



*The Educational Society for
Resource Management*



Volume 20 Issue 5

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HAPPY HOLIDAYS



No PDM Dinner Meeting for December

Message from the Board

APICS Sacramento Calendar



The Hard Stuff is Easy

There is a tendency for practitioners to focus on the tools and techniques of their respective professions. This is not a bad thing. The technical principles, concepts and tools and techniques of a given profession are what precisely define its role in the overall scheme of the business world. Let us call these technical matters - the *hard* stuff.

However, we should always keep in mind that there are other factors that make a professional successful. It is what we can call personal effectiveness skills. Some examples include: negotiation, dealing with others, understanding of the human element and its interaction with the *hard* tools and techniques, facilitation skills, project leadership skills. These are capabilities that we can call *soft* skills. All professionals need these skills to function effectively.

Soft skills are *not* the opposite of hard skills, i. e. technical competency. Soft skills complement the hard stuff. Together, soft and hard skills make a person effective. One or the other alone is insufficient to make an overall effective professional.

As all professionals know, after a few years of work and immersion in one's field, one easily becomes very technically competent. We know all the hard stuff.

And, if we really pay attention, we also notice that our soft skills usually lag behind. We then realize that, indeed, *the hard stuff is easy*. Yet we continue to struggle with the soft stuff.

If you like, you may want to list some soft skills to target for improvement in the coming year. I know I'm making my list.

Ed Mercado, CPIM
Director for Programs

December, 2004

NO Professional Development Meeting.

4 Board of Directors meeting

January, 2004

18 Professional Development Meeting.
Lean Principles—Izzy Galicia of Manex Consulting.

TBA Board of Directors meeting

APICS Announces New Name

Beginning in 2005, APICS will launch a new brand identity that honors our past, defines our present, and points to our future. On January 1, 2005, APICS will adopt a new name, tag line, and logo:

APICS The Association for Operations Management
Advancing Productivity, Innovation, and Competitive Success

The new name was unanimously approved by the APICS Board of Directors and enthusiastically received by attendees at the 2004 APICS International Conference and Exposition in San Diego on October 12. APICS The Association for Operations Management better defines the leadership position that APICS holds in the market, differentiates us from the competition, and provides room for market expansion.

The Rebranding Strategy—The APICS Strategic Plan called for "development of a brand initiative that will elevate the expectation of the APICS experience...and position APICS to consistently and effectively increase penetration in all markets." To achieve this goal, APICS commissioned Wirthin Worldwide, one of the world's leading strategic research and consulting firms, to conduct a market study this past March. The study measured the perception of members and customers relating to APICS membership, products, and services. Using the results of the study, APICS consulted with Fleishman Hillard, one of the leading marketing and communications firms, to determine a communications strategy and creative approach to rebrand APICS.

Honoring Our Heritage—The APICS name carries positive recognition and affiliation in the community, according to the Wirthlin research. Since 1957, APICS has been known as the resource for superior training, certification, and professional resources. Accordingly, the new brand maintains the APICS name, remaining true to our core competency in production and inventory management and our manufacturing base.

Defining Our Field—Members and customers recognize APICS for its body of knowledge, which spans all aspects of operations management including production, inventory, supply chain, materials, purchasing, and logistics. Operations management defines the APICS body of knowledge in terms that are universally understood and appeal to the broader audience we have come to serve.

Delivering our Brand Promise—The new tag line, "Advancing Productivity, Innovation, and Competitive Success," reflects APICS' value proposition of delivering superior training, internationally recognized certifications, and comprehensive resources. By capitalizing on the resources offered through APICS, members and

(Continued on Page 6)

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 Brenda Marsh (916) 447-8205 or email at brcben@sbcglobal.net.

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Notable Quotes

Gifts must affect the receiver to the point of shock.—Walter Benjamin (1892–1940), German critic, philosopher.

The richest gifts we can bestow are the least marketable. We hate the kindness which we understand.—Henry David Thoreau (1817–1862), U.S. philosopher, author, naturalist.

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*

APICS—Society Update (continued)

(Continued from Page 3)

customers realize career advancement, self-confidence, and increased financial security. This is the APICS brand promise. The new tag line clearly articulates APICS' value proposition and brand promise, while spelling out the name "APICS" in the first letters of the words in the tag line.

Pointing to Our Future—To remain competitive, APICS will leverage its appeal to a broader audience, thereby increasing penetration in all market segments in North America and around the world. We are evolving to meet the needs of the community, including manufacturing and the service industries, and communicating the value of APICS to both employee and employer. Unlike passing fads, operations management has longevity.

New Brand Communications Plan—APICS is developing a communications strategy for implementing the new brand-name, tag line, logo-and messaging, for print and Web communications. Your chapter president will receive a CD in the next two weeks with a video explaining the new name that you can show at your PDMs and other meetings. Additionally, your chapter will receive a Branding Tool Kit in December containing the logo in different formats, instructions on logo use, and other support materials to help you roll out the new branding locally. Lastly, contained in this newsletter under the "Press Release" section is a press release announcing the new name that we encourage you to send to your local papers.

APICS Dictionary, 11th Edition-Now Available

The 11th edition of the [APICS Dictionary](#) was released this month. More than 3,500 industry terms are defined in the 11th edition. The dictionary is a benefit of APICS membership. Order your free copy today.

Extended December Testing Dates for IEM

The final computer-based testing opportunity of the year for the Integrated Enterprise Management (IEM) exam has been extended. Two days have been added to ensure that all sites will be able to offer the IEM exam. The new testing window is [December 4-11, 2004](#). Previously, testing was scheduled to begin on December 6. Please help spread the word to candidates planning to take the IEM exam in December.

Incredible Sale Prices

Receive 30% off already discounted chapter pricing on popular titles and industry classics at the APICS Bookstore clearance sale. Many titles are still available, but [visit today](#) for the best selection.

APICSacramento Job Opportunities Notes



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

Carol Thompson, VP Job Opportunities

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, 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.

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 \$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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Free Copy of the Conference Proceedings

Take the knowledge home with you. The fully searchable 2004 *APICS International Conference and Exposition Proceedings* CD-ROM is now available. Valued at more than \$40, the proceedings provide an overview of the best practices and solutions presented at the conference. All members in good standing between September 2003 and September 2004 receive a free copy. Those who attended conference received their free copy onsite. Members who did not attend conference can obtain their free copy (stock #01647) by contacting APICS Customer Support at (800) 444-APICS (2742) or (703) 354-8851. Nonmembers who wish to purchase the proceedings and members wishing to obtain multiple copies can do so through APICS Customer Support or by going to the [APICS Bookstore](http://www.apics.org) at www.apics.org.



Materials Management Certification Program
Supply Chain Management Certification Program

Prepare for the APICS CPIM exam while earning an academic certification from CSUS. Please contact Jennifer Williams at jennifer.williams@csus.edu or (916) 278-4268 or visit www.cce.csus.edu and look for Business Operations under Courses & Programs. Each of the six Materials Management courses and the seven Supply Chain Management courses are offered once each year. Please call (916) 278-4433 to register.

All courses are held at CSUS Campus, Sacramento on Tuesdays and Thursdays. 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.

Courses	Dates	CEU	Course Fees
Core Courses (Required for both Materials Management and Supply Chain Management)			
Basics of Supply Chain Management	Sept. 20 – Oct. 20, 2004 Mon. & Wed., 5:30 - 8:30 p.m. Course code: 04FMM6011 Melanie Hoots	3.0	\$529
Master Planning of Resources	Nov. 1 – Dec. 1, 2004; No class 11/22 & 11/ 24 Mon. & Wed., 5:30 - 8:30 p.m. Course code: 04FMM6021 Terrell Thruston	2.4	\$449
Detailed Scheduling and Planning	Feb. 14 – Mar. 16, 2005; No class Feb. 21 Mon. & Wed., 5:30 - 8:30 p.m. Course code: 05SMM6031 Terrell Thruston	2.7	\$489
Execution and Control of Operations	Apr. 18 – May 16, 2005 Mon. & Wed., 5:30 - 8:30 p.m. Course code: 05SMM6041 Donald Clark	2.7	\$489
Strategic Management of Resources	May 23 – June 22, 2005; No class May 30 Mon. & Wed., 5:30 - 8:30 p.m. Course code: 05RMM6051 Donald Clark	2.7	\$489
Core Courses (Required for only Supply Chain Management)			
Fundamentals of Purchasing and Supply Chain Management	Jan. 5 – Feb. 2, 2005; No class Jan. 17 Mon. & Wed., 5:30 - 8:45 p.m. Course code: 05SPM0011 David Tevlin	2.4	\$459
Logistics	Mar. 28 – Apr. 11 Mon. & Wed., 5:30 - 8:45 p.m. Course code: 05SPM0051 Craig Duehring	1.6	\$349
Electives (Choose one for Materials Management)			
Facilities Management: An Overview	Jan. 11 – 27 Tues. & Thurs., 5:30 - 8:50 p.m. Course code: 05SFM6061 Howard Harris	2.0	\$359
Basics of Project Management	Feb. 2 – 16, 2005 Mon. & Wed., 5:30 - 8:30 p.m. Course code: 05SPMT0012 Sumi Smith	1.5	\$329

The Phase Out Of The APICS REMANSP SIG

The SIG just completed its' 14th and final conference, in Las Vegas, with the help of APRA, who generously provided us with a "free' facility to present our education sessions to a very small group of professionals.

As Chair for the last 4 years, I have presided in a very difficult economic climate which precluded most members to actively participate in our SIG's events. APICS has also struggled during this time. APICS has decided to refocus its resources and will be phasing-out all SIGs including the REMANSP, effective 1-1-05. For those of you who are APICS members, you will be provided with a "community of interest" in the reman area...similar to a BLOG on the web, which will be accessible only to APICS members.

This web site's Body Of Knowledge will be transferred to The Remanufacturing Institute (TRI) at www.reman.org. I will be the Executive Director of TRI, a volunteer organization.

If anyone has any questions, please do not hesitate to contact me. I want to thank all of you for the support of our SIG. APICS administration has been a major supporter of our work for most of our history. I also want to thank John Fargher and John Boyer who enabled the SIG to grow and prosper for many years.

Warm Regards,

Ron Giuntini

Chair, APICS REMANSP SIG

570.523.0992

www.remansp.org

Baby Boomers, Beware! Don't Let Your Resume Date You!

If you're a job seeker of the Baby Boom generation, you may be feeling a little left out by the job market. You're certainly not ready to retire, but the young recruiters you send resumes to don't seem to respond to your skills and experience. If you're feeling symptoms of age discrimination, you should know that your resume could be the culprit, categorizing you as out of date and over the hill.

There are three ways your resume can put you in the over the hill category. Your resume is due for an update if it contains:

1. Outdated technology skills
2. Outdated industry or occupational terminology
3. Outdated resume trends

Don't despair if your resume is out of date. You can perform an extreme resume make-over by using the tips below.

1. Make sure you are up to date on your industry's technology.

Check multiple job descriptions within your industry to see what technologies employers really want. Determine which technologies are missing from your resume. Then decide what you need to learn or do in order to fill that technology gap. Consider adult education classes, college classes, or even online learning.

You should be aware that technology terms are often used as keywords to filter the best resumes from electronic databases. If your resume doesn't have them, it may never be seen. Make sure your technology skills aren't leaving you behind.

2. Make sure your resume is using current terminology.

If you have just been adding to the same old resume over the years, then your early entries may be using outdated terms. One way to bring your resume up to date is through publications from your industry's professional associations. If you don't belong to any professional associations, you might be missing out on the latest industry-speak.

Another good resource is job descriptions. Search job descriptions in your field for recurring terms. Learn to use the current terminology for your industry correctly and effectively.

3. Make sure your resume reflects today's trends in resume format and style.

Ten or fifteen years ago, the old-fashioned reverse-chronological format may have worked for you. But now that you have more experience, it may not be the best choice. The more advanced hybrid format may be much better at promoting your skills and expertise, providing you with a more professional presentation. With the hybrid resume, potential employers will form an impression of you based on your best accomplishments, not just your most recent job description.

You should also realize that some of the old resume rules just don't apply any more. For example:

- "Limit your resume to one page." This is a really old idea that limits your ability to show all of your skills and expertise.
- "End your resume with References Available Upon Request." You don't need to say that; it's assumed.
- "You should show every job you have ever held and give each equal importance." Your employment history should only go back as far as it related to your current employment objectives. Think of your resume as a marketing piece that highlights the best parts rather than as a tell-all.
- "Your resume should go back no more than ten years." Don't use an arbitrary number to determine how much to include on your resume. Use the rule of relevancy to decide how many of your jobs to include.
- "One resume should handle everything." Not anymore! In addition to tailoring your resume to different fields or industries, you'll also need to tailor the way that you save it.

You'll want to have (1) a standard Word format (for printouts and as email attachments), and (2) a Plain Text version for online forms. This will save you a lot of time in repairing lost formatting, which often occurs when cutting and pasting a Word document into a text-only form.

Let your experience work for you rather than against you. Using these tips to update your resume can make a noticeable difference in interest from employers. And your new resume will be a better reflection of your hard-earned skills, talents, and expertise.

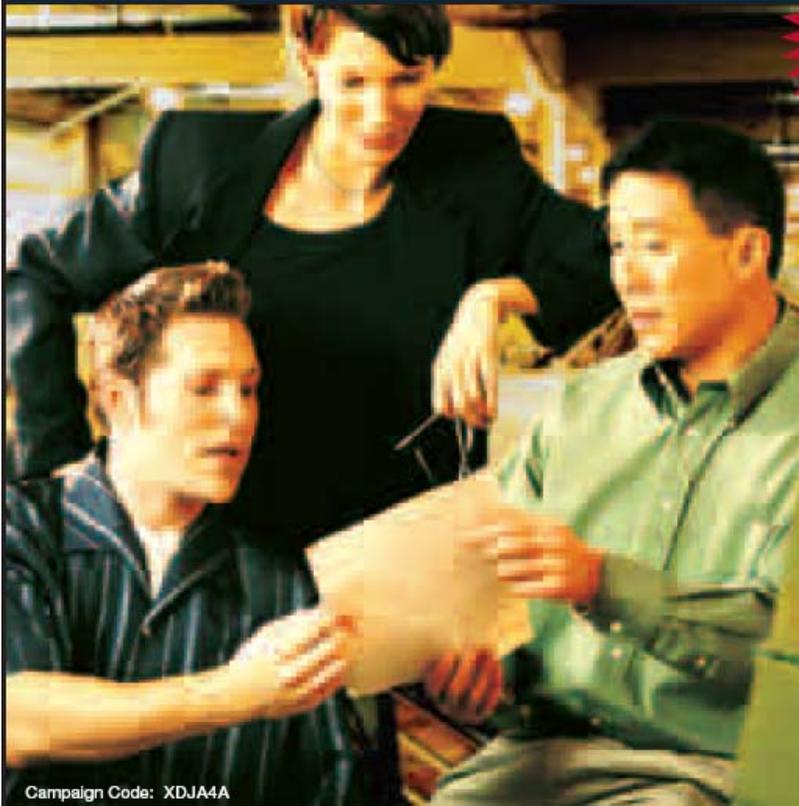
~~~~~  
Deborah Walker, CCMC  
Resume Writer ~ Career Coach  
To see resume samples and read more job-search tips visit [www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)  
Email: [Deb@AlphaAdvantage.com](mailto:Deb@AlphaAdvantage.com)  
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THANKS

We thank the people on this list for their continuing participation in the chapter's various activities. Professional development meetings (PDM), CPIM Certification Review courses. Joint meetings with other professional societies. Plant tours. Board meetings. International conference. Webinars. Society discussion lists. Special industry groups. CPIM certification maintenance. And so on.

Adi Choudri Alan Holst Angel Ercila Beverly Paul, CPIM Bill Fuller, PMP Bill Lodholz Bill Tobey Billy Ng Bob Palmer Bob Yamaguchi Brenda Marsh Brian Bergensen Cameron Sheets Carol Atherton Carol Thompson Cathy Bryum Bergensen Charles Hamilton Chris Hartman Curt Andrade David Treacy EB Van Otterloo Ed Mercado, CPIM Ed T. Peterson III Errin Norlie Fred Harriman Gale S. Kilgore Gary Kelly Glen Lewis Haydee M. Vanhook Herb Blake, Jr PhD, CPIM J.D. Tenuta Janna Vargas Jeff Duvall, CPIM Jerry Mairani Joanne Corle Joe Kammerer, CPIM John Duncan Joy Montgomery JT Smith, CPIM Kevin Moynihan Kris Johnson, C.P.M. Laurie Kakutani, CPIM Lennie Brieese Linda C. Robinson-McElroy Lynette Dillow Marilyn DeVille Maryann Sexton Mason Wenker Matt Longo Melanie Hoots, CPIM Michael Caliendo Michael Goodrich Michael Reeve, CPIM Michele Langhorst Mike Chester Mike Loughrin Nancy West Nicole R. Matsko, CPIM Pamel McKinnon, C.P.M. Pat McCarty, CPIM Paul Joseph Prisco Alva Richard Dawe, PhD Stephanie Reed Steve Muir Terrell Thruston, CPIM Terry Anger, CPIM Tom Cunningham William P. Conlon, Sabrina Abenheim, Robert Alvarez, Jennifer Amadi, Laurie Amimoto, William Barajas, Rita Beall, Jennifer Bennett, Ronald Bertacchi, Stephen Blynn, Suvayu Bose, Jeannie Boulden, Christopher Boyd, Michael Brennan, Matthew Bridge, Lorenzo Bridgers, Jennetta Brown-Sims, Margaret Bundy, Steve Bungato, Scott Burgin, Michael Caliendo, Kathleen Carlson, Lori Castanon, I-Chun Chen, Michael Chester, Phyllis Childress, Philip Church, Robert Corrado, Elizabeth Couch, Damial Croucher, Christopher Cunningham, Kerri Daniels, Charles Davis, Cynthia Denicore, Dave Diacono, John Dillard, Dennis Early, La Trender Easton, Jerry Elder, Sandra Fagan, Lucrecia Farfan-Ramirez, Gregory Finn, Alter Floyd, Naomi Fualau, Chad Garber, Richard George, Rich Gianechini, Donald Gifford, Anel Gonzales, John Griblin, Virginia Guimarin, Neil Hassett, Peter Hawes, Bartrand Hubbard, Richard Humphrey, Tara Huntington, Rod Hurst, Lynn Jacobsen, Valerie Jenkins, Denise Jimenez, Anne Judson, Gale Kilgore, Holly Koechel, Momo Larmena Jr., Simon Lau, Catherine Lindberg, Dana Liu, Rodney Loveless, Christian Maler, Charles Marshall, Marjorie McKisson, Robin McRae, Cynthia McShea, Steve Messer, Fred Miller, Gina Moller, Donald Mutkala, Bill Myers, Katherine Pasini, Gregg Pearce, Julie Pierce, Victoria Powers, Marjorie Purdum, Eduardo Ramos, L.C. Connie Ramos-Haugen, Trisha Repec, Marci Richmond, Mika Riedinger, Mark Robles, Tony Robles, Edward Ruiz, Stan Rushton, Brieanne Sanchez, Brett Scott, Jose Sevilla, Maryann Sexton, Jeffrey Simmons, Cynthia Smith, Robert Smith, Jodi Snyder, Lindegren Soper, Geline Stang, Jason Stokes, Jason Summers, Annie Tang, Rolande Teller, Vala Deane Tophigh, David M. Treacy Jr., Linh Trinh, Eunsook Turner, Haydee Vanhook, Janna Vargas, John Wakefield, Jr., Nattaya Watanakunakorn, Alicia Vines, Larry Washburn, John Webb, Steve Whitney, Joseph Williams, Randy Williams, Heath Williamson, Lai Yin Wong, Kevin Wright, Suzuna Yamanoha, Greg Young.

Expand Your Vocabulary



Campaign Code: XDJA4A

FREE
to APICS Members



Use this powerful tool to expand your inventory and supply chain management vocabulary.

Make collaboration a snap—ensure that everyone on your team is speaking the same language with the updated 11th edition of the *APICS Dictionary*.

APICS members are eligible to receive one copy of the *APICS Dictionary*, 11th edition, (stock #01102) at no charge. Request your copy through APICS Customer Support at (800) 444-APICS (2742) or (703) 354-8851.

APICS
www.apics.org