



**Region 7 Presidents' Meeting Minutes
Sheraton Mission Valley
San Diego California
9 November 2007**

Chapters Represented: Anaheim, Central Coast, Inland Empire, Orange County, Phoenix, San Diego, San Fernando Valley, San Gabriel Valley, Southern Nevada, Tijuana Calafia, Tucson, Ventura County

Chapters Not Represented: Ambos Nogales, Los Angeles, Mexicali,

Staff Present: K Klaesius, D Johnson, C Ambrose, B Solomon, S Thornton, A Valencia

Staff Absent: J Wetzel, K Vecchio

Guests: P Blevins/District Director-Elect, A Kennedy, APICS Past President, N Testa, APICS Past President;

NOTE: A 2-hour Region 7 staff meeting was held in the morning, primarily in preparation for the Region Meeting.

- K Klaesius and D Johnson reviewed the agenda for the Presidents' Meeting and Region Meeting and the items in the Presidents' folders.
- P Blevins and S Thornton reviewed the overview of the move to the District configuration, which was to be presented in the meetings.
- C Ambrose provided an overview the weekend from the San Diego Chapter's (host chapter) point of view.
- The Transition meeting from Region to District was discussed and the date, tentatively established as 26 January 2008, somewhere in the LA area. Sue Thornton suggested that the only individuals who were required at the Meeting were: K Klaesius, D Johnson, P Blevins, S Thornton, and J Martinous, as the other members were continuing on the staff (J Wetzel (Phoenix) will coordinate separately with S Gigger (Tucson) concerning the turnover of CMS/C-BAR responsibility as both were in Arizona). Certainly, continuing staff members may attend, if they so desire, as their input would be valuable.

The Region VP, K Klaesius, called the Region Presidents' meeting to order at 1310 hours.

NOTE: Copies of the Presentation Materials are available on the Region 7 website (www.apics7.org)

The Region staff was introduced and each of the presidents introduced him/herself, as did the guests in the room.

Association Update/Governance Initiative

K Klaesius provided an APICS Association update from a governance and structure point-of-view:

- He indicated that membership in APICS remains more or less "flat". There is an expectation that membership initiatives at the Association and Chapter level will begin to improve the Association position over the next several years.
- K Klaesius stated that the international presence of APICS is expanding and there is increased interest in more closely incorporating the international APICS community into the organization in a new membership model.
- K Klaesius indicated that APICS would attempt to increase its collaboration with other professional societies/associations and academic units. The goal is to create an APICS presence across a wider constituency, more information will be provided during the Saturday session by an ASQ representative.
- K Klaesius indicated that there is a change in emphasis in the financial area at the APICS level in that financial performance will be measured against a 3-year, forward-looking budget and the KPIs will be aligned with the organizational strategy.
- In the governance area, K Klaesius stated that the BOD would be meeting in December 2007 and that he would be presenting motions to implement the District Director/District manager structure which was approved at the 21 April 2007 BOD meeting and the concomitant changes to the APICS By-Laws and SOP. He did not expect any serious opposition to this initiative as a great deal of groundwork has been laid to assure that the current Region Presidents understood everything.
- **NOTE:** A copy of K Klaesius' presentation slides is available on the Region 7 website.

Approval of Prior Meeting Minutes/SOP Changes

- The minutes of the 27 July 2007 Presidents' Meeting, hosted by Region 10 and the San Jose Chapter at San Jose CA, were approved by unanimous vote of the presidents.
- An update to the Region SOP, preparing the Region for the move to the District Governance structure and making several other minor changes, was proposed by D Johnson, having been furnished to the Chapter Presidents prior to the meeting. The update was approved by unanimous vote of the presidents.

Upcoming Activities

D Johnson briefly covered future District meetings:

- The “first ever Southwest District meeting will be in early April 2008, hosted by the Anaheim and San Gabriel Valley Chapters, and will include the Student Case Study Competition – as information concerning hotel reservations, agenda, etc is developed, it will be posted to the District website.
- The Southern Nevada Chapter volunteered to host the Southwest District Meeting in July of 2008.
- The Orange County Chapter volunteered to host the Southwest District Meeting in the Fall (October-November) 2008.

CMS/CBAR Discussion

D Johnson presented a brief update of the CMS/C-BAR participation for J Wetzel, who was unable to attend the meeting:

- 13 of 15 Region 7 Chapters had submitted at least the CMS portion of the process and more chapters will be recognized (Gold/Silver/Bronze status, than in prior years).
- It was reiterated that in 2008 **all Chapters must submit**, at least, the CMS section of the process and under-performing chapters would have to reach “compliance” status or the District and Chapter would have to develop a revitalization/”get well” plan and track progress.
- All present were reminded that Stacy Gigger, Tucson Chapter, would be the CMS/C-BAR Chairperson on the District staff beginning on 1 January 2008.

Finance/Budget Discussion

C Ambrose presented the following finance update:

- The head-tax assessment invoices for any Chapters who still had not paid the assessment were in the Presidents’ folders. He indicated that Chapters could pay it all at once or in two installments; however, he asked that they be paid promptly.
- The official mileage rate is now \$.485 per mile. **NOTE:** The IRS subsequently announced that, effective 1 January 2008, the mileage rate will increase to \$.505 per mile
- The Region is, currently, in a good financial position and should end the year at or near budget. The Association did not post some items from 2006 until 2007, which will adversely affect the Region’s cash, level to a small degree.
- The importance of getting the Expense Reports in to K Klaesius for the meeting in as soon as possible so it will be posted against 2007 funds was stressed and each President’s packet contained a blank Expense Report from and an envelope addressed to the Region VP.

Student Case Study Competition

B Solomon presented an overview the 2007 Case Study Competition (fundamentally, what was included in the attachment to the April 07 Meeting Minutes):

- The Region 7 Team (Cal-Poly SLO) placed **First** in the Case Study Competition at the International Competition in Denver, the students did very well and came away with several employment opportunities.

- He thanked the Chapters for their support of the Program and asked that they consider renewing that support for the 2008 competition. If more teams compete, it will require ore funding to support the effort – a “pledge” form will be included in the year-end information packet to provide the District with a better audit trail.
- He said that planning is underway to assure that the District can conduct a successful competition at the Spring 2008 District Meeting. This competition is planned to be conducted in conjunction with Region 10 (a “West Coast” competition).
- He encouraged all Chapters to get colleges/universities in their areas to consider sending a team. Further, he indicated that a good way to do this is to recruit faculty to become involved and support the effort as they have the closest relationship with and exert the greatest influence over the students.
- He concluded by restating what a positive event the April competition was and how that enthusiasm carried over to the Denver competition. An information and “sales” packet will be provided to each Chapter prior to the end of the year (2007) to aid in making the 2008 competition even more successful than the excellent 2007 event. He encouraged every Chapter to work with the local academic institutions to get more teams to participate in 2008, as students are the future of APICS!

Presidents’ Reports:

In general, the Chapters across the Region are doing quite well both in serving their constituencies and, as a result, financially. The few exceptions will require some assistance and support from the Region/District in the future to get operations to, at least, the CMS level by 30 June 2008. The following is a synopsis of the reports presented by the Chapter Presidents (**NOTE:** The length of the reports was reduced for this meeting to provide additional time to discuss the move to the District configuration):

Membership

- Most Chapters reported that membership is showing small increases or, at least, has remained relatively stable with a couple of chapters reported marked increases in membership.
- Chapters reported membership stabilization efforts with planned future initiatives to maintain an increase in membership – seems to be the trend across APICS. The effort extends to retaining current members and not just finding new members. Long-term sustainable growth appears to be the goal of most Chapters.
- Several Chapters are pursuing collaboration with other logistics and supply chain oriented organizations and academic institutions in addition to efforts outside normal membership “pools.
- Some Chapters reported mining for members at PDMs and in education classes, particularly CSCP classes with varying levels of success.

PDMs

- PDM success continues to have very mixed results, with a few chapters reporting solid attendance and programs and most looking for creative ways to provide some

level of programs to include offering PDMs every other month or once per quarter. One chapter held its first ever breakfast PDM and it was quite successful.

- Plant tours continue to be successful and well attended. Many draw non-members and present a good recruiting opportunity,
- Joint meetings with other area APICS Chapters and/or professional organizations are, generally, successful. The goal must be to provide a perceived value to members.

Finance

- Chapters, generally, report being in good to excellent financial condition with most reporting an increased cash on hand position over 2006.
- Education programs, both formal classes and seminars/workshops, continue to provide the major funding source.

Education

- All Chapters reported that education programs were going well, altho' some chapters reported decreased class sizes and/or decreased number of offerings from prior years.
- CSCP is offering a new source of education income, altho' the initial "run" of students has diminished somewhat. Specifically "targeted", locally developed offerings ("Six Sigma", Black Belt, Lean Techniques, etc) continue to be successful in several Chapters.
- Some Chapters reported difficulties keeping their instructor base at the level that they'd like – this is a recurring problem and is, in some cases, exacerbated by the addition of and demand for CSCP courses. It is, also, difficult for many chapters to find instructors who can teach during the workday.
- Chapters indicated that are continuing to work with academic institutions to enhance participation in education programs. This is, still, a difficult, slow process getting buy-in from the professors and instructors in the local academic community. The student case study competition/Scholar Programs and, particularly the success of the Region 7 representatives in Denver, should increase the attractiveness of APICS as the "professional organization of choice" across the academic community, particularly if enthusiasm builds at the student level.

Marketing

- Marketing efforts impact every facet of Chapter operations. Defining what APICS is and what it offers is a major requirement for excellence with members, potential members, non-members, and every other constituency in the area of influence.
- Chapters, generally, reported that marketing remains a major challenge. APICS is not particularly good at marketing from top to bottom; however, emphasis at the Association level should help, particularly if good collateral materials which can be used by the chapters are developed and made available. APICS' "product" is a good one with applicability in the marketplace; however, we are not very adept at "telling" customers and potential customers what the "product" is and why it is beneficial to the organization.

Chapter Infrastructure

- BOD members are leaving and finding replacements, particularly qualified replacements, is a difficult task. Succession planning is a challenge since identifying volunteers does not seem to get any easier. There are plenty of “tasks” which need to be done, finding someone to do them remains the challenge.
- Chapters continue to use teleconference BOD meetings and other innovative means of holding BOD meetings in a manner that demands less time and travel from the BOD members.

District Transition Update/Planning

P Blevins, District Director Elect, and S Thornton, District Manager Elect, conducted an open session on what the move to the District structure means and asked the assembled presidents what it “should mean”. The presentation covered what their initial view of District operations is and P Blevins described the \$100 test process of determining what the presidents felt should be priority issues/emphasis for the District moving into 2008 and beyond. The results of this process and direction for the new District year will be furnished under separate cover.

Wrap-up

K Klaesius wrapped up the meeting:

- He thanked those in attendance for their participation in the meeting.
- He reminded those present of the Hospitality Suite to begin at 1730 hours and that registration for the Region Meeting on Saturday morning will begin at 0730 hours.

The Presidents’ Meeting adjourned at 1600 hours.

San Diego Chapter hosted the meeting and an excellent hospitality suite in the hotel on Friday evening.

Saturday was devoted to the Region 7 meeting, which was attended by 50+ individuals and went well — there was something for everyone. The Meeting covered a wide range of topics, from a look back at 2007, the 2008 student case study competition, a great presentation on AQS and collaboration with other professional organizations, and an excellent look at 2007 and things to come at APICS by J Shedlawski, the APICS President. The afternoon was devoted, primarily, to three Q&A breakout sessions” J Shedlawski, K Klaesius, N Testa, and A Kennedy on APICS matters; the Region 7 Staff on what worked and what didn’t over the past year; and P Blevins and S Thornton, on expectations for 2008 and the out years. The notes taken during the Association and Region breakouts are attached – no effort has been made to edit, consolidate, or comment on the points raised, the attachments “are what they are” and should prove useful from a guidance point of view. There was a great deal of information exchanged in, after and between the sessions with many “How do you handle this?” type questions.

When we got back together at the end of the day for a closing session, a number of people were recognized for their contributions and all present were thanked for their support of the Region over the past two years by K Klaesius, Region 7 VP.

The day culminated with more networking and laughter over dinner at the “Mystery Theater” arranged by the San Diego Chapter

Those who attended the weekend seemed to enjoy themselves and gain some new insights along with the opportunity to relax and network with fellow APICS members and guests who attended.

Region 7 Meeting - San Diego
10 November 2007
Association Guest Break Session Topics
(Joe, Karl, Nick, Arnie)

Session #1

- \$200 dues for younger (non-degreed) individuals – hard to justify the dollars
- Consider a tiered membership –
 - More affordable to young professional members
 - More value added for individuals at both ends from VP to new member
- Consideration of “global” members in dues decisions
 - \$200 may be a lot for 3rd world members
 - How does one justify the value? – perhaps with a different membership structure

Session #2

- Recording and receiving certification membership points for webinars
- Lean Manufacturing Certification –
 - Should APICS have one? – or, at least, an interest group (SIG)
 - APICS should be the lead on this topic
 - Check with SFV Chapter on Lean offering
- Consider development of a “dual” certification – two organizations with one joint certification – APICS and ISM, for example
- Train the Trainer/Learning Dynamics (TTT/LD) Certified Instructor
 - District/Chapter offering – needs revamping to expand (Joel Lohr-Tucson)
 - Grandfather the existing senior instructor – perhaps, based on instructor EOC survey results
 - Schedule one TTT/LD session in each District per year (1 each month = 9 per year)
- Are the retired and academic memberships going away in the new membership structure (hasn't been considered at this point)
- Target some of the marketing effort to the younger potential member – perhaps a \$75 (or some amount) membership on a “try it - you'll like it” basis – show them the value – they are the future

Session 3

- CSCP/CPIM seem to be a condensed supply chain degree
 - Market to those who seek supply chain knowledge but are not (or can't) pursuing a degree
 - Target that specific market – publications, etc which go to them
- Do Universities have lists of supply chain students and/or applicants, which APICS can access? – the consensus seemed to be, probably not due to privacy issues

- CSCP exam scheduling issue

- The CSCP exam schedule for the Spring of '08 requires that the 13 week preparation course must start in December – holidays, year-end issues, etc all mitigate against this (Frank Huchingson – Ventura County Chapter)
- Exam should be schedule out 14 to 15 weeks to allow for the course but a week or two of additional prep time
- Consider offering the IDSM Cost Accounting course by APICS – is a valued skill in today's environment
- Target some of the APICS marketing effort to Senior Management as well as the junior and shop level individuals. Senior management, often pays for participation and must be aware of the APICS benefit – the sales rep goes to the VP level
- Can APICS and/or the District buy marketing database(s) and share the information with the Chapters?

Region 7 Meeting - San Diego
Region Staff Break-out Session Topics
(Craig, Barry, Alejandra et al)

Session #1

- Enter/advertise Fogarty Paper Competition – combine with other student activities
- Lost the ability to share ideas and best practices in functional areas
- Suggest placing information on functional areas and chapter contacts on the Region website
- Place all Chapter calendars on the Region website
- I-Chapter and link not only to local Chapter but tie to Region Website
- Provide District liaisons to individual Chapters
- Develop a Regional speaker list – contact info, topic, evals, etc
- Provide hot links on Region website (to what?)
- Provide BOD members from Chapters with the ability to call-in to District staff meetings
- Make connections to senior executives of companies
- Provide linkage between Association and Chapter

Session #2

- Provision of instructor training
- Open the doors to members for meetings – even, possibly, including public (Spouses, friends, etc)
- Want to learn leadership training, particularly soft skills
- Friday evening consider a Leadership Program with dinner and a speaker
- The agenda is not followed
- Names, first and last, need to be on introduction, agenda, and presentations
- Association speaker needs to be first on the agenda – if over 60 minutes, a break
- Speaker background and credentials before Saturday's meeting
- Provide copies of PowerPoint presentation slides
- Reading slides is not a good thing
- No evaluation of speakers (event)
- Take back to Chapter about how to do an abstract paper and submit to Conference
- Provide information about members that want to go to the Presidents' Meeting
- Question as to "titles" – why is each Chapter different?
- Providing a microphone for the speakers
- Inviting associated organizations to speak (ASQ)
- Give speaker (ASQ) an APICS gift
- Student(s) who won competition come to Region meeting – Give a presentation on the experience – be a judge for the next competition
- Have entertainment at Region events
- Not have meetings on a three-day weekend

Session 3

- Need education and leadership workshops like previous meetings

- This meeting was to cover transition from Region to District configuration
 - July meeting focus is leadership
- Student Case Competition in April will focus on learning opportunities
- Have Presidents' Meeting for a day and a half and have different tracks, eg, Finance for new leaders
 - Would boards be able to come a half a day sooner for training? – Would companies let them go?
- Cost of rooms is going up.
 - Does this put a strain on Chapter budgets?
 - Used to focus on Embassy Suites to obtain the free breakfast and happy hour – but their rates have gone up too
- Evaluation Sheets for Region meetings – don' have them this time
 - D Johnson did not set them up this time
 - Some of the feedback from evaluations is useful
 - ASQ uses SurveyMonkey.com for meeting evaluation
 - May get better response if evaluation is done at the meeting
 - Need to build a culture of people finding surveys useful
- Have an Association speaker like APICS, ASQ, present at every meeting
 - Should always have a breakout session with that individual meeting with small groups
 - Provides more individual feedback
 - In breakout session, speaker may have to answer same question 3 times – this may not be an altogether bad thing since it will show that topic has relevance
 - Breakouts do preclude 1 or 2 individuals dominating the question session as in a larger session
 - There could be a time limit to the session and to help control the responses
- Have “outside” motivational speakers – several Chapters have had success with this
 - Sue (?) would like to get feedback on speakers
 - Region meeting went from 4 to 3 and only one is available to do something creative since one is for student competition and the other (July) is for new leadership training
 - Need to find a speaker who will add value – get a fresh topic to generate interest
 - Tie speaker to the APICS strategic goals for the next 3 years – eg, Marketing
 - See SME on issues affecting the industry now, such as the price of oil, outsourcing, etc
 - Speaker on globalization as a relevant topic
- APICS helps get an edge on other people in the industry – PDMs should do the same thing
- Would it make sense to put longer breaks in the agenda to enhance networking?
 - Use finger foods during the breaks

- Have a session that was purely entertainment – a hypnotist? – a comedian? – for motivation and entertainment
 - There was a juggler at the Conference in San Diego in 2004 – talked about centering your life
 - Could entertain the group while providing education value and may encourage more participation
- Increase collaboration between Chapters
 - Have a section on the Region website where all post their calendars
 - Doug B (?) is working on a “master schedule” of Chapter calendars where all chapters would enter their information
 - It could assist all chapter, Southern California in particular, to see topics of interest chapter-to-chapter
 - Using the website for Chapters to share information/lessons learned, best practices, etc
- Look into how to manage the process of maintaining the website better – accuracy of information is sometimes a problem (getting accurate input is, often the real problem)
- Website maintenance issues
 - Dave J deletes 2.5 or more pages of span every week – source cannot be identified
 - About one-quarter of the registration information received is in valid
 - Attempting to decrease spam by using some key words is being attempted – results, to this point, are inconclusive
- Have best practices breakout sessions at Region meetings, in addition to posting them to the website
- Have a website forum where individuals can identify items of interest to everyone to include contact information
- List which colleges and/or universities are affiliated with which Chapters on the website
- Establish ownership (for ? – possibly website information) at the Chapter level to provide accountability for projects and activities
- Give volunteers small projects where they can succeed when recruiting individuals for involvement at Region/District or Chapter
- Company tours/involvement in APICS
 - Invite a company’s operations manager or other executive to a PDM and, possibly, recruit them into Chapter and/or BOD
 - Send invitation to company officials to become involved with APICS and/or any plant tours, senior management nite, etc
- Conduct a Professional Organization Fair
 - Organizations can see what others “do”
 - Enhance collaboration opportunities with APICS and/or each other
 - Similar to a Senior Management Nite activity – improve APICS visibility