

# APICS Region VIII

The Association for Operations Management

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Summer 2005



*Message from the Region VP*  
Mary Moravec, CPIM

## Welcome to the 2005 Summer Edition of APICS Region 8 e-Newsletter!

We are into the warm summer months when everyone is looking forward to picnics, family vacations, recreational activities, and planning for the upcoming APICS season! I know it is difficult to concentrate on your volunteer commitments when fun in the sun is calling your name, but the reward and recognition for the hard work tackled in the summer months, comes throughout the calendar year. Ensure your board makes some time in your summer schedule, planning the work for your chapter. Execution will be a lot easier during the rest of the year. Now, onto the news...

### Region Elections are coming...

Every September, region 8 holds its annual elections for their region VP and the region staff. I am pleased to announce Tammy Laforet, Windsor chapter President, is our nominating chair this year. At the June region meeting, the elections

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## APICS Society News

### Hot Topics

#### APICS 2005

Register today for the premier operations management event of the year, the [2005 APICS International Conference and Exposition](#), October 16-18, 2005, in New Orleans. Key [Exhibit and Sponsorship Opportunities](#) still available if you act now.

#### Certification Testing at APICS 2005

Register for [certification exams](#) and prepare for them with on site overview sessions at the [2005 APICS International Conference and Exposition](#).

#### APICS Introduces Supply Chain Professional Certification

APICS announces the development of the [Certified Supply Chain Professional \(CSCP\)](#) designation to specifically address the educational needs in supply chain management.

### Calendar

#### APICS Webinars

Applying the Principles of Lean  
July 20

Fundamentals of Manufacturing Performance  
August 10

Creating a Balanced Inventory  
August 17

National Workshops

Detailed Scheduling and Planning  
August 16-18

were officially opened. The following positions are accepting nominations including RVP, Executive VP, VP Administration, and 3 other VP roles. If you are interested in running for a position, contact Tammy and send her your resume. See our region 8 website for details on the nominees over the summer months. Our region meeting elections will be held in conjunction with the St. Louis APICS Leadership Institute event.

### **OMERIC Elections are also coming...**

Don't forget that we also hold our OMERIC (Operations Management Education and Research Institute of Canada) elections annually in the fall in conjunction with our region elections. For details on the OMERIC elections, visit the OMERIC home page at <http://www.apics8.org/OMERIC/omeric.htm> for further details in the upcoming weeks. Our elections will be held on Friday afternoon, September 16th immediately following the region elections in St. Louis.

### **Upcoming APICS Leadership Institute – St. Louis, MO September 16<sup>th</sup> and 17<sup>th</sup> Sign up for this event as soon as possible!**

There is a maximum of 100 seats available and

we will have a sell out as 3 of the largest regions are getting together for this event – region 5, 6 and 8. There are no additional seats available. See the APICS website in the volunteer section for the details at

<http://www.apics.org/Membership/Chapters/Volunteers/VolunteerTraining.htm>.

### **Highlights of our June Region meeting in Vancouver, BC**

Our attendance for this event was wonderful – we had over 50 people! We had several guests including Carol Ptak, 2000 APICS President on Friday evening followed by Tom Krupka, 2005 APICS President, Luis Barcon, VP Education and BoK Council chair, and Chet Frame, Region 6. I want to send out a big thanks to our chapter presenters including Joe Low, Winnipeg chapter, Warren Hurlen, Fraser Valley chapter, Tammy Laforet, Windsor chapter, and Chet Frame, Region 6. We had a great time on Saturday evening at the River Rock Casino where we had a buffet style dinner and some went on to win (and lose) in the casino. A special thanks to Vancouver chapter for picking up the dinner tab and the Fraser Valley chapter for the grab bag items (cups, pepperoni, pens, etc).

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### *Message from the Region VP Communications*

*Axel Dietz, CPIM*



### *Message from the Region VP Events*

*Sheree Jamieson, CPIM*

### **Summary points from my June presentation in Vancouver**

- The privacy act compliance was up to 50% from 30% in February,.
- Our listserv was disbanded but a mailing list is in the works.
- Compliance with Branding was up to 61%

### **Nation Web Site Proposal – Suspended May 18<sup>th</sup>**

Our June region meeting in Vancouver was a great success thanks to the support and hard work from chapter volunteers and our APICS HQ guest speakers. We launched the weekend with an inspirational speech from Carol Ptak. In her usual energetic style Carol shared many words of wisdom for creating success in an environment of constant change.

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We also received some surprising information on a new concept Windsor chapter is working on. Dina Piroli, VP Administration and Finance, has developed a CD collecting everything a "prospect" might want to know. She took much info from the APICS website, created local content and organized the CD in order that a prospect can easily answer the questions he or she wants answered. (Think of a CD to give to a new prospect which says "This is what APICS is about.") Further, her chapter purchased a CD printer that put a really professional look to the CD including the new APICS logo, certification logos, "Windsor Chapter", their mailing address and website address.

Tom Krupka was most impressed with this concept and calls it "a huge opportunity". Tom also notes the CD does a wonderful job of leveraging the brand concept by creating the notion in the prospect's mind that their chapter isn't some little.org in Canada, but part of a much bigger organization with a heritage, scale and legitimate Certification program. If you want to know more about this special project, please contact Dina at the Windsor chapter, ([dpiroli@apicswindsor.org](mailto:dpiroli@apicswindsor.org)), for further details. How good is this concept? The VOC Council is very interested in the development of this concept for distribution to every chapter. Wow! Talk about sharing the best practices across the globe!

### **Volunteers complete review of OMERIC FMH&W**

While many of us were enjoying and learning at our region meeting, a room of 6-8 individuals were working away reviewing the courseware of the OMERIC 5<sup>th</sup> Fundamentals course, Fundamentals of Material Handling and Warehousing. Our special thanks goes to Chet Frame, Region 6, Mike MacDonald, Hamilton chapter, Harry Pryer, Toronto chapter, Judy Carrick, and George Stevens of OMERIC for their hard work to update our material. Thanks to those OMERIC officers and staff who sat in on Friday morning to get the ball rolling – Lloyd Clive, Dennis Lord, and Eric Somers. The latest revision of this course should be made available in the upcoming months. Watch for the announcement of the updated courseware!

### **Mid Year Review of our Region**

Recently, we completed our mid year review of our region against our Strategic Plan. Some areas we have made great progress, other areas still require extra effort. We have put our review on the region 8 website at [www.apics8.org](http://www.apics8.org) should you wish to review the details. As always, if you have any questions or concerns, or wish to share an idea or suggestion for improvement, please contact any of our staff at your convenience.

Enjoy the summer!

Mary Moravec, CPIM  
Region 8 Vice President



### *Message from the Region VP Marketing*

*Dennis Lord, CPIM*

#### **"The Voice of the Customer"**

I would like to thank all chapters for participating in The Voice of The Customer (VOC) exercise we recently conducted at the Region VIII meeting in Vancouver. As previously mentioned, your marketing team will be meeting at the end of July to discuss your various suggestions and prepare our plan for proceeding to the end of 2005.

#### **"Accessing Support Material from APICS HQ"**

It is never too late to use the 'great' material provided in the APICS Re-Branding Kit, your summer board meeting is an excellent time to review your kit for valuable information to support your fall awareness initiatives.

#### **"Creating and implementing a Guerrilla Marketing Plan" – presenter: Dennis Lord, CPIM**

Jump Start your marketing for 2005-2006 – attend the APICS Region VIII September 17 meeting at the APICS Leadership Institute in St Louis, Missouri. Attend this session to gain a better understanding of how to make your chapter marketing plan and learn valuable tools to better execute and implement your plans.

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Other speakers through out the weekend included: Tom Krupka – president APICS: the “NEW” director of APICS, Joe Low – Calgary chapter: Bylaws and elections; Ron Taylor – Novo Scotia: Budgeting; Warren Hurlen – Fraser Valley: Best Practices for PDMs; Tammey Laforet – Windsor: Motivating Your Board of Directors; Yvonne Ewing – Simcoe: APICS Family Feud; Chet Frame – APICS US: Preparing for New Courseware.

Please be sure to register your chapter representative for our upcoming September region meeting in St Louis, Missouri. This event has participation from 3 regions and we want our region to have good representation.

Please go to <http://www.apics.org/Membership/Chapters/Volunteers/VolunteerTraining.htm> in the Volunteers section of the APICS web site and register for the September Leadership Institute in St Louis. Please register for Friday evening and Saturday, make sure to register at the recommended hotel.

Several speakers for the ‘Leadership Institute’ are from your Region VIII staff and include:

Pam Somers	Team Presentations
Mike Kovacs	Becoming a Visionary
Dennis Lord	Creating and Implementing a Guerrilla Marketing Plan
Paul Howatt	Successful Seminars in a Down Economy
Sheree Jamieson	Knock Their Socks Off

If you have any questions regarding registration or the Leadership Institute, please email me directly at [sheree@imsconsulting.ca](mailto:sheree@imsconsulting.ca).

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10 volunteers slugged it out but we couldn't come to terms with a unified recommendation. Key issues were cost (not bad at <\$3/member), rollout plan, and opting out. A couple were showstoppers. As Mary pointed out, we may do this analysis again at a future date.

### Passport Review

The region staff will perform the reviews rather than that using chapter volunteers. You should

have received my detailed notice by now. In essence you need to get your binder to the Toronto region office by end July, Marilyn will forward the binders to the staff for their review. You should hear back by August 25<sup>th</sup>. Good luck.

### Chapter Survey Results

The response from Chapters was not that great but the message was clear. In future I'll use a web site approach to collect this type of data to simply response and to tabulate results. You voted high (favourable) on the subjects of leadership, Region meetings (topics, networking), and Communications (web site, frequency). Lowest in score (less popular) included timeliness expense re-imburement, marketing initiatives, and meeting goals.

Your comments are summarized below

#### 1. In which area(s) has region staff improved the most over the last 6 months?

- Good work with the release of the new website, and with "encouraging" Chapters to adopt rebranding on their websites
- Leadership and requests from HQ seems to filter through more. The marketing initiatives have been well done. I have not had the opportunity to go to region meetings over the past year or so, therefore I cannot comment on those. Thanks again for your service on the Region
- Marketing has begun to present some information but at the midpoint of the year it is a little too late for 2005 but will come in handy for 2006 recruitment
- My impression is that the regional staff has a much clearer idea on the market that APICS serves
- Communcation to the chapters with regards to response to inquiries & updates from Region meetings, etc. Driving the APICS brand throughout the chapters and aligning the chapters to same.

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## 2. In which area(s) should region staff work together to improve over the next 6 months?

- Both Communications and Marketing need to work on fostering ideas beyond the ones they want me to pay for. There are a lot of opportunities for low- and no-cost activities, but both groups seem to be stuck on single focus. Lots of great ideas were discussed at the last Region meeting (Thanks, John), and more of this discussion needs to happen. I am also waiting to hear how the Marketing group intends to respond to HQ's offer to help us utilize the "I am APICS" ad copy
- Perhaps region staff could work together and working with Chapters in each of the provinces help them to share information...ie: if I knew a specific speaker was going to present at a chapter within driving distance I might wish to attend their PDMs but as we never find out about them that is not likely to happen.
- Marketing of courses and workshops. Certification Testing availability
- Marketing of APICS in local cities of the various chapters to assist in promoting education & events
- Improvement is needed on giving chapters the "canned" tools to grow their membership and revenues - remember, the chapter are staffed with volunteers who need support/direction

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### Certified Supply Chain Professional (CSCP)

In March 2005, APICS announced the creation of the Certified Supply Chain Professional (CSCP) designation to meet rapidly changing educational needs in the field of supply chain management. This new program is designed for professionals interested in increasing their knowledge of supply chain management, those currently working in the field of supply chain management, and for those individuals working with enterprise resources planning (ERP) systems.

APICS currently administers two internationally recognized certification programs—[Certified in Production and Inventory Management](#) (CPIM) and [Certified in Integrated Resource Management](#) (CIRM). With the addition of the CSCP designation, APICS enhances its validation of the disciplines within operations management, specifically production, inventory, enterprise, and supply chain management. This [diagram](#) provides a depiction of the differences between the CPIM and CSCP programs.

APICS retained the services of The Holmes Corporation, specialists in the designing, marketing, and distributing of educational products for association certification programs, to develop the CSCP learning system. The CSCP learning system will consist of a blended learning approach incorporating self-directed study courses, Web-based learning, and classroom-based education offered through colleges and universities, corporations, and the APICS network of local chapters throughout North America.

The CSCP program will be launched in conjunction with the [2005 APICS International Conference and Exposition](#), October 16-18, in New Orleans, Louisiana.

#### Additional Information

- [Read the FAQs](#)
- [View a diagram of the program](#)
- [Learn More](#)

“The APICS CSCP designation validates a unique skill set and reflects the expanding role supply chain management plays in today’s increasingly competitive global marketplace. This new designation will equip today’s professionals with the credentials to improve their company’s competitive success and their own professional advancement and earning potential.”



**Deborah Walker,**  
**CCMC**  
Certified Career  
Management Coach

## Avoid the Top Five Resume Mistakes

Over the years as a recruiter and career coach, I've seen the consequences of poorly written resumes. Unfortunately, most people don't seek professional career help until they experience the frustration of a long and fruitless job search. It's surprising how many of their problems can be traced to the top five resume mistakes.

### #1 No resume focus

The most effective resumes leave no doubt as to the job seeker's career objective. A one-size-fits-all resume gives the impression that the job seeker is uncertain of his career goal. An employer once told me that if a candidate is interested in two completely different positions, he must not be very good at either. If you have more than one career objective, you need more than one resume.

### #2 Lack of marketing strategy.

Job seekers rarely see their search for what it is—a sales campaign. Think of your resume as marketing material designed to create a powerful first impression and win a multitude of job interviews. A professional resume writer can translate your career history into an effective marketing piece by selling toward the reader's buying motives: solving problems, saving money, or increasing profits.

### #3 No accomplishment statements.

95% of all resumes lack accomplishment statements. These statements allow employers to visualize your contribution to their company. A resume writer can help you move from a job description type resume to a resume with quantifiable statements that motivate employers to call you before their competition does. These statements can dollarize your worth and increase your bargaining power.

### #4 Lack of resume keywords.

These days, resumes are screened by both humans and computers. A resume lacking in keywords runs the risk of being read by neither. An average screening of a resume is 15 seconds or less, so more attention is paid to resumes using the same words found in the job description. Candidate-tracking software retrieves resumes by keywords. A keyword-focused resume will put you front and center.

### #5 Incorrect resume format.

Basically, there are three resume formats: chronological, functional and hybrid.

Chronological: The chronological is best known and easiest to write, a timeline style resume. This format works well if your objective is to remain in the same industry or occupation.

Functional: The functional resume places transferable skills and accomplishments at the beginning of your resume. However, a poorly crafted functional resume can be confusing, causing the reader to believe the candidate has something to hide.

Hybrid: The hybrid resume combines the best features of other resumes. It showcases skills and accomplishments while maintaining ease of reading. This is the best format for job seekers of all level, but it is also the most difficult to write.

A professional resume writer can build a hybrid resume that will win response.

Once your resume is designed to avoid the top five resume mistakes, you will be well on your way to winning interviews and reaching your career objective.

### Deborah Walker, CCMC

Career Coach ~ Resume Writer

Find more career articles and resume samples at  
[www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)

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### Dates to remember

APICS Leadership Institute AGM and Elections	September 17, 2005	St. Louis, Missouri
ASC/TTT/LDI Meeting	November 5 & 6, 2005	Toronto, ON
President's Meeting	Feb 17 & 18, 2006	Wilmerding, PA
Training Meeting	July 2 & 3, 2006	Calgary, AB
AGM and Elections	September 15 & 16, 2006	Windsor, ON
Mini Conference	TBA	Niagara Falls, ON



**Dear Mary,**

I would like to offer my congratulations on your appointment as APICS VP of Education and Chair of the Body of Knowledge Council for 2006 .

As a member of Region VIII I am proud to celebrate your accomplishment.

**Regards,**

**Sheree Jamieson**