

Western Mass Chapter #19

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“Demand Management a Key to Ops Excellence”

Speaker: Dan Marino – Marino Associates

April 17, 2007

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Marino Associates, LLC is a nationally known, full-service manufacturing, consulting, and education firm. We specialize in the implementation of manufacturing and distribution improvement processes: Lean Manufacturing, ERP, Supply Chain, and Just-In-Time (JIT). Our senior associates are exceptionally knowledgeable in our field, and dedicated to the highest standard of client satisfaction. Dan Marino, Bob Abair, Phil Helle and Sheryl Bercier lead this group of experts.

With more than seven decades of experience serving industry leaders such as: Eastman Kodak, EMS, Symbol Technology, Hussey Seating, C-COR, Teradyne, Hasbro, Bayer, Gerber, Bemis, Natick Labs, Titleist, and Friendly Ice Cream, our team understands the key business drivers that lead to large-scale success. Our team has, also, worked extensively with small to medium size companies providing expertise, and the latest tools and techniques to help deliver their business strategy.

Please see page 6 for meeting registration, location and travel direction information.

Please Note: The location of meeting will be the Days Inn, Chicopee.

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President’s Message

Success in any endeavor relies on effective communication. ERP systems links the functional departments of an organization together into a single, integrated software program that runs off a single database so that they easily share information and communicate with each other.

Sales & Operations Planning relies on the inputs into the ERP system to effectively manage the companies operations and understand the financial implications of their decisions. Supply Chain Management relies on quick and effective communication from customer to supplier to balance the supply and demand.

While the ERP is at the heart of all these decisions it can alarming to see how many offline systems are in place at each of the functional departments. The use of offline systems may have a detrimental effect on the accuracy of information derived by ignoring the system data instead of correcting flaws in the information.

Flow mapping of information and decision making by the function departments may bring this type of situation to light. Effective communication may only happen with good data.

April brings Dan Marino back as our PDM speaker with the topic of “Demand management a key to Ops Excellence”. Please note location for the PDM as we will be at different places for a while before settling down.

Mark White

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APICS, The Association for Operations Management is a worldwide, respected, not-for-profit organization with nearly 60,000 members. **Our Chapter is one of 270 chapters in North America.** We have approximately 300 members and more than 100 member companies. We are dedicated to helping you.

Improving American Competitiveness by Ira Smolowitz, Ph.D.



In the February '06 issues of ONWARD!, I cited compelling evidence to merit concern about the underlying trend of America's global competitive position. To re-emphasize the associated concerns, consider the following:

... The rapidity at which technology is changing is another challenge for the U.S. economy. Digital information systems are giving way to bio-and nanotechnologies. Unfortunately, America is not doing very well in recruiting young people to compete for jobs in these technology sectors. Consider the following:

- Bachelor's degrees in science and engineering make up sixty percent of the total degrees earned in China.
- Five percent of the degrees earned in the United States last year were in science and engineering.
- This year, China alone will graduate 350,000 engineers.
- By 2010 it is predicted that 90 percent of all the world's scientists and engineers will be in Asia.
- Nearly one-half of U.S. enrollments in science, technology, engineering and mathematics are students who are non-U.S. citizens.
- In 1975, the United States ranked third in the world in the percentage of its students who received degrees in science and engineering. Today we are 17th in the world.

In a world in which science and engineering will become the cornerstone of what is needed to know and be able to do in the 21st century, the U.S. is being outpaced dramatically by India, China, and Eastern Europe. The decline of U.S. enrollment in science and engineering combined with the fact that scientists and engineers will be even more coveted in the work force in the coming years places the U.S. at a great disadvantage as a nation. Continuance of these trends will result in severe human and economic consequences to our country.¹

... At the top U.S. engineering schools, more than half the students are foreign-born.

This plus cost advantages drive businesses to pursue talent across borders. Intel just announced it would invest \$1 billion in India over five years for research and development centers. And Microsoft said it would invest \$1.7 billion that would add 3,000 jobs in India.

K-12 educators tend to scoff at business leaders who deliver tough speeches about inadequate education standards. Not only has the USA retained its world technology lead, they say, but those same complaining business leaders rarely roll up their sleeves to help out in classrooms. Further, a recent Duke University study says many engineering graduates in China and India are far less educated than their U.S. counterparts are.

Regardless of how that debate is resolved, the science and technology deficiencies in the American education system are too blatant to ignore. They include:

- Persistent teacher quality problems. Only 41% of U.S. eighth-graders learn math from a teacher who majored in math or earned a math teaching certificate. The international average is 71%.
- Shoddy science standards. More than two thirds of the states have science standards rated at a C-average or lower, according to the science professors' review for the Fordham Foundation.
- Popular culture. TV shows and movies reinforce a message that math and science are geeky.

What to do?

According to a National Academy of Sciences report released in October, potential solutions include attracting 10,000 new, well-educated K-12 math and science teachers with federal grants of up to \$20,000 annually. Federal spending on basic research also needs to rise by 10% over the next seven years, the report says.

While critics continue to assert this is another false alarm, business leaders are adjusting to the reality of the new global economy. Now it's up to schools to do likewise.²

All may not be lost in the quest to retain American competitiveness. Consider the provocative, insightful observations of Carnegie Mellon University Engineering School Dean Pradeep Khosla:

Carnegie Mellon University Engineering School Dean Pradeep Khosla told a room filled with engineers yesterday that all is not lost in the United States' quest to remain a global "superpower." Despite a recent study by the American Society for Engineering Education reporting that fewer than 5 percent of undergraduate degrees awarded in 2004 were in engineering, America can remain "at the top of the food chain" if it trains its engineers in management, finance, policy and entrepreneurship, Dr. Khosla said. "We need to train engineers...who will be managing, creating and deploying innovation," he told the lunchtime crowd at a panel discussion titled, "Is America Falling Behind?"³

I would argue that the seeds of academic success – the driving force of American competitiveness – must be planted early. Consider the backgrounds of the high school students selected to the ALL-USA High School Academic Team. As the contest enters its 20th year, USA Today "surveyed winners from the past 19 years to get their perspective on what made them successful."

...The survey results, based on 72% of the 378 winners responding, are telling in terms

- 94% said they grew up in homes with both a mother and a father.
- 57% of their fathers had doctorates, and 58% of their mothers had a master's degree or doctorate. More than 95% of the fathers and 91% of the mothers had at least a bachelor's degree, and 100% of the parents had at least a high school diploma.

Those findings would support a body of educational scholarship showing that factors such as parental educational attainment and household structure have a major impact on academic performance.⁴

Restoring and maintaining America's competitiveness is a dynamic, multi-faceted journey. I hope that this article, and the preceding article, will serve to indicate the requisite steps to successfully completing the journey

References

1. Daggett, Willard R. "Preparing Students for Their Future" – Presented at June 2005 Model Schools Conference (Dr. Daggett is President, International Center for Leadership in Education).
2. "Educational Back Hole" (editorial debate) – [USA Today](#), December 27, 2005. p. 11A.
3. "Bits & Bites: America need not cede engineering leadership, panel says" [Post Gazette](#), December 3, 2005 – (downloaded 1/4/06 from gazette.com/pg/05337/6116626.stm).
4. Briggs, Tracey Wong "Seeds of Success Were Sown Early" [USA Today](#), January 4, 2006. pp. 1D & 2D.

Dr. Ira Smolowitz is a Professor of Finance at American International College, Springfield, MA

The views and opinions expressed in Ira Smolowitz, PhD articles do not necessarily reflect the views and opinions of the Western MA Chapter #19, Inc

Board of Directors 2007 Meeting Schedule

You see the names of your Chapter Directors listed in each newsletter and on our chapter web site, www.wmass-apics.com. So let me ask you:

Do you really know who your Chapter Directors are?

Are you comfortable approaching them and giving them feedback and ideas on PDMS, Seminars and Work Shops?

Do you know the vision, goals and benchmarks the Directors have established for the future of our chapter?

If you answered "NO" to any of these questions, why not attend a Board of Directors meeting? They are held monthly and Chapter members are welcome to attend.

Our April meeting will be at the Yankee Pedlar and start at 6:30pm. Listed below are our 2007 meeting dates.

January 2	April 3
February 6	May 2
March 6	June 5

If planning to attend, please contact Mark White or Jack Perazella so that we have a seat arranged for you.

Upcoming Seminar

As professionals, we all know the importance of creating and maintaining healthy customer relationships. These relationships can be the "Back Bone" to a successful business or the "Achilles Heel" of a struggling business.

How would you describe your customer relationships?

If it's your "Achilles Heel", then it's time to take a good hard look at your current management style of these relationships.

If it's your "Back Bone", then it's time to "*sharpen your saw*" and ensure you are current with the latest techniques in customer service management.

Western Mass Chapter #19 is proud and excited to announce an upcoming seminar that will help you achieve this goal.

So join us on **April 17, at the Days Inn; 450 Memorial Dr.; Chicopee, Ma.**

Dan's topic will be:

"Customer Relationship Management"

You are also invited as our guest to the evening meeting.

For more information or to register for the seminar, please contact Ed Kantor at (413) 592-6895 or edkan@juno.com

CIRM

APICS will discontinue offering the APICS Certified in Integrated Resource Management (CIRM) program on June 1, 2008. Content of APICS CIRM program will continue to be recognized as a valuable part of the APICS body of knowledge and APICS will continue to maintain information on the APICS CIRM program.



Individuals with the APICS CIRM designation will not lose their certified status. APICS will maintain its records of all APICS CIRM exams taken and all APICS CIRM designations earned. APICS will also continue to recognize individuals who have earned the APICS CIRM designation and verify APICS CIRM status in response to employer inquiries. Individuals who have earned the APICS CIRM designation will be encouraged to continue to use their credentials

The APICS CIRM examinations will continue to be offered until June 1, 2008, and candidates in process will have until that date to pass the examinations they need to receive their certification. If you wish to pursue the APICS CIRM designation before the program is discontinued, be sure to take the remaining required exams before June 1, 2008. If you are unsure of the specific exams that you still need to pass to earn your certification, please contact APICS in writing to request your exam history.

CIRM Modules

Candidates must pass all exams for the following modules

Enterprise Concepts and Fundamentals

Identifying and Creating Demand

Designing Products and Processes

Delivering Products and Services

Please contact Ed Kantor, CPIM at (413) 592-6895 or email: edkan@juno.com to enroll or schedule a workshop.

Standard for Excellence

CPIM provides a common basis for individuals and organizations to evaluate their knowledge of the evolving field of production and inventory management. The program has helped individuals and their organizations become more productive and competitive because it is designed to test candidates' in-depth knowledge of a variety of subjects specific to production and inventory management.



CPIM has helped more than 66,000 professionals

- Learn to predict outcomes more accurately and take actions that achieve results
- Gain peer and industry recognition
- Gain the knowledge to effectively and efficiently manage worldwide supply chain activities
- Achieve greater confidence and peer and industry

Please contact Ed Kantor. CPIM at (413) 592-6895 or email: edkan@juno.com to enroll or schedule a workshop

APICS Certified Supply Chain Professional (CSCP)

APICS announces a new industry certification: The Certified Supply Chain Professional (CSCP), to be launched in conjunction with the APICS International Conference on October 16-18, in New Orleans. This will provide individuals with the skill set necessary to understand and manage the integration of activities within today's increasingly complex supply chains.

CSCP prepares individuals to effectively and efficiently manage supply chain activities that span across and beyond an organization's four walls leading to reduced costs and increased profits.

CSCP provides in-depth knowledge and understanding in the areas of supplier and customer relations, international trade, the use of information technology, and physical logistics.

BECOMING A CSCP CANDIDATE

CSCP exam candidates must meet one of the following criteria:

- B A or BS, plus 2 years of related business experience
- CPIM, CFPIM, CIRM, or C.P.M. plus 2 years of related business experience
- 5 years of related business experience.

Watch this newsletter for further announcements regarding APICS rollout of this program and Western Ma. Chapter schedule of Workshops.

2007 CSCP Exam Dates and Import Deadlines

March Administration

Exam Date: March 24

Eligibility Application Deadline: January 26

Exam Registration Deadline: February 9

June Administration

Exam Date: June 23

Eligibility Application Deadline: April 27

Exam Registration Deadline: May 11

December Administration

Exam Date: December 8

Eligibility Application Deadline: October 12

Exam Registration Deadline: October 26

No CSCP Exam Registration Fee Increase for 2007

North American Fees

APICS Member: \$550 (US)

Nonmember: \$700 (US)

Exam Retake*: \$350 (US)

**Candidates who didn't pass a prior APICS CSCP exam, or had an unexcused absence from a previous exam and forfeited the registration fee, qualify for the discounted retake fee*

Please contact Ed Kantor. CPIM at (413) 592-6895 or email: edkan@juno.com to enroll or schedule a workshop

Calendar of Events 2006 – 2007

Plant Tour

Business: Berkshire Brewery

May 15, 2007
Deerfield, Ma.

Dinner: Whately Inn
Whately Ma.

Speaker: Ann Latham

Topic: “Strategy Development & Implementation”

June 19, 2007
Location:TBD

**Speaker: Fred Shamburg –
President Leanovations**

Topic: “Why Lean is Not Enough”

Sept. 18, 2007
Location:TBD

APICS Membership Benefits

Certification Programs	Member-Only Content
APICS Magazine	Ask APICS
APICS Bookstore	Educational Events
Electronic Discussion Lists	APICS Career Center
Unique Services and Discounts	

Joining APICS is quick and easy. Join today and start start enjoying benefits of membership.

Contact:

John Koski, CPIM @ 413-665-8306, ext 2174, or
jkoski@yankeecandle.com

Board of Directors

President

Mark White
860/525-0821 Ext 2548 B
413/467-7793 H
mwhite@stanadyne.com

Executive Vice President

Bruce Chartier, CPIM, CIRM
413/732-2551 H
BAChartier@Verizon.net

Secretary

Robert Gagnon
413/642-4125 B
413/572-2529 Fax
bgagnon@savagearms.com

Treasurer/Bylaws Chairman

Tom Lamontagne CFPIM, PCMM
TNL Associates
413/737-8545 H
TomL1235@msn.com

V-P Marketing/Ex-Officio

Jack Perazella
413/527-2842 B
japer@juno.com

V-P Publicity

Jodi Welch
(413)527-9094 H
(413) 665-8306 ext.2260 B
jwelch@crocker.com

V-P Education

Edward Kantor, CPIM
413/592-6895 B/H
edkan@juno.com

V-P Membership

John Koski, CPIM
413/665-8306 Ext. 2174 B
413/734-6362 H
jkoski@yankeecandle.com

V-P Programs

John Janus, CPIM
413/289-1866 H
John_Janus_CPIM@hotmail.com

V-P Academic Relations

Edward Kantor, CPIM
413/592-6895 B/H
edkan@juno.com

Director-at-Large

Rich Frank
(413) 665-8306 x2623 B
(413) 536-6039 H
rfrank@yankeecandle.com

Past President

John Janus, CPIM
413/289-1866 H
John_Janus_CPIM@hotmail.com

April 17, 2007

Location:**Days Inn, Chicopee, Ma.****Agenda**

Networking-	5:30-6:30 PM
Speaker-	6:30-7:30 PM
Business Meeting	7:30-7:45 PM
Dinner-	8:00 PM

Registration

Members:	\$25.00
Non-Members:	\$30.00
Retirees:	\$17.00
Students:	\$17.00

Reservations

Contact Jack Perazella
(413) 527-2842, or reserve online at japer@juno.com
No later than Saturday, April 14, 2007

Directions: From Mass Pike Exit 5 (Chicopee/ Westover). After tollbooth, bear RIGHT (for Route 33); and go to signal light. Turn right on Route 33 South (Memorial Drive). Days Inn is just ahead on the right.

Coming from the south on I-91. Just past downtown Springfield, take exit for I-291. Proceed approximately 5 miles to the light at entrance to Mass Pike. This is exit 6. Get on Mass Pike going WEST toward Albany and get off on exit 5. Then follow directions above (From Mass Pike).

Coming from the north on I-91. Take exit 14 and follow signs for entrance to Mass Pike. This is exit 4. Get on Mass Pike going EAST toward Worcester/Boston and get off on exit 5. Then follow directions above (From Mass Pike).

Rte. 202 East from I-91 or Rte. 202 West to Rte. 33 South

Follow Rte. 202 North through Holyoke over Mueller Bridge to Rte 33 South. OR Follow Rte 202 South from Granby to Rte 33 South. Take Rte 33 South about 4 miles, just past entrance to Mass Pike. Days Inn is just past on the right.