

Platinum Award



The Sacramento chapter has once again earned the Passport Platinum Award!

The Passport to Future Improvement Program promotes excellence in organizational management by recognizing exceptional leaders who use the framework of the Passport Program to exceed customer needs and expectations. This program features a cycle of tactical planning, performance measurement, evaluation, and preplanning. This award recognizes four levels of achievement: Platinum, Gold, Silver, and Bronze.

The Platinum Award recognizes organizations that have consistently demonstrated superior organizational management skills by receiving the Gold Award for five or more consecutive years, indicated strong integrative and innovative skills, and demonstrated exceptional growth

PDM Dinner Meeting October 21st,

RSVP by Friday, October 17, 2003

Motivating for Change

Presenter: Pieter Droog

Pieter is a dynamic speaker who has presented seminars at the Redwood chapter and presented at APICS Conference in Las Vegas on Oct 4-9.

Agenda

5:30 Registration
6:00 Dinner
7:00 Announcements
7:10 Presentation

\$20.00
per person includes dinner. To RSVP for this dinner meeting,

Presentation will be held at **El Torito's Mexican Restaurant at 1212 Howe Avenue near Hurley. Please call (916) 650-8660**, or email Ed Mercado at ed-mercado@msn.com and provide the attendee's name, company, telephone number, fax or email address.



October 2003

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Inside this Issue

Board Message	2
Calendar	2
Electronic Newsletter	2
CPIM Exams	2
Certification Maintenance	3
2003-04 Board Members	3
Job Notes	3
CPIM & CIRM Study	4
Company Coordinators	5
APICS Career Center	5
Notable Quotes	5
PDM Info	6
What is Supply Chain Management	7
Synchronized Supply Chains	7
Chapter Contacts	8

Message from the Board

APICSacramento Calendar



International Conference

By the time you read this the International Conference in Las Vegas will be over. It's a great place for networking, education, and fun.

There were numerous networking opportunities with peers, suppliers, presenters, and featured speakers. There were keynote speakers from corporations, sports teams, and professions. There were more than 100 industry leaders showcasing products, and services in the exhibit hall.

The educational sessions are usually an hour and a quarter long, and over 100 were scheduled for the Las Vegas conference. The different tracks offered in the educational sessions were supply chain systems, project management, small business issues, supply chain management, emerging trends, lean strategies, operation and inventory, process improvement, procurement, and personal and professional development. There were tutorials for most of the certification modules and on Thursday there was LDI (learning dynamics for instructors).

There was a welcoming reception on opening day of the conference. On Tuesday and Wednesday evenings there were networking receptions.

As always, the conference was, fun, exciting, interesting, and educational. It is not too early to start planning the next conference in 2004. It will be in San Diego which means we will not have to travel far. Hope to see you all there next year.

Beverly Paul, CPIM
APICS Sacramento
Secretary-Treasurer

October 2003

21 Professional Development Meeting held at El Torito Restaurant at Howe & Hurley! **Motivating for Change** - Peter Droog

November 2003

18 Professional Development Meeting held at El Torito Restaurant at Howe & Hurley! Speaker and topic to be announced.

December 2003

No Professional Development Meeting

E-Mail Distribution of the Newsletter

Hello all, welcome to the wonderful world of High Tech. The newsletter will be sent out in Adobe Acrobat PDF format.

It is imperative that you keep your e-mail address current by visiting the chapter website (www.apicsacramento.com)

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.

Certification Maintenance Notice

If you earned your CPIM before 1999, you must submit a maintenance application by the month of your original certification in 2003. 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

Networking Nicely

Networking has been around forever. It is one of the best ways to create new business contacts, gain information, find new job leads, solve problems, and gain access to mentors.

Building and nurturing a personal network is a vital part of your professional and career development strategy. Networking is the process of developing relationships and friendships that lead to things you want. It's not a one-off process, such as to quickly find a job. Rather, you are building a trusting, individual relationship for the long term, so that when you need help in the future, you can turn to your network for ideas and support, including job opportunities.

Networking is a two way street. Once you realize that you must give back in order to receive, you have taken the first step. At the most basic level, networking is about respecting people you'd like to form relationships with. Failing to appreciate how to respond to opportunities to develop relationships is the cause for most networking abuses.

So how can you be effective in networking and do it nicely? Here are some tips:

- **Starting out:** If you are new to networking, begin with strategies that allow you to start the process with people you're comfortable talking with. This could be neighbors, friends from church or your child's school. Write out a list of everyone you know.

- **Set goals:** Have a plan, such as attending two networking opportunities per month, making four new contacts per meeting, or volunteering for a position in a trade association. Target what you want.
- **Have a clear message:** Know what you want to say and be specific, but remember networking is not a canned sales pitch. Forget trying to impress people. Tailor your message to the situation.
- **Listen first:** Always listen first and do it attentively. Ask questions and para-phrase what you hear. Good networkers give contacts time to speak; some say you should listen 80% of the time on first contact. Get your contact's business card and follow-up the next day. Be grateful of their assistance and thank them.
- **Keep in contact on a regular basis:** Don't let your network die. Follow-up with individuals on a regular basis, even if it's every 3-6 months. Give something back to them, such a reference to an interesting web site.

Try a couple of these techniques at the next APICS meeting. Remember, each planned contact can lead to unexpected ones, if you ask the right questions and explore the possibilities. It has been said that "Happy accidents are the rule, rather than the exception, when you network correctly."

By Carleen Wong, CPIM



CALIFORNIA STATE UNIVERSITY, SACRAMENTO
College of Continuing Education

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.

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>. Remember to tell them you're a member of Sacramento APICS! ☺

CIRM Courses Available On-Line

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

Materials Management

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*)

When	Class & Course Code	Times	Cost
Nov 3—Dec 4, 2003	Master Planning Scheduling	Tues & Thurs (5:30—8:30 PM)	\$449
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

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 or JT Smith at (916) 359-2289.✉

Aerojet: Steve Reingold—(916) 355-2552
steven.reingold@aerojet.com

Hewlett Packard: Tom Leard—(916) 748-8308
Tom_leard@hp.com

Solectron : John Walsh—(916) 434-4869
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Agilent Technologies: Norman Flores—(916) 788-6254
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**Institute of World Class Management
Gerhard Plenert—(916) 536-9751**
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Tom Samborski—(209) 983-3202**
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CSU—Sacramento: Herb Blake—(916) 278-6722
blakeh@csus.edu

Pasco Scientific: Michael Reeve
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Coherent: Leah Geckeler—(530) 889-5295
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**Siemens Transportation Systems
Ron Hazard—(916) 681-3278**
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Genentech: Curt Andrade
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Notable Quotes

“Nothing focuses the mind better than the constant sight of a competitor who wants to wipe you off the map.”

-Wayne Calloway-

“Whenever an individual or a business decides that success has been attained, progress stops.”

-Thomas J. Watson Jr.-

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*

Three Critical Elements of a Successful Job Search

Any marketing guru will tell you, the success of a product launch depends on the quality of its advertising message, its exposure to a targeted audience and the skill of its sales presenters. If any one of those critical elements is missing, revenues fall short of corporate goals. Likewise, a successful job search requires:

- A clear marketing message (resume and cover letter)
- Ample exposure to targeted employers
- Polished interview skills to secure the job offer.

Fall short on either of the three, and an extended, lengthy job search is the result.

The first step to a successful job search is a resume that communicates a strong marketing message. Just like a print ad entices the reader toward purchase, your resume has one job: to entice employers to call you for an interview.

How does one transform a boring, historical document into a marketing message that sells?

- Focus on benefits rather than features.
- Use accomplishments to illustrate marketable skills.
- Appeal to management buying motivations with examples of bottom-line impacting results.

Once you've transformed your work history into a marketing message, you'll want to give it as much quality exposure as possible. Marketing professionals use various media to get their message out. New athletic shoes may be promoted through print ad, television and online medium. Likewise, get maximum exposure of your job-search marketing message, with several strategies, both proactive and reactive.

One of the most common complaints I hear from job seekers is that they get no response from their resume. When asked how they use their resume, it's usually 100% in response to posted job listings. Securing an interview from a job posting is like trying to catch a fish in a pond that is ringed elbow-to-elbow fishermen. To make matters worse, there's a sign posted at the pond that reads, "Due to budgetary cuts, the pond wasn't stocked this year."

To get maximum exposure and more interviews you'll want to include some of the following strategies:

- Networking with professionals who may provide job lead information.
- Conducting your own target-market campaign to selected employers.
- Resume distribution to a large, yet select group of qualified headhunters.

(Continued on page 7)

Three Critical Elements of a Successful Job Search (Continued from Page 6)

All the exposure in the world will not get you closer to your next career position if your interview skills are not sharper than your competition. Just like a sales person whose rent money depends on his/her ability to outsell the competition, so must the job seeker hone his/her interview skills in order to win the offer. Second choice still means "unemployed."

Some job-seekers cringe at the thought of conducting a job interview as a sales presentation. Natural-born sales people are rare. The most effective and highly paid sales professionals had to learn and practice their skills. Job seekers of any background and personality style can adapt sales skills to perfect their interview skills. Minimally, those skills should include:

- Pre-interview research of the prospective employer.
- Anticipation of and answers to relevant questions.
- Questions to uncover unstated concerns.
- Closing skills that lead to the next stage or the offer.

Job seekers in a lengthy job search may benefit from analyzing which of the three critical elements is not working for them. Start by asking these questions:

- Is my resume-send-out to interview ratio low? Maybe it's a resume problem.
- Am I finding enough job leads? Maybe it's time to implement proactive strategies for better exposure.
- Do I consistently end up "second choice" in job interviews? Probably time to sharpen the interview skills.

Making sure your skills are their sharpest in all three critical elements of the job search will help you gain your career objective in the shortest amount of time with the least amount of stress.

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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 her website: [www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)

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

Toll-free phone: 888-828-0814

**APICSacramento Board Members**

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| Chapter Voice Mail:                 | 916/650-8660           | Chapter Website:   | <a href="http://www.apicsacramento.com">www.apicsacramento.com</a>       |

**One of Those Daze**

