sacramento, CA 95813		

Ask APICS Industry Hotline

When APICS members need reliable operations management information to help make business decisions, the Ask APICS Industry Hotline is available to assist with their research needs. The hotline is organized by APICS in conjunction with the Rochester Institute of Technology. Contact Ask APICS by phone at (585) 475-2098, by fax at (585) 475-5240, or by e-mail at apics@rit.edu. Hours of operation are

Upcoming APICS Webinars

Postponement Strategy

February 21, 2007; 2:00 pm EDT
Presented by Bob Collins, CFPIM,
CIRM, CSCP; Executive Director,
APICS Educational and Research
Foundation

Level: High-level overview