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“Plant Tour”

At: Springfield Union News/Republican
- Springfield, MA

Oct. 17, 2006

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The Springfield Union Newspaper serves Western Massachusetts and the Pioneer Valley. The newspaper's roots go back 179 years to 1824. It currently has the highest printed circulation in the area. In March of 2003 the Union News merged with The Republican Newspaper.

In addition to the printed version, the newspaper has an extensive on line version. The Union-News, otherwise known as MassLive.com is an outstanding news website featuring extensive coverage of Massachusetts news. For a good read on the heartbeat of Springfield and Western Massachusetts check out the Forums section. The site also features an excellent financial resource in 'Vinick Report' section, devoted to financial planning topics, business concerns and other money management issues.

This should be a very interesting and informative tour. Tour will start promptly at 5:30pm. Make sure you make your reservation early!

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Please see page 5 for meeting registration, location and travel direction information.

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President's Message

October is a month of many changes. Cooler weather is sneaking upon us, the hot days are a distant memory. The Maple trees provide for a spectacular foliage event. Screens are replaced by the storm windows. The wardrobe transitions to the fall clothes. One would think we are very adaptable by nature.

So, what happens when we try to change the nature of our work environment? Resistance and confusion is often the result. While we have much experience with the cycles of nature, a changing business environment is not easily understood. Only by a continuous education can we predict or understand changes that we have not yet experienced.

Whether it is for personal, departmental or company wide effort to keep in the forefront of Operations Management knowledge, Western mass APICS has the educational offerings to keep you in front of the changing seasons. Please contact Ed Kantor for the latest schedules.

We are presently understaffed for the Board of Directors for this year. If you think you may want to assist, but not sure of what to do, please join us at a Board Meeting. Just let me or any Board member know of your interest.

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 help you.

The Dynamic of Successful Marketing

By Ira Smolowitz, Ph.D



Successful marketing, it seems to me, requires the ability to capitalize on a trend that will be formidable tomorrow, but not obvious today.

For example, many marketing personnel may very-well fall into the traditional mindset that the children's market is different than the adult market.

In a new book authored by Christopher Noxon: "Rejuvenile: Kickball, Cartoons, Cupcakes, and the Reinvention of the American Grown-up" he indicates:

- The average age of video-game players is now 29, up from 18 in 1990.
- The No. 1 vacation destination for adults is not the Grand Canyon, not a great city like New York or San Francisco, not even the increasingly theme-park-like Las Vegas. It's Disney World. Half of its visitors are adults unaccompanied by children.

The Cartoon Network outranks any cable news network in rating among 18 to 34-year-olds.¹

"While there is nothing new about adults reveling in kiddie culture – Shirley Temple, Roald Dahl and Pee Wee Herman all had plenty of adult fans – market researchers say an especially strong wave of childishness began about two years ago. Milk and cookies, macaroni and cheese and meatloaf began appearing on the menus of highchair-free restaurants. Puma, Converse and Keds sneakers leapt from the schoolyard set to the fashion-conscious crowd. And then there is Harry Potter, whose cross-generational popularity prompted the British publisher Bloomsbury to release an edition of the books with so-called grown-up covers. (Adult-friendly kid titles are listed in Booklist, the trade magazine, under Crossovers: Children's Books for Adults.)"

"We're seeing this phenomenon worldwide," said Debra Joester, president of an independent licensing company that handles Care Bears, one of the lines of discontinued toys and merchandise recently reintroduced in part because of pent-up demand from grown-ups. (Other resurrected brands include He-Man and the Masters of the Universe, My Little Pony and Rainbow Brite.) A 2001 market research study by American Greetings, the creator of Strawberry Shortcake and Care Bears, showed that "purchase interest" was identical among women who wanted to buy a doll for their child and those who simply wanted to rekindle a love affair of their own.

"This consumer wants Care Bears in their life," Ms. Joester said. "And not just to share with their children."

In part, researchers say juveniles are simply seeking comfort in jittery times. Who better than a character like SpongeBob Squarepants to relieve free-floating anxiety? According to Nickelodeon, a full 26 percent of SpongeBob's regular audience is over 18.

Some social scientists, however, see signs of a deeply troubling trend. That so many adults expend so much time and energy pursuing the thrills of youth just proves how significantly "adulthood has lost its appeal," said Frank Furendi, a professor of sociology at the University of Kent at Canterbury in England. "Adulthood has got nothing attractive about it anymore. That's actually quite sad."²

Noxon owns up to his own juvenalia. He dedicates his book to his playmates, his three children. He would call himself law-abiding and hard-working; he has a mortgage and a minivan. But he would never say he's mature. He hates to talk about mutual funds, lawn care, or even wine – topics he considers fit only for consumption by grown-ups.

The other juveniles Noxon finds include a mother who takes up skateboarding (her son thinks she's crazy) and two men who started a kickball league. Others play tag or dodgeball, build with LEGOs, collect dolls, and paint faces for a living. Noxon assures us that these aren't hipsters on a lark. There is no ironic posturing in their viewing of the Muppets or playing with GI Joe.

Some social critics, such as journalist Susan Littwin, author of *The Postponed Generation*, regard the juvenile impulse as irresponsible, the result of a lifetime of overindulgence. When it comes to a few of the people whom Noxon describes, such as the woman who wanted to make a career out of her passion for skipping or the middle-age couple who visit a Disney park once a month, I'd say that at the very least they're taking this kid thing a little too seriously.

And of course here's the strangest thing of all: Actual children can't wait to grow up.³

Christopher Noxon, in my opinion, has managed to change traditional marketing perspectives. His insightful observations, and association implications, will serve to red-flag the traditional placement of consumers in traditional demographic categories.

References

1. Bailey, Marilyn "Are Grown-Ups Regressing?" The Sun News – Myrtle Beach, S.C. August 13, 2006, p. 6E

2. "I Don't Want to Grow Up" New York Times, August 21, 2003. [Downloaded 8/25/06 from http://www.chrisphernoxon.com/nyt_sub-rejuveniles.html. pp. 2 and 3].

3. "Adults Do the Darndest Things" Business Week Online, June 19, 2006 – [downloaded 8/25/06 from http://www.businessweek.com/print/magazine/content/06_25/b3989120.htm?chan=g1-p.2].

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

CIRM

APICS will discontinue offering 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.



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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

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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

Speaker: Dr. Peter Green - Blackhawk

Topic: “Thriving in the Middle of Supply Chain”

November 11, 2006

Chateau Provost, Chicopee

Speaker: Marino Associates, LLC

Topic: “ERP Optimization”

January 16, 2007

Chateau Provost, Chicopee

Speaker: Bill Mackie – Ollie Wight Group

Topic: “S & OP Planning”

February 20, 2007

Chateau Provost, Chicopee

APICS Membership Benefits

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

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

Contact:

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October 17, 2006

Location: Chateau Provost Restaurant, Chicopee, Ma.

<u>Agenda</u>	Tour	5:30-6:30 PM
	Networking	6:30-7:15 PM
	Business Meeting	7:15-7:30 PM
	Dinner-	7:30 PM

<u>Registration</u>	Members:	\$25.00
	Non-Members:	\$30.00
	Retirees:	\$17.00
	Students:	\$17.00
	Tour ONLY	\$ 5.00

Reservations Contact Jack Perazella
(413) 527-2842, or email to japer@juno.com
No later than Saturday, October 14, 2006

Directions to Union News: From Hampton/Franklin County take I91 South to Exit 11 (Birnie Ave), turn onto Birnie Ave for .5 miles. Take left onto Huntington St for .01 miles. Take right onto Main St. (116) for .8 miles and then Union News is on the right (1860 Main St.)

From Connecticut take I91 North to Exit 9 (US 20 West/ 20A East), onto Plainfield St (20A East) for .5 miles. Bear right onto Main St. and go .4 miles. Union News is on the right (1860 Main St.)

Directions to Chateau Provost: From the tour, the simplest is to follow the second set of directions below "From I-91"

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.