

Highlights of Upcoming Events!

February PDM

February 7, 2012 at 5:30 pm
W3i LLC, Sartell, MN
Dinner, speaker, and plant tour.

March 13, PDM

Time, program, and venue TBD

April 2012 Seminar

April 4. 7:30 am – noon.
Venue TBD.

May 8, 2012 PDM.

Time, program, and venue TBD.

Go to apicscmn.org and sign up in the events link.

Education

CPIM Master Planning of Resources (MPR) course on April 16 and 30, 2012

For further information and to sign up e-mail Barb

Tessmer at

vpeducation@apicscmn.org

Business Excellence!

Sign up for the upcoming April 4 Seminar with speakers from Oliver Wight companies. For further information and to sign up e-mail Derek Feil at

vpseminars@apicscmn.org

Successfully Navigating through the Global Competition

Sauk Rapids ventilation equipment manufacturer Schaefer Ventilation LLC hosted the January 16 PDM. Company president Neil Crocker said that they had experienced a 51% growth rate for the first half of 2011 compared with 2010.



Professionals and students at the PDM

Neil gave us an excellent overview of the company's operations and said that Schaefer has used innovation in its design, marketing, operations, and supply chain strategies to successfully compete with low-cost overseas competition.

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Schaefer president Neil Crocker

Upcoming February 7 PDM at W3i

Attaining and Maintaining Industry Leadership

W3i, LLC is a market leader in the desktop and browser marketing solution industry. Its innovative products are developed in an environment that integrates marketing and operations and there is no clear boundary between the two. Collaboration and ingenuity are keys to the process. Co-owner Rob Weber gave us an excellent presentation two years ago. Come and learn how they continue to improve and sustain their gains. See page 2...

Business Excellence Seminar

Learn what the world class companies are doing to be profitable and sustain growth during this recession!

Conducted by professional consultants from Oliver Wight companies, this 7:30 am – noon program will help you to examine your current practices and benchmark them against world class practices in the field of operations and supply chain management. Share some of your unique practices and valuable insights with other members and critique some of the ideas that will be presented. See page 3 for more information.....

February 7, 2012 PDM 5:30 pm

Dinner, speaker, and facilities tour.

W3i LLC, 1900 Medical Arts Ave S Suite 200 Sartell, MN 56377 Sartell, MN.

Attaining and Maintaining Industry Leadership

W3i, LLC is a market leader in the desktop and browser marketing solution industry. Its innovative products are developed in an environment that integrates marketing and operations and there is no clear boundary between the two. Collaboration, cooperation, and ingenuity are keys to the process. Co-owner Rob Weber said philosophies such as “taking risks and thinking independently” and “challenging the status quo, and blazing new trails together” have spurred them on to sustain their extra-ordinary growth even in the current economy.

Come and learn how they translate that philosophy into action throughout the company.

The three brothers created W3i in the dorm room at SCSU nearly ten years ago. They successfully created W3i and began generating profits that has enabled them to grow. The Webers had a large vision and strategized with each other about how they would create and develop a profitable business. The brothers developed a strategic plan and set out to create value by

connecting people to applications. Their goal was to become a market leader in applications distribution. They attribute team spirit, mutual support, and collaboration as keys to the success they have enjoyed.

W3i is an e-commerce company that helps Windows and plug-in application businesses to enhance their revenue, distribution, and traffic. The company installs interactive consumer applications, and delivers active users to their partners thru applications. It seems we hear every day about a new ‘app’ for our phones or other electronic devices. So where did all these apps come from and how are they released into the market space? Join us to hear an amazing story how three brothers - Rob, Aaron, and Ryan Weber - found almost overnight success in the world of apps.

W3i began marketing apps when apps weren’t even cool. In 2000, the three Weber brothers discovered the power of free and launched Freeze.com. Along with their team, they developed applications to satisfy users’ pent up demand for free content while pioneering new revenue models to spread the development and

marketing costs across millions of installations — over 700 million to date. The company name was changed to W3i as the team grew with people that were passionate about application distribution and monetization.

In 2008 several companies with consumer applications looking for ways to expand their business asked W3i to share its expertise; and a network was born, allowing other application companies to increase distribution and revenue using W3i’s technology. The W3i application network combines the demand for free and trial applications monetized by the distribution of additional, relevant applications when the consumer is in the installation mindset.

Come to the dinner PDM on February 7 and learn how these young entrepreneurs have used leadership, innovation, and entrepreneurial spirit to design, market, develop, and deliver industry leader quality products and reap above average profits.

To sign up: Go to apicscmn.org, click on the events link, and click on the sign up link

Officer's Corner

Derek Feil, V.P. of Seminars



I am excited for the Seminar line-up that the Central MN APICS chapter has for you this Spring!

This Spring we will be offering a Seminar on April 4, 2012. Alan Kauth and Jon Minerich from the Oliver Wight Group will present the topic “Achieving Business Excellence”. Alan, Jon and we are still working on the details of that session so look out for more details on this exciting seminar this spring. The seminar will focus on a series of books that were developed by the Oliver Wight Group.

From its experience with thousands of clients throughout the world, the Oliver Wight Group has developed a set of benchmarks or standards that define excellence in top-performance companies. Customer expectations increase daily and companies that are dedicated towards the concept of continuous improvement need to continually raise their standards and assess their performance as they mutually adjust their operations along their supply chains. Although the journey towards business

excellence is never-ending and arduous, the rewards are worth the effort.

This seminar will help you to examine your current practices and align them with cutting-edge knowledge in the field of operations and supply chain management, and to develop new practices that will give you and your company an advantage in your industry. The “excellence” initiatives will unite your employees, customers, and suppliers along your network of supply chains in a common mission dedicated to customer satisfaction and performance excellence.

Continuous improvement in all facets of the business is an imperative in current times, and companies are seeking intrapreneurship and innovation throughout the supply chain. The journey begins with continuous learning, and this seminar will give you new insights into the possibilities for improving your value stream, sustaining profits, and achieving excellent customer satisfaction while keeping to the company’s social responsibility and sustainability goals.

As always, please check our calendar of events for more PDM events and seminars that are posted on our website. If you have suggestions for future seminars or if your company has a particular topic that you are interested in, please send your ideas to me at vpseminars@apicscmn.org so we can plan events that are even more valuable to you and the companies you work for.

...Schaefer's PDM. Continued from page 1...

Schaefer imports many of its parts and components but also buys locally. The company recently backward integrated by acquiring its sheet metal fabrication supplier, and is looking at further integrating by acquiring other suppliers. Management of its supply base in terms of supplier relationship and development has enabled Schaefer to be competitive in the industry.



Student members with market specialist Tracey Kelly and chief operations officer Carl Guggenberger

Neil spoke about the difficulty in forecasting given the dynamicity in the marketplace, and said that balancing customer service levels with inventory investment was a real challenge. 70% of Schaefer's revenues occur within four months in the Summer, so forecasting is done earlier in the previous year. Such long range advance planning is also essential given the long lead times with internationally acquired parts.

Schaefer is in the ventilator fan manufacturing business. Their customers include cattle farmers, construction, the NFL, horticulture, and anyone else who has ventilation needs. The company is aggressively pursuing overseas markets and is relying on its design innovations to compete with low cost producers. Neil said that quality and value took precedence over cost.



Some of the large components in inventory

Continuously looking at maintaining a competitive lead time helps the company sustain its gains. Schaefer buyers are challenged to keep note of the social, cultural, and economic issues that affect lead times, deliveries, and costs along their supply chain. As competition in the domestic market and world economic conditions have caused a reduction in price and cost of labor, Schaefer plans on sourcing locally.



Some of the large components in inventory



CMN APICS past president Darrell Watercott introduces Neil and Carl

To all members:

The following positions are open on our Board.

Please consider volunteering to help us serve our membership:

Executive V.P./President Elect

V. P. Programs

V.P. Membership

V.P. Promotions/Newsletter

Please contact: president@apicscmn.org for more information

Also, if you wish to serve on the Board in the coming year, please inform us. All positions are for a term of one year, and the fiscal year begins in July. Some current officers may choose to continue to serve in the new term, but if you want to contend for the position, please let us know. A nominating committee will accept resumes to help them screen aspirants, and a vote will be put to the membership thereafter. If there are no contenders, current officers will continue to serve in the position.