





**APICS - Buffalo Chapter #21**  
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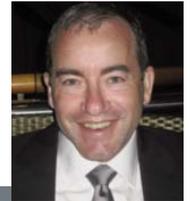
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# President's Message



Welcome back Buffalo Chapter! I'm sure, like me, you wish the beautiful weather we are experiencing would continue for just a little longer. Hopefully, everyone had a great summer; it just seems to go by too fast every year. It feels like just yesterday we were talking about spring and now kids are back in school and we are preparing to enjoy all of the great fall activities Buffalo has to offer.

As time seemingly passes quicker every year it makes me think that we all need to get the most out of every day. My message this month is simple: Take 5 minutes every day, think about what you want to get out of it. It could be as simple as catching up on household tasks, making it to a loved one's event, or delivering on that major project. It's important to remember, after today is over you can never get it back, so make the most out of it!

Last year ended on a high note with a tour of the local GM facility. Personal thanks to Joost Vles and the folks at GM for doing a great job with the event and making it a success!

In August we again collaborated with BNPA to host our annual golf outing for WNY Heroes. While still finalizing the numbers it looks like we are on track to exceed last year's donation. Thank you to everyone who helped support the event. Next year's outing will be moving and held in September. We believe this small change can make this even more successful. Keep an eye open for the announcement.

Now to back to business...the Buffalo Chapter is starting our year off strong with our first speaker, Jack Gips who will be presenting on Sales and Operations Planning (S&OP), Wednesday September 23. As many of you know, this is a topic that is near and dear to me so if you have an S&OP process or are thinking about starting one, do not miss this PDM! For more details please visit our website.

Speaking of websites we have launched our NEW APICS Buffalo site at [www.apics-buffalo.org](http://www.apics-buffalo.org). Please take a few minutes to enjoy all the site has to offer. We are still in the process of optimizing the site so any feedback on what you like, don't like, or think could be changed is appreciated.

As always we are looking for volunteers to support the chapter. If you have any interest in helping out this year please reach out to anyone on the BOD.

In closing, our Board continues to evolve and change, striving to bring a better experience every year. Feedback is always appreciated and will be given its due consideration. We want to know what can take YOUR experience to the next level. Whether APICS topics, PDM's, speakers, additional educational offerings, everything is fair game. This is YOUR Chapter and the BOD is committed to make it the best Chapter possible.

Yours in APICS,  
 Matt Bartels, CPIM  
 President APICS Buffalo Chapter

## THE UN-COMFORT ZONE with Robert Wilson



### Tick-Tock... Talent, Opportunity, and Stuff

#### How to finish with no regrets.

Recently I watched the motion picture *Underdogs*. It is a formulaic, feel-good movie, about a losing high school football team that is motivated by a new coach to win a championship.

The coach teaches them the skills necessary to succeed, yet they still don't win any games. He realizes that what they lack is the hunger to win. So, he says to them, "My playing days are long past. These games are for you; and they are precious, because once you're done, you're done forever."

I thought of the precious few baseball games I played; how I wished I could have played more; and how the moments I remember and talk about the most were those games we won. I said aloud to the television screen, "You tell 'em, Coach!"

The coach played the Scarcity Card, and to me those were very moving words. I've lived long enough to have experienced regret, but I wondered if scarcity would motivate a high school kid who still has so much life in front of him?

For people like me, who are more in touch with their mortality, it has become popular to write out a "bucket list" of things we want to do or accomplish. We are frequently reminded to live as if today is our last. However as a motivational mantra that saying has become cliché. The problem with overstated wisdom is that it loses its impact. Add to that the fact that most people don't believe - or don't want to consider - that they will die any time soon.

Nevertheless, rock band, Nickelback puts this idea to music in their song *If Today Was Your Last Day*:

*If today was your last day  
and tomorrow was too late...  
Would you live each moment like your last  
So do whatever it takes  
'Cause you can't rewind a moment in this life.*

I like their metaphor that there is no "rewind" in life. If you could actually know that today was your last day, obviously you wouldn't waste it. But, even if you did know, there's not a heck of a lot you could do in 24 hours.

I frequently encourage people to take more risks, or to take bold action, because I have personally found that doing so brings many benefits. I know that if people could genuinely perceive life as limited that they would take more risks. The trick is to pretend that it's your last day (which becomes easier the older you get) by consciously making an effort to cross off the items on your bucket list.

When scarcity is believable, we respond to it. Back in 1973, Johnny Carson, as the host of *The Tonight Show*, caused a run on toilet paper. He joked, "You know, we've got all sorts of shortages these days. But have you heard the latest? I'm not kidding. I saw it in the papers. There's a shortage of toilet paper." So many people heard it, believed it, and reacted to it that within a day, toilet paper disappeared from the shelves of supermarkets creating an actual shortage. Carson explained to his audience that it was all a joke, but the rumor continued, and it took weeks for toilet paper supplies to return to normal.

Advertisers love to use scarcity. That's why you so often hear advertising phrases such as "limited time offer" or "limited supplies available." It creates a sense of urgency, and we are moved to act.

Scarcity will move us when we're afraid we won't be able to get something we need (bread and milk when it snows), or when we fear we will miss out on an opportunity (Have you noticed how investors have rushed from stocks, to real estate, to gold, then back to stocks?). It also moves us when we want the exclusivity of owning something others can't.

The big curse of the starving artist is that he knows his work will become more valuable after he dies. Exactly when he no longer needs it.

Some companies have learned to get around this problem by intentionally limiting the release of their products to create a sense of scarcity. This is true for diamonds which are not rare gems as most of us believe. Instead they are a tightly controlled commodity which artificially drives up their cost.

Italian auto-maker, Ferrari creates notoriety and demand by limiting their production to 7000 cars per year. This number increases the cache of owning one; and generates a waiting list of people who want to buy one.

"Use it or lose it," is another clichéd nugget of wisdom that warns us not to waste precious talents, possessions, or opportunities. Again, advertisers love to remind us of what we stand to lose (think insurance ads), because it motivates us to buy.

All in all, I believe scarcity is a good thing. It teaches us to be productive and efficient with our time and resources; and hopefully guide us to end up with no regrets.

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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 inspirational book: *Wisdom in the Weirdest Places*. For more information on Robert, please visit [www.jumpstartyourmeeting.com](http://www.jumpstartyourmeeting.com).*

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## STUDENT CHAPTER REPORTS



### Canisius College Chapter

The Canisius College APICS student chapter is looking forward to a productive year working with the local senior chapter. Plans for September include our annual membership meeting. We are already working with the senior chapter to host the February 2016 APICS Roundtable at Canisius College.

Submitted by: Mike Moeller  
APICS Canisius College Chapter President

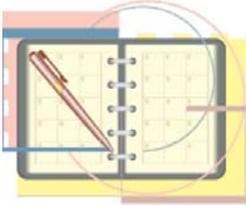
### University at Buffalo

UB's Supply Chain & Operations (SCOM) Club is gearing up for a busy year full of amazing opportunities for our student members. Thanks to some very generous industry professionals (all APICS members), we have several guest presenters set to visit UB in the coming months. Additionally, we are in the planning stages for a tour of a major, local manufacturer. And finally, members of this year's Executive Board will be attending APICS National Conference in Las Vegas next month.

The Club is always looking for new ways to interact and connect with the SCOM industry. Please send your thoughts and ideas our way!

Submitted by: Pat Talbot  
President, UB SCOM Club -- [buffalocom@gmail.com](mailto:buffalocom@gmail.com)

**NOTE:** UB is happy to host all APICS students from UB and Canisius on Wednesday, October 14 as national speaker, Gary Pezzuti presents an introduction to the advantages of APICS to our students before the evening PDM. Gary will also discuss the numerous career paths as well as the internships, scholarships, and sponsorships to international conferences. Also, a full session of Q&A will take place.



## Professional Dinner Meeting Highlights!

Please mark your calendar in advance as you will want to be sure and attend the fall PDM's!

**Wednesday, September 23** – Jack Gips kicks off the program year! Those who have heard Jack previously know he is nationally recognized within APICS as a manufacturing subject matter expert and has vast experience in business system implementations leveraging the S&OP process. We are delighted that Jack will present “ Sales & Operations Planning: Reaping the Benefits”

**Wednesday, October 14** – Gary Pezzuti, a career placement professional and friend to APICS will present “An Attitude Shift that Ensures Success”. Gary was accepted to speak at the International Conference and we are excited that he will be sharing his presentation with our chapter. Additionally he will spend the afternoon presenting for our student community at an event coordinated by Melissa Ruggiero.

**Wednesday, November 18-** Joe Rice, representing Benedict Negotiating Seminars will speak at our joint meeting with ISM. I have had the pleasure of hearing Joe, and am confident you will enjoy and learn from his presentation on “Back Door Selling”!

**Wednesday, December 16** – Save the date for our Annual Holiday Party complete with entertainment by The Parkside Avenue Brass!

Submitted by Kimberly Frew, Programs



## Welcome New Members!

Nikhil Arora  
Lisa Walters  
Alexandra Calandra  
Clifford Martel  
Mark Predko

Lori Mik  
Jim Takacs  
Michael Komosinski  
Tarcy Gemler  
Yehwan Kim

- Donna McGrew, Secretary



### 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.



Wednesday, October 21, 2015  
9:30 am - 4:30 pm

**New Location; Much Larger Show**

The Fairgrounds Event Center  
5820 South Park Ave., Hamburg, NY 14075

**Invite your MRO & Facilities Teams**

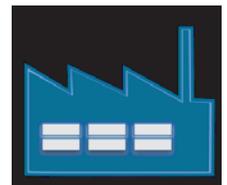
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- Discover products and services that will start saving you money immediately.

[www.fmexpo.net](http://www.fmexpo.net)

\* Endorsed by APICS Buffalo Chapter

## Plant Tour Hosts Needed



The response to participation in Plant Tours has been very positive, and the chapter will again include tours in the 2015-2016 Program.

Please consider hosting a tour. Hosting a tour is a win-win: You can market the value your business brings to the local community by sharing information with our membership during a plant tour. Let Al Testa or Kim Frew know how we may help you organize an APICS event at your employer. Reach out to Kimberly.frew@zodiacaerospace.com or ATesta@rich.com.

We look forward to hearing from you!

Submitted by Kimberly Frew, Programs



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For updates on PDM meetings, educational offerings, and networking opportunities.