

2011 APICS Volunteer Leadership Workshop

Educational Program

APICS Volunteers – Building Pillars of Success

Saturday, October 22, 2011

David L. Lawrence Convention Center,
Pittsburgh, Pennsylvania



Agenda

11:30 a.m.–3:00 p.m.

Registration

12:30 p.m.–1:30 p.m.

Welcome and General Session

Welcome

Ione Dykstra, CPIM
*2011 Volunteer Leadership Workshop Chair and
APICS Heartland District Manager*

Eric Schaudt, CPIM, CSCP
Chair, APICS Board of Directors

General Session

Sustainable Productivity: The Role We Play

Sharon Rice
Executive Vice President, APICS
Meeting Room 301 - 303

1:30p.m.–1:40p.m.

Break

1:40 p.m.–2:40 p.m.

Learning Sessions

Essential Tools to Grow Your Membership

Carla J. Parvin, CFPIM
Meeting Room 317-318

Association Website Marketing Overview

Jane Pearson
Director, Marketing and Brand Management, APICS
Meeting Room 310-311

Membership Retention Roundtable – Tools That Work

Moderator

Patricia A Crotty, CPIM, CIRM, CSCP

Panelists

Karen K. Schiebout, CPIM, CSCP
David W. Johnson, CPIM
Theresa R. Scully, CPIM, CIRM, CSCP
Meeting Room 315-316

Job Interview and Resume Tips

Malaina M. Hudson, CPIM
Meeting Room 304-305

CSCP 2012–Introducing the New and Improved CSCP Exam and Learning System

Bob Collins, CFPIM, CIRM, CSCP
Director, Professional Development, APICS
Lisa Sallstrom
Director, Certification, APICS
Meeting Room 301-303

2:40 p.m.–2:50 p.m.

Break

2:50 p.m.–3:50 p.m.

Learning Sessions

Growing Your Chapter Through Strategic Planning

Denise D. Gillespie, CPIM, CIRM, CSCP
Meeting Room 317-318

Motivating Volunteers

Carol A. Ptak, CFPIM, CIRM
Meeting Room 310-311

How Are APICS Certification Exams Scored?

Ann K. Gatewood, CFPIM, CIRM, CSCP
Susan A. Neff, CPIM, CIRM, CSCP, CAE
Meeting Room 315-316

How a Recent Graduate Can Find Work Despite the Recession

Kuntal N. Trivedi, CPIM
Meeting Room 304-305

New APICS CSCP Learning Systems Features and Benefits

Michele Morrison
*APICS CSCP Learning System and Channel
Partner Support, Holmes Corporation*
Vicky Vander Woude
*APICS CSCP Learning System and Channel Partner
Support, Holmes Corporation*
Meeting Room 301-303

3:50 p.m.–4:00 p.m.

Break

4:00 p.m.- 5:00 p.m.

Learning Sessions

Strategic Planning and Membership Retention

Celeste M. Ayers, CFPIM, CSCP

Meeting Room 317-318

Media Options for Dummies

Moderator

Ione M. Dykstra, CPIM

Panelists

Humphrey H. Vernaus

Lisa J. Ross

Meeting Room 315-316

What is Your APICS Elevator Pitch?

Lisa Anderson, CSCP

Meeting Room 310-311

Best Practices for Student Chapters

Matt Drake, PhD, CFPIM

Steve Limmex, CPIM

Meeting Room 304-305

An Opportunity to Talk to APICS CSCP

Courseware Subject Matter Experts

Bob Collins, CFPIM, CIRM, CSCP

Director, Professional Development, APICS

Meeting Room 301-303

Volunteer Leadership Workshop Detailed Program

12:30 p.m.-1:30 p.m.

Welcome and General Session

Welcome

Ione Dykstra, CPIM

*2011 Volunteer Leadership Workshop Chair and
APICS Heartland District Manager*

Eric Schaudt, CPIM, CSCP

Chair, APICS Board of Directors

General Session

Sustainable Productivity: The Role We Play

Sharon Rice

Executive Vice President, APICS

Meeting Room 301-303

Eric Schaudt, Chair of the APICS Board of Directors, and Sharon Rice, Executive Vice President, will discuss the ongoing need to develop supply chain and operations management professionals at all levels and the important role that APICS and our partners play in this endeavor. Staff directors will provide updates in membership, research, publications, certification, professional development, and marketing.

1:30 p.m.-1:40 p.m.

Break

1:40 p.m.-2:40 p.m.

Learning Sessions

Essential Tools to Grow Your Membership

Carla J. Parvin, CFPIM

Meeting Room 317-318

Learn how the Asheville-WNC chapter's vision, planning, tools, and methods retained and grew their membership during some very tough economic times. Although Asheville-WNC is a small chapter with about 55 members, these tools and techniques can be implemented by chapters of all sizes.

Association Website Marketing Overview

Jane Pearson

Director, Marketing and Brand Management, APICS

Meeting Room 310-311

What makes an effective website? Come to this session to learn about best practices for using your website as a primary communication channel with your members. Find out what APICS learned while developing the new APICS Corporate website and learn how you can apply these concepts to your chapter's website.

Membership Retention Roundtable—Tools That Work

Moderator

Patricia A. Crotty, CPIM, CIRM, CSCP

Panelists

Karen K. Schiebout, CPIM, CSCP

David W. Johnson, CPIM

Theresa R. Scully, CPIM, CIRM, CSCP

[Meeting Room 315-316](#)

Membership retention is much more than the chapter membership officer reviewing upcoming renewal dates, communicating with members prior to those dates, and following up. In reality, retention starts the time a member joins, and it is a continuous process involving the entire chapter board. This interactive roundtable discussion will highlight ideas and techniques from chapters that have been successful in achieving high retention rates. The panelists will share how they provide a solid value proposition for their members and how to do so with your own chapter.

Job Interview and Resume Tips

Malaina M. Hudson, CPIM

[Meeting Room 304-305](#)

Finding a job is rarely easy. The rules of engagement for what works and what doesn't vary by market, industry, and the economics that govern employment. This discussion will focus on resume essentials that hiring managers look for and key techniques to help ace that critical interview, as well as tips to improve networking effectiveness.

APICS CSCP 2012—Introducing the New and Improved APICS CSCP Exam and Learning System

Bob Collins, CFPIM, CIRM, CSCP

Director, Professional Development, APICS

Lisa Sallstrom

Director Certifications, APICS

[Meeting Room 301-303](#)

Why were the CSCP exam and learning system revised for 2012? Learn how the global job task analysis led to a new exam content manual and how it drives the courseware. Attendees will explore what these changes mean for instructors, students, and potential students; how APICS will help you navigate the changes; an overview of the new exam dates and windows, the two exam options in the first half of 2012, and the Learning System bridge materials; and the new online platform and enhancements.

2:40 p.m.–2:50 p.m.

Break

2:50 p.m.–3:50 p.m.

Learning Sessions

Growing Your Chapter Through Strategic Planning

Denise D. Gillespie, CPIM, CIRM, CSCP

[Meeting Room 317-318](#)

Discover how the Mid-Florida chapter's strategic plan is used as a multiyear revitalization tool, with terrific success. Attendees will have the opportunity to share with others, while learning how to develop and implement a strategic plan when resources are limited; develop an operating plan and budget from the strategic plan; and use the operating plan and metrics to achieve chapter CBar success.

Motivating Volunteers

Carol A. Ptak, CFPIM, CIRM

[Meeting Room 310-311](#)

Does your chapter have all the volunteers necessary to make programs a success? If you could use more volunteers, then this presentation is for you. The presenter will provide a three-step action plan you can use immediately, to acquire more volunteers. You will learn why people volunteer, how to get them to work for your chapter, and how to keep them happy and motivated.

How Are APICS Certification Exams Scored?

Ann K. Gatewood, CFPIM, CIRM, CSCP

Susan A. Neff, CPIM, CIRM, CSCP, CAE

[Meeting Room 315-316](#)

Despite rumors that test scores are determined by consulting a Magic 8-Ball, the development and scoring of a test follows standard and logical production and forecasting principles. This session will explore the purpose of a certification examination, how certification examinations are developed, how examination passing scores are determined, and what a scaled score is and why it's important to testing integrity.

How a Recent Graduate Can Find Work Despite the Recession

Kuntal N. Trivedi, CPIM

[Meeting Room 304-305](#)

Learn about the speaker's own experiences as a new graduate and the lessons he learned on his journey to landing a job after graduation. In addition, you will learn about the current data on unemployment, future growth areas, APICS resources that can help, and six guidelines for landing your first job.

New APICS CSCP Learning Systems Features and Benefits

Michele Morrison, *APICS CSCP Learning System and Channel Partner Support, Holmes Corporation*
Vicky Vander Woude, *APICS CSCP Learning System, Holmes Corporation*
[Meeting Room 301-303](#)

This session provides a comprehensive overview of edition 2012 APICS CSCP Learning System features and enhancements for instructors and students; including a demonstration of the new APICS CSCP Learning System platform.

3:50 p.m.-4:00 p.m. Break

4:00 p.m.-5:00 p.m. Learning Sessions

Strategic Planning and Membership Retention

Celeste M. Ayers, CFPIM, CSCP
[Meeting Room 317-318](#)

Learn how to apply concepts from the APICS Body of Knowledge to overcome challenges chapters face due to the economic recession. This dynamic presentation features a practical and achievable approach to chapter planning. Real-world examples from the APICS Gold Rush chapter will detail strategies for membership retention.

Media Options for Dummies

Moderator

Ione M. Dykstra, CPIM

Panelists

Humphrey H. Vernaus

Lisa J. Ross

[Meeting Room 315-316](#)

This session will include discussions on:

- Tools like Facebook, LinkedIn, Constant Contact
- Presentation Pro - creating interactive training et al.
- Webinars and video conferencing
- Kindles, Nooks etc.

These panelists have real world chapter and district experience using these various media options.

What is Your APICS Elevator Pitch?

Lisa Anderson, CSCP

[Meeting Room 310-311](#)

Stand out in the APICS community and make a positive contribution to the profession by understanding your audience, their needs, and how to solve their problems. It is you, who can create the curiosity and interest to start and continue a conversation about APICS. Learn how your passion and personality can convert a "no deal" into "new deals."

Best Practices for Student Chapters

Matt Drake, PhD, CFPIM

Steve Limmex, CPIM

[Meeting Room 304-305](#)

This interactive session will serve as a forum for officers of APICS student chapters to share management best practices. The discussion will focus on the five major categories of evaluation in the APICS student chapter management program. Attendees will learn about innovative activities and programs they can use to make their chapters more effective and achieve higher levels of recognition.

An Opportunity to Talk to APICS CSCP Courseware Subject Matter Experts

Bob Collins, CFPIM, CIRM, CSCP

Director, Professional Development, APICS

[Meeting Room 301-303](#)

Ask the 2012 APICS CSCP Learning System subject matter experts (SMEs) questions as you plan and prepare for your own 2012 courses. This session will provide insight into the content changes and additions and what they mean to your students. Attendees will learn how to prepare to teach the new courseware based on valuable suggestions from the SMEs.

2011 APICS Volunteer Leadership Workshop Planning Committee

Chair, Ione M. Dykstra, CPIM

Patricia A. Crotty, CPIM, CIRM, CSCP

David W. Johnson, CPIM

Susan A. Neff, CPIM, CIRM, CSCP, CAE

Humphrey H. Vernaus

2011 APICS Volunteer Leadership Workshop Presenter Biographies

Lisa Anderson, CSCP

Anderson is senior operations and supply chain executive and founder and president of LMA Consulting Group Inc. She works with executive leaders and management teams to transform people and processes into profit. Anderson has been a featured speaker at several supply chain conferences and a guest lecturer for the University of Southern California's Entrepreneurial Program. She has been quoted in The Wall Street Journal, Industry Week, and The Los Angeles Times. In addition, Anderson is the 2011 recipient of the APICS Southwest District's Milt Cook Award for service and dedication to the district and the principles of APICS.

Celeste M. Ayers, CFPIM, CSCP

Ayers' personal mission statement is to sustain a lifelong passionate pursuit of personal and professional growth through higher learning and service of others. As the sourcing and procurement manager for Parker Hannifin Corporation, Racor Division, she relies on her experience in materials, procurement, logistics, and international trade to improve her company's supply chain practices. Ayers serves on the APICS Gold Rush chapter board of directors and is an APICS certified instructor.

Patricia A. Crotty, CPIM, CIRM, CSCP

Crotty is a master scheduler at Lord Corporation in Dayton, Ohio. She has been an APICS member for 20 years and has served various chapter and district/region officer positions and APICS committees, and on the board of directors as region vice president in 2005 and 2006. She serves on the Voice of the Customer committee as chair of the Professional Membership subcommittee and in 2010 served on the Voice of the Customer committee as chair of the Academic Membership subcommittee.

Matt Drake, PhD, CFPIM

Drake is the director of international business programs and an assistant professor of supply chain management in the Palumbo-Donahue School of Business at Duquesne University. He is a graduate of Duquesne University and the Georgia Institute of Technology. His research has been published in numerous journals, and Drake is the author of *Global Supply Chain Management*, which will be published by Business Expert Press in 2012.

Ione Dykstra, CPIM

Dykstra is president of Dykstra & Associates, a consulting firm providing manufacturing training and education to companies in the Midwest. She is an APICS master instructor for CPIM, Train-the-Trainer, and Learning Dynamics, as well as lead instructor for Global Sourcing. A degree in business administration and an associate degree in adult education also complete her educational background.

Dykstra has served APICS in numerous roles at the chapter, district, and corporate levels. In her local chapter, she volunteered in membership, marketing, and education and served as chapter president. At the district level, she currently is serving as the Heartland District Manager. Previously she held the position of vice president of educational development on the APICS board of directors and Region 5 vice president. Currently, Dykstra is part of the Voice of the Customer Committee and serves on the Professional Membership subcommittee. She has previously served on the Strategic Direction Committee and the Governance Committee.

Ann K. Gatewood, CFPIM, CIRM, CSCP

Gatewood is president of Gatewood Associates, assisting organizations in developing and managing methods of customer focus, demand planning solutions, performance measurement, lean manufacturing, people empowerment, and business process analysis and improvement. She has been a member of APICS for 26 years and serves as chair of the APICS C&C Council. She was chair of the APICS CPIM program from 1997 to 2002 and has held several chapter and region positions, including three years as chapter president.

Denise D. Gillespie, CPIM, CIRM, CSCP

Gillespie, of The Denmark Group, Inc, has been active in APICS for more than 25 years, serving in numerous positions at the chapter and region level, including chapter president. She is currently a director-at-large for the Mid-Florida chapter, a chapter instructor for the APICS CPIM and CSCP review courses, and a frequent speaker at chapters across the United States.

Malaina M. Hudson, CPIM

Hudson is the manager of automotive supply chain for CHEP Americas, where she has been employed for seven years in various roles within the supply chain organization. She holds a BS in MIS from Kaplan University and an MBA in supply chain management from Strayer University.

David W. Johnson, CPIM

Johnson is a consultant in the areas of training and system implementation. Prior to that, he was manager of education and consulting services for Bull Worldwide Information Systems' manufacturing solutions organization. He has taught supply chain, operations management, and associated courses at GateWay Community College and the University of Phoenix and fundamentals and certification classes for the Phoenix APICS Chapter. In addition, Johnson is the APICS southwest district administrative advisor and vice president of administration for the Phoenix APICS chapter.

Steve Limmex, CPIM

Limmex is the logistics manager for Rioglass Solar in Surprise, Arizona. He has worked as master scheduler at Powill Manufacturing and Engineering, warehouse manager at Berry Plastics, and distribution/inventory manager at Rubbermaid. Upon graduating from the University of Wisconsin-Whitewater, Limmex entered the workforce as a member of the Operations Phoenix Management Training Program with Newell Rubbermaid. He is currently volunteering as an APICS Scholar Coordinator.

Susan A. Neff, CPIM, CIRM, CSCP, CAE

Neff was an APICS professional staff member for 28 years. Holding a variety of positions as the association grew, her greatest loves were volunteer education and certification development and maintenance. After APICS relocated to Chicago, she became a test developer for the National Institute for Certification in Engineering Technologies, managing the development and maintenance of several credentialing programs for fire protection professionals. In 1992, she collaborated with Terry Lunn in writing MRP: Integrating Material Requirements Planning with Modern Business.

Carla J. Parvin, CFPIM

With more than 25 years of experience, Parvin has worked in purchasing, systems implementation and training, materials management, and project management. Currently, she is an inventory analyst with a large medical equipment manufacturer in Asheville, North Carolina, where she is implementing demand pull and kanban with top suppliers. Parvin has held a variety of positions on the boards of several APICS chapters. She is the president of the Asheville-WNC chapter currently. Parvin is a six sigma green belt.

Carol A. Ptak, CFPIM, CIRM

Ptak is a partner with the Demand Driven Institute and was recently at Pacific Lutheran University as visiting professor and distinguished executive in residence. Previously, she was vice president and global industry executive for manufacturing and distribution industries at PeopleSoft, where she developed the concept of demand driven manufacturing. Ptak spent four years at IBM Corporation, culminating in the position of global SMB segment executive. She proudly served as APICS president and chief executive officer in 2000.

Lisa J. Ross

Ross was the 2010 APICS International Conference Committee chair and innovation manager at Burt's Bees in Durham, North Carolina. She has more than 20 years of experience in materials, including planning, scheduling, and managing teams and customer operations. Ross has been an active member of APICS since 1986, serving in a variety of roles including region vice president, governance committee chair, and chapter president for the APICS Champlain Valley and APICS Triangle chapters.

Eric Schaudt, CPIM, CSCP

Schaudt has been an active APICS member for nearly 15 years, serving multiple leadership roles at the chapter and district levels. The 2011 APICS Chair, he brings nearly 35 years of experience in aerospace and defense operations to the association. He has led teams in business process creation and evaluation, SAP implementation, benchmarking, and change management

Karen K. Schiebout, CPIM, CSCP

Schiebout is the procurement systems support manager at Vermeer Corporation and has worked in the manufacturing production control sector for more than 20 years. In addition, she is an adjunct business professor for William Penn University, where she has enjoyed teaching for the last 10 years. She has been an active APICS member since 1995.

Theresa R. Scully, CPIM, CIRM, CSCP

Scully began her journey in the operations management field as an obstetrics planner for Hollister Incorporated, where she gained exposure to inventory, shipping, warehousing, and business analytics. Since then, she has worked for she ISC Surfaces, a distributor of tile, hard wood, and natural stone products, and Olin Brass, where she is currently implementing a sales and operations planning process for all manufacturing divisions. Since 2009, she has been a St. Louis chapter board member and has served as communications director, president elect, and now president.

Kuntal N. Trivedi, CPIM

Trivedi is a senior manufacturing engineer at Diab in Dallas Texas. In addition, he worked at Texas Instruments as an intern while pursuing his master's degree. He is a certified lean six sigma (LSS) green belt and trained LSS black belt.

Humphrey H. Vernaus

Vernaus has more than 18 years of manufacturing experience and is currently employed as a material manager for a major North American aerospace company. He is the incoming APICS Canadian District Manager for the 2012-2013 term and has been a member of APICS since 1993. In addition, Vernaus has served as an instructor and has held a number of offices and committee positions for the Winnipeg Chapter, the Canadian District, and the association.

APICS Corporate Staff Presenters

Bob Collins, CFPIM, CIRM, CSCP
Director, Professional Development, APICS

Jane Pearson
Director, Marketing and Brand Management, APICS

Sharon Rice
Executive Vice President, APICS

Lisa Sallstrom
Director, Certifications, APICS

Holmes Corporation Presenters

Michele Morrison
*APICS CSCP Learning System and Channel
Partner Support, Holmes Corporation*

Vicky Vander Woude
*APICS CSCP Learning System and Channel
Partner Support, Holmes Corporation*

