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*APICS Sacramento wishes its members a safe and happy holiday season. We look forward to seeing everyone in January, when we resume our PDM Dinner Meeting schedule.*

*Happy Holidays*

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## President's Message

Dear Members,

The Holidays are upon us, and I would like to take this opportunity to wish you all a safe and joyous holiday season.

The next time we meet will be a new year, and I know that the board members have been planning new and exciting events for 2010. We currently have two joint PDM's planned with ISM and are working on another networking only PDM. The plant tour and networking in November was a big hit and we were told by all in attendance that they would like more of that type of event. We do know that it is also important to provide all of you with educational PDM's as well so that you can maintain your certifications, so we will be looking at ways of attaining both.

We are still working to get through all of the literature and correspondence that is sent out by APICS National and identify some of the benefits that APICS has to offer that many of you may not be aware of, such as fee waivers for the military and unemployed. We will have this available in January and will be e-mailing them out as well as providing them to you at the professional development meeting.

We are again working with Sierra College through their adult education program, to provide the CPIM course, and we are looking at holding a Lean Management series, in-house beginning in January. This will be a seven week instructional, one afternoon / evening a week. Please watch for more details on this as well.

The Professional Development meetings will be held at the Lions Gate hotel again this coming year, and as before will be on the third Tuesday of each month. We are currently working to get our account with PayPal up and running and it is our hope that by the time you register for the January PDM you will now be able to do so on-line with a credit card. This should be much easier for all of you.

Thank You all for your support and commitment throughout 2009, and I hope to see more of you make it out in 2010. SEE YOU NEXT YEAR!

Thank You  
Pat McCarty

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## Calendar

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### December, 2009

- 1 Board of Directors Meeting  
- OPEN TO ALL -  
Location: Panera at I80 and Truxel

There will be no PDM Dinner  
Enjoy your holiday!

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### January, 2010

- 5 Board of Directors Meeting  
- OPEN TO ALL -  
Location: Panera at I80 and Truxel
  - 19 Professional Development Meeting  
Location: Lion's Gate Hotel
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### February, 2010

- 2 Board of Directors Meeting  
- OPEN TO ALL -  
Location: Panera at I80 and Truxel
  - 16 Professional Development Meeting  
Location: Lion's Gate Hotel
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**Santa's Supply Chain is World Class**  
*Re-printed from flowcastingbook.com*

*Who has the best consumer products supply chain in the world? Is it Wal-Mart? Amazon.com? Dell? All good guesses, but how are they supposed to compete with Santa Claus' operation?*

**Customer Service**

Santa's reputation for "delivering the goods" is second to none. He stays laser focused on his target market (people - mainly children - who believe in him) and has an all-time fill rate of virtually 100%. Let's face it, you don't stay in business for over [1,700 years](#) without taking good care of your customers.

**Location**

Santa achieves tremendous economies of scale in production by having a single workshop located at the North Pole. Not only that, but this location is virtually equidistant to all of Santa's largest markets, which happen to be in the northern hemisphere. Plus, despite claims by both Canada and Russia to the contrary, the North Pole is actually located on top of [very thick ice over international waters](#) in the Arctic Ocean. No government regulations and no taxes!

**Order-to-Delivery Cycle Time**

We've all seen the kids at the mall, lining up to sit on Santa's knee and placing orders as late as December 24th – the very day of the delivery! While this may be an extreme case, most people don't even begin sending their letters to Santa until 3-4 weeks before Christmas. That's not a lot of time to fill millions of custom orders consisting of a virtually unlimited number of gifts. Yet somehow, year after year, he pulls it off.

**Capacity Management**

This is one of Santa's greatest competitive advantages and one of the best kept secrets in supply chain management. How, exactly, does Santa fit all of those presents in one sack?

**Inventory Management**

All of Santa's manufacturing and delivery activities are geared to a single one-day event. Despite the fact that he has unbelievably short cycle times, he is still able to make-to-order for millions of unique customers. That

means no carryover inventory on December 26th – a fact that's been making retailers drool for hundreds of years!

**Outsourcing of Administrative Functions**

While Santa does take a large number of orders personally, he has also a long standing outsourcing deal with Canada's Post Office. For 25 years now, Canada Post has set up a special route to deliver letters and emails from all over the world [directly to Santa's Workshop in the North Pole](#). This costs Santa nothing, as Canada Post does this solely for the recognition that comes with being one of his alliance partners.

**Tracking and Control**

Because Santa flies a single delivery route on Christmas Eve, all presents are on the same load. This makes things very easy to track in literal real time, through [a service provided by NORAD](#). With this real time tracking tool, the precise global location of Santa's sleigh can be monitored, letting his customers know when they should be off to bed.

Sure, there's always room for improvement – he could probably do well to have more cultural and ethnic diversity in his workshop – but by and large, Santa certainly has a supply chain to be envied!



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## Resume Tips

### Avoid the top 5 resume mistakes

*Taken from Ivyexec.com*

Most employers are deluged with resume from eager job seekers. Here are 5 common pitfalls to avoid when preparing your resume. To get a detailed critique of your own resume, [click here to connect with Ivy Exec's Career Services Support Team today!](#)

1. **No clear focus.** Your resume should show a clear match between your skills and experience and the job's requirements. A general resume with no sharp focus is not seen as competitive. Why are you the best person for this particular position?

2. **Too much emphasis on responsibilities.** A solid resume is much more than a summary of your professional experience; it's a tool to market yourself. Avoid phrases like "responsibilities included" or "duties included." Your resume should not be a laundry list of your duties but rather an announcement of your major accomplishments.

3. **Poorly organized.** Information on a resume should be listed in order of importance to the reader. Don't ask employers to wade through your hobbies first. Dates of employment are not as important as job titles. Education should be emphasized if you are freshly out of school and have little work experience; otherwise, put it at the end. If your résumé is difficult to read or key information is buried, it's more likely to be cast aside.

4. **Too much emphasis on old jobs.** Resumes that go too far back into the job seeker's work history can put that person at risk for possible age discrimination. Does anyone really need to read about your high school job bagging groceries, especially if that was 20 years ago? The rule of thumb for someone at a senior level is to list about the last 15 years worth of professional experience.

5. **Important skills buried.** Don't forget to bullet the important skills that make you a standout in your field. Your objective is to play up the value that you will bring to a prospective employer. Emphasize how you will add worth to the company, not the reason you want the job. Employers are looking for someone to enhance the organization, not their own resume.

## PDM Dinner Review

APICS would like to thank Siemens Mobility for providing an informative and inspirational tour of their facility in Sacramento.



*Kim Green, Siemens' Employee Health and Safety Specialist, guides APICS members through the tour.*



*APICS Sacramento members during their tour of Siemens systems.*

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## Editorial

### APICS Competency Model Available Now

*It was just about a year ago that APICS Sacramento Board Member, Andre' Alves, found himself hard at work with an expert team of professionals trying to define exactly what it means to be a supply chain professional in today's global market. "As we brainstormed ideas, explained Andre', "We realized that we needed to provide something of high value to the Association and our members, but there was so much that today's supply chain involves. What we ultimately determined was that a comprehensive framework was missing to define the experiences and skills necessary for greater supply chain success."*

In 2008, APICS National chose a group of eight people from around the world to be included in a workgroup called the Future Leadership Group with an intention to develop a Competency Model. The Model seeks to fill the gap that occurs between education based on books and tests and what is required in the 'real world.'

The first step in creating the model was to provide the structure and leadership to allow the group to role play many scenarios in an effort to define which areas would benefit most from the model. APICS National also ensured a global expanse in their use of individuals with backgrounds from different countries and regions of the world.

One example of a key area that required further definition was the role of 'Supply Chain Manager.' This term has been widely used, but seemed to mean a broad range of things to different organizations. In order to define and standardize what a Supply Chain Manager's function and skill set should be, the Future Leadership Group included this area in the Competency Model.

A number of applications have been identified for the model. Organizations can use the model to hire better, define the skills and knowledge needed, train better, to determine which skills need to be developed in their workforce. Educational institutions can use the model to review their curriculum and offer a more comprehensive certification. Individuals can use the model to assess their own skill set. Governments can use it to develop policies, as well as begin training a workforce to meet the demand for Supply Chain Managers in a meaningful way that will provide a competitive advantage in the market.

Once the Competency Model was approved by the APICS national board and OMBOK standards, it was

posted to the APICS website. There were 3,500 downloads in the first week. The goal now is to get the model out to the different industries so it can be understood and adopted. Andre recently presented the Competency Model to the Biotechnology Supply Chain Alliance in San Francisco, and has been interviewed by Supply Chain magazine.

Look for the model at [apics.org](http://apics.org) to download a free copy of the presentation and learn more about how your organization can benefit from this effort. For more information, feel free to contact Andre directly at [Andre.Alves@vsp.com](mailto:Andre.Alves@vsp.com).

Note: Andre Alves, a native of Brazil and APICS Sacramento Board Member, has worked in military and private sectors in international trade, distribution and procurement. He currently works as Senior Supply Chain and Logistic Analyst for VSP in Rancho Cordova and holds certifications as SENAC, CSCP (Certified Supply Chain Professional), World Trade Center International Business Leadership, IQR Practitioner in Inventory Management, PMI Project Management Professional (PMP).

## Hot Topics Spot

### APICS Sacramento Now On Linked-In

The Sacramento APICS Chapter has just established a new networking group on Linked-In, a highly successful business-oriented social networking site. The APICS Sacramento Group was created to help strengthen and extend the local network of professionals in Sacramento. Please be on the lookout for your invitation to join.

### The New APICS Blogs Have Launched

[APICS Blogs](#) will enable you to see the world through the eyes of fellow operations and supply chain management professionals, and share your point of view on a variety of topics. Connect with your colleagues interactively through APICS Blogs and grow professionally.

Specific blogs are available for students/young professionals and International peers.

Visit the website at [www.apics.org](http://www.apics.org) to see what the buzz is about!

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## APICSacramento Board Members and Contact Details

President	Pat McCarty, CPIM	916-374-3157	<a href="mailto:patricia.l.mccarty@siemens.com">patricia.l.mccarty@siemens.com</a>
Secretary	Andre Alves, CSCP		<a href="mailto:andre.alves@vsp.com">andre.alves@vsp.com</a>
VP Marketing	Charles Withrow, CSCP		<a href="mailto:charles.withrow@atkearney.com">charles.withrow@atkearney.com</a>
VP Education	Herbert Blake, CPIM, PhD	916-278-7106	<a href="mailto:blakeh@csus.edu">blakeh@csus.edu</a>
Treasurer	Kevin Moynihan		<a href="mailto:kevin.moynihan@tasq.com">kevin.moynihan@tasq.com</a>
VP Programs	Tim Kott	916-395-8800 ext. 2713	<a href="mailto:tkott@tescocontrols.com">tkott@tescocontrols.com</a>
VP Membership	Esther Odufuwa	916-276-8535	<a href="mailto:t_estherelim@yahoo.com">t_estherelim@yahoo.com</a>
Director of Technology	Randy Beck	916-788-2412	<a href="mailto:rbeck@prideindustries.com">rbeck@prideindustries.com</a>
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Director at Large	Melanie Hoots, CPIM		<a href="mailto:melanie.hoots@hp.com">melanie.hoots@hp.com</a>
Director at Large	Glen Lewis, CPIM, CSCP	530-752-7135	<a href="mailto:galewis@ucdavis.edu">galewis@ucdavis.edu</a>

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APICS Society      <http://www.apics.org>      800-444-APIC

Chapter Website/  
E-Mail      <http://www.apicsacramento.com>      [info@apicsacramento.com](mailto:info@apicsacramento.com)

Chapter Mailing  
Address      APICS Sacramento Chapter  
PO Box 13249  
Sacramento, CA 95813



## Check Out APICS Career Opportunities Online

Are you seeking another job or career change? Don't forget to check out the APICSacramento Job Opportunities located at <http://www.apicsacramento.com>. A job opportunity can be discovered almost anywhere, so don't miss the chance to find one through your own local network.

And whether you are in the market for a job or just want to keep your options open, you will also 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/Resources/careercenter>.

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## APICSacramento Organization Directory

The listing below represents a sample of the companies and organizations represented by the Sacramento Chapter of APICS. If you are employed or affiliated with an organization not listed, please contact us. As a way of increasing our reach, we ask that each of you “spread the word” of your membership affiliation with APICS. And, if you are interested in becoming a member or attending a PDM dinner meeting, please feel free to reach us for more information at [info@apicsacramento.com](mailto:info@apicsacramento.com).

**Aerojet Gencorp**

Hwy 50 Aerojet Road  
Rancho Cordova, CA 95742

**Ames Company Incorporates**

1485 Tanforan Ave  
Woodland CA 95776

**AMPAC Fine Chemicals**

PO Box 1718  
Rancho Cordova CA 95741

**A.T. Kearney**

255 California Street, Suite 1200  
San Francisco, CA 94111

**Baxter Planning Systems**

7123 Cedar Oaks Drive  
Granite Bay 95746

**Comtek Computer Systems**

3387 Industrial Blvd  
Rocklin CA 95765

**Constellation Wines**

US4614 Turner Rd  
Lodi CA 95242

**Diamond of California**

PO Box 1727  
Stockton CA 95201

**Digi International**

2900 Spafford St  
Davis CA 95618

**Eigen**

13366 Grass Valley Ave  
Grass Valley CA 95945

**Gel-Pak**

31398 Huntwood Ave  
Hayward CA 94544

**Genetech**

1000 New Horizon Way  
Vacaville CA 95688

**Global Pharm.Sourcing Group-J&J**

700 Eubanks Drive  
Vacaville CA 95688

**HB Fuller Company**

10500 Industrial Ave  
Roseville CA 95678

**Hewlett Packard**

8000 Foothills Blvd  
Roseville CA 95747

**Intel**

3031 Jimmy Way  
Roseville CA 95747

**Lares Research**

295 Lockheed Ave  
Chico CA 95973

**Lifetouch National Schools Studio**

2860 Fair Street  
Chico CA 95928

**NEC Electronic America**

7501 Foothills Blvd  
Roseville CA 95747

**New Star Lasers Inc**

9085 Foothills Blvd  
Roseville CA 95747

**Paragon Products**

4475 Golden Foothill Pkwy  
EIDorado Hills CA 95762

**Paragon Products**

4475 Golden Foothill Pkwy  
EIDorado Hills CA 95762

**PASCO Scientific**

10101 Foothills Blvd  
Roseville CA 95747

**PSGA**

700 Eubanks Drive  
Vacaville CA 95688

**Russell Warner Inc.**

2551 Albatross Way  
Sacramento CA 95815

**Seco Manufacturing Company Inc**

4155 Oasis Road  
Redding CA 96003

**Siemens Healthcare Diagnostics**

2040 Enterprise BlvdWest  
Sacramento CA 95691

**SMA**

4031 Alvis Ct  
Rocklin CA 95677

**Tesco Controls, Inc**

3434 52nd Ave  
Sacramento, CA 95823

**Thermogenesis**

2711 Citrus Rd  
Rancho Cordova CA 95742

**Thompson Technology Industries**

8451 Rovana Circle  
Sacramento CA 95828

**Thomson / Grass Valley**

400 Providence Mine Rd  
Nevada City CA 95959

**Umbrella Systems**

980 9th Street  
Sacramento CA 95814