

CLEVELAND CHAPTER BOARD MEMBERS

NAME	TITLE	ORGANIZATION	E-MAIL
(OPEN)	President		president1@apicscleveland.org
(OPEN)	President-Elect		president2@apicscleveland.org
Michael Bratnick, CPIM	Past President		president1@apicscleveland.org
Ed Simsic	Secretary		secretary1@apicscleveland.org
Marlisa Young	Treasurer	Nordson	treasurer1@apicscleveland.org
Wael Dardir, CPIM	Director Programs	Lincoln Electric	programs1@apicscleveland.org
James Mallory	Director Communications	e2b teknologies, inc.	communications1@apicscleveland.org
Nilesh Kulkarni	Director Education	Lincoln Electric	education1@apicscleveland.org
Ed Merker, CPIM	Director Chapter Marketing	BASF Construction Chemicals Inc	marketing1@apicscleveland.org
(OPEN)	Director Special Events		events1@apicscleveland.org
(OPEN)	Liaison Academic Affairs		academics1@apicscleveland.org
Monica Curley	Advisor Sys. & Tech.	Staples Corporation	webmaster1@apicscleveland.org
Ed Simsic	Employment Services Coordinator		careerservices1@apicscleveland.org
Steve Nemeth, CPIM	Historian	Lincoln Electric	historian1@apicscleveland.org
Ed Baldzicki, CPIM	Committee Education	Mittal Steel USA	education1@apicscleveland.org
Avanish Kumar	Student President	Case Weatherhead School of Management	avanish.kumar@cwru.edu
Anthony Salvo	Student President	Cleveland State University	anthonyshalvo454@yahoo.com

For article submissions or editorial comments please contact James Mallory at communications1@apicscleveland.org.
 Check out our meeting and class schedule at www.apicscleveland.org



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 Independence, Ohio 44131

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Season's Greetings



APICS Cleveland Chapter 2, Region 3 **January 2007** **Newsletter**

Innovation, Continuous Improvement, & Finishing Strong

All manufacturers know that it's a highly competitive international economy in which we live. The question is: "What are the keys to success?"



Rebecca Morgan, CFPIM
Fulcrum ConsultingWorks

Facing China's low wage rates, managed currency and lack of expensive EPA, safety, and health regulations, many believe that innovation can be our ticket if those economic issues are addressed. Successful product innovation (iPod), process innovation (Dell), and strategic innovation (Intel's Centrino chip) provide hope but many innovations fail and even more never see the light of day.

Perhaps the spread of Lean Manufacturing and its emphasis on continuous improvement will save the

Speaker Profile Continued on Page 3

"The mission of the Cleveland Chapter is to continue to be the premier provider of resource management education in the greater Cleveland area."



Come to the APICS Cleveland Chapter Professional Meeting!

- Topic:** *Innovation, Continuous Improvement, and Finishing Strong*
- Speaker:** *Rebecca Morgan, Fulcrum ConsultingWorks*
- Location:** *Doubletree (aka Hilton Cleveland South) 6200 Quarry Lane; Independence, OH*
- Date:** *Wednesday, January 10, 2007*
- Agenda:** *5:30 - 6:15 pm Arrival/Networking
 6:15 - 7:00 pm Dinner
 7:00 - 8:00 pm Recognition/Program
 8:00 - 8:15 pm Closing Remarks*
- Admission:** *\$25.00 APICS members
 \$35.00 Non APICS members
 \$15.00 Student Non-members
 \$10.00 Student members*

NOTE: Receive one certification maintenance point for PDM attendance.

RSVP Program Deadline for reservation is Monday, January 8, 2007.

Preferred Method: You can register and pay online at www.apicscleveland.org using Discover, MasterCard, Visa, or American Express. You may also register by sending an e-mail to programs1@apicscleveland.org. Cash or credit card payment is accepted at the door for e-mail registrations.

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WIN A CRISP NEW \$100 BILL!

How? Attend an APICS Cleveland chapter Professional Development Meeting and being the lucky person chosen! Here's how the contest works: Each person (member or non-member) who pays admission to a dinner meeting during the year will be given a ticket at the registration table. The attendee fills out the information on the back of the ticket and drops it in the hopper. At the May Professional Development Meeting, a lucky ticket will be drawn from all the tickets accumulated throughout this year. It's that easy! You do not have to be present at the May meeting to win. Since tickets will be distributed at each meeting, **THE MORE MEETINGS YOU ATTEND, THE BETTER YOUR CHANCES OF WINNING \$100.00!!!**

PDM MEETING LOCATION



**DoubleTree Hotel Cleveland South
(AKA Hilton Cleveland South)
6200 Quarry Lane; Independence, OH 44131
Phone: (216) 447-1300**

I-77 South:

- * Take I-77 South to Rockside Rd
- * Turn left (East) onto Rockside Rd, to the second traffic light
- * Turn right (South) onto Quarry Lane (Between Bob Evans and Sunoco).
- * We are on top of the hill.

I-77 North:

- * Take I-77 North to Exit 155 (Rockside Road - Independence)
- * Turn right (East) onto Rockside Road, to the first traffic light
- * Turn right (South) onto Quarry Lane (Between Bob Evans and Sunoco).
- * We are on top of the hill.

I-480 East or West:

- * Take I-480 East or West to Exit 20 (I-77 South - Akron)
- * Take I-77 South to Exit 155 (Rockside Road - Independence)
- * Turn left (East) onto Rockside Road, to the second traffic light
- * Turn right (South) onto Quarry Lane (Between Bob Evans and Sunoco).
- * We are on top of the hill.

I-71, if South of I-271 Junction:

- * Take I-71 North to the I-271 North Interchange
- * Take I-271 North to I-77 North (Cleveland) Interchange
- *** See "From I-77 North"

I-71, if North of I-271 Junction:

- * Take I-71 North to the I-480 East (Youngstown) Interchange
- *** See "From I-480 East / West"

I-271 South:

- * Take I-271 South to the I-480 West (Toledo) Interchange
- *** See "From I-480 East / West"

Ohio Turnpike:

- Traveling East:
 - * Take Exit 151 (I-480 East)
 - *** See "From I-480 East / West"
- Traveling West:
 - * Take Exit 173 (Interstate 77 North)
 - *** See "From I-77 North"

CHAPTER NOTES

The APICS Cleveland Chapter Board of Directors would like to wish all of our members and associates a happy holiday season. We look forward to bringing you world-class speakers and educational opportunities in 2007 to assist you with your personal and professional growth plans.

At the beginning of the year, the Cleveland Board of Directors voted to charge past-presidents of the Cleveland Chapter the same amount for a PDM as a current Board of Director pays...currently \$20.00. This is to show appreciation for their service to the Cleveland chapter. This benefit however, only applies to those past-presidents who are current members of APICS.

The Cleveland Chapter was recently honored as one of the top chapters in the country by APICS. The Cleveland Chapter was designated as a Gold Chapter based on the recent Chapter Benchmarking and Reporting (C-BAR) or Passport program. According to APICS, "Your award submission demonstrated your chapter's dedication to providing exemplary member services and professional development opportunities to APICS members and customers."

The winter schedule is now available online. More information regarding winter classes is available in this issue of the Optimizer on page 4.

WE NEED YOU



We have open board positions. If you are interested, either contact a Board Member or send an email to president@apicscleveland.org.

- President**
- President-Elect**
- Systems & Technology Advisor**

MEMBERSHIP UPDATE

PLAN AHEAD FOR UPCOMING MEETINGS & PLANT TOURS

January 10, 2007

Innovation

Presented by Rebecca A. Morgan, CFPIM

February 13, 2007

China: What You Need To Know To Compete

Presented by Greg Toprcer

March 14, 2007

APICS Cleveland Chapter 50th Anniversary

Presented by Past Presidents, APICS Cleveland

April 10, 2007

Joint Meeting with APICS Akron Chapter

Topic & Speaker TBA

April 11, 2007

Monthly Chapter PDM

Topic & Speaker TBA

May 9, 2007

Topic TBA

Presented by Leo Roth Klein

For more information about the PDM's go to www.apicscleveland.org/PDMInfo.html

New Members

Paula Spivak

Brian Saxton

CSI / Moen

Membership Anniversaries

1982

Michael Fry, Matrix

1992

Scott Johnston, Pressco

1997

Dennis Shea

2002

Jennifer Harvey, Erico Products

Joe Meglen

CPIM New Certifications

Scott Voisinet, CPIM

Bring A Friend

Help us recruit new members by bringing a friend or co-worker to the next Professional Development Meeting.

If you prefer, you can simply provide us with the name of your friend or co-worker and we'll invite them on behalf of the board of directors.

Our chapter's strength comes from our membership. It's all of our responsibility to do our part to ensure that we continue to grow our membership.



APICS Student Chapters

APICS student chapters are the future lifeblood of the APICS senior chapter organization. Our professional chapter supports the following local student chapters:

Case Western Reserve University

Avanish Kumar, President

E-mail: avanish.kumar@cwru.edu

Stan Cort, Faculty Advisor

Cleveland State University

Anthony Salvo, President

E-Mail: anthonyshalvo454@yahoo.com

Ken Paetsch, Faculty Advisor

REGION III UPDATE

On November 10th and 11th, the incoming Region III Vice President Michael Bratnick, CPIM led the transition meeting held at the Inn at Honey Run in Millersburg, Ohio.

He and his new staff will provide 4 meetings in 2007, providing education and guidance to the local APICS chapters in Ohio, Pennsylvania, and West Virginia.

The Regional staff will also assist the Cleveland Chapter with special events coinciding with the 50th anniversary of APICS and our local chapter. More information regarding 50th anniversary events and activities are forthcoming.

Members may contact Regional staff by visiting www.apics3.org.

About APICS Region III:

Region III is geographically located in the states of Ohio, West Virginia and the western half of Pennsylvania. It is comprised of 19 chapters, two in West Virginia, four in Pennsylvania and thirteen in Ohio. The current membership is approximately 6,000.

Region III chapters conduct numerous education courses at the local chapter level, as well as conducting educational seminars. These courses can lead to Certification in Production and Inventory Management as well as Certification in Integrated Resource Management. In addition, Region III staff conducts Train-the-Trainer and Learning Dynamics seminars frequently. For information on Train-the-Trainer and Learning Dynamics contact Charlotte Baxter (listed in the Region III directory).



Region III Staff Members break from meetings at the November Transition Meeting. Pictured are (from left): Michael Bratnick, CPIM; Pat Crotty, CPIM/CIRM; Eric Tulenson, CPIM; Sandra Reuter; Juliane Brewer, CPIM; Paul Kwiecinski, CPIM; C.J. Connelly; and John Schuster, CPIM/CIRM.



Newly-Elected Region III Vice-President Michael Bratnick at the Region III Transition Meeting at The Inn at Honey Run in Millersburg, OH.

Donations Needed for Upcoming Region III Student Auction

The annual Region III student auction benefiting the APICS student chapters in Ohio, West Virginia and Pennsylvania will occur in Cincinnati on January 26.

Please ask your companies for products, promotional items, or gift certificates that can be donated and auctioned benefiting this great cause.

You may bring the items to the January PDM or contact a Board of Director member to arrange for pick-up.

You and your company will be acknowledged in the next Optimizer.

Michael Bratnick, CPIM
Region III Vice-President

PROFESSIONAL DEVELOPMENT MEETING



ERP from A to Z:

(Left) Speaker James Mallory from e2b technologies discusses consolidation in the ERP marketplace at the November PDM.

November PDM Results

Topic Interest	4.5
Topic Relevance	4.6
Speaker	4.4
Location	4.5
Facilities	4.2
Meeting Format	4.2
Food	4.3

Overall 4.4

Speaker Profile *continued from page 1*

day. But perhaps not. "Fad of the month" and "situational enforcement" are terms many workers use to derisively describe the frenetic management of their organizational superiors. The phrases "continuous improvement" and "journey, not destination" do not give carte blanche permission to lose interest in initiatives believed the path to success mere months ago.

It doesn't take much to start an initiative; it takes a lot to actually live by one and follow through to the end. Perhaps we are best served by learning how to follow through to completion the company initiatives deemed important.

Rebecca A. Morgan, President of Fulcrum ConsultingWorks, Inc. has owned and operated her consulting business since 1990. As a consultant, she works with manufacturers to improve operational delivery of competitive advantage to the market, enhancing customer loyalty and brand integrity. Prior to that she completed advanced degrees in Economics, post-graduate work in Business Administration, and held senior management positions with Stouffer Foods, TRW, Precision Castparts Corporation, Cleveland Trust, and Perdue Farms.

She is certified CFPIM by APICS and is a member in good standing and Board Approved in Operations Management by the Society for the Advancement of Consulting (SAC). Morgan is also a Regional Director of the Association for Manufacturing Excellence (AME), chairs the Mentor Committee of the Entrepreneurs Association, and has just agreed to serve on the APICS CPIM - SMR courseware committee.

INC Magazine tapped Ms. Morgan as its Operations Expert, publishing her articles regularly at www.inc.com. In addition, her expertise is frequently quoted by major publications, including Industry Week, Fortune Magazine, Business Week, and Dow-Jones Newswires.

Fulcrum ConsultingWorks Inc. is located at 17204 Dorchester Dr. Cleveland, Ohio 44119-1302. Rebecca may be reached at 216-486-9570, Morgan@fulcrumcwi.com or online at www.fulcrumcwi.com.

Companies Represented At The November PDM

Avery Dennison
BASF
Brush Wellman
e2b technologies, inc.
Lincoln Electric
Mason Structural Steel
Nordson
Norman Noble, Inc.
The Oak Printing Company
Visual Marking Systems
Wellman, Inc.

Optimizer In Your Inbox

Subscribe to our email version of this newsletter by entering your email address in the "Subscribe To Our Optimizer eNewsletter" box located at the top of our home page at www.apicscleveland.org.

EDUCATION SERVICES

We look forward to offering the membership the educational opportunities to further their careers and improve their understanding of the concepts related to the supply chain field.

The winter class schedule is posted on our website and flyers were mailed to all members in December. Although the registration deadline is January 9, you should contact me directly to make last minute registrations. Payment may be made online using a credit card at www.apicscleveland.org or www.merchantamerica.com/apicscleveland/. You may also pay by check (payable to Cleveland Chapter of APICS) which may be delivered in person at the first class.

For additional information or registration, call me at 216-429-7231. I look forward to hearing from all our members. Watch for updates on our website, www.apicscleveland.org.

For questions regarding the education programs, contact us at education1@apicscleveland.org. The classes offer a great opportunity to prepare for taking CPIM tests or earn points toward your recertification.

The Cleveland Chapter would like to thank Foseco and Parker Hannifin for hosting classes this winter. The one-day "Lean" Manufacturing Techniques seminar held on October 5 was a huge success. The speaker was Dr. Richard Schonberger, author of

APICS Webinars On-Demand, Now Free to Members

APICS members can now view a selection of popular APICS Webinars On-Demand at their convenience, for no charge, on the APICS Web site. In each APICS Webinar, the latest operations management concepts and solutions are presented to a live audience.

Afterward, the sessions are archived and made available for viewing. As a new program feature, we are pleased to announce that more than 25 recorded APICS Webinars are available for free to APICS members as a member benefit.

Access a complimentary APICS Webinar On-Demand today.

Webinars: www.apics.org/education/webinars

several books on lean/TQ management, including two that each have sold, so far, over 150,000 copies: Japanese Manufacturing Techniques: Nine Hidden Lessons in Simplicity (1982); and World Class Manufacturing: The Lessons of Simplicity Applied (1986). Due to the strong demand, we may consider a similar event in 2007.

Thank you,
Ed Baldzicki, CPIM
Committee Person for Education

2007 Winter Course Schedule

Master Planning of Resources (MPR) CPIM

Duration: 8 Weeks
Dates: Mondays starting 1/15
Times: 6:00-8:30 pm
Instructor: John Merriman, CPIM
Location: Mayfield Heights - Parker Hannifin

Basics of Supply Chain Mgmt (BSCM) CPIM

Duration: 10 Weeks
Dates: Tuesdays starting 1/16
Times: 6:00-8:30 pm
Instructor: Chuck Keberdle, CPIM
Location: Mayfield Heights - Parker Hannifin

Execution & Control of Operations (ECO) CPIM

Duration: 9 Weeks
Dates: Thursdays starting 1/18
Times: 6:00-8:30 pm
Instructor: Scott Holter, CPIM
Location: Brook Park - Foseco

Course Fees:

MPR	\$335.00	Members (Includes Book)
	\$395.00	Non-Members (Includes Book)
BSCM	\$415.00	Members (Includes 2 Books)
	\$475.00	Non-Members (Includes 2 Books)
ECO	\$335.00	Members (Includes Book)
	\$395.00	Non-Members (Includes Book)

Please contact education1@apicscleveland.org if your company is interested in hosting a class.

* All sessions meet once a week from 6:00 - 8:30 pm and are eligible for one Certification Maintenance Point per instructional hour. Cancellations: Must be received 72 hours in advance of first class; otherwise you will be responsible for full payment. Voucher for future classes may be issued at APICS' option. Substitutions permitted upon notification prior to first class. Testing for classes is done by Promissor - for reservations, please call 1-800-274-8399. Testing centers are located at Comp USA 26425 Great Northern Shopping Center, Comp USA 24295 Chagrin Blvd., Comp USA 3737 West Market St. Unit T.

EMPLOYMENT SERVICES

We update our website periodically with new career opportunities. Since our last PDM, we have added 2 new job postings. Visit www.apicscleveland.org/CareerOpportunities.html for more information. Below is just one example of what you'll find on our Career Services website:

Company located on the East side of Cleveland is seeking a **PURCHASING MANAGER** for a division of a multi-national company headquartered in Europe. Reporting to the President of the North American Operations, this individual will be responsible to source, qualify vendors, negotiate terms, and arrange supply of all materials used in support of production at multiple sites. Further, this individual

will be responsible for analyzing the worldwide commodity markets and delivery conditions to determine current and future material availability, determining the optimum number of suppliers to maximize purchasing leverage, and collaborating with the company's global purchasing network. Requires a BS Degree in Chemistry or Chemical Engineering (other degrees will be considered if the individual has sourced commodity chemicals in the international market); a minimum of 7 years purchasing experience (including 3-5 years international procurement) in a manufacturing company; proficiency with Excel and Adage; and strong analytical skills.

COMMUNICATIONS CORNER

As you may have read in previous issues of the Optimizer, we are now providing an electronic version of our monthly newsletter to chapter members and non-members. I am pleased to announce results from our first major electronic distribution of the newsletter in November.

November Results:
-568 Emails Sent
-2 Opt-Outs
-60 Clicks to Chapter Website
-0 Forwarded Emails
-0 Spam Reports

The newsletter now reaches more than a dozen non-members who do not receive the print subscription. Only 2 people chose to cancel their electronic subscription (Opt-Out). In addition, the electronic newsletter generated 60 unique clicks to our chapter website. At least two people clicked through to register for the PDM directly from the newsletter.

This is very encouraging as we continue to enhance our communications with our membership. As always, you may cancel your electronic subscription by simply clicking the unsubscribe link at the bottom of the email. We also encourage you to help us recruit new members by forwarding copies of the electronic edition to your friends and co-workers to help us get the message out about our chapter and upcoming events. If you have any problems forwarding the email, you can direct your co-workers to the chapter website where they can download the newsletter themselves. They can even subscribe by clicking on the link on our homepage.

We're now accepting advertising in the Optimizer. Email communications1@apicscleveland.org for rates, specifications, and details on how you can reach nearly 600 professionals in the operations and supply chain management profession.

Another great reason to take a chapter education class!

The 1999 and 2002 APICS Salary Surveys (2002 - # 01637) revealed that regardless of work experience, education, location, industry, or other factors, individuals with a CPIM certification make an average of 17 to 19 percent more in annual salary and other compensation than similar individuals without a CPIM certification. So don't wait, why not start working toward your certification today. Testing locations are:

North Olmsted "CompUSA"

26425 Great Northern Shopping Center
(Wednesday or Saturday)

Beachwood "CompUSA"

24295 Chagrin Blvd.
(Tuesday, Wednesday, or Saturday)

Fairlawn "CompUSA"

3737 West Market Street (Thursday)

Call today to reserve a test date!

1-800-274-8399