

Professional Development Meeting

Food & Beverage Operations at Arco Arena

Tuesday, September 18, 2001
Presenter: Mark Stone

Have you ever wondered what goes on behind the food and beverage operations at Arco Arena? A whole lot of things happen. The Arco Arena food service is a self-operated full service food and beverage department of Maloof Sports And Entertainment. They provide F&B service for all events held at Arco Arena, well over 200 per year, including concerts, ice-skating, WNBA, wrestling, indoor soccer, the circus and of course NBA games.

For a typical King's game they serve over 17,000 guests with offerings from 8 permanent concession stands, numerous "portable" kiosks and bars, 30 private suites, in-seat service for 1500, a full service buffet style 180-seat restaurant, a media room, family room, VIP Club and 2 function rooms. They have a full-time salaried staff of 12 persons.

About The Speaker:

Mark Stone is responsible for all food, beverage and merchandise throughout Arco Arena. In 1999, he played an integral role in the opening of the Entertainment Arena in Raleigh, North Carolina, home of NHL's Carolina Hurricanes and the NC State Basketball program. A seasoned veteran in the food and beverage business, with over 20 years experience, Mr. Stone served as the director of suites and special services for the Buffalo Sabers (NHL) for three years.

Prior to that, he spent 10 years as regional director for operations for Sportservice Corporation. Among the venues he was responsible for were: Boston Garden, Tiger Stadium, Rich Field (Buffalo Bills), the Fleet Center (Boston), and HSBC Bank Arena (Buffalo). Mr. Stone is an avid outdoorsman who enjoys water skiing, rollerblading and snow skiing. He received his BA from University of Buffalo NY where he was born and raised.

RSVP by Friday, September 14, 2001

To RSVP for this dinner meeting, please call 916.650.8660 or e-mail Ed Mercado at edmercado@email.msn.com and provide the attendee's name, company, telephone number, fax or e-mail address.

5:30 Registration	\$21.00 Member	Presentation will be held at the Sudwerk Brewery & Grill, 1375 Exposition Boulevard, Sacramento. Please call Sudwerk Brewery & Grill at 916.925.6623 for directions. Check our Web site www.apicsacramento.com for maps of the area. All times are approximate.
6:00 Dinner	\$24.00 Non-member	
7:00 Announcements	\$18.00 Full-time student	
7:10 Presentation	\$5.00 Speaker only	

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Board of Directors Message APICS Sacramento



Hello all! I am thrilled to introduce you, our APICS Sacramento compadres, to three new APICS Sacramento board members: Terrell Thruston, Geary Huss, and Bill Fuller.

VP of Education – Terrell Thruston, CPIM

Terrell Thruston is our new VP of Education. He has been a member of APICS for the last eleven years. He got involved in APICS to “continue his professional development and to stay current on material management ideas”. He is CPIM certified. For the last two years, he has worked for Hewlett-Packard in Roseville as a New Product Introduction Program Manager for their North American NT Business.

Terrell is married and has four children, one 10-year-old boy and three girls, ages 8, 6, and 2 respectively. In Terrell’s spare time, he enjoys playing golf, racquetball, mountain biking, and of course spending time with his family. WELCOME TERRELL! We are very happy you have decided to spend some of your time with us!!!

VP of Membership – Geary Huss, CPIM

Geary Huss is our new VP of Membership. He has been a member of APICS for the last five years. He got involved with APICS to enhance his career and to meet other people in Production and Inventory management. He is CPIM certified. Geary has worked at Pirelli Cables and Systems North America for twenty-five years. Currently, he is their Production Control Manager.

Geary lives in Sutter, California with his wife of 19 years, Sharon. They have a teenaged daughter named Amy and a pet dog, Missies. In Geary’s spare time, he enjoys traveling, studying history, working on computers, and gardening. WELCOME GEARY!! Thank you for being willing to spend some of your spare time on the board.

Newsletter Editor – Bill Fuller

Bill Fuller is our Newsletter Editor. He has been an APICS member since 1988. He got involved with APICS to “network and learn more about the causes and solutions to business issues”. Bill recently moved to the area and is researching jobs in the area. His previous job was with ROI Systems in Chicago managing the implementation of their ERP software at client sites along with consulting on their professional services staff.

Bill lives in the Pocket area of Sacramento. He is married and they have two dogs. In his spare time, he enjoys playing golf, working on old cars, listening to music, and wine tasting. WELCOME BILL!!

So – Where does that leave us?

We are still shy two positions: Chapter President and Company Coordinator Manager. Again - if you are REMOTELY interested in any of these positions OR in any other positions (we may be able to switch a few), please call me (night or day) at 916/785-1186.

Also, we would like more Company Coordinators in the coming year.... it doesn’t take much time. I can send you more information, if you would just call me!!!!!! REMEMBER! YOU can make a difference....

Just CALL me - 916/785-1186 – I look forward to hearing from you all soon!

Melanie Hoots— ‘Acting’ Chapter President
916/785-1186

Calendar

September

- 13 Board of Directors Meeting to discuss upcoming Region X event. 6pm @ Lyons restaurant on Richards Blvd (off of I5)
- 18 Professional Development Meeting at Sudwerk Brewery & Grill. 5:30pm. Mark Stone, VP F&B Operations, Arco Arena..
- 19 Company Coordinators Meeting at Round Table Pizza on Watt Avenue.
- 21-22 Region X Quarterly Meeting hosted by Sacramento APICS Chapter.

October

- 16 Professional Development Meeting at Sudwerk Brewery & Grill. 5:30pm. Speaker/ Topic TBA.
- 23 Board of Directors Meeting at Lyon’s Restaurant, I-5 & Richards Road). 6pm.

APICS Registration Now Online

APICS is proud to announce that the online membership application is up and running. The online application processes individual membership, domestic member-at-large, and international member-at-large categories only. Please take a moment to check it out at: <http://www.apics.org/Membership/JoinAPICS/membrAppStep1.asp>

If you have any questions or suggestions, please contact: Mary Lou Bosco -- Associate Director, Membership Development (800) 444-2742 or (703) 354-8851, ext. 2241 E-Mail: m_bosco@apicshq.org

Seminars

Lean Manufacturing: Visual Management increases productivity

Offered by Manex & SMUD

If you are looking for low-cost methods to speed production, you'll want to learn more about "Visual Management."

This World Class Manufacturing tool improves workflow by logically organizing equipment at workstations and using visual indicators to fine-tune processes. World Class Manufacturing (WCM) allows companies to view their entire operation and focus attention on improving processes. Now through December, Manex is offering monthly WCM seminars.

Visual Management is a low cost method to reduce productive time lost on non-value activities. Participate in this hands-on seminar to learn how to reduce materials at workstations and locate production equipment so problems become visible immediately.

Learn the steps to better productivity:

- Assess the current situation
- Identify non-value activities
- Reorganize facilities
- Create visual systems to reduce waste

Presenter: **Chris Turner** has 20 years of international manufacturing experience using continuous improvement to achieve World-Class status. Before joining Manex, he worked for APW, Medtronic, J.W. Singer and other overseas firms.

When: Wednesday, September 26, 2001

Where: Sacramento Municipal Utility District
6301 S Street, Sacramento, CA

Time: 8:30 a.m. to 12:00 Noon

Cost: \$99 per person (Plus a 15% discount to current APICS members)

Contact: SMUD Energy & Technology Center -- (916) 732-6738 or Manex, Roseville -- (916) 772-1006 ☐

INVENTORY ESSENTIALS FOR SMALL BUSINESS

October 15 and 17

6:30 - 9:30 PM @ Sierra College

Brought to you by the Sacramento chapter of APICS - The Educational Society for Resource Management, Manufacturer's Assistance Program (MAP) and Sierra College. This two-evening class covers fundamental principles of inventory management for small businesses including retail and manufacturing. Topics covered include Just-In-Time (JIT) principles, inventory record accuracy, cycle counting, bills of materials and ordering techniques. Many practical examples will be presented and students will be allowed to present specific situations for brainstorming by the class. Principles and techniques learned can be implemented at work the next day.

REGISTRATION (916) 781-0590 \$76 per student. A \$5 fee payable to APICS is due at first session. An optional participants' workbook will be available in class for \$25. All course materials are copyrighted by APICS.

YOUR INSTRUCTOR: Ed Mercado, CPIM has over 15 years experience in materials and operations management. He is Inventory Manager for a manufacturer of pre-engineered steel buildings in Lockeford CA. He is CPIM certified with APICS and has taught certification review courses and small business classes at Sierra College. Active in professional organizations, he is a board member of the Sacramento chapter of APICS and is a member of NAPM (National Association of Purchasing Management). He earned his MBA from Golden Gate University, Sacramento campus. He also holds a B.S. Industrial Engineering degree and completed coursework in M.S. Industrial Engineering.

September Company Coordinators Meeting Info

FREE PIZZA & BEER!

Agenda: We'd like to share best practices about what works and what doesn't for generating interest in APICS within your companies. We hope you can make it and share your thoughts and ideas with the group. If you know of any members in other companies that might like to be Coordinators, please feel free to invite them. RSVP to this email address.

When: Wednesday, September 19, 6:00pm

Where: Round Table Pizza - 3327 Watt Avenue, Sacramento, CA

r.s.v.p.: Contact Melanie Hoots: phone: 916-785-1186



APICS

Weber State University Online



CSUS/RCE Materials Management Certification Class Schedule

Prepare for APICS CPIM exams and apply toward Materials Management Certificate from CSUS/RCE. Call Ken Times, CSUS/RCE at (916) 278-4559 (Email: timesk@csus.edu) for more information or visit their Web site at www.rce.csus.edu and follow the links:

- Certificate and Professional Development Programs
- Certificate Programs
- Certificate Programs (button)
- Materials Management Certificate Program.
- Call (916) 278-4433 ext 0 to register ☐

Weber State University On-line APICS Certification Courses

WSU 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> ☐

Materials Management	
Held at Pride Industries in Roseville on Tuesdays & Thursdays 6pm—9pm	
When	Class & Course Code
Sept. 6	Information Session (Free) 6pm—7:30pm
9/18—10/18	Introduction to Materials Management
10/23—11/15	Master Planning of Resources
1/15—2/12	Detailed Scheduling and Planning
2/19—3/19	Execution and Control of Operations
3/26—4/23	Strategic Management of Resources

All Dates are subject to change.

APICS Newsletter to Go Electronic

Your monthly APICS newsletter will be going “21st Century” over the next few months; that is, you’ll be receiving it via email! Since so many of our members are computer-based, the chapter will soon start sending out the newsletter via email in Adobe Acrobat pdf format. Most members already have the Acrobat reader on their PCs. If not, the software is readily available on the Internet.

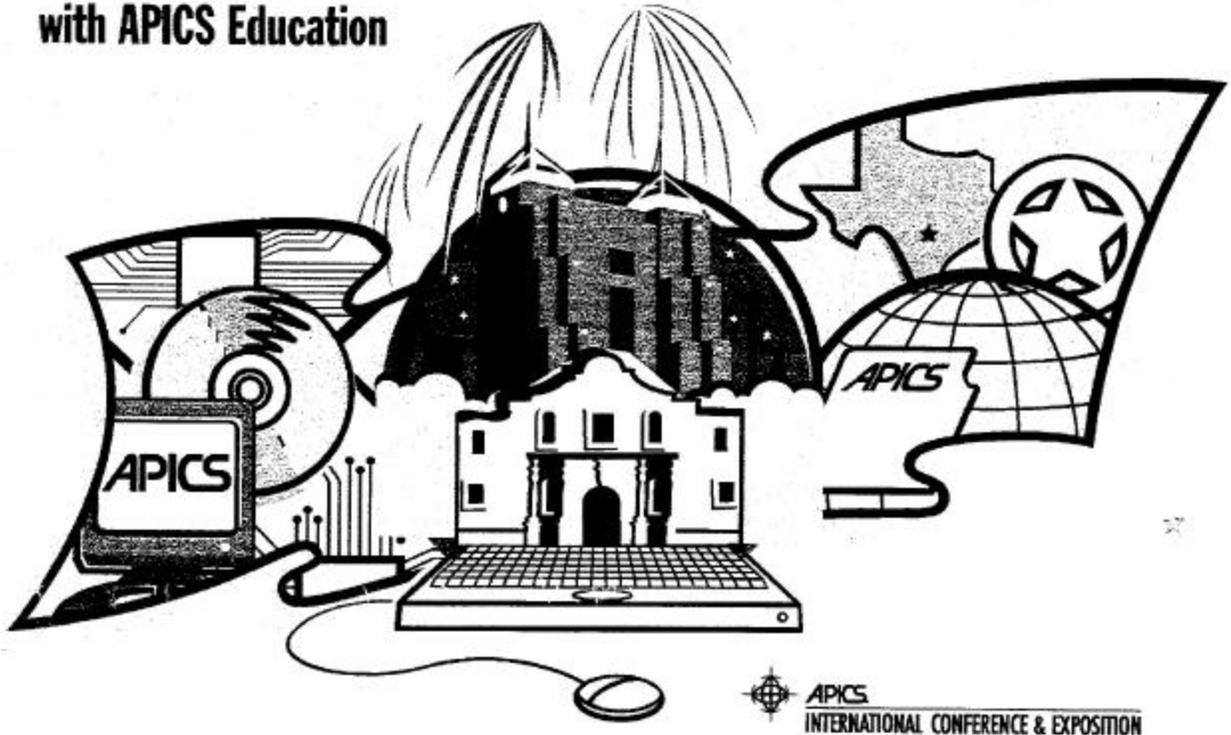
Benefits to the chapter include reduced costs associated with printing and postage. Benefits to members include: receiving the newsletter in a timely manner (not waiting for the USPS to deliver it), full-color presentation, greater content potential, and portability.

This change will be phased in over the next few months. If you have any further questions or comments, please contact Bill Fuller at W_J_Fuller@hotmail.com. ☐

OCTOBER 28-31, 2001 | SAN ANTONIO, TEXAS

Exploring New Frontiers

with APICS Education



2001 APICS International Conference and Exposition

The annual conference features the most dynamic and comprehensive educational programming in the field of resource management—and provides you with cutting-edge solutions to help your company thrive in the new economy.

In addition to more than 100 educational sessions, this year's event features an exciting group of general session speakers:

- ★ **Senator Bob Dole**
- ★ **Advertising guru Don Peppers**
- ★ **Leadership expert Rick Butts**

Contact APICS Customer Service at (800) 444-APICS (2742) or (703) 354-8851 to request a copy of the 2001 brochure (stock #04066). Or visit www.apics.org for the latest conference developments.

Just Announced!

This year APICS is offering Early Bird Registration. Register by July 13, 2001, and save \$250 off of the walk-in rate!

Your conference fee also entitles you to two complimentary boxed lunches, an opening reception, and a farewell extravaganza and concert.

Priority code: SDG31A

CRM Integration

According to Dale Hagemeyer, senior research analyst, CRM Group, at Gartner Research, many companies have been trying to measure customer profitability for years, and many do a good job. The problem is the methods companies often employ.

He recently consulted with a large, diverse manufacturer of consumer goods. When the CEO of this firm met with a major chain retailer, he couldn't tell the customer just how much business the two companies did with each other. "It's the consolidated view problem," notes Hagemeyer. "Each of my divisions probably knows what it does with a particular customer, but getting all that information together and aggregated means making several phone calls and waiting for responses."

Whether it's a consolidated view problem that spans multiple divisions or simply multiple databases within a single plant, someone has to collect the information and crunch the numbers. That's where an advanced customer relationship management (CRM) system comes in. In fact, Hagemeyer says, calling CRM a system on its own is not particularly accurate. "I say CRM module, specifically because for it to be more than just a contact management program, it needs to integrate with other systems from the organization." And therein, he says, lies the biggest problem with the CRM systems available today. "Most of the systems out there don't focus on connecting the back-office applications to the front-office applications."

Hagemeyer says the ERP companies with CRM modules tie in to the back end nicely but have limited functionality. On the contrary, CRM-only companies are functionally rich but tie in to the back end only in rudimentary ways if at all. In both cases, Hagemeyer reports, companies are coming around, with the ERP firms slightly ahead.

One such firm is PeopleSoft, who only recently released a functionally-rich CRM module, which can be deployed as part of its ERP offering or integrated with other back-end systems.

"The nirvana—the Holy Grail—is to be able to provide an end-to-end solution," says Robb Eklund, vice president for CRM marketing at PeopleSoft. "It's not as simple as it may seem, you need a deep understanding of the inherent data to support transactions."

Eklund continues, "We believe that companies are investing in all this technology infrastructure to support operational data. In the end a solution that gives visibility in a meaningful way to that data regardless of where it resides is what PeopleSoft has done."

On the other side of the fence, a CRM firm that places a high emphasis on integrating in the back end is CAS America, a provider of CRM systems to the consumer goods industry.

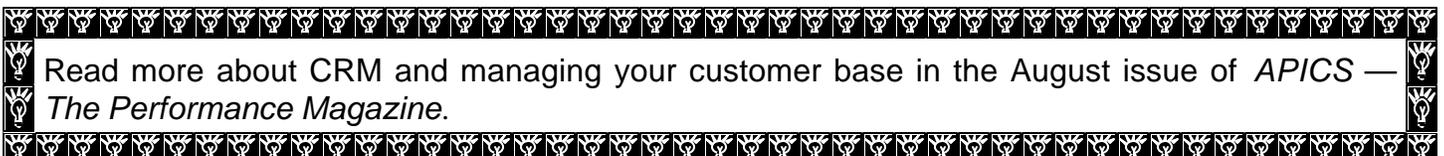
"If you're going to act in [the consumer goods] industry," says CAS Senior V.P. of Sales Jeff Cronon, "you cannot act as an island and be your own repository of information. You must have a bi-directional interface with the back office so you have all the promotions, scheduling, forecasting, and all other data that you need."

Cronon notes that at an implementation with Nabisco, the CRM has more than 30 touchpoints where it collects data from other systems.

"We see ourselves as a doorway of customer information," Cronon says. "We take information, including profitability, and push it out in an actionable form to the people who interact directly with customers, whether that's sales, internal customer service, or production managers."

CAS has achieved SAP certification, meaning the data pathways behind the scenes as well as the look and feel of the program are easily integrated into MySAP. In addition, Cronon notes, CAS has been integrated with other ERP and legacy systems.

—Scott Briscoe



Read more about CRM and managing your customer base in the August issue of *APICS — The Performance Magazine*.

APICSacramento 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.✉

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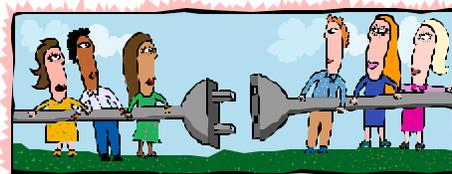
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We're on the Web!
www.apicsacramento.com

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