



DURHAM CHAPTER

Advancing Productivity, Innovation, and Competitive Success

**SUPPLY
CHAIN
CONFIDANT**

INSIDE	UPCOMING EVENT
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<p>2 PDM Schedule</p> <p>3 PDM Feedback</p> <p>4 Presidents Message</p> <p>5 Education</p> <p>6 APICS 50th</p> <p>7 Membership</p> <p>8 Marketing</p> <p>10 Chapter Board</p>	<p style="text-align: center;">Please join us for our:</p> <p style="text-align: center;">October 2007 Professional Development Meeting</p> <p style="text-align: center;">Cycle Counting</p> <p style="text-align: center;">With: Dennis Lord, CPIM</p> <p style="text-align: center;">Tuesday, September 23, 2007</p> <p>Inventory accuracy prevents costly production delays, helps fill customer's orders on time, and provides for better planning and utilization of your resources and MRP system. Without accurate inventory records we do not know what inventory is available and how much money is invested. Schedulers cannot develop reliable schedules. MRP/ERP systems do not function. Buyers cannot purchase the correct materials in a timely manner. Manufacturing is thrown into chaos. Customers cannot depend on reliable deliveries. Attend This PDM and Learn the 10 steps for achieving 98%+ Inventory Record Accuracy in 90 days or less!</p> <p style="text-align: right;">Continued on Page 2</p> <p>Please register before noon on Friday, October 19th through the Chapter hot line 905-571-2994 or visit our chapter web site at www.apics-durham.org.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 30%;">Timing:</td> <td style="width: 40%;"></td> <td style="width: 30%;">Fees:</td> </tr> <tr> <td>Register / Network:</td> <td>6:00 to 6:30 pm</td> <td>Members: \$ 30</td> </tr> <tr> <td>Dinner:</td> <td>6:30 to 7:30 pm</td> <td>Non-Members: \$ 35</td> </tr> <tr> <td>Presentation:</td> <td>7:30 to 9:00 pm</td> <td>ASC Members: \$ 20</td> </tr> </table>	Timing:		Fees:	Register / Network:	6:00 to 6:30 pm	Members: \$ 30	Dinner:	6:30 to 7:30 pm	Non-Members: \$ 35	Presentation:	7:30 to 9:00 pm	ASC Members: \$ 20
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Speaker:

Dennis Lord– AKA: “The Inventory Guru” is an internationally renowned educator and management consultant providing inventory and supply chain management solutions for companies around the world. His practical experience includes key management roles with major corporations in the food, automotive, aerospace, packaging, and high-tech manufacturing sectors.

Dennis is APICS certified in Production and Inventory Management (CPIM) and has completed advanced business courses at the University of Toronto. A preferred speaker for APICS professional development meetings he has made presentations at the APICS International Conference and the APICS Small Manufacturing Symposium.

Volunteer active with APICS include: President of the APICS Toronto Chapter, Chair of APICS Small Manufacturing SIG (Specific Industry Group), VP Education for the APICS Peel Chapter, Director on the Board of The Operations Management Education and Research Institute of Canada (OMERIC), and Region VIII VP Marketing and Membership.

Location:

We will meet at Al Dente Restaurant – 1305 Pickering Parkway, Pickering, Ontario L1V 3P2. The restaurant is located on the main floor of the building S.E. of the Pickering Town Centre and next to the 401. Included in the dinner is: salad, main course, dessert, and tea or coffee. Please let us know if you have special a meal requirement.

PROFESSIONAL DEVELOPMENT MEETING AND EVENT SCHEDULE

The Durham CAPIC Chapter is pleased to present the following Event Schedule for the 2007/08 Season Mark your calendars now! Please bring your friends and colleagues to what promises to be an exciting and educational season of Professional Development Meetings.

DATE	SPEAKER	TOPIC	LOCATION
October 23, 2007	Dennis Lord, CPIM	Cycle Counting	Al Dente Pickering
November 20, 2007	Weetabix of Canada,	Plant Tour Limited to 15 people	Cobourg
January 22, 2008	TBA	TBA	TBA



September 18, 2006 Durham Chapter PDM

In order to serve you better, please take a few minutes to complete the following survey regarding tonight's activities. APICS, Durham is your local chapter and your feedback is important! Please contact your BoD at www.apics-durham.org with thoughts and ideas for future PDMs.

Facilities:

How would you rate the general environment (room, temperature, ambiance etc)?

1	2	3	4	5
		25%	50%	25%
Poor				Excellent

How would you rate the service at tonight's PDM?

1	2	3	4	5
		25%	50%	25%
Poor				Excellent

Presentation:

Do you feel that this evening's presentation was relevant to your professional development?

1	2	3	4	5
			25%	75%
Not at All Relevant				Very

Did tonight's speaker / event meet or exceed your expectations?

1	2	3	4	5
			12%	88%
Not at All				Exceeded

Did you find the speaker / event interesting?

1	2	3	4	5
				100%
Not at All Interesting				Very

General:

Did you receive the PDM info in sufficient time to allow you to plan this evening?

12 Yes No I never received a copy

How did you learn about tonight's PDM?

Prod'n Pulse 3 Web Site 8 E-Mail 1 From a colleague

Will you attend another PDM in the future?

12 Yes No Don't Know

COMMENTS:

President's Message

Greetings on behalf of the Durham APICS Chapter Board of Directors:

We've probably seen the last of our long, hot summer and so realize that fall is indeed here - for a while at least. I'm not one who's into shovelling all that much so there's no hurry for winter to arrive!

"Fall" started me thinking about the word and what we would normally associate with it. Surely 'down', especially where the leaves on our trees are concerned, seems appropriate. But we shouldn't let the season get to us in a negative way. Fall's when we start so many new things.

How about "APICS"? What words do you associate with the old acronym for our association? It gets me thinking about the many friends I've made in the organization, about the many things I've learned through APICS and about the excellent networking opportunities we experience.

One excellent opportunity to learn and to network is the annual Conference & Exhibition which will be in Denver, Colorado this year, which is our 50th anniversary. Having attended over 20 APICS Conferences across North America I can attest to their value. Have you considered going to a Conference? It's something to think about, perhaps a bit late for 2007 but how about 2008?

Locally the Durham Chapter provides a lot of opportunity to learn, grow, develop and to exhibit your talents and abilities. From our Saturday CPIM exam preparation classes to the excellent tours and PDM speakers. And we are always ready to greet new Members to our Board.

There's a great - not to be missed - opportunity coming up this month when our Professional Dinner Meeting speaker will be Dennis Lord. His subject will be Cycle Counting, one of the basic tools APICS has taught us to employ to make our working lives a bit saner.

Until next time, enjoy the fall, and do plan on attending some of our up-coming events.

Clark

Education News

We have had an enthusiastic response to holding our CPIM Certification Exam Preparation / Review courses on an accelerated, full-day schedule on Saturdays

Second Fall 2007 Public Course:

CPIM Certification Preparation / Review Master Planning of Resources

3 consecutive Saturdays – 8:30 AM to 4:30 PM at the new Whitby Public Library*, starting November 17th. - Convenient parking is free

Course Details: This course explores the processes for:

- Developing sales and operations plans
- Identifying and accessing internal & external demand & forecasting requirements
- Effecting an achievable master schedule consistent with business policies, objectives & resource constraints

Fees: \$525 for APICS Members and \$560 for non-Members. Prior students, with established credit with Durham Chapter, may pay at the first class, but must register by the deadline. Members must have a current, valid APICS Chapter Membership.

New students, or those with prior credit problems, must send the Chapter a cheque, or company Purchase Order, along with their registration to arrive by November 9th.

You may also use VISA or MasterCard to register through the Chapter website.

Registration Deadline: Tuesday, Nov. 5th

Please note class size is limited for this course. Students are accepted in the order in which their applications / payments are received. Courses are held pending registration of a sufficient number of students in each program. A light lunch will be provided, if registrations warrant. Course details and registration form are on the Chapter website at www.APICS-Durham.org. Go to the Education page and follow the links.

To register, or pay by mail – send your information to the Durham Chapter at PO Box 24095, 601 Dundas St. West, Whitby, ON L1N 8X8. Cheques should be made payable to “Durham APICS Chapter”. There is an additional fee of \$25 for NSF cheques or other payment problems.

*This program is not sponsored by the Whitby Public Library and the Library carries no responsibility for its content.



Durham Chapter - Region VIII (Canada)



At the [2007 APICS International Conference & Expo](#), the global operations management community will learn together, network with one another, and celebrate accomplishments across the APICS community.

In the APICS 2007 Community Center and throughout APICS 2007, you will benefit from all the APICS community has to offer.

Join the APICS 2007 Community

Be a part of the largest annual gathering of operations management professionals. Build your body of knowledge. Make new connections. The 2007 APICS International Conference & Expo has everything you need to increase your knowledge, stay up to date on operations management trends, and see the latest in products and applications.

Featured APICS 2007 Sessions

Announcing the World-Class Supply Chain Forum

APICS once again will partner with Deloitte & Touche USA LLP to present the World-Class Supply Chain Forum on Monday, October 22. The Forum will offer a series of sessions focusing on strategic issues in key supply chain areas. Be a part of the discussion.

Enabling Planning Excellence

This session will feature consumer packaged goods manufacturer Unilever, which faced the challenge of developing a global curriculum to support the development of planning excellence. Benefit from the experience.

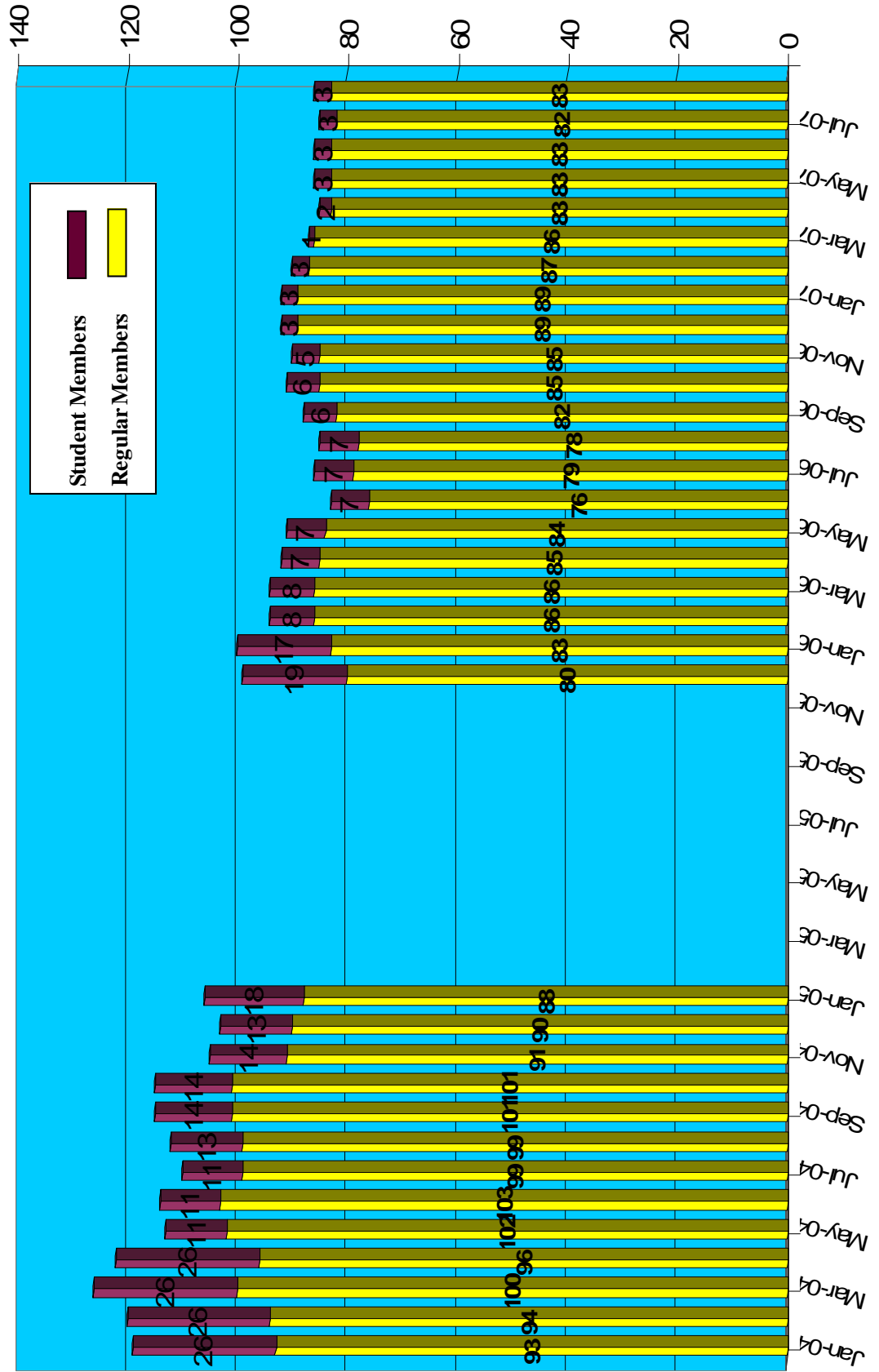
Competing Strategically for Procurement Dollars

The General Services Administration (GSA) is the main procurement agency for the federal government in the United States. The strategies GSA developed to help reduce inventory and increase utilization of vendors' supply chains will be discussed. Learn from the success.

Extending the Global Supply Chain

Talecris Biotherapeutics, a global developer and manufacturer of critical care treatments for individuals with life-threatening disorders, had revenues of more than \$1 billion in 2006. But the U.S.-based company needed to expand its presence in Europe, so company decision makers worked with a 3PL partner to optimize its global supply chain. Discover their techniques.

APICS Durham Chapter Total On Hand Members



The APICS – Durham Chapter Marketing Plan – 2007 – 2008

The Durham Chapter of APICS has not, in recent memory, formally articulated a Marketing Plan. We have recognized this as an area of opportunity. One of our key Strategic Objectives in the 2007-2008 fiscal year was to develop such a plan, and commence execution.

Aligned closely with the Chapter's Strategic Plan and our Core Values Statement, we have addressed our annual SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis, to develop the primary objectives of the Marketing Plan:

- Membership growth
- Member retention
- Strengthen the APICS Brand
- Maintain relevance
- Increase awareness of APICS in the community of Durham
- Improve the value of APICS to current and potential new members
- Promote the benefits of education and increase class enrollment
- Improve PDM and Event attendance

We have identified the following Market Segments upon which the targeted marketing messages will be focused:

- All Chapter members
- All Chapter members with CPIM/CSCP/CIRM
- All Chapter members without CPIM/CSCP
- All Chapter members within 90 days of suspension
- All non-members who have attended a Chapter function or event
- All non-members having taken an education course within the past 5 years
- All previous members suspended since 01/01/2006
- All previous student members within the past 5 years
- Businesses in Durham Region
- The community of Durham Region

Our short term Tactical Projects, will be:

1. Maintain and Enhance Web Presence:

- comply with APICS branding and “look”
- enrich with timely and meaningful information
- transfer knowledge to apprentice web master
- promote events through a variety of media

2. (Re)-establish contact with DC/UOIT:

- meet with faculty
- student awareness event

3. Advertising and Outreach Campaign:

- 3 month investment in community newspaper
- update/develop brochure and prepare promotional materials kit
- direct mailing initiative to 20+ local businesses

4. Develop targeted marketing messages:

- customized by market segment, delivery by e-mail mail, telephone, web, in person, or combination

Our Marketing Plan employs both segmentation, and shotgun approaches to address different opportunities. We will strive to have our web site employ both targeted messages, and a broad attractiveness and appeal.

We invite the feedback of our members and friends, and encourage you to visit our web site regularly for news and information.

John Skelton, CPIM
Vice President, Strategic Planning and Marketing

Upcoming APICS Webinars

[APICS Webinar Series - Sales and Operations Planning \(S&OP\) How-Tos](#)
November 6, 13, 20, 27, December 4, and 11, at 1:00 p.m. – 2:00 p.m. ET

[APICS CPIM Review Workshop - Basics of Supply Chain Management](#)
December 11-13, 2007
APICS Corporate Offices, Alexandria, Virginia

Free Vendor Webcasts

Vendor Webcasts are presented by leading supply chain and ERP companies serving the operations management profession on operations management topics.

“PLACE YOUR AD HERE”

Have you considered advertising in **“Production Pulse”**? Production Pulse has a Circulation of over 300 encompassing membership, related industry professionals and academia

The advertising rates are as follows:

1/8 page	\$50	per newsletter
1/4 page	\$75	per newsletter
1/2 page	\$100	per newsletter
Full page	\$150	per newsletter
Annual	\$125	per newsletter (full page only for 6 issues)



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