



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



Volume 22 Issue 6

Inside this
Issue ...

Calendar [2](#)

Santa's Logistics [2](#)

On-Line Courses
(Weber State, CIRM
and CPIM) [3](#)

Company
Coordinators [4](#)

APICS Career Center [4](#)

Notable Quotes [4](#)

Certification
Maintenance [5](#)

APICS Sacramento Job
Opportunities Notes [5](#)

APICS - Society
Headquarters Update [5](#)

2005-06 Board Mem-
bers [6](#)

Ask APICS Industry
Hotline [6](#)

Upcoming Webinar [6](#)

**HAPPY
HOLIDAYS**



No PDM Dinner Meeting for December

Santa's Logistics

By Karen Hess
Past APICS Board Member

Santa Claus has a mighty big customer base these years.

I remember back in 1965 as a child thinking about all the homes Santa had to visit and began to wonder about the reality of his existence when I factored in the distance from the North Pole and all the chimneys he had to access in one single night. As a child in Los Angeles, it dawned on me that it must be an impossible task to accomplish alone.

Perhaps that is what led to the career path I've followed for the past 25 years.....

But I imagine that these days Santa has subcontracted with logistics providers who maintain regional hubs of toys and other gifts that he can tap on his expedited journey to all of the girls and boys across the world. It has to be a major trade secret since the business press has not revealed whether he has partnered with UPS, FedX, or a consortium of logistics partners across the globe.

Today in my local newspaper, I read the many letters that were sent to Santa. And it is only a few weeks before Christmas. What was in my paper was only a sample of the many millions of letters he receives.

Seeing that he gets these letters so close to delivery time, he must have a crack forecasting system, and agents at all of
(continued on page 7)

APICS Sacramento Calendar



December, 2006

TBA Board of Directors meeting

No Professional Development Meeting
Happy Holidays

13 Webinar: ERP Optimization for Lean Manufacturing Success; 2:00 pm EDT; presented by Dan Marino, CPIM, Senior Partner, Marino Associates, LLC; Level: Advanced

January, 2007

9 Board of Directors meeting

10 Webinar: Picking and Put-Away for Optimal Results; 2:00 pm EDT; presented by Brian Carlson, Vice President, Cornerstone Solutions; Level: Intermediate

23 Joint APICS and ISM Professional Development Meeting

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.

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Notable Quotes

I have said many times, and it is literally true, that there is absolutely nothing that could keep me in business, if my job were simply business to me. The human problems which I deal with every day—concerning employees as well as customers—are the problems that fascinate me, that seem important to me.—Hortense Odium (1892–?), U.S. businesswoman. *A Woman's Place*, ch. 17 (1939). The highly successful president of Bonwit Teller, a New York City women's store, Odium emphasized close personal attention to customers' needs and the provision of training, then-unusual health services, and optimal environmental conditions for her employees.

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.

APICSacramento Board Members

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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 Monday-Friday, 8:30 a.m. to 2:30 p.m. ET.

Upcoming APICS Webinars

Picking and Put-Away for Optimal Results

January 10, 2007; 2:00 pm EDT
Presented by Brian Carlson, Vice President, Cornerstone Solutions

Level: Intermediate

Santa's Logistics (continued)

(continued from page 2)

these newspapers and agencies who enter the demand data into his distribution requirements system. This must have also required Santa to invest in a CRM (Customer Relationship Management) system. With the many millions of repeat customers, it has become imperative that he be able to keep track of their current addresses and desires. Also, over the years, Santa has had to embrace Just In Time inventory management because, as we know, this year's favorite toys are most likely obsolete by next year.

As we all know, Santa operates by sleigh alone. His logistics partners must perform in flight "fueling" or, replenishing his gifts, mid-air. Otherwise there is no possible way he could load all of the gifts from the North Pole on his tiny craft for all of the required deliveries. I've not done the calculations but this effort must be massive as he must be replenished multiple times in each time zone. And I would guess that with modern information technology, his replenishments are loaded in reverse order from his delivery schedule so that he can unload from the back of his sleigh at each stop in order to optimize his delivery performance at each address.

That does not leave a lot of time for cookies and milk as he must be entering and exiting each residence at lightning speed.

So, boys and girls, that means you have to help Santa by leaving the damper open on the fireplace. If you don't have a fireplace, ask your parent(s) to make sure Santa has easy access to your house. But don't you do this yourself! This is an adult's responsibility to make sure Santa can deliver presents, even if it means that adult must stay up and let Santa in the front door when he arrives.

Mrs. Claus stays at the North Pole and monitors the delivery schedule and the mid-air replenishment schedules along with her seasonal crew of logistics experts. In the last few years, with the reduction in cost for computer systems, memory and processing speed, the Claus' have been able to beef up their IT environment in order to improve productivity in the central operations.

The Claus operation is timeless and miraculous. And it is a bright shining star in the value of finely-tuned operational excellence. Even more remarkable is that Mr. and Mrs. Claus perform this service every year without compensation. How they pay their help remains a mystery.

We can learn a lot from this operation. About altruism, about excellence, about serving the needs of others rather than focusing on ourselves. Most of all, we can learn about believing. Because without belief, there is no faith.