

The Association for Operations Management

Central MN Chapter

P. O. Box 457, St. Cloud, MN 56302

Visit us at: www.apicscmn.org

April, 2009



Make plans to attend Central MN APICS *Breakfast* meeting and tour of Bernick's April 7th, 2009.

Start your day at **Gold'N Plump's** Corporate Office 4th floor conference room with Breakfast and a Recognition program for our Chapter's 6 newly certified CSCP's. Then listen to guest speaker Nancy Myers of Bernick's present how Bernick's is preparing for the future with her talk on **Succession Planning and Developing Your Management Team**. After that we'll head to **Bernick's** for a tour of their distribution facility.

Bernick's is a fourth-generation family-owned provider of beverage, vending and food service solutions, representing leading brands such as Pepsi, Dr. Pepper, Miller Brewing Company and New England Coffee. We are a proud partner in improving the quality of life in the communities we serve with a rich tradition of community support through financial and in-kind contributions and team member volunteerism. Bernick's is headquartered in Waite Park, Minnesota with additional facilities in Duluth, Brainerd, Bemidji, Minnesota and Dresser, Wisconsin.

Biography on Nancy Myers

Nancy is currently employed as the Talent Sourcing & Development Manager at Bernick's – a local Beverage and Vending Supply Company. Nancy received her undergraduate degree from Bemidji State University and completed her Masters degree in Human Resources Training & Development at St. Cloud State University. Her passion is conducting training to improve supervisor effectiveness and to ensure that the training is aligned with company strategy. Nancy is currently involved in the rollout of a succession planning program at Bernick's aimed at identifying the future leaders of the organization. This is becoming an increasingly important issue as the baby boomer generation retires. This session will provide details regarding the value this process brings to the organization as well as a tool that will help you assess your high potential candidates.

Agenda:

7:00 – 7:30 Registration and Breakfast served at Gold'N Plump's 4th Floor Conference Room located at: [4150 2nd Street South, St. Cloud MN](#), take elevator to 4th Floor, first door on right

7:30 – 8:30 Speaker Nancy Myers on Succession Planning

9:00 – 10:00 Tour of Bernick's Facility - *801 Sundial Drive, Waite Park MN* (maps will be provided)

Cost:

Members - \$20.00, Non-members - \$25.00, Students- \$10.00

Please make reservations on the Calendar of Events on our web site: <http://www.apicscmn.org/default.aspx>. APICS is responsible for all meal reservations, including no-shows.

Cancellations and no-shows received after noon on Monday February 2nd will be billed.

Officer's Corner
Membership Value
By Kristin Radunz, CPIM, VP Membership

I would like to start by introducing myself. I am a supply chain analyst for 3M in Hutchinson, MN. I have been on the Board of Directors for the Central MN Chapter of APICS since June 2008. I have enjoyed my time on the board very much, and I would like to encourage others to consider becoming part of the board of directors. We are always looking for new people.

In today's economic times, people are watching their pennies even closer than ever before. They want value for their dollar, and an APICS membership can provide just that. Here are some of the primary benefits a membership can provide for you:

APICS Magazine (print and online): It features innovative ideas and real world strategies for inventory, materials, production, and supply chain management; planning and scheduling; purchasing; logistics; warehousing; and e-business solutions for professionals at every level of an organization.

Certification Programs: APICS members pursuing certification receive an average savings of 25% on certification preparation classes, review materials, and testing fees.

Local Chapters: Chapters offer localized services which may include educational programs, certification review courses, career placement opportunities, plant tours, and networking. Many of these programs are offered at a discount for APICS members.

APICS Career Center: Members have full access to the online APICS Career Center. Only members can apply for jobs online and post their resumes for review by potential employers. Additionally, only members can subscribe to the job alerts service which provides e-mail alerts to members when new listings are posted that meet specific criteria. Members also receive discounts on job posting packages.

Aberdeen Research: APICS members receive a complimentary membership in Aberdeen Access. With the Aberdeen Research repository, greater value chain knowledge is readily available. There are more than 5,500 research documents available and the number increases daily.

AMA Business and Management Training: The American Management Association (AMA), a world leader in professional development and performance-based learning solutions, provides AMA Business and Management Training to APICS members at a discount. The AMA provides professional development and performance-based learning solutions including open enrollment seminars, on-site seminars, and special invitations to briefings, forums, and Webinars.

APICS Operations Management Body of Knowledge Framework (OMBOK): More than 50 years in the making, the OMBOK defines the scope of the operations management field and positions APICS' vast body of knowledge to help you understand the foundation of your profession.

To learn more about the benefits offered to APICS members, please visit www.APICS.org and view the membership section, or please feel free to contact me at 320-234-2109.

THE UN-COMFORT ZONE with Robert Wilson

Bleed It Out

Half a century ago marketing consultant, James Vicary, pulled a hoax on the American people as a way to promote his advertising agency. He reported that he flashed the words “Drink Coca-Cola” and “Eat popcorn” on the screen for a millisecond during a movie in a theater, and caused large numbers of people to visit the concession stand. He called the effect Subliminal Advertising. Subliminal means that the effect functions below the threshold of consciousness. Years later, when others failed to duplicate his results, he admitted that he made the whole thing up. Never-the-less, the myth continues.

So, is there any advertising that does work below the threshold of consciousness? Yes. Much of advertising is clearly designed to speak to you on a subconscious level. Ads are created to get you to relate to the setting; the background music; the age, race and gender of the actors; their clothing; and the activities in which they are involved. The idea is that you will recognize yourself in these people and, in turn, make the connection, “Ah, this is my kind of product.” You don’t think it... you feel it. And, feelings move us to act.

A few years ago I was involved in non-profit fund-raising for a Christian Mission in Africa. In order to learn what type of appeal would bring in the most money, we conducted a series of focus groups. We asked, “Which would you be more likely to do: A. Give money to feed starving babies; or B. Give money to teach people how to grow drought resistant crops that would end starvation in their community.” The answer they gave was almost universally: B. The comments we heard frequently included the proverb: “Give a man a fish and you feed him for a day; Teach a man to fish and you feed him for life.”

We then tested both appeals. Oops, the focus groups were wrong. The appeal for feeding starving babies won by a landslide. The lesson we learned was that the emotional appeal to save the life of a child is much more powerful than a logical appeal for teaching a village survival skills that would eliminate starvation. From that point forward, the heart-tugging stories of babies dying headlined every ad we ran.

Emotion trumps logic every time. Take for example, Nick Ut's 1972 photograph of a 9-year-old Vietnamese girl who was naked, shrieking and running away from her village that had just been bombed with napalm. Fear, despair and suffering were written all over her face. More than anything it was her complete vulnerability that captured our attention. One snapshot revealed the gut-wrenching horror of war, and millions of people, whose hearts were touched, turned their attention toward ending the Vietnam War.

Perhaps you recall hearing these potent words in a speech by Jesse Jackson back in 1984: “These hands... these black hands... these hands that once picked cotton will now pick presidents.” Thrilling words. Exciting words. I remember them well. And, even though I wasn’t his target audience, they created a powerful image in my mind, and when he finished, all I could say was, “Wow!” Meanwhile, for millions of African Americans, it was the motivation needed to put apathy aside and go to the ballot box.

We are charged and moved by many emotions. Here are just a few: acceptance, amusement, anger, angst, annoyance, anticipation, arrogance, awe, anxiety, bitterness, calmness, caution, confidence, courage, determination, disappointment, discontent, disgust, desire, delight, elation, embarrassment, envy, excitement, fear, friendship, frustration, gratitude, grief, guilt, hate, happiness, impatience, inadequacy, irritability, inspiration, joy, jealousy, kindness, loneliness, love, lust, modesty, negativity, nostalgia, paranoia, patience, pity, pride, regret, resentment, sadness, self-pity, serenity, shame, surprise, timidity, torment, worry, yearning, and zeal.

Which ones move you?

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.

Volunteers Needed for Board leadership opportunities...

Our Board of Directors is looking to fill 2 Board positions for the next program year, July '09-June '10. This is a good opportunity to take on a leadership role in your chapter, learn more about the APICS organization, and impact the quality of the programs the Central MN Chapter offers. If you are interested in either of these positions, please contact Darrell Watercott at president@apicscmn.org.

Vice President of Membership - this position shall direct activities to increase our membership base, encourage APICS membership, improve member retention, welcome all new members, and contact all suspended members. Time requirements: 8-12 hours/month including attending monthly board meeting.

President-Elect - this position is responsible for managing Chapter awards programs and reviewing, submitting the annual chapter reporting requirements (C-BAR) to the APICS Heartland District Manager, and assisting the VP of Membership with administering the annual membership survey. This person in this position should have the intention of taking over the Chapter President position the following year.

Please Note: You don't need to hold a Board position to get involved in APICS leadership activities. You can be part of a steering group to help set policy for future educational events or a committee to brainstorm membership recruiting, marketing, and speaker/tour/seminar ideas. Please indicate any interest you might have in helping out. Thank You for your consideration.

Congratulations to newest CSCPs!

Congratulations to the latest Central Minnesota APICS Chapter members to become Certified Supply Chain Professionals (CSCP):

<u>Member</u>	<u>Company</u>
Saul Anderson	New Flyer USA
David Gerhardson	New Flyer USA
Lina Schutz	New Flyer USA
Clinton Gray	Brenton Engineering Company
Paul Fleegel	DeZurik
Tom Olson	Nahan Printing

To become a CSCP you must first meet a combination of education and experience qualifications. Then you must pass a comprehensive exam covering four topical areas:

- Supply chain fundamentals
- Building competitive operations, planning, and logistics
- Managing customer and supplier relationships
- Using information technology to enable supply chain management

These six CSCPs all received their Certificate of Achievement from APICS and will be recognized by the Central MN APICS Chapter at the April 7th professional development meeting (PDM). Again, congratulations to these individuals for this milestone accomplishment!

Welcome new members

Richard Dukowitz	Bernick's	Michael Korf	SCSU Student
Bernadine Venske	Miller Manufacturing	Kyle Schultz	SCSU Student
Kristopher Johnson	SCSU Student	Kristopher Bird	SCSU Student
Kari Orth	SCSU Student		

Central MN Chapter's Education Calendar

CPIM and CSCP Certification Review Classes

Alexandria Class

Detail Scheduling and Planning

Date – Wednesdays (starting April 1st)

Instructor – TBA

Location - Alexandria Extrusion

Hutchinson Class

Execution and Control of Operations

Date – Wednesdays (starting April 22nd)

Instructor – Barb Tessmer, CPIM

Location – Hutchinson Technology, Inc.

St. Cloud Classes

Basics of Supply Chain Management

Date – Wednesdays (started March 4th)

Instructor – Dr. Bruce Skalbeck, CFPIM, CIRM, CSCP

Location – New Flyer

For more information and to register for classes visit:

www.apicscmn.org (“Calendar of Events” page)

or Contact Dave Gerhardson VP-Education at VPEducation@apicscmn.org

Central Minnesota APICS Board of Directors

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