



November 2003

Volume 19 Issue 4

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CPIM provides a common basis for individuals and organizations to evaluate their knowledge of the evolving field of production and inventory management. The program has helped individuals and their organizations become more productive and competitive because it is designed to test candidates' in-depth knowledge of a variety of subjects specific to production and inventory management.

Introduced in 1973 and reconfigured in 2000, CPIM continues to live up to its mission of educating individuals in the concepts, tools, terminology, and integration of topics across operations functions.

CPIM has helped more than 66,000 professionals

- learn to predict outcomes more accurately and take actions that achieve results
- gain peer and industry recognition
- contribute to their organizations' success through increased efficiency across the processes of the supply chain
- earn college credit.

PDM Dinner Meeting

Solectron Global Services Plant Tour

November 12, 2003 (Wednesday) at 5:30

Address: 1601 Aviation Blvd, Lincoln
(916) 645-4769

Instead of a dinner meeting this month, we are having a one hour plant tour followed by a Q&A session. Participants limited to 15. For those so inclined, there is a buffet at the nearby Thunder Valley Casino.

To RSVP for this meeting, please call (916) 650-8660 or e-mail Ed Mercado at ed-mercado@email.msn.com and provide the attendee's name, company and telephone number or FAX/e-mail address

5:30: Announcements and Tour

6:30: Q & A Optional

Dinner off site (Menu Prices)



The APICs Region

I think everyone knows what an APICS chapter is. That's the organization that puts on the education courses and the professional development meetings. You are probably aware of what APICS international is. That's where we send our dues every year. But I'm willing to bet that most of you had no idea that there is a major resource in APICS known as the "Region".

North America was divided in several geographic areas known as a "Region". The number of regions has grown over the year as membership has grown. There are currently 14 regions each led by a Region Vice President. Wait a minute, vice president? Chapters and society have a president, what's with the region? Well, the Region Vice President is a vice president at the society level and sits on the international board of directors, so they are society vice presidents. The region has a board of directors, which consist of the chapter presidents of all the chapters in the region. Because a region can cover a large geographic area and there can be quite a few chapter presidents, the region is managed by the Region Vice President and a non-voting staff of past chapter officers. The region serves as the major communications conduit between chapters and society.

The Sacramento Chapter is part of APICS Region 10. This region consists of all the chapters in Northern California, Oregon, Washington, Nevada (except Las Vegas), Utah, Hawaii (yes we have a chapter in there) and Alaska, Montana and Wyoming, which have no active chapters. There are currently 21 chapters in the region. For the past six years my primary APICS volunteer work has been as a member of the Region 10 staff. As a member of the region staff I have been responsible for the region finance and along with my colleges, mentor chapters (every chapter gets a visit or two year from a region staff member) and help plan and execute three to four region meetings a year.
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November 2003

12 Solectron Global Services Plant Tour

December 2003

No Professional Development Meeting.

TBA Board of Directors Meeting

January 2004

20 Professional Development Meeting. Speaker and Topic to be announced

TBA Board of Directors Meeting

February 2004

17 Joint Mixer with NAPM (ISM)

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

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.

Message from the Board

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.

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

The Elevator Pitch

Have you ever been in a situation where someone has asked you what APICS is? And you want to tell them all the wonderful things about APICS without boring them or losing their attention?

Well, here is a great 30 second elevator pitch that one of our Canadian APICS Chapters has come up with!

"I am with the Sacramento Chapter of APICS, a society of professionals representing material and operations management. We provide opportunity for education, networking and idea sharing to help companies improve customer service and optimize supply chain performance. We help business operations run better!"

Try it out and let us know what kind of reaction you get!

Tanis Perez
VP of Education

Message from the Board

(Continued from page 2)

Region meetings are put on three to four times a year (depending on funding) and are used for two-way (society to chapters and visa versa) communications and for providing management training to chapter officers. These meetings maybe the best kept secret in APICS. Region meetings are rotated around the region with the local chapter hosting board members from all the chapters in the region for a one and a half day business and training session. At these meetings business management training, that companies pay thousands of dollars for, is provided at no cost to chapter board members (yet another good reason for volunteering for the chapter board).

If anyone has questions about our region, the chapter or society just drop me a line (see the board list at the back of newsletter) or you can usually find me at the monthly dinner meetings.

Bill Lodholz
APICS Sacramento Director at Large
APICS Region 10 Director of Finance



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 (Started)	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
johnwalsh@sac.slr.com

Agilent Technologies: Norman Flores—(916) 788-6254
norman_flores@agilent.com

**Institute of World Class Management
Gerhard Plenert—(916) 536-9751**
Plenert@aol.com

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

Ames Company: Alan Holst—(530) 666-2493
holstam@wattsind.com

**Motion Control Engineering: James Gines—
(916) 463-9354**
jamesg@mceinc.com

**Industrial Engineers: Hubbert Booze—
916-956-2746**
hbooze@attbi.com✉

Apple Computer: Sandy Madruga
smadruga@apple.com

NEC: Gail Reinke
GReinke@el.nec.com

**Applied Aerospace Structures Corp.
Tom Samborski—(209) 983-3202**
tsamborski@aascworld.com

**Output Technology Solutions: John Sapp—(916)
939-5964**
john_sapp@billing.com

CSU—Sacramento: Herb Blake—(916) 278-6722
blakeh@csus.edu

Pasco Scientific: Michael Reeve
reeve@pasco.com

Coherent: Leah Geckeler—(530) 889-5295
Leah_Geckeler@cohr.com

**Siemens Transportation Systems
Ron Hazard—(916) 681-3278**
Ron.Hazard@sts.siemens.com

Genentech: Curt Andrade
Candrade@gene.com

Notable Quotes

Almost all quality improvement comes via simplification of design, manufacturing, layout, processes, and procedures.

-Tom Peters-

You have to learn to treat people as a resource.....you have to ask not what do they cost, but what is the yield, what can they produce?

-Peter F. Drucker-

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*

The Bullwhip Effect



APICS Webinars Get Tangled in Our Web of Education

The bullwhip effect is the distortion of demand information as it is transmitted up the demand chain. This distortion shows up as increasingly greater demand variation between trading partners as the demand signal moves further away from the consumer. The increased variation leads to many undesirable results in the demand chain, including excessive safety stock inventories, poorer forecast projections, inefficient use of capacities, higher operational costs and lower customer service. The causes of the bullwhip effect relate to independent rational decisions in demand signal processing, order batching, reacting to price variations and shortage gaming.

When optimizing the demand chain, you need to measure the bullwhip effect and identify its causes to reduce or eliminate its impact on demand chain performance. The algorithms should avoid independent multiple forecasts in the demand chain; this the first cause of the bullwhip effect. Repetitive processing of the primary consumer demand signal causes members of the demand chain to stockpile unnecessary inventory. Using inappropriate demand signals or demand forecast updating in the echelon models that correctly assess the impact of different forecasting and ordering strategies on demand variability up the demand chain. These models also incorporate the right linkages between inventories in sites located on different echelons. The alternative strategies include: shorter order cycles, to counteract the order batching problem; and better synchronization of ordering activities, to reduce lead times between echelons.

Calvin B. Lee Ph.D

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. Bookmark this page for quick and easy access to the latest information on future topics, dates, and presenters.

Title Date Presenter

Sarbanes-Oxley and Supply Chain Management
Nov. 12, 2003
Jon Rydberg, CPIM, PMP

Six Sigma for Breakthrough Performance
Nov. 19, 2003
A. Blanton Godfrey, Ph.D.

Registration Information

To register for an APICS Webinar, visit <http://apics.webex.com> 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.

The Need for Logistics Strategy

There are many shifts and changes now occurring in the business marketplace, all of which have either a direct or indirect impact on your logistics operations. Some of these changes are related to changing purchase channels and others relate to the impact of emerging technologies and industry initiatives.

The development and ongoing use of a formal Logistics Strategy to guide your operations through these times of change is now more important than ever.

The process involved in the development of a Logistics Strategy also results in enhanced intra-company communications and identifies both potential areas of weakness, but also untapped sources of competitive advantage. Specifically, identification of potential co-operative supply chain initiatives (see Competing Supply Chains) may be the key to maintaining future cost competitiveness and solid client relationships.

With all the benefits inherent to a formal Logistics Strategy, it is surprising that surveys of senior logistics professionals identified that only 40% indeed had a formal Logistics Strategy in place. But perhaps given the reality facing Logistics professionals in their day to day roles, this is not as surprising as one might think. Indeed faced with regional consolidations, resource and cost reduction plans, day to day operating and customer issues and industry initiatives, the time available to perform the critical strategy task just is not available. Compounding these time constraints is the fact that based on their experience and skill sets, many operating Logistics Professionals do not have a good understanding of the Logistics Strategy process, components and methods.

Creating a powerful Logistics Strategy is somewhat of an art developed from a solid understanding of basic logistics, industry business dynamics, current and emerging technologies and initiatives, and most importantly, an understanding of your firm's current and future goals within the marketplace. As well, all component areas of the supply chain and your operations must be analyzed and incorporated where appropriate to harness the greatest potential for cost benefits, competitive advantage and customer service. Customer service requirements cannot be stressed enough, as these need to be set within the goals of the firm as a starting point for the strategy process.

Jeff Ashcroft

APICSacramento

The Educational Society for Resource Management

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