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"Following the shift in the Communications System's Paradigm"

By: *Stephen Forest*

November 15, 2005

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- This session will be a discussion of how IP Telephony is changing the landscape of communications.

Speaker Biography:

Steven has 10 years of experience in telephony and networking technology, which he developed while working for such companies as AT&T Small Business Communications Systems, Lucent Technologies and Expanets of North America. He is currently a Senior Communications Analyst for Carousel Industries.

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Steven has obtained numerous certifications in the fields of system technology and sales. He has received several industry awards, which include: "Lucent Customer Obsession Award" and the "Outstanding AE Award". Steven has been a President's Club Member for nine straight years and Presidents Advisory Council Member.

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

President's Message

Thinking lean

Have you really looked at a routing for a product and wonder why the actual process time may be only a few hours when the lead-time may be a week or more?

It has been stated that only 2-5% of that time is actually value added, while the balance is waste. Value added is the product or characteristics that the customer is willing to pay for.

Examples of non-value added or waste are: Adding features the customer doesn't need or want, materials moving to work centers and waiting to be worked on. The lot sizing deemed necessary for manufacturing efficiency may be excessive, and high inventory levels may be hiding production and service problems.

Understanding these issues is the first step to improving the company bottom line. The second is to provide direction and education to multifunctional teams. The reason to include cross-functional team members is that each individual may not understand the impact of their function on the company as a whole.

Western Mass APICS has the educational tools necessary for your team.

The cost of education is small compared to the opportunity to eliminate waste. I would be more than happy to suggest which educational resources may benefit you the most.

Mark White

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<p>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 help you.</p>

Work-place Gossip: A Reassessment

By Ira Smolowitz, Ph.D



Office gossip has many detractors. "Known as the 'evil tongue', gossip can be abusive, vicious and undermining. It can taint the image of people unable to defend themselves, create cliques and splinter communities..."

Derick Boshard, a partner at global executive search and leadership firm Heidrick and Struggles, says if people are gossiping in the office, the communication system has broken down and people are speculating about things they think they should know about (1).

Most employers underestimate the prevalence of corporate grapevines and the information that is passed along through them. More often than they realize, employees are turning to the rumor mill when employers fail to give them accurate or complete information regarding the company.

A recent study conducted for Randstad, a Netherlands-based Staffing Services Company (that has offices all across Canada) found that when employers withhold information from their staff, the rumor mill takes over in their place. Any information gaps that exist will be quickly filled in by the grapevine. Employees want to know what's going on with the company *as it happens*.

The study, conducted by Roper ASW, consisted of a survey made on 1,497 employees and 1,329 employers all across North America. The results showed that 83% of the surveyed employers thought their employees heard important announcements first through official channels, whereas only 53% of the employees said that they got their information from management first. Furthermore, 55% of employers think they are "excellent communicators," but only 35% of employees agreed.

According to Linda Galiea, manager of Randstad's Canadian operations, employers need to make much more of an effort

in giving work-related information fully, whether it is positive or negative or even if it is regarding a plan that is still in the works...(2).

Why does gossip persist? In addition to the above information, consider the following:

...Gossip has long been dismissed by researchers as little more than background noise, blather with no useful function. But some investigators now say that gossip should be central to any study of group interaction.

People find it irresistible for good reason: gossip not only helps clarify and enforce the rules that keep people working well together, studies suggest, but it circulates crucial information about the behavior of others that cannot be published in an office manual. As often as it sullies reputations, psychologists say, gossip offers a foothold for newcomers in a group and a safety net for group members who feel in danger of falling out (3).

I conclude with a quote attributed to Oscar Wilde, *The Picture of Dorian Gray*, "There is only one thing in the world worse than being talked about, and that is not being talked about." (4).

References

- 1) Shevel, Adel "Hot Gossip" Sunday Times June 8, 2003 (downloaded 8/16/05 from <http://www.clivesimpkins.com/html/topic.html> -pp 1-2).
- 2) "When Corporate Gossip Takes Over" Vertex-Online (downloaded 8/16/05 from <http://www.vertex-online.com/articles/systempl.asp?> -p.1).
- 3) Carry, Benedict "Have You Heard? Gossip Turns Out To Serve A Purpose" The New York Times (Science Times) August 16, 2005 p. D1.
- 4) The Merriam-Webster Dictionary of Quotations 1992, p. 172.

Dr. Ira Smolowitz is Professor of Finance and Dean, Bureau of Business Research and Program Development 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

Support Hurricane 2005 Relief, by purchasing an APICS 2005 New Orleans pin. All proceeds from the sale of these pins will be donated to the American Red Cross to support the hurricane Katrina 2005 disaster relief fund.

**Stock # 01711
\$15.00 nonmember
\$15.00 APICS member**



Student Chapter Activities

The UMASS APICS Student Chapter held a Kickoff Meeting on 10/05 in the SOM building on their campus. Their officers and advisor were all in attendance and included:

Amanda Barrasso, President
 Emily Limoges, Vice President
 Rachel Trant, Secretary
 Craig Canavan, Treasurer
 Alan Robinson, APICS Student Chapter Advisor

Approximately ten (10) students attended. Amanda discussed the benefits of participating in the APICS chapter on campus. Cheryl Zebold, VP of Academic Relations, also presented information on APICS, with a strong emphasis on the importance of networking at their local APICS chapter meetings. After a question/answer session, everyone enjoyed pizza and soda provided by the student chapter.

The UMASS SOM (School of Operations Management) has set a combined goal for the existing 20 organizations/clubs to raise \$10,000 for Hurricane Katrina relief. Some of their ideas included a skating or bowling fundraiser.

The student chapter had a scheduled tour of the Filene's and Lowe's warehouses in Connecticut on Wednesday, 10/19.

The WNEC APICS Student Chapter is planning a plant tour of Nu Visions Manufacturing, LLC in Springfield, MA, this fall. They are also participants in the monthly PDMs. Their Student Chapter Advisor is Marilyn Pelosi.

Both chapters hold 50/50 drawings at the monthly PDMs to raise money for their respective chapters. The money raised goes towards their chapter's expenditures, which include tours and speakers. Please be sure to donate at least a dollar at one of the PDMs.

Cheryl Zebold
 VP of Academic Relations

WMASS Chapter #19 At-Large Scholarship

This scholarship is open to students of all levels (high school to graduate). There are two (2) \$1,000 scholarships available. This scholarship has some requirements for application:

- All Applicants must fill out an APICS-Western Mass Chapter # 19 Inc., Student Scholarship Application
- WNEC and UMASS Undergraduate and Graduate students must be APICS Student Members

The scholarships are awarded at the **April PDM** (Professional Development Meeting), and **the deadline for application is February 1** of each year. The At-Large Scholarship is coordinated by the chapter's V-P of Academic Relations. You can contact our V-P of Academic Relations for further information and details, and you can find the V-P of Academic Relations' name and contact information on the Board of Directors page. If you want to print an application, please click on the following link on our web site: APICS-Western Mass Chapter #19, Inc. Student Scholarship Application

Benefits of CIRM

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. CIRM education can help you to

- Gain a greater understanding of the strategy and role of the value-driven enterprise
- Collaborate with internal and external suppliers for enhanced profitability
- Initiate and manage change within the organization
- Understand the integrated planning of supply chain resources and business processes required to deliver products and services to customers
- Translate customer demand into requirements for value-added products and services



- Convert a need into a product or service that meets the expectations of customers
- Apply strategic decision-making skills to solve enterprise wide issues.

Who should earn the CIRM designation?

Any professional who would benefit from a complete understanding of the interrelationships between major business functions in an enterprise is an ideal candidate for CIRM education.

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

- Understand how to manage the integration and coordination of activities to achieve reduced costs and increase efficiencies and customer service
- Contribute to their organizations' success through increased efficiency across the processes of the supply chain
- Earn college credit.

Join the 66,000 certified professionals who have gained in-depth, specialized knowledge of production and inventory control through the Certified in Production and Inventory Management (CPIM) program.

Workshops to prepare candidates for exams are being scheduled now. Please contact Ed Kantor. CPIM at (413) 592-6895 or email: Edkan@juno.com to enroll or schedule a workshop.

APICS announces a new industry certification

Certified Supply Chain Professional (CSCP)

The Certified Supply Chain Professional (CSCP) program is a new industry educational and certification program created to meet the rapidly changing needs of the supply chain management field.

From the manufacturing to the service industry, regardless of whether a company is serving business or consumer markets or is for profit or not-for-profit, the increasingly important role of supply chain management is affecting all organizations. Customers already expect good quality at low prices, and speed of delivery is becoming more important. As a result, effective supply chain management has become essential to successfully compete in today's global marketplace.

The CSCP program takes a broad view of the field, extending beyond internal operations to encompass all the steps throughout the supply chain—from the supplier, through the company, to the end consumer—and provides you with the knowledge to effectively manage the integration of these activities to maximize a company's value chain.

Benefits of the CSCP Program

After earning your CSCP designation, you will

- Learn to boost productivity, collaboration, and innovation
- Discover how to positively affect lead times, inventory, productivity, and bottom-line profitability
- Understand how to manage the integration and coordination of activities to achieve reduced costs and increase efficiencies and customer service
- Gain the knowledge to effectively and efficiently manage worldwide supply chain activities
- Achieve greater confidence and peer and industry recognition
- Enjoy the potential for career advancement and increased earnings.

Who should pursue the CSCP education and designation?

The CSCP program is for professionals in operations and supply chain management. This designation is **ideal for you** if you are

- Interested in more depth of knowledge and understanding in the areas of supplier and customer relations, international trade, the use of information technology to enable the supply chain, and physical logistics.
- A professional who is consulting or teaching supply chain functions
- Working with enterprise resource planning (ERP) systems.

The CSCP program will help you advance your career while giving you the foundation to improve your company's competitive position and profitability.

CSCP Domains

The CSCP body of knowledge is made up of the following four domains

- Supply Chain Management Fundamentals
- Building Competitive Operations, Planning, and Logistics
- Managing Customer and Supplier Relationships
- Using Information Technology to Enable Supply Chain Management

Becoming a CSCP candidate

The CSCP examination is available to individuals who have relevant work experience and education and would like to advance their careers in this growing field by getting a broader understanding and increasing their knowledge on all the areas that make up the supply chain. To be eligible to for the CSCP exam, a candidate must meet **one** of the following criteria:

- Bachelor's degree or equivalent, plus two years of related business experience
- CPIM, CFPIM, CIRM, or C.P.M. designation plus two years of related business experience
- Five years of related business experience.

Calendar of Events 2005 – 2006

Stephen Forest Carousel Industries



Voice & Data Communications

November 15, 2005
Chateau Provost, Chicopee

**Top Management Night with
Bob Abair
TBA**

January 17, 2006
Chateau Provost, Chicopee

TBA

February 21, 2006
Chateau Provost, Chicopee

APICS Membership Benefits

Certification Programs	Member-Only Content
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Joining APICS is quick and easy. Join today and start enjoying benefits of membership.

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jkoski@yankeecandle.com

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November 15, 2005**Location: Chateau Provost Restaurant, Chicopee, Ma.**

<u>Agenda</u>	Networking-	5:30-6:30 PM
	Speaker-	6:30-7:30 PM
	Business Meeting	7:30-7:45 PM
	Dinner-	8:00 PM

<u>Registration</u>	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, November 12, 2005

Directions: From Mass Pike Exit 5 (Chicopee/ Westover). After tollbooth, bear right (for Route 33); and go to signal light. Turn left on Rte 33 North (Memorial Drive). Continue EXACTLY 2 miles to left turn just before a CVS. Sign will say Willimansett. Just past shopping area, bear right at fork. Proceed to light, turn left and the Chateau is just ahead on the left, 85 Montcalm Street, 413-532-2100.

From I-91 I-91 to I-391 North. Take Exit #4 off 391. At end of ramp, cross median and left onto Grattan Street. At first light, right and follow Rte 141 West just over a mile, take right under RR bridge. At next light, left onto Buckley Blvd for about 1.2 miles. Chateau Provost is located immediately after the Cumberland Farms store on the right.

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 2 miles and turn right at the CVS. Bear right at fork. At next set of lights, take left onto Montcalm Street. Chateau Provost is located 0.1 miles on the left.