

### Central MN APICS December 2nd Professional Development Meeting to feature Steve Rosenbaum and Ed Robbins at Michael's Restaurant.



**Title:** Learning Paths – *Increase profits by reducing the time it takes employees to get up to speed*

#### Overview

Speed is critical! Every day employees aren't fully up-to-speed and proficient has a direct effect on productivity, quality and safety. This session presents the Learning Paths which is a proven methodology for dramatically reducing time to proficiency. It's been tested with more than 400 functions, 30,000 employees and in 7 countries.

The Learning Paths Methodology applies the best of quality improvement, accelerated learning and change management to the learning process to achieve dramatic results. The session is based on the book Learning Paths: Increase profits by reducing the time it takes to get employees up-to-speed by Steve Rosenbaum (Pfeiffer and ASTD 2004).

#### Speakers:

**Steve Rosenbaum** is President and founder of Learning Paths International. He is the author of five books including the Learning Paths book and a contributor to the Trainer's Portable Mentor. In the past ten years, he has lead Learning Paths initiatives for sales, service, back office functions, management, marketing, logistics and shop floor functions. He has worked across industries including health care, finance, call centers, retail, travel and manufacturing. Steve has worked on projects in 7 different countries. Steve has spoken to many professional organizations on the topic of Learning Paths and accelerated learning. Associations included ASTD, ISPI, SALT and the Minnesota Council for Quality. Prior to founding LPI, Steve was a training consultant for more than 15 years. He designed and developed training for major corporations such as DuPont, Disney, IBM, GE and Carlson Companies.

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**Ed Robbins** brings more than 25 years comprehensive managerial experience in human resource development, organizational consulting, and training. He has led major initiatives in strategic change, sales force effectiveness, leadership development, and service quality. Ed has worked on consulting and training projects with a wide variety of organizations including; Texas Instruments, State Farm, GE, JP Morgan Chase, Accenture, Department of Justice, Hyatt Hotels, AT&T, and Union Pacific Railroad.

[www.learningpathsinternational.com](http://www.learningpathsinternational.com)

Blog at: [www.learningatlightspeed.wordpress.com](http://www.learningatlightspeed.wordpress.com)

Michael's Restaurant is located at 510 Highway 10 S, St. Cloud MN 56401

<b>Location:</b>	<b>Schedule:</b>	<b>Cost:</b>		
Michael's Restaurant	Registration	5.15	Non-members	\$25.00
	Social Time/Dinner	5:30	Members	\$20.00
	Speaker	6:00	Students	\$10.00
	Wrap up	7:45		

Dinner will be a Chicken buffet.

Please make reservations on our web site at [www.apicscmn.org](http://www.apicscmn.org).

APICS is responsible for all meal reservations, including no-shows. Cancellations and no-shows received after noon on Monday December 1st will be billed.

## Welcome new members

Damon Spurlock	SCSU Student	Lina Schutz	New Flyer
Shane Baker	SCSU Student	Chris Eaton	New Flyer
Christopher Hassinger	SCSU Student	David Thimesch	New Flyer
Rob Holscher	SCSU Student	Scott Bailey	New Flyer
Shale Edman	SCSU Student	Saul Anderson	New Flyer
Joseph Schwarzkopf	SCSU Student		
Steven Wetterling	SCSU Student		
Nicholas Justin	SCSU Student		
Boris Mitov	SCSU Student		
Robert Diede	SCSU Student		
Roger Young	SCSU Student		
Brandon Johnson	SCSU Student		

## Officer's Corner

By Alex Polacco, Faculty Advisor and Student Education Committee Chair

Happy Thanksgiving and advance Holiday greetings to all! This has been a productive year for the Central MN Chapter and the St. Cloud State University Student Chapter, and we look forward to the opportunities the New Year 2009 may bring.

### Activities in the past month

The Chapter Board conducted its monthly meeting on October 21 on the S.C.S.U. campus. The new committee members of the Student Chapter attended the meeting and presented their plans and ideas to the Board.

### Education Committee Activities

Bruce Skalbeck, John Lein, and I developed our strategic plans in alignment with the Chapter plans. Our objectives are to support the student chapter at S.C.S.U., recruit new members, and increase student activities. Our goal is to strengthen partnerships with industry and to prepare our students to be of more value to regional employers. We envision creating curricula and courses that will cater to the current and future needs of industry. As the old saying goes, "it takes a whole village to raise a child." I would like to ask the whole APICS community to help us develop these future leaders of the greater community.

Bruce Skalbeck, assisted by Travis Bjerketvedt, presented APICS to six classes on campus. 34 students signed up for further information. We plan on having the student chapter officers continue with recruitment presentations in other classes this semester and into the future.

### Student Chapter Activities

The Student Chapter at S.C.S.U conducted elections and chose the following committee members:

President	Travis Bjerketvedt
President Elect	Chris Hassinger
Vice President	Benjamin Johnson
Secretary	Michael Hedeem
Treasurer	Brandon Backes
Director of Education	Damon Spurlock
Director of Programs	Steve Wetterling
Director of Public Relations	Michael Brophy
Director of Membership	Robert Kreidermacher
Historian	Tom Bullert

### Student Chapter Plans by Travis Bjerketvedt, President

The SCSU APICS student chapter has been creating a new power point presentation to present to the entry-level management classes on campus. On Veterans Day, the APICS chapter along with members of SUMO visited Cold Spring Brewery for a plant tour. We had a great turn out of over 20 students. The Director of Membership Robert Kreidermacher has been in contact with the interested members from the lower level classes to help increase membership. As a Board, we are working on establishing our student chapter recognition with APICS by filling out the chapter requirements.

## THE UN-COMFORT ZONE with Robert Wilson

### The Most Powerful Motivator

I was abruptly awakened and told, “The house is on fire. Go outside!” As I ran out of my bedroom and into the hall my socks slipped on the polished oak floor. A guiding hand helped me keep my footing and a frantic voice urged, “Hurry! Hurry!”

As I got to the door I looked over my shoulder and saw flames leaping out of the heating grate on the floor. The door was thrown open and I was shoved outside into the carport. “Go stand in the driveway and wait for me. And, DO NOT come back inside. Do you hear me? DO NOT come back inside the house!”

The door shut and I began to cry. I stood and stared at the seafoam green door with the frosted jalousie windows. I waited and waited, but I did not go stand in the driveway. I couldn’t move. I began to shiver as the cold concrete floor seeped through my socks, and the winter air penetrated my pajamas. It seemed to take forever, and with each passing minute, I cried harder. I could taste the salt of tears flowing down my face and into my mouth.

Finally the door reopened and my mother announced, “The fire is out.” Relief flooded my body as I ran into her arms and she held me tight. I was two years old and the mental images of that day are as clear as if it happened yesterday. It is perhaps my oldest memory.

As an advertising and marketing consultant, I know there are many things that motivate us. During my presentations I frequently conduct straw polls, where I ask my audiences what motivates them. The first answers are usually about desires, but eventually someone remembers the most powerful motivator of all. FEAR.

Fear is a primal instinct that served us as cave dwellers and today. It keeps us alive, because if we survive a bad experience, we never forget how to avoid it in the future. Our most vivid memories are born in Fear. Adrenaline etches them into our brains.

Nothing makes us more uncomfortable than fear. And, we have so many: fear of pain, disease, injury, failure, not being accepted, missing an opportunity, and being scammed to name a few. Fear invokes the *flight or fight syndrome*; and our first reaction is always to flee back to our comfort zone. If we don’t know the way back, we are likely to follow whoever shows us a path.

Marketers use fear as a motivator as often as they can. They present a scenario they hope will invoke our sense of fear. Then they show us a solution – a path back to our comfort zone – that entails using their product or service. Fear is used to sell virtually everything: cars, tires, and life insurance are classics. But, clever marketers also use it to sell breakfast cereal and deodorant. As a result we purchase all sorts of things that a generation ago were considered unnecessary: antibacterial soap, alarm systems, vitamins... the list goes on and on.

WARNING: Fear can be too powerful to use as a motivator because it can also paralyze - the classic *deer in the headlights syndrome*. Would you like to use fear to motivate your employees to perform better? “If you don’t sell more widgets - you’re FIRED!” It can work, but there are rules you must follow for it to be successful. To use fear successfully as a motivator, a solution must be offered with it. A new path to follow. You can tell an employee he or she must sell more, but unless you show them how, fear will cause flight or worse: paralysis.

Fear is a powerful motivator, but it is a negative one. I prefer to motivate someone by eliminating doubt. Doubt destroys motivation. If you can help a person get rid of it, you will motivate them positively. I will elaborate on this next time.

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit [www.jumpstartyourmeeting.com](http://www.jumpstartyourmeeting.com).

## Company Coordinators

Company Coordinators serve as the liaison between their company and the APICS Chapter Board of Directors. They are the source of APICS information about the chapter's educational offerings for their co-workers, and provide feedback to the chapter about the educational needs of their company's management. This is a crucial link between our chapter and the companies we serve.

Malco Tools  
Sartell Valves, Inc.  
Gold'n Plump  
3M Inc. Hutchinson  
New Flyer  
Redball LLC  
Suttle Appartus  
The Antioch Company  
Trivirix  
Rt Enterprises  
3M Inc. Alexandria  
Team Industries

Val Peterson  
Sandy Machula  
Darrell Watercott  
Kristin Radunz  
David Gerhardson  
Kim Benson  
Sharon Haley  
Deb Eisenschenk  
Craig Kissinger  
Marjorie LaTour  
Scott Mclaughlin  
James Russ

## Thinking about joining APICS?

APICS members can take advantage of discounts on exam fees, seminar, PDM, and certification class fees, APICS bookstore items, certification self study materials, and more. As an APICS member you get a free subscription to the APICS magazine and access to the career center where you can search hundreds of career opportunities. There are many additional benefits, to find out more, check out the membership portion of APICS.org via the following website → <https://www.apics.org/Membership> or contact your local Central MN Chapter Membership VP, Kris Radunz at [VPMembership@apicscmn.org](mailto:VPMembership@apicscmn.org) to find out how you can become an APICS member!

## Central MN Chapter's Education Calendar

### *CPIM and CSCP Certification Review Classes*

#### Alexandria Class

##### **Master Planning of Resources**

Date – Mondays (starting Jan. 26<sup>th</sup>)  
Instructor – Peggy Angell, CPIM, CIRM  
Location - Alexandria Extrusion

##### **Detail Scheduling and Planning**

Date – Wednesdays (starting April 1<sup>st</sup>)  
Instructor – TBA  
Location – Alexandria Extrusion

#### St. Cloud Classes

##### **Strategic Management of Resources**

Date – Mondays (starting Dec. 1<sup>st</sup>)  
Instructor – Dr. Bruce Skalbeck, CFPIM, CIRM, CSCP  
Location – New Flyer

#### Hutchinson Class

##### **Detail Scheduling and Planning**

Date – Wednesdays (starting Jan. 14<sup>th</sup>)  
Instructor – Barb Tessmer, CPIM  
Location – Hutchinson Technology, Inc.

##### **CSCP Certification Class**

Date – Tuesdays (starting Jan. 5<sup>th</sup>)  
Instructor – Les Forman  
Location – New Flyer

For more information and to register for classes visit:  
[www.apicscmn.org](http://www.apicscmn.org) ("Calendar of Events" page)  
or Contact Dave Gerhardson VP-Education at [VPEducation@apicscmn.org](mailto:VPEducation@apicscmn.org)

# APICS develops new 7-module “Lean” course

APICS released a seven session course “Lean Enterprise Workshop Series” earlier this year and began instructor training in June. Bruce Skalbeck attended a 3-day instructor training workshop in St. Louis, MO in late July. The 7-state Heartland District sponsored the training and had 16 instructors in the 3-day event.

The seven modules or workshops trace the “Lean Transformation Roadmap” that was developed by the course development team:

- Introduction
- Lean Culture
- Value Stream Mapping
- Stability & Process Improvement
- Just-in-Time
- Measuring
- Sustaining

The course is structured for seven 4-hour sessions with significant hands-on exercises included. An important aspect of the course is “Murphy’s Toys”, a case study that traces a toy manufacturing company’s lean transformation.

Central Minnesota APICS is excited about this new courseware and is making plans to offer this course in the near future. Watch your newsletter and e-mail announcements for further developments.

## Central Minnesota APICS Board of Directors

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