

# Cedar Valley Views

*Celebrating 30 Years in the Cedar Valley!*



January 2005

**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. Visit the Cedar Valley APICS website for more info on the programs and a schedule of local review courses and exams for 2004

#### **Newsletter Distribution**

Want to be added to our Newsletter distribution? Just title an Email "CDVA Newsletter" & send it from your Email address to: [cathy.bolton@mchsi.com](mailto:cathy.bolton@mchsi.com)

#### **Visit Your Website:**

[www.cedarvalleyapics.org](http://www.cedarvalleyapics.org)

## **2004-05 Annual PDM Schedule**

Jan 11 <sup>th</sup>	Plant Tour – Norwood Souviner
Feb 8 <sup>th</sup>	Harvey McCheseny - Unfreeze your Thinking for Better Decision Making
Mar 8 <sup>th</sup>	Plant Tour - Kinze Manufacturing
Apr 12 <sup>th</sup>	Stephen J Timm - Life Cycle Value Stream Management/Lean
May TBD	Golf Outing

## **January 11 Plant Tour – Norwood Souvenir**

See pages 2 and 3 for details.

## **APICS Unveils new name**

Find out what it is and why the change on Page 4.

## **New CPIM Class Starts in January**

Details on Page 5.

## **Sign up for January 'BOM Integrity' Webinar**

More information on Page 6.

**JANUARY 2005 PDM**

**Topic: *PLANT TOUR – NORWOOD SOUVENIR***

**When: Tuesday, January 11, 2005  
5:30 PM Tour**

**Where: NORWOOD SOUVENIR  
202 F AVE NW  
CEDAR RAPIDS, IA**

There is a limitation of 40 people maximum for the tour, so make your reservations early!

Dress code is no open toed, healed shoes, in-appropriate, or suggestive clothing. Safety glasses are required and it would be helpful if tour participants could provide their own safety glasses.

Please use employee parking lot, which is located on the West side of the Norwood facility on F Ave NW and 3rd St. NW, and enter the building from the West Employee entrance, just to the right of the Loading dock on 3<sup>rd</sup> St. NW. Someone will be at the door to meet you, and we will assemble in the employee break room for a brief Souvenir overview, and to begin the tour.

**Reservations are due by Friday, January 7. No Charge for tour.  
No formal dinner arrangements have been made, but there are many restaurants nearby for an informal gathering for anyone wishing to do so.**

Contact Cedar Valley APICS Director of Programs Kavi Parupally,  
Phone (319) 295-6280, E-Mail [kkparup9@rockwellcollins.com](mailto:kkparup9@rockwellcollins.com), or FAX (319) 295-7400

Name: _____	Co.: _____
Name: _____	Co.: _____
Name: _____	Co.: _____

# Norwood Souvenir

202 F Ave NW

*Cedar Rapids IA*

*52405*



## *Norwood Souvenir Company Profile*

**1908** Souvenir Lead Pencil Company.

**1999** Souvenir is acquired by Norwood Promotional Products

Norwood Promotional Products is the leader in the Promotional Products industry with over 3000 associates and fifteen locations including Canada, and Hong Kong. Norwood offers 16 product lines with over 6000 items. Norwood sells its products through the use of Distributors. Additional information can be obtained at [Norwood.Com](http://Norwood.Com)

Norwood Souvenir – employs approximately 170 associates. Our catalog offers over 150 end items.

We offer five decorating technologies to our customers. Our primary products are Writing Instruments.

1. Silk Screening
2. Pad Printing
3. Laser Engraving
4. Foil Transfer
5. Off Set Printing

We pride ourselves on our multi-color decorating capabilities, and our short Customer Order Turn Around Time. Many of our products are offered as 3- day standard deliveries.

## **APICS Unveils New Name at 2004 International Conference and Launches New Brand in 2005**

**Alexandria, VA (October 12, 2004)** APICS—The Educational Society for Resource Management is pleased to announce that it will change its name to APICS The Association for Operations Management, effective January 1, 2005. The association will use a new tag line—Advancing Productivity, Innovation, and Competitive Success. APICS unveiled the new name publicly at the 2004 APICS International Conference and Exposition in San Diego, California, on October 12.

The APICS Board of Directors unanimously approved the name change at its October 9, 2004, meeting. "APICS has evolved to meet the needs of the community it serves, but the name no longer fully recognized the value proposition the association delivers," said APICS President Arnold E. Kennedy, CFPIM, CIRM, Jonah. "The new name will honor our rich history in production and inventory control, better define the broad application of the APICS body of knowledge, and position us for the future."

APICS was founded in 1957 as the American Production and Inventory Control Society, Inc. In the early 1990s, it adopted the name APICS—The Educational Society for Resource Management to acknowledge its growing international presence and expanded scope.

Today, APICS represents a diverse community of professionals from virtually every manufacturing and service industry. The APICS body of knowledge spans all aspects of operations management, which includes production, inventory, supply chain, materials purchasing, and logistics. By changing its name, APICS The Association for Operations Management clearly defines its body of knowledge in terms that are universally understood. The new name asserts the association's leadership position of delivering superior training, internationally recognized certifications, and comprehensive resources, while representing a worldwide network of accomplished industry professionals.

In conjunction with the new name, APICS has adopted the tag line, Advancing Productivity, Innovation, and Competitive Success. "APICS is the resource that individuals and companies rely on for operations management education and validation of one's knowledge through obtaining the Certified in Production and Inventory Management and Certified in Integrated Resource Management designations," said Jeffry W. Raynes, CAE, executive director and chief operating officer. "Our new tag line communicates the value that APICS delivers to an individual's career advancement gamuench, as well as an employer's bottom line."

APICS enlisted the research services of Wirthin Worldwide and strategic communications counsel of Fleishman Hillard International Communications in support of the rebranding efforts.

## Make CPIM a Part of Your Master Plan!!!

Now is the time to begin advancing your career by earning your CPIM designation. The CPIM (certified in Production and Inventory Management) program was initiated by APICS over 25 years ago and remains the measure criterion for individual assessment in materials management.

The CPIM program is divided into three areas of progression:

- **Entry level:** Basics of Supply Chain Management --- to be offered in April 2005 --which covers the terminology and concepts related to the flow of information, money and materials from suppliers through customer fulfillment.
- **Mid-level:** Master Planning of Resources, Detailed Scheduling and Planning, and Execution and Control of Operations. The methods and techniques to plan and drive the flow process.
- **Capstone:** Strategic Management of Resources---configuring the supply chain and manufacturing/distribution environments to optimize use of resources.

The program is open to all Cedar Valley members regardless of background. The 10 week three-hour classes are held through Kirkwood Community College and include an exam to test candidates on the body of knowledge of each area.

For those already certified, these courses count for 30 points toward your Certification Maintenance.

In January 2005, we will be offering the capstone courseware, Strategic Management of Resources. This course explores the relationship of existing and emerging processes and technologies to manufacturing strategy and supply chain-related functions. The three areas of focus include: aligning resources with the company's strategic plan, configuring operations to support the strategic plan; and implementing change (project management).

The course runs for ten consecutive weeks from Thursday, January 20. Cost is \$450 which includes textbook and exam. Registration deadline is Monday, January 17.

To enroll, please call 319-398-1022. Or register online at [www.foryourlifetime.com](http://www.foryourlifetime.com) under the Continuing Education category. The class number is 242798. Classes will be held in Iowa Hall on the main campus.

### Experienced Instructor

Jim Milden has 25 years experience in materials management in a variety of retail, wholesale, and manufacturing companies. A graduate of the University of Wisconsin-Madison, Mr. Milden is certified by APICS in both Production & Inventory Management (CPIM) and Integrated Resource Management (CIRM). He is currently the Materials Analyst with Apache Hose and Belting.



## APICS CPIM Review Course Schedule: 2004-2005

COURSE	REGISTRATION DEADLINE	KCC LOCATION	START DATE	END DATE	EXAM DATE
Strategic Mgmt of Resources	Jan 17, 2005	Amana Room Iowa Hall	Jan 20	Mar 24	Apr 9
Basics of Supply Chain Mgmt	Apr 4, 2005	Amana Room Iowa Hall	Apr 7	Jun 9	Jun 11

### Certification Maintenance News

APICS is preparing to begin the suspension process for those CPIMs and CFPIMs with 2003 and 2004 deadlines who have not yet met the Certification Maintenance program requirements. Go to our website, [www.cedarvalleyapics.org](http://www.cedarvalleyapics.org), for a letter from APICS with information on an amnesty period and the suspension schedule for Certification Maintenance candidates.

### APICS Webinars

The convenience and flexibility of APICS Webinars enable organizations to educate a large number of employees at once, reduce travel expenses, and maintain consistent levels of productivity by eliminating time out of the office. Each 60-minute APICS Webinar features an educational discussion, case studies, and a Q&A session. All you need to participate is an Internet connection and a telephone. As an added benefit, registrants of each APICS Webinar receive a CD-ROM of the presentation after the event.

#### JANUARY 2005 APICS Webinar

**Topic:** [Bill of Material Integrity: Cornerstone of World-Class Manufacturing](#)  
**Date:** January 12, 2005  
**Presenter:** Donald N. Frank, CFPIM, CIRM  
[Register Now](#)

#### **Archived APICS Webinars**

Each APICS Webinar is archived and available for unlimited on-demand viewing. A 30-day subscription costs only \$99 for APICS members and \$139 for nonmembers. Visit <http://apics.webex.com> and select Recorded Events on the left navigation bar to view an archived APICS Webinar.

Contact any board member for information on service and leadership opportunities beginning in 2004.

<b>President</b> Kirk Schroeder CPIM Rockwell Collins (319)295-9664 E-Mail: <a href="mailto:kaschroe@rockwellcollins.com">kaschroe@rockwellcollins.com</a>	<b>President Elect</b> Open  <b>Director of Student Activities</b> Open	<b>Past President/Director of Marketing</b> Julie Stull Rockwell Collins (319)295-6191 W, (319)551-9896 H E-Mail: <a href="mailto:jastull@rockwellcollins.com">jastull@rockwellcollins.com</a>
<b>Chapter Historian</b> Steve Rose CPIM Midland Forge (319)362-1111 W, (319)455-2264 H E-Mail: <a href="mailto:steve.rose@cmworks.com">steve.rose@cmworks.com</a>	<b>Director of Finance</b> Lori Miller CPIM Apache Hose & Belting, Inc. (319)365-0471 W, (319)472-5712 H E-Mail: <a href="mailto:lori.miller@apachehb.com">lori.miller@apachehb.com</a>	<b>Director of Administration</b> Mary Knutson CPIM Rockwell Collins (319)295-9950 W <a href="mailto:mjknutso@rockwellcollins.com">mjknutso@rockwellcollins.com</a>
<b>Director of Education</b> Jim Milden CPIM CIRM Apache Hose & Belting, Inc. (319)365-0471 X293 W (319)365-7127 H E-Mail: <a href="mailto:jim.milden@apachehb.com">jim.milden@apachehb.com</a>	<b>Director of Programs</b> Kavi Parupally CPIM Rockwell Collins (319) 295-6280 E-Mail: <a href="mailto:kkparup9@rockwellcollins.com">kkparup9@rockwellcollins.com</a>	<b>Director of Membership</b> Matt MacNider CPIM Rockwell Collins (319)295-7085 W, (319)373-6013 H <a href="mailto:mmmacnid@rockwellcollins.com">mmmacnid@rockwellcollins.com</a>
<b>Director of Communications</b> Cathy Bolton CPIM Lear Corporation (319) 688-6360 W, (319) 631-1744 Cell E-Mail: <a href="mailto:cathy.bolton@mchsi.com">cathy.bolton@mchsi.com</a>	<b>Director-At-Large</b> Tim Soukup Rockwell Collins (319)295-9574 E-Mail: <a href="mailto:trsoukup@rockwellcollins.com">trsoukup@rockwellcollins.com</a>	<b>Director of Website</b> Rick Held CPIM Maytag Appliances - Amana Refrigeration Products (319) 622-2561 W, (319) 377-9606 H E-Mail: <a href="mailto:rick.held@mchsi.com">rick.held@mchsi.com</a>
<b>Director-At-Large</b> Denny Larsen CPIM Larsen Consulting, LLC E-Mail: <a href="mailto:DennyLarsen@aol.com">DennyLarsen@aol.com</a>	<b>Director-At-Large</b> Kay Pelusi Rockwell Collins (319)295-4361 E-Mail: <a href="mailto:kmpelusi@rockwellcollins.com">kmpelusi@rockwellcollins.com</a>	<b>Director-At-Large</b> Larry Bolton Lear Corporation (319) 688-6366 W, (319) 631-1742 Cell E-Mail: <a href="mailto:lbolton@lear.com">lbolton@lear.com</a>

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

Company	Coordinator	Email Address
Apache Hose & Belting Inc.	Jim Milden CPIM CIRM	<a href="mailto:jim.milden@apachehb.com">jim.milden@apachehb.com</a>
Cargill Inc.	Debra Pingel CPIM	<a href="mailto:deb_pingel@cargill.com">deb_pingel@cargill.com</a>
CorrFlex Display & Packaging	Todd Peterson CPIM	<a href="mailto:todd.peterson@cfgraphics.com">todd.peterson@cfgraphics.com</a>
Cryovac	Larry Fenner	<a href="mailto:larry2914@yahoo.com">larry2914@yahoo.com</a>
Evergreen Packaging Equip.	Patricia Schiel	<a href="mailto:pat.schiel@ipaper.com">pat.schiel@ipaper.com</a>
Genencor International Inc.	Marilyn Kies CPIM	<a href="mailto:mkies@genencor.com">mkies@genencor.com</a>
Hunters Specialties Inc.	Nancy Dean	<a href="mailto:ndean@hunterspec.com">ndean@hunterspec.com</a>
Kinze Manufacturing Inc.	Joe Miller, CPIM	<a href="mailto:jmiller@kinzemfg.com">jmiller@kinzemfg.com</a>
Kirkwood Community College	Kirk Watson	<a href="mailto:kirk.watson@kirkwood.edu">kirk.watson@kirkwood.edu</a>
Klein Tools	Darin Grice	<a href="mailto:dgrice@kleintools.com">dgrice@kleintools.com</a>
Lear Corporation	Cathy Bolton	<a href="mailto:cbolton@lear.com">cbolton@lear.com</a>
Maytag Appliances – Amana	Rick Held CPIM	<a href="mailto:rheld@maytag.com">rheld@maytag.com</a>
McLeod USA	Gregg Stark CPIM CIRM	<a href="mailto:gstark@McLeodUSA.com">gstark@McLeodUSA.com</a>
Midland Forge	Steve Rose CPIM	<a href="mailto:steve.rose@cmworks.com">steve.rose@cmworks.com</a>
Norwood -Souvenir	Ken Nelson	<a href="mailto:knelson@norwood.com">knelson@norwood.com</a>
Oral B	Marty Novak CPIM	<a href="mailto:marty_novak@gillette.com">marty_novak@gillette.com</a>
Penford Products Co.	Steve Schmitz CPIM	<a href="mailto:sschmitz@penford.com">sschmitz@penford.com</a>
PMX Industries Inc.	Dave Capouch CPIM	<a href="mailto:david.capouch@ipmx.com">david.capouch@ipmx.com</a>
Procter & Gamble Co	Eric Van Roekel	<a href="mailto:vanroekel.ed@pg.com">vanroekel.ed@pg.com</a>
Quaker Oats Company	Kay Driscoll	<a href="mailto:kay_driscoll@quakeroats.com">kay_driscoll@quakeroats.com</a>
Rockwell Collins	Julie Stull	<a href="mailto:jastull@rockwellcollins.com">jastull@rockwellcollins.com</a>

**PLAN NOW TO ATTEND 2004-2005 CDVA PDM's -----WIN PRIZES**

Dear CDVA APICS Members and Friends,

There are just a few more opportunities to better your chances to win a great grand prize in April 2005 by attending our monthly PDM. Plan now to join us each month to share ideas, food, and fun. At each PDM you may put your name in the hat for a chance to win one of the following Grand Prizes to be awarded at the PDM in April 2005.

**2 TERRIFIC GRAND PRIZES!!**

**A NEW DESKTOP PC**

**A NEW PERSONAL DATA ASSISTANT (PDA)**

**Must be a member of CDVA Chapter of APCIS and present at April PDM to win.**

**SPECIAL PERFECT ATTENDANCE PRIZES!**

**WILL BE AWARDED TO THOSE WITH  
PERFECT PDM ATTENDANCE FROM SEPTEMBER 2004 – APRIL 2005  
Open to APICS Members and Friends.**

**GREAT DOOR PRIZES TO BE GIVEN AWAY AT EACH PDM!**

**Need only to be present at any PDM to win. Open to APICS Members and Friends.**

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

APICS— The Association for Operations Management is the global leader and premier source of the body of knowledge in operations management, including production, inventory, supply chain, materials management, purchasing, and logistics. Since 1957, individuals and companies have relied on APICS for its superior training, internationally recognized certifications, comprehensive resources, and worldwide network of accomplished industry professionals. To learn more about the APICS community, visit [www.apics.org](http://www.apics.org).

Locally, we're the Cedar Valley APICS Chapter - serving its members and the Cedar Rapids, Iowa City, and surrounding business community since 1972. 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.

Our mission is to develop, promote, and recognize the professional management of resources by individuals and enterprises.

### **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 Cathy Bolton.

**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 Kirk Schroeder for more info and an application.

### **Job Postings**

A separate e-mail distribution list has been set up for job postings. If you would like to receive these postings, please contact Rick Held at [rick.held@mchsi.com](mailto:rick.held@mchsi.com) and ask to be added to the job postings list. You can have the newsletter and these job postings sent to different email addresses if you like.

If you have a Job you would like distributed to this list, also email to the above address.

Job Postings will also be available on the chapter website, [www.cedarvalleyapics.org](http://www.cedarvalleyapics.org)

**Cedar Valley Views**, the chapter's monthly newsletter, is available by email or on the chapter website, [www.cedarvalleyapics.org](http://www.cedarvalleyapics.org). You may request inclusion on our email distribution by contacting the editor, Cathy Bolton at (319) 688-6360 or [cathy.bolton@mchsi.com](mailto:cathy.bolton@mchsi.com). 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. The newsletter may be forwarded to interested parties; articles may be reprinted with permission from Cedar Valley APICS.