



APICS Professional Development Corner

Career Management 101: Good Advice on How to Get Ahead
Tuesday, October 13th
Speaker: Sheri Welsh, President of Welsh & Associates

Please join us in October for **Good Advice on How to Get Ahead** in your career, presented by **Sheri Welsh** of Welsh and Associates.

No matter where you're at in your career, we all want the same thing – to get ahead. How do you position yourself to be marketable, recession proof and relative? What can you do to earn the coveted label of “high potential” or “key employee”? How do you develop a career and a resume that will help you land on your feet after a downsizing? We'll present helpful answers to these questions and a snapshot of current employment conditions for the region and your industry.

Sheri Welsh is the President of Welsh & Associates, Inc., an Executive Search Firm in Kalamazoo. Her career spans over 20 years and includes experience in human resources consulting/recruiting, purchasing, and sales.

In 1998, Sheri entered the executive search business focusing her work in the recruitment of Accounting and Finance professionals. She established Welsh & Associates in 2002, as a full-service regional search firm adding specialties in Engineering, Human Resources, Supply Chain Management and Manufacturing Operations. Today the firm is recognized as a regional leader in the professional and executive search industry by companies located throughout Southwest Michigan. Sheri's success has been built upon a solid foundation of ethical conduct and long-term, trusting relationships with employers and professionals alike.

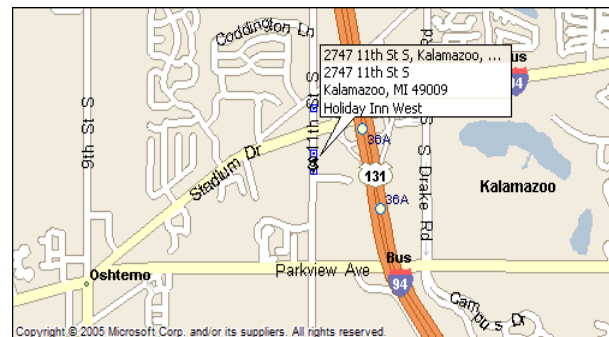
Sheri holds a BS Degree in Business Administration from Central Michigan University and is a Senior Professional in Human Resources (SPHR) and a Certified Personnel Consultant (CPC). She is a graduate of Leadership Kalamazoo (2002) and serves as Immediate Past Chair of the Leadership Kalamazoo Advisory Council, having served on the Council since 2003. Sheri also serves as Chair of the Kalamazoo Regional Chamber of the Commerce Board of Directors and has served as a board

member since 2003. She currently leads the Chamber's Workforce Development Task Force, an effort dedicated to helping local companies with talent attraction and retention. She is a member of the Society for Human Resource Management and has been a member of the Kalamazoo Area Human Resources Management Association and the Top Echelon Network for 10 years.

APICS SWMI Members & Guests - Please join us for October's PDM, along with our colleagues from ISM and ASQ.

EVENT INFORMATION

- Date/Time:** Tuesday, October 13, 2009
Hors d'oeuvres 5:15 pm
Presentation Begins 5:30 pm
- Location:** Holiday Inn West (Just off I-131 at the Stadium Drive Exit - Oshtemo
See map below)
- Pricing:** No charge
- Registration:** Tuesday, October 6th
- Contact:** <http://www.apicsswmi.com>



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APICS SWMI President's Corner

Every fall APICS holds their International Conference where attendees hear some very good speakers and can attend a series of short seminars on a variety of Supply Chain and Operations Management subjects in the span of 3 days. This year's conference is being held in Toronto, Canada. The SW Michigan Board will have 4 members attending this year. On Saturday before the main conference they will be attending a workshop on Volunteer Leadership. As all Board members are volunteers, this workshop will provide valuable information on how we can best run our Chapter and provide education and services to our members. We hope to return with some new ideas which we can use to better serve you.

Many companies will not be able to support sending people to this conference this year. If you are fortunate enough to be able to go, there are a number of very good topics and seminars that will only help you increase your knowledge in Operations Management. This is also a very good chance to network with other Operations and SCM people from a variety of companies from all over the country.

We continue to offer a full offering of educational classes that will prepare you for CPIM certification or refresh your skills in inventory management. In September, several of you were able to tour Denso Manufacturing. The tour was excellent. They provided a hands-on view of how lean principles are being applied in their manufacturing area and the serious commitment they have to the kaizen process and continuous improvement. Our thanks to Denso for allowing us to tour their facility last month.

I will ask again. Make a commitment to become more involved with our Chapter this coming program year. We have as good a Chapter as you will find anywhere and the programs and education offerings are second to none. Please go to our website, www.apicsswmi.com, and sign up for our events. They are all posted there with all the information you need to know on what is happening to help you improve your value to your company, or in the case of those that are currently looking for employment, to your potential new company. APICS certification and involvement can only help you in your career.

We look forward to seeing you at our next Professional Development meeting on October 13 at the Holiday Inn West. The program is free. Sign up on our website so we will know you will be there

Best Regards,

Micheal Manchester



APICS Great Lakes District Update Corner

By Jeff Taft, APICS Great Lakes District Staff Representative

Resources:

APICS Great Lakes District Website
APICS Learning Communities

<http://www.apicsgreatlakes.org/>
<http://communities.apics.org/COP>

Dates to Remember:

October 2 – 6, 2009
February 19 – 21, 2010
August 6 – 8, 2010

2009 APICS International Conference & Expo (Toronto, Ontario, Canada)
2010 APICS Great Lakes District Student Case Competition (Chicago, IL)
APICS Great Lakes District Meeting (TBD)

Editor's Corner

Get even more connected! Join us on [LinkedIn](#). The Chapter has established a group on LinkedIn. LinkedIn is a networking community for professionals. By joining the APICS SWMI group, we can pose questions to each other, let other members know of job openings, and send meeting notices. It's just one more way for us to network and stay connected. The Chapter is also looking into setting up a presence on Facebook. Stay tuned for more information as it develops.

The APICS SWMI Monthly Newsletter is published monthly by the Southwest Michigan Chapter of APICS, the Assoc. for Operations Management, to provide its members the news and activities of the chapter. Comments, suggestions and story ideas are welcomed and encouraged.

Editor: Ed Huver

communication@apicsswmi.com

Updated Contact Information

Do we have your correct email address? If you have not received either the newsletter or an announcement of this month's PDM by email, then we don't have your current contact information. If you would like to receive all the latest APICS news, please forward your email address to Ed Huver at communication@apicsswmi.com.

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APICS Southwest Michigan Chapter 2009-2010 Leadership

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We would like to highlight APICS Member Companies and Individual Members for their contribution to Operations and Supply Chain Management. If you have something you feel is newsworthy, please send it to us for inclusion in the next newsletter.

All submissions should be directed to either Cindy Troyer, VP of Membership, at membership@apicsswmi.com or Ed Huver, VP of Communications, at communication@apicsswmi.com

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APICS SWMI Education Corner

APICS Southwest Michigan Chapter Educational Offerings

Below is the current schedule of classes being offered by your local Chapter. The inventory workshops are very cost effective and are being taught by a very experienced Supply Chain Professional. We are working to offer both Lean and Global Sourcing workshops sometime in the spring of 2010. All of these courses are being offered to help your company's professionals get the knowledge they need to have an impact on making your company more competitive in the marketplace. Go to our website, www.apicsswmi.com, and sign up for the course that will help you in your career.

Education Schedule - CPIM

Western Michigan University On-Campus Student Classes 2009-2010

CPIM Module 1	Sept 17, 24, Oct 1, 8, 15, 22, 29,
CPIM Module 2	January 7, 14, 21, 28, Feb 4, 11, 18
CPIM Module 3	March 4, 11, 18, 25, April 1, 8, 15, 22

Education Schedule - Inventory Workshop

M-Tec Open Classes - 2009

Cycle Counting	Oct 1
Basics of Inventory Management	Oct 15
Physical Inventory	Nov 12
Material Requirements Planning/Bills of Materials	Dec 3

If you are interested in hosting APICS training, either public or private, at your facility, please contact Micheal W. Manchester, President, at president@apicsswmi.com or micheal.w.manchester@pfizer.com. Training discounts are available for hosting training, multiple company attendees, and APICS members.

Higher level management may not understand what APICS can provide its members. Sometimes these executives need to be reminded about APICS' benefits. Whatever your situation may be, if you would be interested in having APICS SWMI present the programs our Chapter offers to your fellow colleagues, please contact Micheal Manchester (president@apicsswmi.com) or Jeff Taft (finance@apicsswmi.com) and they can arrange a time to visit your company.

Social Media Should Rock Your World

Ten Reasons to Participate in Social Media

By Susan M. Heathfield, About.com

Social media participation is an essential tool in networking with professional contacts, making new contacts, recruiting employees, and keeping in touch with the world. If you're not participating in the top social media and networking sites, the world is leaving you behind. Why not become involved on the social media Web sites while your participation can advance your career, help you obtain superior employees by enlarging your candidate pool, and enable you to easily stay in touch with coworkers and former coworkers at one location.

You will need to explore the possible social media sites to see which sites fit your need for participation. Some sites specialize in certain industries and on specific topics. Some even focus on networking within regions and nations. I have profiles and participate in some activities on Twitter, Facebook, and LinkedIn.

Social media sites are a critical component of professional networking going forward. These ten reasons support your time investment.

- Stay in touch. If, like me, you have "lost" people over the years, look them up on the popular social media sites. You may find them. And, if your whole network is profiled and linked, you'll never lose them again.
- Be found. I can't tell you how many former colleagues, friends, and associates have found my profiles and contacted me. Just recently, one of my best friends from high school, whom I sought for thirty years, found me online and called.
- Find candidates for jobs. You can email your network with job requirements and ask for referrals. Tap into the power of your current employees' networks by asking them to broadcast available positions to their networks. This is one of the top ways to find passive candidates, people who may not currently be actively seeking work. Search on keywords to expand your contacts even beyond your network. As an example, here's how to use LinkedIn for recruiting.

Develop a recruiting network for employees with skills that will become increasingly scarce. Especially as the boomers retire or seek part-time opportunities, determine where you will find the employees with technology, medical, and quality skills, as examples, that your organization will need. Various social networks exist for a variety of career fields.

Plant your foot firmly in the social networks that will provide the future employees for your organization. Seek the assistance of your current employees, too. They may already be networking on these sites – or they may be interested in helping you find the kind of people with whom they want to work.

- Find a new job. Desire to move on from your current employer for whatever reason? Use social media sites to assist you in your job search. Everything recommended for recruiting candidates is recommended for your job search.
- Establish your online brand. Who are you? What expertise do you have? What do you want to be known for accomplishing. The information you put in your profiles will eventually serve you well or not at all. When a potential employer or a potential employee "googles" your name, will the employer find the credentials of a proficient professional? You want to establish an online image before you need it. Establishing this image can take awhile. Why are you waiting?
- Join groups that share your interests, your community, or your profession. Facebook, as an example, allows you to create groups. I'm a member of the job searching group and other members point me to interesting online articles. Following people on Twitter also yields content recommendations. Twitter groups are increasingly scheduling in-person meetups so that people who are interacting online can meet face-to-face. The mid-Michigan group is planning their next meetup. If you attend conferences or trade shows, Twitter is a great way to schedule get-togethers.

- Develop social connections over time on social media sites. Sites such as Facebook and MySpace allow much more “fun” than the more professionally oriented LinkedIn. Connections send me karma and virtual plants from Facebook, as an example. While both of these sites started for young people, mature professionals are increasingly joining them. Despite the fact that a friend’s daughter tells us we are too old for Facebook, it is increasingly populated by professionals, too.

Be careful what you share to safeguard that professional image referenced above, but don’t doubt its power to expand your relationships. An added plus? College students, whom you may want to recruit, populate these sites and are well-versed in their use and comfortable reaching out from them. One of my nephews disappeared from email and another niece sent him a message on Facebook and he was back in touch with me that day.

- Provide a space in which the users of your product or service can interact with you. Consumers want to have a conversation with you about their wants and needs. They want to tell you how you can better serve them. Many of them want to build community around products or services that they love. Give them the opportunity. Blog, sponsor user forums, and answer user comments.

Use your customers’ feedback to improve; it’s much easier to zap a note off to you on Facebook, or to comment on your blog, than it is to write a letter to an anonymous company address. Be out there. Interact. Zappos, the only shoe store I purchase from anymore, has a lively feed on Twitter. It’s just one example. And, if you need a strategy for helping your customers find you and talk with you, go where they are already talking and join the conversation. In fact, do this, too.

- Build community around your product or service. Are the people who are the “face” of your company approachable, likeable, knowledgeable, and out there? You need to find these people and nurture them. They are increasingly the voice of your company. More than paid media opportunities, such as ads, television commercials, and traditional mass media approaches, the online world seeks evangelists who build a community of people who follow them and whom they follow.

Forums and blogs on your company Web site, forums and blogs within your human resources Intranet, and other community opportunities build this sense of community. Both within and outside of your company, you need to develop relationships. They are your communication life line. Create them; use them.

- Finally, Betsy Weber of TechSmith Corporation, sent me a note worth heeding today. Your company, in addition to individual employees, needs to establish a company presence on significant social media sites. The recent Cone Business in Social Media study indicates that “93% of Americans believe that a company should have a presence on social media sites and 85% believe that these companies should use these services to interact with consumers.” Of the study responders:

--60% of Americans regularly interact with companies on a social media site,

--43% of consumers say that companies should use social networks to solve the consumers’ problems, and

--41% believe that companies should use social media tools to solicit feedback on products and services.

The Internet has opened up communication across world boundaries. Why not use its social media components to expand your network, add friends, make connections, recruit employees, find people with scarce skills, and enlarge your world view? I’m participating. Why not you, too?

APICS SWMI Membership Corner

Membership Update

APICS Southwest Michigan Chapter Congratulates our Certified Members

CPIM

Matthew Abel
Douglas Albee
Mark Breuer
Suzan Clipfell
James Earl
Fred Flegal
Kathy Gehron
Cristin Grove
David L Hess
Miao-Miao Horng
Margaret Hunt
Edmund Huver
Brian Jervis
Jeffrey Koorndyk
Christopher Lai
Todd Lipovsky
Michael Manchester
Greg Martin

Rodney Mason
Andrea McCubbin
Douglas Meller
Craig Mellor
Dawn Metzger
Amy Montanye
Robert Montgomery
Derek Neufeld
Kevin Newland
Larry Patnode
Michael Petersen
Perry Piccard
Viswanathan Rajagopal
Benjamin Redenius
John Rigby
Julie Righter
James Rindler
Carol Robey
Mary Ann Ruesink

Wendy Russell
Nancy Shafer
Paul Sliter
Wendy Sosville
James Tessar
Ronald Thomas
Todd Turcotte
Carrie Twichell
Bradley Walters
Stephanie Watson
Jason Wright

CIRM

Mark Breuer

CSCP

Mark Breuer
Amy Montanye
Daniel Roth

APICS Southwest Michigan Chapter Membership Update

Welcome New Corporate Members

New Members

Elizabeth Evans
Melissa Sitler

Membership Lapsed

Christopher Swartz CPIM CSCP
Jennifer Schmitz-Weber
Kim Lammlin

Renewing Members

Shannon Eager
Michele Connelly
Carrie Twichell
Wendy Russell

**APICS WMU Student Chapter
Membership Update
August 2008**

New Members

Suspended Members

Willis Thomas

Current Members

Mohammed Alharthy
Mark Antonuk
Zachary Atkins
Reed Befus
Elliott Berlin
Andrea Blankers
Carl Boone
David Brent
Jeffrey Burg
Ryan Buurstra
Alan Clark
Joe Connolly
Shane Cunliffe
Lauren Dilullo
Jason Elliott
Nicholas England

Anna Ferdyn
Heather Ferris
Nancy Field
Maurice Flowers
Nicholas Gebben
Scott Gilson
Jermaine Givens
Andrew Gohlke
Michael Hankamp
Andrew Harsini
Rachel Hartwick
Eric Heineman
Kenneth Henderson
Shaelee Heusinkveld
Brant Hoisington
Scott Holka
Michael Hood
Courtney Hughes
Matthew Hughes
Ryan Ishmael
Thomas Kaluzny
Justin Kastman

Jaquita Kellum
Todd Kelly
Ryan Kelly
James Klucka
Luke Knowles
Mike Kozan
Andrew Kwapis
Adam Lagoni
Kian Boon Lim
Monica Lippert
Kevin Little
James Love
Phil Lower
Peter Lyngstad
David Mackellar
Harrison Martin
Ashley McKenzie
Marc Mercer
Chelsa Meyer
Ryan Mikel
Kyle Papierz
Richard Patroske

Lawrence Robling
Jeffrey Scott
Anthony Serio
William Shaw
Michael Sholler
Matthew Smith
Andrew Sonntag
Alejandro Staub
Steven Taratuta
Adam Taylor
Brittany Thomas
Matthew Trebesh
Joshua Turner
Michael Vanderkamp
Andrew VanLeeuwen
Alex Vincentini
Shawn Vogt
Nicholas Waldron
Johnny Williams

