

APICS *The Association for Operations Management*

Central MN Chapter

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

April, 2010

Visit us at: www.apicscmn.org

Don't miss the April 6th Professional Development Meeting as we tour DCI



DCI Inc. is a world leader in manufacturing and servicing of both shop and field fabricated storage and processing tanks and vessels. Proudly serving the pharmaceutical, bioscience, chemical, cosmetic, food, dairy, beverage, and brewing industries, DCI has remained true to our commitment to quality since 1955 through our design and fabrication services.

As an employee-owned company, we're committed to complete customer satisfaction through quality, value, and service...we know our success is related to your satisfaction!

Company History



DCI was established in 1955 as Dairy Craft, Inc., producing stainless steel storage tanks for the dairy industry. By 1969, the company had outgrown its original production facility in Holdingford, Minnesota and moved the operation to its present location in St. Cloud, Minnesota, which includes production facility and corporate offices.

Industries served by DCI includes dairies processing milk, cream, ice cream, butter, cheese, yogurt and whey products; breweries; the beverage industry for processing its products; including storage of sucrose and fructose; and the pharmaceutical industry for processing and storing blood plasma and sterile water, as well as in manufacturing drugs like insulin and interferon. Biotechnology is a relatively new growth industry and DCI's ability to produce fermenters of extremely high quality will place DCI in the forefront as an equipment supplier.

DCI's ability to customize its equipment to suit customers' needs has also opened up a wide range of opportunities for the company.

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Quality control and customer satisfaction have been bywords at DCI since its inception. Dedicated performance by DCI employees has played an important role in the company's growth. Quality at DCI is Home to Stay!

DCI is located at 600 North 54th Avenue St. Cloud. After the tour join us at McCann's Food and Brewery located at 3320 3rd Street North for a pizza buffet with salad and dessert.

Tom Evans Plant Manager of DCI will speak at McCann's following the tour, after Tom speaks the student chapter will present a summary report on their activities/accomplishments this past year. They will also present a synopsis of the case study and the approach they used to solve it.

The tour starts at 5:30 with check-in starting at 5:15. Please register on-line by noon on Friday, April 2nd.

Cost:

Members - \$15.00, Non-members - \$25.00, Students- \$10.00

Please make reservations on our web site at www.apicscmn.org.

APICS is responsible for all meal reservations, including no-shows. Cancellations and no-shows received after noon on Monday April 5th will be billed.

Officer's Corner

The State of the Economy & Student Case Competition

by Alex Polacco, CEMN Faculty Advisor

The state of the economy is foremost in people's minds as we complete the first quarter of 2010. Although many economists are of the opinion that the recession ended in the third quarter of 2009, others are not as certain. Unemployment is at 9.7%, an improvement over the 10.2% in Q4 2009. There are indications that some companies are re-hiring laid off workers, but in other sectors lay-offs continue.

At the March 2 PDM in St Augusta Legion, renowned Professor of Economics from St. Cloud State University King Banaian said that unemployment rates tend to lag recessions and that the timing of a full recovery is still in the future. Official authority on the dating of recessions, the National Bureau of Economic Research has yet to declare the recession as over. The Bureau is careful because it must make sure that indications are not temporary.

Adverse economic conditions affect us on the financial, social and personal levels. What are some of the things businesses should do to ameliorate the adverse effects? What are some of the lessons we have learned from the past and present conditions that we can use in the future? Most economists confess that they completely missed the symptoms of the indicators that caused the current recession. By the same token, contradictory signals make them uncertain about the timing of a recovery.

Strategists say that organizations should have a system for continuously scanning, forecasting, projecting, and monitoring the environment such as the economy. Leading indicators of the current recession should be added to those of past recessions to develop a model for the future. In the present, companies are using lean principles to streamline their operations and to focus on value-producing resources and processes. If downsizing is a necessity, organizations should make decisions from a value-added management rather than a strict financial perspective. Some employees may be considered indirect labor, but they may have intrapreneurial and leadership qualities that may help the company to weather the recession and to speed recovery as conditions improve.

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Organizations should also encourage continuous learning, environmental consciousness, social responsibility, customer and supplier relations, quality, and ethical conduct because those elements ultimately affect the bottom line. Investing in nurturing your employees and providing them with opportunities for improving their knowledge will pay off as they develop innovations in products or improvements to processes that may help you to brave the storm. Employees should seek ways for being more productive and for being a real asset to the company.

On another note, five S.C.S.U. students and I went to the regional Case competition in Downer's Grove, IL, on February 19-20. The competition was held at the Doubletree Conference Center. 23 teams of students from student chapters from Michigan, Illinois, Wisconsin, Kansas, Missouri, Kentucky, and Texas participated in the event. SCSU's student chapter was the only entrant from Minnesota. This is the first time that the Central Minnesota student chapter has been represented in the annual Case competition.



SCSU student team L-R: Chad Garlock, Dan Thell, Jason Wester, Alex Bronder-Roznauer, and Paul Berkesch

The five SCSU student members were given a Case, and were required to develop a paper and a presentation of the analysis and recommendations. The SCSU team won 3rd Place, ranked 7th among the 23 teams, and received a cash prize of \$480. 135 students and 52 professionals attended the program, which went beyond just the competition.

Great Lakes District Manager Tony Stencel encouraged attendees to interface and share best practices with each other. Certain periods were set aside during the program for student chapter teams to share their best practices with the group. At other times, practitioners and academics shared what their own chapters were doing and how they were interfacing with the student chapters. APICS CEO Abe Ashkenazi spoke about some of the activities of the headquarters board.



Tony Stencel and his team of organizers

A District Round Table session was conducted for professionals to share their concerns, ideas, and best practices. A consistent reason for success among student chapters that had enjoyed growth in the past year, as cited by all groups, was the support of the parent chapter and the faculty advisors. Practitioners spoke of the positive benefits gleaned by both industry and the schools as a result of the partnerships being developed in their areas. The various chapters reported how they had developed strategies for increasing membership due to the adverse effects of the economy. Some chapters had been successful in creating internships and developing corporate sponsorships for the students; others had successfully increased membership by incorporating CPIM certification requirements into their school syllabus and actively promoting APICS membership. The Central Illinois chapter has made Basics a part of the school curricula, and they have enjoyed a near-100% pass rate on the CPIM.

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The Fox River chapter said that Linked In had been a positive influence for them and that putting in broadcasts had helped. They claimed that Facebook had not been as helpful as Linked In and that online programming is being pursued. Karen Eboch offered that headquarters had only 2000 Linked In subscribers only a year or two ago; they are now at 11,000. Chapters reported that interest in the CPIM exam had declined while interest in the CSCP has increased. Due to the rising unemployment rate, networking with the unemployed and free PDMs have drawn interest. Another practice was that they offered free classes, but students were required to buy the materials, which gave them ownership.

The Western Michigan Chapter has found I-Chapter to be a big help in printing out name tags, streamlining registration and in general management of the chapter. The Central Indiana chapter has focused on leadership principles and uses a form of servant leadership. They have partnered with professional organizations, state funding groups, and industry organizations. They work with the State which pays for the re-training through CPIM courses. They are partnering with overseas operations to develop co-sponsorships, and working with domestic supply chains such as Midwest Health Care.



The organizer team had a Western theme

District Director Keith Johnson provided an update of the Association. Some of the highlights are as follows: The Governance committee has recommended term limits for BOD members. The demand for distance learning has increased both nationally and internationally. A taskforce has been formed of the District managers and they are forming subcommittees. The taskforce has made three recommendations...public, online, and corporate users. The Board is investigating using Fox Valley Technical college technology for delivering the services, and headquarters will oversee the program, but conduction of classes will be given to the local chapter. They envision an APICS-branded distance-learning offering. A certificate with CEUs would be given similar to the synchronous face-to-face education that is being done now. There was a lot of discussion and some concerns. Abe Askenazi, APICS CEO answered some of the questions and took notes, but cautioned that the concept was still in the planning stages and that further study was being done.

The 23 teams of students did their presentations from 12:45 to 3:30 p.m. on Saturday. Each team was allowed only five minutes to present its case and recommendations. The panel of judges evaluated the delivery, content, and conciseness. At 3:30 p.m. the presentations ended and Karen Eboch reviewed past performance of the Scholar's Program for the International Conference, and plans for the next one which will be held in Nashville, TN in October. Karen discussed some of the plans and said that one should go to the APICS website for a better and more timely description of the program and requirements. Awards to the student teams were given out at 4:00 p.m. and attendees were given time to socialize and congratulate the winners.

THE UN-COMFORT ZONE with Robert Wilson

Compelled by an Idea

I was leaving my last class for the day when I saw my friend, Ken Frankel, working out in the hallway with one of those pistol-grip label makers. I stopped and asked what he was doing.

"The Dean asked me to put the room numbers up in Braille so the blind students can find their classrooms."

As I watched Ken work, I thought of some of the blind students I knew there at Georgia State University. Suddenly the devil got into me and I asked, "Does that thing do the alphabet as well?"

"Yes." Ken replied.

"Excellent! Let's take it over to the men's restroom in the Student Center and put up some graffiti in Braille!"

So we did. The next day we made a point of running into our blind friends, and asking them if they had been keeping up with the graffiti that people were putting up in the stalls.

The typical answer was, "Come on man, why are you asking me that when you know I can't see it?"

So we replied, "Next time you're in there, feel above the toilet paper dispenser."

They did, and within 48 hours every blind student on campus had heard about it. Then they were after us to put up some more! They told us, "This stuff is great!"

Feeling obligated to get some new material, we hit the bars for inspiration. One night we found the mother lode: the men's room at Moe's & Joe's, a 50 year old pub where they never painted over the witticisms scrawled on the walls.

Several mugs of beer and several trips to the restroom later, we filled several sheets of paper with funny bathroom graffiti to take back with us. As we looked at our collection, we came to two conclusions: first that we'd had way too much beer, and second that we should keep collecting graffiti until we had enough for a book.

Little did we know how long that would take! After a few days of active searching we had little to show for our efforts. Somewhat frustrated, we made a decision to just collect new material whenever we happened upon it.

A decade passed, but it was an idea I couldn't forget. It still made me laugh every time I thought of it. I kept the idea alive, and we kept collecting. Finally, 15 years later, our collection was big enough and we found a publisher who agreed with us that it was a very funny idea.

Sometimes an idea is so exciting that we can't leave it alone. We have to see it to fruition. I've been compelled by ideas to start new businesses, erect buildings, write novels, and even create new recipes.

My friend Jordan Graye, a radio personality in Atlanta, became energized by an idea when she learned that the actual inventor of radio, Nikola Tesla, never got credit for it in his lifetime. Like many people in radio, she believed that Guglielmo Marconi was the man who discovered it.

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As she read more about Tesla, she learned that he was also the inventor of alternating current electricity - the type of electricity that powers our homes and offices. She became incensed that history had forgotten this real-life Prometheus; and made it her mission to remind the world of his gifts.

She thought the best way to restore Tesla's fame would be in a film. That she had never made a movie before (and knew next to nothing about making one), did not deter her one bit.

Jordan did her research and composed a story. She then hired writers, actors, camera operators, and lighting people. She committed her time, energy and a sizable portion of her life savings to realizing her dream. Three years later, *MegaHertz* was complete and Nikola Tesla's life revived.

What idea is motivating you? Are you working on it?

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.

Please join the Central Minnesota Chapter of APICS for our Spring Seminar on Monday May 10th 8am - 1PM titled "Better Meetings - Collaboration Skills with Mr. John Canfield presenting at the Holiday Inn St. Cloud.

John Canfield is an experienced business executive and coach who has successfully implemented wide variety of planning, problem solving, creativity, and innovation processes in a wide variety of teams, organizations, industries, and cultures.

John has spoken to more than one thousand audiences around the world. Prior to 1990 John was a Senior Engineering Manager for Intel Corporation and later Director of Corporate Quality and Design Research for Herman Miller.

This hands-on seminar or facilitated meeting provides a number of exercises to help you develop improved thinking, approaches and skills that allow you to move past conflict and work more effectively, both in one-on-one relationships and group situations - in all sorts of meetings. Due to the company specific business goals and cultural considerations, each presentation is customized to make the best use of client time and effort.

The joke goes, "When fish get together to talk about their problems, they never talk about the water." This seminar teaches companies to talk about the water.

Monday May 10th, 2010 1/2 day Seminar 8:00 AM to 1:00 PM
Better Meetings 302
Collaboration Skills

In my experience, the tools (flow charts, fish bone diagrams, run charts, etc.), the hard stuff, is easy. The people stuff (working through conflict, getting things done with a variety of points of view, etc.) the soft stuff, is hard. The good news, people can learn to have more effective meetings

Conflict is in large part the emotional reaction we experience when we think a particular way. If we think of conflict as something to be avoided, we will behave that way working hard to establish and maintain what is often called "artificial harmony".

Schedule

7:30 AM – Sign-in
8:00 – Session Begins
10:30 – Break
1:00 PM – Seminar Concludes

Who Should Attend

Project Management
Supply Chain Management
Master Scheduling
Production Planning
Demand Management
Inventory Planning
Capacity Planning
Information Technology
Distribution Planning
Purchasing
Planner/Buyers
Change Agents
Forecasting
Managers
Supervisors

This is a fantastic opportunity to network with other professionals and discuss your Operations Management challenges!

APICS Members

You will earn 4 CE points towards CPIM & CSCP certification maintenance.

Register at <http://www.apicscmn.org/>
Questions: vpseminars@apicscmn.org
Contact www.johncanfield.com

Registration for Better Meetings 302 — Collaboration Skills

3 Ways to Register

Online: <http://www.apicsmn.org/> (Preferred method)

Fax: Attn: Mark Bashans @ 320-234-1315

Mail: Attn: Mark Bashans

3M Hutchinson

915 Adams Street Southeast

Hutchinson, MN 55350

Registration Deadline:
Friday May 7th, 2010

Name/Title _____

Company _____

Address _____

Street

City

State

ZIP code

E-mail _____ Phone _____

Please include for registration confirmation

Check / Cash \$99 member / \$199 non-member paid at the door (payable to CEMN APICS) Student \$20.00

Check enclosed

Please duplicate for additional registrations from the same company.

Please duplicate for additional registrations from the same company.
Cancellation fee of 50% of total fees required for cancellation after the deadline.
Cancellations after the deadline will be assessed 50% of the registration fee

Registration for Better Meetings 302 — Collaboration Skills

This seminar will help you develop approaches, skills, and confidence that allow you to move past unproductive conflict and work more effectively taking full advantage of productive conflict.

St. Cloud Holiday Inn

Division Street & 37th Ave, PO Box 1104,

Saint Cloud, MN 56301 1-320-253-9000

Monday May 10th, 2010

8:00 AM—1:00 pm (registration at 7:30 AM)

Directions to Holiday Inn

LOCATED AT THE INTERSECTION OF HWY 15 AND HWY 23, JUST FOLLOW HWY 15 OR HWY 23 TO HOTEL. FROM I-94 TAKE EXIT 167B (HIGHWAY 15 EXIT) AND FOLLOW 5 MILES.

Presented by Central MN APICS

<http://www.apicsmn.org>

Resume Tips: Five Ways to Grab Employers' Attention

With today's level of competition for good jobs your resume has got only one chance to make a great first impression. To be considered for interviews your resume must have that special something that grabs the reader's attention and motivates them to call you. Here are five strategies for transforming a blah document into a WOW resume that will get employers calling you.

1. Keep your focus clear and to the point.

The first thing potential employers need to know is what you do and the position you are interested in. In the past job seekers have used an objective statement at the top of their resume to indicate their employment interest. With the lightning speed scanning approach that recruiters take in viewing resumes, a wordy, vague objective statement taking up three or more lines of text just doesn't get the job done. In most cases they don't get read.

Instead, write a short, direct professional summary that clearly illustrates your career focus. Your statement should include your profession, how long you've done it and your particular areas of expertise. Something to the effect of:

Senior purchasing professions with 10 years' procurement expertise in: strategic sourcing, contract negotiation, financial analysis, strategic planning, leadership, contract law and process improvement.

Remember, your resume is not an historical tell-all. To keep your focus clear make sure that everything following in your resume relates to your focus. Leave off extraneous details.

2. Stuff your resume with key words.

The more key words you use the more frequently your resume will show up in online searches like LinkedIn, TheLadders and CareerBuilder, etc.. Additionally, employer resume data bases also use key words to query for qualifying candidates. Without appropriate key words your resume will be electronically ignored. Without key words, your resume is being shot off into a black void each time you submit it.

A good way to make sure your resume is full of key words is to check it against job postings. Use as many of the key words found in the responsibilities and qualifications sections of job postings. As much as you can, match up your terminology with what you find in job postings.

3. Keep your resume reader-friendly.

Nothing gets ignored like a resume full of lengthy blocks of text. No one has time to read through that much information. Resume screeners need to be able to absorb your information quickly. Leave out extraneous details so that key facts show up easily. Leave out extraneous details so that key facts show up easily. Separate blocks of text into smaller easy-to-digest snippets of information. Use white space to separate bullet points so that each stand out. Be sure that your font size is readable: nothing smaller than 11 point.

4. Include plenty of accomplishments.

If you want to stand out from the crowd you must include accomplishments throughout your resume. Write accomplishments that show how you solve universal problems such as saving time, cutting costs, improving performance and increasing customer satisfaction. Your accomplishments should stand out on your resume in bullets separate from your responsibilities. Don't make the common mistake of combining responsibilities and accomplishments in a long list of bullets. List your responsibilities in a small block of text and your accomplishments in bullet form following.

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5. Get your best information on page one.

It's true, if you can't grab their attention on page one they won't stick it out to find out the wonderful things you've got on page two or three. This presents a problem for those who experienced their most productive work five or more years back. The solution is to use the hybrid resume format that allows you to create a highlight of accomplishments section at the top of page one of your resume. This area of your resume is reserved for the best examples of your work. The accomplishments you include should illustrate the key transferable skills needed for the position you are interested in.

Don't delay in implementing these resume changes. Employers are waiting for you with opportunities for a better career and a better life.

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Deborah Walker, Certified Career Management Coach

Read more career tips and see sample resumes at:

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

## Welcome new members

|                 |         |                |                     |
|-----------------|---------|----------------|---------------------|
| Susan Salmela   | Student | Derrick Feil   | Superior Industries |
| Sharon Fries    | Student | Tim Raasch     | Superior Industries |
| Kristine Meinke | Student | Jennifer Geihl | Malco Products      |
| Jeremy Apikelis | Student | Vikash Bhatta  | Student             |
| Paul Berkesch   | Student | Rizwan Ahmed   | Student             |
| Joseph Psyk     | Student | Carmon Jones   | Student             |
| Tracy Kelly     | Student | Mandy Cardinal | Student             |

## Central MN Chapter's Education Calendar

### *CPIM Certification Review Classes*

#### Alexandria Class

#### **Basics of Supply Chain Management**

Date – Tuesdays (starting April 6th)

Instructor - TBA

Location – Alexandria Extrusion

#### St. Cloud Class

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

Date – Wednesdays (starting April 21st)

Instructor – TBA

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)

## Central Minnesota APICS Board of Directors

### **President**

Darrell Watercott  
Gold'n Plump Poultry  
320-240-6240  
[President@apicscmn.org](mailto:President@apicscmn.org)

### **President-Elect**

Position Open

### **VP of Finance**

Donna Messer  
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320-257-4354  
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### **Past President**

Marjorie LaTour  
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[PastPresident@apicscmn.org](mailto:PastPresident@apicscmn.org)

### **VP of Marketing**

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### **VP of Programs**

Doris Illies  
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[VPprograms@apicscmn.org](mailto:VPprograms@apicscmn.org)

### **Member At Large**

Bruce Skalbeck, PH.D., CFPIM,  
CIRM, CSCP  
St. Cloud State University (retired)  
320-251-3052  
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### **VP of Seminars**

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### **Faculty Advisor**

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### **VP of Membership**

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### **VP of Education**

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