



*Celebrating 30 Years in the Cedar Valley!*

## APICS

September  
2003

**Build Your Business—  
Build Your Team—  
Build Your Career**

APICS and our Cedar Valley Chapter offer almost unlimited opportunities to improve your career, your work team, and your enterprise.

**Maximize your  
Membership ROI—  
Be an active member!**

**CPIM & CIRM  
Certification Programs**

are a great way to develop and motivate your resource management individuals or teams. Courses start Sep 11. Visit the Cedar Valley APICS website for more info on the programs and a schedule of local review courses and exams for 2003-04

**Newsletter Distribution**

Want to be added to our Newsletter distribution? Just title an Email "CDVA Newsletter" & send it from your Email address to: rick.held@mchsi.com

**Visit Your Website:**  
[www.cedarvalleyapics.org](http://www.cedarvalleyapics.org)

### **2003-04 Annual PDM Schedule!**

Sept 9 <sup>th</sup>	Ione Dykstra – Fish! A Remarkable Way to Boost Morale and Improve Results in Your Workplace.
Oct 14 <sup>th</sup>	Plant Tour – Maytag Appliances, Amana Refrigeration
Nov 11 <sup>th</sup>	Ron Crabtree –Barriers to Success (lean)
Jan 13 <sup>th</sup>	Plant Tour – Oral-B
Feb 10 <sup>th</sup>	Gale Mote -Motivational
Mar 9 <sup>th</sup>	Plant Tour – Lear Corporation
Apr 13 <sup>th</sup>	John P Besong – E-business
May TBD	Golf Outing

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The 2003 APICS International Conference and Exposition is bringing its own "entertainment" to Las Vegas. Read about it on

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### **We're Cedar Valley APICS**

We're the local chapter of APICS—The American Production and Inventory Control Society, an international organization with 70,000 members in 20,000 companies worldwide. Locally, we're the Cedar Valley APICS Chapter—120 members from 40 companies in Cedar Rapids, Iowa City and the surrounding area. We're a non-profit volunteer organization, dedicated to providing leading edge learning opportunities, professional certification, networking, and access to the education resources of APICS International.

# Cedar Valley APICS

Cedar Valley Chapter  
Board of Directors 2003-2004

Contact any board member for information on service and leadership opportunities beginning in 2003.

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**Cedar Valley APICS**, a nonprofit educational organization and the local chapter of APICS International, has been serving its members and the Cedar Rapids, Iowa City, and surrounding business community since 1972. Our mission is to develop, promote, and recognize the professional management of resources by individuals and enterprises.

**Cedar Valley Views**, the chapter's monthly newsletter, is available to members by email. Interested nonmembers may request inclusion on our "Friends of CDVA" email distribution by contacting [rick.held@mchsi.com](mailto:rick.held@mchsi.com). The newsletter may be forwarded to interested parties; articles may be reprinted with permission from Cedar Valley APICS.

**We welcome your inquiries** regarding articles, submissions, advertising, address changes, etc. The deadline for each monthly issue is the 15<sup>th</sup> of the preceding month. Please contact the editor, Rick Held at (319) 622-2561 or [rick.held@mchsi.com](mailto:rick.held@mchsi.com) for more information.

**Special thanks to Cedar Valley Company Coordinators, our behind-the-scenes recruiters of new members, PDM attendees, and Certification students:**

<b>Jim Milden</b> CPIM CIRM	Apache Hose & Belting Inc.	<b>Debra Pingel</b> CPIM	Cargill Inc.
<b>Darla Prabel</b>	Cedar River Paper Company	<b>Todd Peterson</b>	Chesapeake Display
<b>Larry Fenner</b>	Cryovac	<b>Chris Hanzelk</b> CPIM	Square D
<b>Patricia Schiel</b>	Evergreen Packaging Equip.	<b>Mark Morrison</b>	Gazette Communications
<b>Marilyn Kies</b>	Genencor International Inc.	<b>Nancy Dean</b>	Hunters Specialties Inc.
<b>Ken Nelson</b>	Kirkwood Community College	<b>Daniel Grobe</b> CPIM	Kinze Manufacturing Inc.
<b>Gregg Stark</b> CPIM CIRM	McLeodUSA	<b>Steve Rose</b> CPIM	Midland Forge
<b>Marty Novak</b> CPIM	Oral B	<b>Steve Schmitz</b> CPIM	Penford Products Co.
<b>Dave Capouch</b>	PMX Industries Inc.	<b>Kay Driscoll</b>	Quaker Oats Company
<b>Julie Stull</b>	Rockwell Collins	<b>Mary Smith</b>	Siemens Trans Systems
<b>Rick Held</b> CPIM	Maytag Appliances - Amana		



**Next CPIM Course Begins September 11!**

**Master Planning of Resources**

APICS' Master Planning of Resources certification review course delivers proven techniques to transform sales, marketing, and business requirements into a feasible and cost-effective operations plan. Not only will you discover fundamental principles of balancing a system of orders and resources, you will also learn how to apply these concepts and become a more valued leader in your organization.

*This workshop focuses on developing a plan of supply, relating management of demand to environment, and creating and validating the master schedule. Teams use processes to develop sales and operations plans; identify and assess internal and external demand and forecasting requirements; and develop achievable master schedules consistent with business policies, objectives, and resource constraints. You will learn how to*

- Forecast using various quantitative and qualitative methods
- Evaluate different forecasting techniques
- Perform effective production planning in different environments
- Integrate production planning and resource planning
- Develop master production schedules
- Use nine interrelated master scheduling techniques
- Judge the effectiveness of master planning
- Balance the diverse and conflicting responsibilities of a master planner
- Align resources with the strategic plan to create competitive advantages
- Manage a multi-tiered distribution environment

Classes start at Kirkwood Community College on Thursday, September 11 and continue for nine consecutive weeks. Cost is \$450 (includes workbook and exam fees). To register, call Kirkwood at 398-1022 by Monday, September 8.

**Class Schedule:**

Sept 11: KTOS, Room 133

Sept 18: Iowa Hall, Amana Room

Sept 25: Iowa Hall, Amana Room

Oct 2: Iowa Hall, Amana Room

Oct 9: KTOS, Room 133

Oct 16: Iowa Hall, Amana Room

Oct 23: Iowa Hall, Amana Room

Oct 30: Iowa Hall, Amana Room

Nov 6: Iowa Hall, Amana Room

Nov 8: CPIM Test, Iowa Hall, Gritter Room

## Las Vegas, Get Ready for APICS!

October 6-9

The 2003 APICS International Conference and Exposition is bringing its own "entertainment" to Las Vegas in the guise of experienced speakers facilitating hands-on educational sessions, an exhibit hall hosting a wide variety of solutions providers, and a game show that is promised to be about as subdued and solemn as everything else in Las Vegas! Move over Pat Sajak, here comes APICS' own Keith Summers.

Interactivity is definitely the buzz that surrounds the 2003 APICS conference, and the featured flight to fill the bill is the six-session series, "Interactive Supply Chain Management Experience," October 6-9, with its "You Are the Middle Link" game show hosted by Summers.

"The game show, the fifth session in the series, is intended to pull together the supply chain management (SCM) concepts shared in the previous four sessions in an interactive and fun way. Participants and the audience will have the chance to 'act out' the learning in a low-risk environment and learn how others react to their decisions.

Theory is one thing, but add the human element, and you are in for an interesting time," said Summers.

The Interactive Supply Chain Management Experience is "a real-world laboratory where the participants interact with buyers and sellers and investors and executives as they try to make good business decisions. APICS practitioners work everyday to stay competitive in the manufacturing, logistics, and distribution functions of their respective supply chains. They network regularly with APICS consultants and academicians for additional supply chain insights," said William T. Walker, CFPIM, CIRM, event developer. "Management wants to learn all it can about managing inventory and capacity investment risk; executives want to avoid any kind of disruption to their international supply chain networks."

According to Walker, the value of this educational experience is bringing practitioners and their management together to experience firsthand how supply chain decisions affect customers, shareholders, trading partners, suppliers, employees, and competitors. "It moves everyone's perspective from 'how am I successful within the four walls of my company?' to 'how can I be successful when I'm dependent on other trading partners outside the four walls?'" said Walker.

Karen Alber, CFPIM, 2003 APICS Conference Committee chair, said that these interactive learning sessions will present an in-depth look at APICS' five advanced supply chain management principles. "There will be a high level of audience participation, with collaboration, interaction, games, and multiple voting scenarios, culminating in a team competition (game show) and a structured, interactive postmortem of real-world results."

By knowing and understanding the five advanced SCM principles, each decision maker is better equipped to handle the competition. "Competition is about focusing on the right things and executing those things better than anyone else in the eyes of the customer," said Walker. The "velocity" and "variability" principles focus on the right things to make the design of a supply chain network competitive. The "vocalize" and "visualize" principles execute those things better than the competition in the operation of a supply chain network. The "value" principle makes a clear cause-and-effect connection between daily decisions and execution with the creation of value for customers and shareholders, according to Walker.

## Las Vegas, Get Ready for APICS! (Cont)

The Interactive Supply Chain Management Experience sessions and speakers Are:

- Velocity: Build a Competitive Infrastructure, Michael Clark, CPIM
- Variability: Leverage Worldwide Logistics, William T. Walker, CFPIM, CIRM
- Vocalize: Synchronize Supply with Demand, Rhonda Lummus, Ph.D., CFPIM, CIRM
- Visualize: Measure Performance Globally, Terry Lunn, CFPIM, CIRM
- Game Show: You Are the Missing Link, Keith Summers
- Value: Supply Chain Creates Net Value, Bill Latham, CFPIM, CIRM.

In a rare moment of seriousness Summers said, "As a member of the supply chain, you are in the middle of things whether you realize it or not." So learn about your role, your decisions, and their impact in a fun, engaging environment at the 2003 APICS International Conference and Exposition.

## APICS Certification

### CPIM Tutorials and Testing at the APICS International Conference and Exposition

Take advantage of CPIM tutorials and examinations at the 2003 APICS International Conference and Exposition in Las Vegas.\* Fine-tune your previous CPIM learning with these **free** four-hour tutorials on Monday, October 6 through Wednesday, October 8. Advance registration is required.

Monday, October 6	1:00 p.m. to 5:00 p.m.—Basics of Supply Chain Management
Tuesday, October 7	8:00 a.m. to noon—Master Planning of Resources
	1:00 p.m. to 5:00 p.m.—Detailed Scheduling and Planning
Wednesday, October 8	8:00 a.m. to noon—Execution and Control of Operations

Paper-and-pencil examinations will be administered for all five CPIM modules on Thursday, October 9. Advance registration is required.

CPIM exams will be offered at the following times:

Thursday, October 9  
 7:30 a.m. to 11:00 a.m.  
 Basics of Supply Chain Management  
 Detailed Scheduling and Planning  
 Execution and Control of Operations

12:30 p.m. to 4:00 p.m.  
 Master Planning of Resources  
 Strategic Management of Resources

Advance registration and payment are required. [Register now](#) for a CPIM examination at the conference.

\*CPIM tutorials and examinations are available to conference registrants only

## Regain Your Job-Search Optimism with Three Easy Steps

If you've been in a job search for more than a few months, you already know that one of the greatest challenges is maintaining a positive attitude. Without it, going through the motions can feel as demotivating as running a race in lead boots. You begin to think "What's the use? I've already sent out 50 resumes this week with nothing to show for it."

If you find yourself in an emotional slump, here are three things you can do to regain a positive, optimistic outlook:

### 1. Write out an action plan that includes job-search activities in these four areas:

- \* Search and respond intelligently to online and print job openings. To optimize your results take the time to customize your cover letters to each opportunity.

- \* Research potential employers to contact proactively in search of not-yet-posted job leads. Make sure your research includes contact names of key executive within the organizations. Again, customize your cover letters to illustrate your interest in their company and/or industry.

- \* Contact members of your personal network of friends, former colleagues and professional association members to let them know of your search. Continually build your network through new professional associations, job fairs, trade shows and business networking events. Involve yourself with others who will tell you of job leads in the "hidden" job market.

- \* Invest in an online resume distribution that allows you to target your resume to employers and recruiters most likely interested in your qualifications. You'll see quick results allowing you to jumpstart your interview activity level.

Once you have your action plan, schedule these activities just as you would if employed on the job. *Plan your work and work your plan.*

### 2. Choose an accountability partner and support group. These are essential to keep you motivated and on track with your action plan and schedule. An accountability partner helps you reach your activity goals. A live support group (vs. online chat group) keeps you actively involved with others who understand your situation and can lend emotional support. Caution: avoid negative groups of job seekers who will drag you down by their pessimistic outlook.

### 3. Allow yourself to enjoy simple pleasures. Spend an evening with a great book. Take a walk on a sunny afternoon. Play football with your son. Meet a friend at a coffee shop for a long chat. Often job seekers think they don't deserve any fun until they've found a job. The truth is there is more time for simple pleasures while unemployed than any other time in life. Once you've put your job-search action plan into practice and you've spent your time wisely in productive activities, reward yourself a little. You deserve it!

Deborah Walker, CCMC  
Resume Writer ~ Career Coach  
888-828-0814 or [Deb@AlphaAdvantage.com](mailto:Deb@AlphaAdvantage.com)  
[www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)  
Call for FREE resume critique

### **Help For Our “Downsized” APICS Members**

**“Seeking Employment” advertisement** in our Cedar Valley Views newsletter—Quarter-page ad FREE to unemployed Cedar Valley APICS members. Copy due 15<sup>th</sup> of the month. Contact Rick Held.

**APICS Career Center**—all candidates may search jobs, but only APICS members receive the added benefits of posting resumes and receiving email alerts when new positions are listed. Visit the APICS Career Center at [www.apics.org](http://www.apics.org), phone (800)444-2742, or email [jobs@apicshq.org](mailto:jobs@apicshq.org).

**Benefits Extension for Unemployed Members Program**—a six-month extension of membership benefits without cost. Contact Julie Stull for more info and an application.

***Fastest Way to Join APICS? [www.apics.org](http://www.apics.org) – click on “Join on-line today.”***

*Forward requests for address changes, newsletter submissions, advertising rates, or other information about the Cedar Valley Visions newsletter, to Rick Held c/o Cedar Valley APICS, PO Box 10483, Cedar Rapids, IA 52410-0483, or email [rick.held@mchsi.com](mailto:rick.held@mchsi.com)*