



Professional Development Meeting

Joint meeting with ISM (NAPM)-Buffalo
Wednesday, October 15, 2014

Becoming Demand Driven in a Volatile World

Today's detailed planning and scheduling systems are rooted in assumptions and practices from 40 years ago. "Best practices" are no longer best – they are simply antiquated and in many cases inappropriate. Optimizing these inappropriate rules through today's more powerful ERP products is fraught with risk. Sustaining competitiveness in the face of rising complexity and volatility in supply chains requires a fundamentally different approach. Carol Ptak from the Demand Driven Institute will walk the audience through the simple steps of the required shift from convention to the emerging principles of Demand Driven operational systems.

The presentation will be comprised of three sections:

1. The breakdown of formal planning and scheduling in the "New Normal"
2. The importance of promotion and protection of system flow and its connection to ROI
3. Five basic steps to becoming Demand Driven

About the Presenter

Carol A. Ptak, CFPIM, CIRM, Jonah, PMP

Carol Ptak is currently a partner with the Demand Driven Institute, and was most 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 (DDM). Ms. Ptak is also a past president of APICS and has authored several books on MRP, ERP, Lean and Theory of Constraints (TOC).



PDM Event Information

Date:	Wednesday, October 15, 2014
Location:	The Protocol Restaurant, 6766 Transit Road, Williamsville, NY 14221
Time:	5:00 -6:00 pm....Registration, Cash Bar & Networking 6:00-7:00 pm.....Dinner 7:00-8:00 pm....Program
Cost:	\$25.00 Members & Guests; \$15.00 Full-Time Students
Meal Choices:	1) NY Strip Steak; 2) Chicken Marsala; or 3) Grilled Salmon
Notes:	Reservations requested by Monday, October 13 but may be accepted later.
Register:	Online at http://www.apics-buffalo.com or call APICS at PPM OffiCenter (716) 648-0972



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President's Message



Well, it looks like fall is upon us. Leaves are changing colors; the temperature is dropping; and it seems like the days have gotten a lot shorter. The first Professional Development Meeting that featured Tony Zampello on S&OP was a big hit. Tony did a great job bringing his perspective on S&OP to the chapter.

In October we have the pleasure of welcoming Carol Ptak, currently a partner with the Demand Driven Institute. As I mentioned last month I have had the opportunity to see Carol speak and I can assure you that you will not be disappointed. This is a joint meeting with our friends from ISM (formerly NAPM) so do not miss this great educational and networking opportunity, the details are in the newsletter.

Also in October, the APICS International conference is in New Orleans on October 19-21. If you have the opportunity to attend, you will be exposed to great thought leaders in the Supply Chain and be able to network with your peers. APICS is offering multiple "Learning Paths" including Operational Efficiency, Supply Chain Innovation, Supply Chain Leadership, and several more paths so you can customize your learning experience. I have attended past conferences and I expect that this will be another excellent educational opportunity. For more information you can go to APICS.org. I hope to see you there.

I would like to welcome two new Board members, Donna Becker and Al Testa, who both work at Rich Products. Donna will be taking over our programs and Al will be co-leading the marketing efforts with Kim Frew. Both Donna and Al bring a fresh perspective and a lot of energy to the Board. If you are interested in joining the board or expanding your role within APICS, please reach out to me or any Board member. We are always looking for help and it's a great way to give back if you can spare the time.

Finally, I am excited to announce we will be launching a new APICS Buffalo website. Keep your eyes and ears open for updates. The 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.

Yours in APICS,

Matt Bartels, CPIM
 President, APICS Buffalo Chapter



Program Evaluation

PDM - September 25, 2014 @ Salvatore's
Program: Intro to Sales & Operations Planning (S&OP)
Speaker: Anthony Zampello, CPIM, CSCP

1=poor; 2=below avg; 3=avg; 4=above avg; 5=excellent
Response Average Results:

- 1) Speaker clear & easily understood: 4.83
- 2) The material content was clear & understandable: 4.67
- 3) The program topic was interesting & informative: 4.92
- 4) The questions/answers were direct & to the point: 3.83
- 5) The speaker was knowledgeable: 5.00
- 6) Food & facilities satisfactory: 100% yes
- 7) Do you like this format for APICS meetings?: 100% yes

92 % of those answering the evaluation were members.

Comments:

- ♦ Very Informative
- ♦ Just the tip of the iceberg; could be a workshop!

SUCH A DEAL...

APICS student membership is a great deal! The annual dues for a student are \$0 – that's right....zero, zip, nada, zilch!



Market the value of APICS and increase membership by sharing this information with students you know.....reach outconsider sharing this message with family, alumni, friends, co-workers, & neighbors, "If you are still earning your degree and want the ability to network with thousands of other APICS student members, this option is a great choice!"
<http://www.apics.org/membership-application/>

Today's students in Supply Chain are our future chapter members. APICS made this change in student dues to promote student membership, so spread the word with those you know. Explore the benefits of APICS and enjoy one of the rare times one can get something for nothing! It's a win-win!!

Kimberly Frew, Marketing Co-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.



Thursday, November 6, 2014
11 am - 5 pm

The Grapevine Banquets (former Hearthstone)
333 Dick Road, Depew, NY 14043

Invite your MRO & Facilities Teams
Free admission - Free seminars

- Meet face-to-face with potential suppliers in a relaxed and non-pressured atmosphere.
- Discover products and services that will start saving you money immediately.

www.fmexpo.net

* Endorsed by APICS Buffalo Chapter

JOB POSTINGS



APICS Placement Director Michael Draper reports that the following opportunities are available locally. Please visit our web site for more information.

Current postings:

- ♦ **PURCHASER** (posted 9/8/14)
- ♦ **INVENTORY CONTROL SPVSR** (posted 9/15/14)

If your company would like to advertise an opening, please contact Michael Draper at 716-609-2196 or email mrdrape1@mmm.com for more information.

There is a convenient form to fill out to post your job opening on our web site at www.apics-buffalo.com.



Welcome New Members!

Maureen McAndrews
Vikram Pulluru
Chao Fang

- Donna McGrew, Secretary

THE UN-COMFORT ZONE with Robert Wilson

BUCK the Status Quo

Sometimes You Have to Kiss “Tradition” Good-Bye



When we attend the movies we frequently engage in a willing suspension of disbelief, which enables us to accept implausible scenarios, and enjoy the show. It keeps us from yelling, “No way!” at the screen when revolvers fire more than six shots, when car thieves find the keys under the sun visor, and when a paperclip can pick any lock.

Some people, however, don’t leave that ability at the theater door.

Innovators willingly suspend disbelief - all the time. It enables them to imagine airplanes and telephones or Game Boys and Super Soakers. It frees them from the boundaries that contain most of us, so they can pursue ideas that others think are preposterous. As M. C. Escher, the artist famous for his drawings of impossible structures, put it, “Only those who attempt the absurd will achieve the impossible.”

One of the cardinal characteristics of creative thinkers is their willingness to abandon the traditional ways of viewing things. They question authority, and challenge the status quo. They ask questions, like: Why does it have to be this way? Why can’t it be that way?

Some who have gone against the prevailing beliefs, have done so at their own demise. Galileo famously went against the Catholic Church by defending the theory that the earth revolves around the sun instead of vice versa. He was tortured and sentenced to life in prison for his differing views.

Sometimes it’s necessary to go against the status quo. John Palumbo, whose company BigHeads Network which takes the concept of the creative mastermind group to a whole new level, explains, “You can’t always rely on those predictable sources for ideas and inspiration.” To make his point he offers this statement from Henry Ford, “If I had asked my customers what they wanted, they would have said a faster horse.”

However, innovators cannot always ignore the status quo. Change Management expert, Michaelene Conner, says, “The whole world has a problem with reframing especially when their ideas are tied into established beliefs, behaviors and assumptions. Culturally speaking. If you travel the road of adversity in a culture that is not aligned with your way of thinking... bottom line culture always wins.” To illustrate her point, she says that when he introduced the light bulb in 1879, “Thomas Edison thought that there would be a negative initial reaction to his device because it was so foreign to most people’s lives or frame of reference for how they did things. To lessen the shock of his radical innovation, he designed the light bulb to resemble as closely as possible the gas lights of the period.”

Unfortunately, some companies protect the status quo to their own detriment. Paul Paetz, CEO of Innovative Disruption, Inc., offers this example: “Kodak invented the digital camera in 1975, but decided

it wasn’t good enough to commercialize and that it would undermine their film, paper and chemistry businesses. So, they did nothing with it, allowing Sony to be first to market with a digital camera in 1981.” Today Kodak is facing bankruptcy.

Legend has it that Frank Gordy and Fred Smith were both told by professors that their chosen businesses would not work. Gordy’s prof at Georgia Tech told him that he was too stupid to even run a hot dog stand. So, Frank dropped out of school, and opened a hot dog stand across the street from Tech which eventually became The Varsity, the world’s largest Drive-In restaurant. Smith, founder of Federal Express, wrote a paper for an economics class at Yale describing an overnight air delivery service for which he received a “C.”

In 1972, looking for a competitive edge against market leader McDonalds, Burger King went against common industry wisdom. The number two burger franchise incorporated a labor-intensive program of allowing people to choose how their burger was prepared. This defied the whole fast food concept that meals must be prepared assembly-line style according to one universally appealing recipe. Burger King’s “Have It Your Way” was a hit, and forced the entire industry to follow suit.

Challenging the status quo isn’t all about science and business; it even works in fields as rigid as religion. My friend, Lisa Leeper, told me, “John Eldredge, of *Ransomed Heart*, recast completely for me what it means to be a Christian by putting it all in terms of a relationship with a loving God who’s romancing me, rather than me trying to appease a forbidding, disappointed judge.”

I love the story of Billy Beane, General Manager of the Oakland Athletics, who went against the grain in sports. It is told in detail in the book and movie titled, *Moneyball*. Beane did not have the budget to recruit top players for his team. So, he used player statistics to acquire team members rather than the traditional method of subjective scouting. It enabled him to get talented, yet undervalued players, and build a winning team.

The good news is that new products are introduced to the market every year by small business owners who are not content with the way things are. Jake Rothschild, of Ohmbrands, was told that it was impossible to create a non-dairy ice cream with the pleasing texture of the real thing. Unwilling to accept that, he experimented for five years. Using a combination of almond milk, coconut milk, avocado and plantain, he came up with a formula that he calls Joyscream. It’s a success. I tasted Joyscream; and it really does have the taste and texture of ice cream.

Just because things are going well, doesn’t mean you shouldn’t question authority or challenge the status quo. There’s always room for improvement - whether it is in business or your personal life - asking questions may enlighten you to problems before they occur. Speaker bureau owner, Andrea Gold says, “Status quo living does not allow for challenging one’s beliefs and habits.”

*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.jumpstartyourmeeting.com.*

STUDENT CHAPTER REPORTS



Canisius College Chapter

The Canisius College APICS Chapter held its annual membership meeting on September 25th to discuss upcoming events. The Chapter is currently planning its annual Dave & Buster gaming night, a speaker night and a tour of a local business for this semester. Also, the students are looking forward to the Annual Student Night to be held at Canisius College on February 12th.

Submitted by
Lynn A. Fish, Ph.D.
Professor, Canisius College

University at Buffalo

The UB SCOM Club had Rich Stauffer from Sherex Fastening Solutions as our featured speaker on October 3rd. It was our pleasure to have a UB School of Management alumnus who is also an APICS student mentor to share his expertise and career path in supply chain and operations management with us. It was a very informative and interactive speech, with around 30 UB SCOM club members joining the event. What's more, we organized a networking dinner on campus to foster small group conversation between the speaker and the attendees after the speaker session. We have received positive feedback from both parties, and we hope to continue such knowledge and idea exchange in following events.

Aside from our continuous effort in speaker events, we have devoted time in creating SCOM's brand image. One is to have a new logo that will be applied to our club polo shirt, and another is to launch a SCOM LinkedIn page in order to reach out to more supply chain and operations management professionals. We are confident that the above marketing and public relations strategy can lead us to a more fruitful result in 2014-2015.

Submitted by
An-Chieh Teng
UB MBA Class of 2015
V.P. of External Relations at Supply Chain and Operations

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

APICS Buffalo Education



Class Schedule:

Program: CPIM Detailed Scheduling
Starting Date: Monday, September 8 (10 weeks)
Location: Saint-Gobain
FULL; CLASS CLOSED

Program: CPIM Detailed Planning & Scheduling
Starting Date: Monday, September 22 (10 weeks)
Location: Moog
IN PROGRESS

Program: CSCP Certified Supply Chain Professional
Starting Date: TBD (13 weeks)
Location: TBD
Cost: \$1795

More details and to register at www.apics-buffalo.com.

For further information or questions regarding CPIM, CSCP, and other training and certification needs, please contact

Jeremy Ballaro, CSCP
APICS Buffalo Education Director
JBallaro@buffalogames.com or
APICSBuffaloEducation@gmail.com
Work: 716-464-5263

Note: Please consider becoming a host company for on-site CPIM & CSCP classes to benefit your employees and fellow Supply Chain & Operations Management colleagues.

The Platinum Seal, what does it mean?



What is Platinum? Each APICS chapter is required to submit an annual evaluation to measure performance vs. APICS standards. A chapter classification of Platinum is excellent

How & What is Judged? The following categories: Customer Expectations & Marketing, Communications, Professional Development, Education, APICS Participation, Membership, Chapter Management and Financial Responsibility are evaluated by District Staff.

Who cares & Why? This validates the membership receives value for their dues; Thanks to the members of the Board of Directors for your key roles in ensuring we meet "Platinum Level" metrics!

- Kimberly Frew, Marketing Co-Chair