



Our December PDM is focused on professional networking and getting to know our fellow members better. Join us for a relaxing and fun evening with some good food and good friends. Learn about each other and learn more about APICS. Why not invite a co-worker or potential member to introduce them to APICS?

Join your fellow APICS members for our annual

## Holiday Networking Party

**Wednesday,  
December 10, 2014**

**6:00- 8:30 pm**

**The Protocol Restaurant**

6766 Transit Road, Williamsville, NY 14221

**\$10.00...Members & Full-Time Students**

**\$20.00...Non-Members/Guests**

**Including:**

**Beef & Turkey Carving Stations**

**Finger Foods**

**Cash Bar**

**...and gifts!**

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Reservations requested by Monday, December 8th, but will be accepted later.  
(Register early...we need to tell Santa how many gifts to drop off.)

**Register:** Online at <http://www.apics-buffalo.com>  
or call APICS at PPM OffiCenter (716) 648-0972



**APICS - Buffalo Chapter #21**  
 PO Box 888 • Hamburg, NY 14075-0888  
 Phone (716) 648-0972 • Fax (716) 646-1599  
 Website: www.apics-buffalo.com

**APICS-Buffalo's Board of Directors 2014-2015**

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Matt Bartels, CPIM  
 Rich Products Corp.  
 1 Robert Rich Way  
 Buffalo, NY 14213  
 (716) 878-8963  
 mbartels@rich.com

**VICE PRESIDENT:**

Jeffrey Ball, CSCP  
 Aurubis Buffalo, Inc.  
 PO Box 981  
 Buffalo, NY 14240-0981  
 (716) 912-7801  
 j.ball@aurubis.com

**TREASURER:**

Patrick J. Clancy, CPA & CFE  
 Freed Maxick & Battaglia  
 420 Main St.  
 Buffalo, NY 14202  
 (716) 847-2651  
 patrick.clancy@freedmaxick.com

**ASSISTANT TREASURER:**

Darren Jurewicz  
 Freed Maxick & Battaglia  
 darren.jurewicz@freedmaxick.com

**SECRETARY:**

Donna McGrew  
 Harlequin Distribution Center  
 3010 Walden Ave,  
 Depew, NY 14043  
 (716) 685-1146  
 mcgrew4758@roadrunner.com

**PROGRAM DIRECTOR :**

Donna Becker  
 Rich Products Corp.  
 1 Robert Rich Way  
 Buffalo, NY 14213  
 (716) 878-8912  
 dbecker@rich.com

**SPECIAL PROJECTS/PROGRAMS :**

Bill Helfrich  
 80 Southwick Dr.  
 Orchard Park, NY 14127  
 (716) 662-7927  
 bh7831@aol.com

**MEMBERSHIP DIRECTOR/  
 COMPANY COORDINATOR:**

Michael Gebera  
 Tapecon Inc.  
 701 Seneca St.  
 Buffalo, NY 14210  
 (716) 854-2409  
 michaelg@tapecon.com

**SPECIAL PROJECTS/BYLAWS:**

John Blest  
 Daemen College  
 4380 Main St.  
 Amherst, NY 14226  
 (716) 545-1008  
 jblest@daemen.edu

**WEBSITE DIRECTOR:**

John Neureuter, CPIM, CIRM  
 Lactalis American Group  
 2376 South Park Ave.  
 Buffalo, NY 14220  
 (716) 823-6262, ext. 1274  
 john.neureuter@roadrunner.com

**STUDENT CHAPTER DIRECTOR:**

Melissa Ruggiero  
 SUNY at Buffalo  
 308 Alfiero Ctr.  
 Buffalo, NY 14260  
 (716) 645-3232  
 mrugg@buffalo.edu

**EDUCATION DIRECTOR:**

Jeremy Ballaro, CSCP  
 Buffalo Games, Inc.  
 220 James E. Casey Dr.  
 Buffalo, NY 14206  
 (716) 464-5263  
 jballaro@buffalogames.com

**PLACEMENT DIRECTOR:**

Mike Draper, CPIM  
 3M Company  
 305 Sawyer Ave.  
 Tonawanda, NY 14150  
 (716) 740-1208  
 mdraper1@mmm.com

**MARKETING CO-DIRECTOR:**

Kimberly Frew, C.P.M.  
 Zodiac Aerospace  
 225 Erie St  
 Lancaster, NY 14086  
 (716) 686-1608  
 kimberly.frew@zodiacaerospace.com

**MARKETING CO-DIRECTOR :**

Al Testa  
 Rich Products Corp.  
 1 Robert Rich Way  
 Buffalo, NY 14213  
 (716) 878-8498  
 atesta@rich.com

**Christine DelPrince**

New Era Cap  
 christine.delprince@neweracap.com  
 (716) 604-9000

David Boyce

**ASSOCIATES:**

**NORTHEAST DISTRICT MANAGER :**

Joost Vles, CPIM, CSCP  
 Moog, Inc.  
 Seneca & Jamison Rds.  
 E. Aurora, NY 14052  
 (716) 870-1000  
 joost.vles.apics@gmail.com

**ADMINISTRATOR:**

Nancy Boyd Haley  
 PPM Business Services  
 PO Box 888  
 Hamburg, NY 14075-0888  
 (716) 648-0972  
 ppmb@roadrunner.com

# President's Message



As can happen in Buffalo, fall quickly became winter for a lot of us in Buffalo. For those who were hit the hardest, I hope that you stayed dry and warm. I was reminded of why Buffalo is a great place to live. I saw neighbors helping each other manage through the storm that seemed like it was never going to end. As the Holidays approach, it was great reminder of the strength of the people of Buffalo. It made me proud to live here. Unfortunately though, we had to move the New Era Cap plant tour due to the storm. It has been rescheduled for December 18. It is sold out, but if you are on the list of original attendees, you are still on the list. If for some reason you cannot attend, please let us know on the website so we can let someone from the waiting list attend the tour.

In October I had the opportunity to attend the APICS International Conference in New Orleans. It was one of the best APICS conferences I have ever attended. The speakers and the topics were outstanding. As some of you know, the Buffalo Chapter tries to bring some of the speakers to Buffalo for the Professional Development meetings in the following year, so keep eyes open. Our program directors are putting the final touches on the 2014-15 program schedule and will start working on 2015-16 in the spring. The team is also working on some great tours for the Buffalo Chapter.

As we head into the Holidays, the Board of Directors is going to be updating our strategic plan to make sure we are continuing to improve the experience of our members. If you have any feedback on areas we are doing well in, or areas we could improve, please do not hesitate to send a note to myself or any of the Board members. We would appreciate the feedback.

In my last update I mentioned the launch of our new website. Unfortunately testing has taken longer than expected. We will continue to work through the issues to make sure we have a seamless transition. The new website will feature the new APICS branding and we will be looking for feedback so we can continue to provide the best experience for our members.

Finally, I want to wish each of you and your families a happy and safe holiday season. I would also like to invite you to the Buffalo Chapter's Holiday Networking Celebration on Wednesday, December 10. Come join us and enjoy some great food, drink, and networking. It will be a fun event! The details can be found on page one of this newsletter and on the website.

Yours in APICS,

Matt Bartels, CPIM  
 President APICS Buffalo Chapter

# STUDENT CHAPTER REPORTS



## Canisius College Chapter

On October 23 at Dave & Buster's, the Canisius College APICS hosted Sarah Overhoff as a speaker about logistics and getting started in a career after her undergraduate years. We're planning a tour of a local business. APICS is also collaborating with other business clubs on a movie night.

Submitted by  
Christine Dombrowski, Canisius College BS Marketing  
President, Canisius APICS

## University at Buffalo

Four SCOM members participated in APICS 2014 conference at New Orleans in October. They all agree that it was a rewarding journey as they had the opportunity to meet nationwide supply chain and operations professionals and learn the latest trend from the three-day educational sessions.

We welcomed our early November speaker from Fetch Logistics. It was a great opportunity for SCOM members to learn more about logistics and distribution. The feature event in November was the end-of-semester gathering for SCOM members, with the latest board games from Buffalo Gaming. To help SCOM members complete their professional profile on LinkedIn, we also invited a photographer to join us. Members had the opportunity to take professional profile pictures while enjoying the board game.

As the fall semester is coming to an end, we are at the planning stage of events for the spring semester. Other than continuing the speaker educational session, another activity we would like to promote actively is supply chain case competition. Many members have been inquiring about the procedures of case competition, so we hope to have a team of UB students participate in the upcoming APICS case competition. At the same time, we are restructuring the SCOM website to showcase the events launched throughout the year and member participation. We hope to utilize all sources of social media, including a Facebook page, LinkedIn group, and the new website to enhance SCOM's public awareness.

Submitted by  
An-Chieh Teng  
UB MBA Class of 2015  
V.P. External Relations, Supply Chain and Operations Club  
Business Development Dir., Buffalo MBA Consulting Group

## APICS Student Mentor Program Update

We are pleased to announce the following mentor matches have been made this fall:

**Rich Stauffer**, Vice President at Sherex Fastening Solutions is mentoring Chao Feng, UB BS Management/Operations and Christine Dombrowski, Canisius College BS Marketing.

**Joe Stein**, Director Logistics & Distribution – Americas at New Era Cap is mentoring Brandon Wagstaff, Canisius MBA.

**Donna Becker**, Manager, Demand Planner at Rich Products is mentoring Isha Sharma, UB MS SCO.

**Al Testa**, Customer Service Manager, Rich Products is mentoring Jingyang Zhao, UB MS SCOM.



We look forward to seeing these students at events and hearing more about their progress and we are grateful to our mentors for being so generous with their time and energy.

Submitted by  
Melissa Ruggiero, APICS  
Student Chair

## Let's Link!



Linked in  
Members....  
the Chapter has a Group Site. Please join.

<https://www.linkedin.com/groups/APICS-BUFFALO-CHAPTER-942747>.

- Kimberly Frew, Marketing Chair



### Mission Statement:

To be the number one resource for Operations and Supply Chain Management education in WNY.

### Vision Statement:

To develop leaders and inspire individuals and organizations to pursue excellence through lifelong learning and career advancement in the field of Operations and Supply Chain Management.

## THE UN-COMFORT ZONE with Robert Wilson



### What's the Problem?

The most important component of innovation is finding the right problem to solve.

You have to find the Right Problem to solve.

*"If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it."* Albert Einstein

On the 4th of September in 1957, amid great fanfare, Ford Motor Company introduced the Edsel line of automobiles to the American public. It immediately stalled. Just over two years later, the product line was officially closed on November 19, 1959.

A number of reasons have been posited for Edsel's spectacular crash including: its name was unusual; its design was considered ugly; its marketing was over-hyped which led consumers to expect something revolutionary when it was not; and the mild recession of 1957. But none of these are the actual reason consumers did not buy it. The consumer was not interested in the Edsel because Ford failed to find the right problem to solve.

In this column I have written about the importance of innovation; and how we are driven to create for a number of reasons. Frequently it is an emergency or crisis that forces us to think outside of the box. Other times we are motivated by curiosity. However, the top reason people innovate is to make money. When you boil it down to its bare essentials, innovation is all about solving problems or satisfying needs. If a company wants to successfully develop a new product or service, they must first find the right problem that needs solving. As Thomas Edison put it, "I find out what the world needs. Then I go ahead and try to invent it."

The problem that Ford executives thought needed a solution was that young rising professionals wanted a transition line of cars that would bridge the gap between Ford and Mercury and between Mercury and Lincoln. Unfortunately for Ford, their target audience did not see a need for a transition line. The price between the highest-end Ford was equivalent to the lowest-end Edsel, and the highest-end Edsel was equivalent to the lowest-end Mercury (this was also true for the Edsel models priced between Mercury and Lincoln). In short, no gap existed, and consumers were confused.

Only 116,000 Edsels were sold; and Ford lost \$350 million (the equivalent of \$2.7 billion in 2013 dollars). The loss nearly put the company out of business. It was a high price to pay for ignoring the most important component of innovation. If the company had conducted just a little market research - which may not have yielded the right problem to solve - it would have definitely tipped them off that they were pursuing the wrong problem, and saved them all of that money.

Ford isn't the only company to suffer a huge loss for failing to solve the right problem. There was McDonald's Arch Deluxe (a hamburger targeting adults sold by a restaurant geared toward children lost

\$100 million), and Heinz EZ Squirt ketchup (a purple and green ketchup that was assumed would appeal to kids, but grossed out the parents who controlled the purse strings).

On the other hand, there are companies that were trying to solve the correct problem, but simply failed to come up with the right solution. Coca-Cola's "New Coke" was a formula change that attempted to solve the problem of rising sugar costs, but failed the taste test. Frito Lay's "WOW Potato Chips" was a failed attempt at solving the fat content problem of potato chips with a chemical called olestra which brought on diarrhea.

Innovation takes time, and if the goal is making money, then the biggest part of that time should be devoted to finding a problem which satisfies the greatest number of people. Or to quote Thomas Edison again, "Anything that won't sell, I don't want to invent."

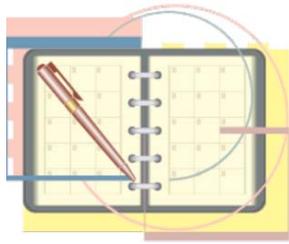
If your goal is to develop a new product, a new service, or a new process for your business, the most important place to begin is by rigorously defining the problem you're attempting to solve. You must know why it is important and to whom; and it must align with your core business strategy. Otherwise you will waste valuable resources and time which could cause you to miss vital opportunities.

Whether your idea is to improve your business or change the world, it all begins with identifying the right problem. That is where you want to spend your creative time.

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*Robert Evans Wilson, Jr. is an author, humorist and innovation consultant. He works with companies that want to be more competitive and with people who want to think like innovators. Robert is also the author of the humorous children's book: The Annoying Ghost Kid. For more information on Robert, please visit [www.jumpstart-ourmeeting.com](http://www.jumpstart-ourmeeting.com).*





# Calendar of APICS Events

PDM/Holiday Networking Party  
**Wednesday, December 10, 2014**  
Protocol Restaurant; Transit Rd., Williamsville

Plant Tour- New Era Cap  
**Thursday, December 18, 2014**  
\* Rescheduled from November storm; sold out.

PDM/Joint Meeting with ISM-Buffalo  
**Wednesday, January 14, 2015**  
Topic & Place TBD

Student Career Roundtable  
**Thursday, February 12, 2015**  
Canisius College

APICS Northeast District Meeting &  
7th Annual Student Case Competition  
**February 20-21, 2015**  
Albany Marriott Hotel

PDM  
**Wednesday, March 18, 2015**  
Staub (3D Printer Manufacturer)

Top Management Night  
**Wednesday, April 15, 2015**

Plant Tour  
**Wednesday, May 20, 2015**

BNPA Charity Golf Outing  
**Wednesday, August 5, 2015**

**\* Tentative Dates**

## APICS Board of Directors Meeting Schedule\*

- ♦ Wed., December 17, 2014 - Strategy Meeting - Rich Products
- ♦ Wed., January 7, 2015 - Moog
- ♦ Wed., February 4, 2015 - Moog
- ♦ Wed., March 11, 2015 - Moog
- ♦ Wed., April 8, 2015 - Moog
- ♦ Wed., May 6, 2015 - Moog
- ♦ Fri., June 5, 2015 - Transition Meeting - Bison's Game

\* Tentative Dates



## Scholarship Available to APICS Buffalo Members & Family

This year APICS-Buffalo will be awarding \$500 in scholarships for eligible members and their families. Two scholarships valued at \$250 each will be awarded to qualified applicants enrolled in a Fall 2015 degree program.



◆ One scholarship worth \$250 is open to registered members enrolled in a full-time or part-time Undergraduate or Graduate degree program.

◆ One scholarship worth \$250 is open to a registered member's immediate family (spouse, daughter, son, step-son, step-daughter), enrolled in a full-time Undergraduate or Graduate degree program.

The APICS Buffalo Scholarship committee will select successful recipients solely on the basis of information provided with the application such as scholastic ability, community activities, career plans and essay. The committee will not have access to the names of the applicants.

Applications must be sent to arrive by mail or courier post-marked no later than April 30, 2015. Winners will be notified in writing on or before June 30, 2015.

**Applications and additional important details regarding the program and eligibility can be found on the Chapter website at [www.apics-buffalo.com](http://www.apics-buffalo.com)**

If you are experiencing any difficulty accessing the website, please call our office at (716) 648-0972.

- Jeff Ball, Scholarship Committee

## APICS AWARDS SCHOLARSHIP WINNER!

APICS - Buffalo Chapter is pleased to announce that we have awarded one deserving student with our annual scholarship. The scholarship committee selected the successful recipient solely on the basis of information provided by the applicant on scholastic ability, community activities, career plans and a written essay. Names of the applicants are not known to the committee in the deliberation process.

I would like to congratulate our 2014 scholarship winner Kara Lignos, with our \$250 award.

