



Southwest District Presidents' Meeting Minutes
Holiday Inn
Buena Park California
11 April 2008

Chapters Represented: Anaheim, Inland Empire, Los Angeles, Orange County, Phoenix, San Diego, San Fernando Valley, San Gabriel Valley, Southern Nevada, Tucson, Ventura County

Chapters Not Represented: Ambos Nogales, Central Coast, Mexicali, Tijuana Calafia,

Staff Present: S Thornton, C Ambrose, B Solomon, A Valencia, D Howardell, J Zepeda

Staff Absent: S Gigger, J Martinous

Guests: E Kane, D Johnson – District Executive Council

NOTES:

- A 2-hour Region 7 staff meeting was held in the morning, primarily in preparation for the Region Meeting.
- A lunch for the District Staff, Chapter Presidents, and guests was held prior to the meeting.

The District Manager, S Thornton, called the District Presidents' Meeting to order at 1310 hours.

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

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

S Thornton told the group that P Blevins and K Klaesius were not in attendance because the APICS "association" BOD meeting was the same weekend in Chicago.

Association Update/Governance Initiative

- S Thornton indicated that not much information was forthcoming from the Association; however, the Association BOD meeting was this weekend (11-13 April 2008) and more information might be available at the August 2008 District Meeting.

Approval of Prior Meeting Minutes/Budget

- The minutes of the November 2007 Presidents' Meeting, hosted by San Diego Chapter, were approved by unanimous vote of the presidents.
- C Ambrose presented the latest District Budget information. It was noted that there was an error in the figures presented caused by how the data was input. The presidents approved the budget with the erroneous input corrected.

Upcoming Activities

S Thornton covered future District meetings:

- The Las Vegas Chapter will host the next meeting on 8-9 August 2008.
- The November 2008 meeting will be hosted by the Orange County Chapter.
- The February 2009 Meeting will be co-hosted by the San Fernando Valley and LAPICS Chapters and will be the Annual Student Case Study Competition Meeting, E Kane will provide information on which weekend will be best for the meeting.
- The August 2009 Meeting will be hosted by the Phoenix Chapter.
- The "fall" 2009 Meeting will be hosted by a Mexican Chapter at a time and location to be determined.

Webinar Capabilities

- S Thornton introduced the possibility of procuring webinar capabilities for the District and its Chapters and had arranged a webinar presentation by the District Manager of the SE District (SE), K C Kasserman (kkasserman@rfmd.com/fone: 336-931-7913).
- Kasserman provided an excellent overview of what SE District was doing with webinars and demonstrated the service they were using:
 - SE had considered 3 possibilities and had settled on Citrix as the provider. It provided good service and worked in their environment. The drawback was that Citrix does not provide an audio link capability and SE had to procure support from another vendor, BT.
 - SE had contracted for the 51-1000 logins package with unlimited sessions at a cost of approximately \$6000 per year. The cost of audio support from BT for an 800 number is a flat rate (\$.04 per minute) X #of users per webinar.
 - SE uses the webinars for District "meetings" plus the service is made available to the 50 chapters in the District, who cover the cost of the audio link.
 - The Citrix tool is quite rich and allows use of PowerPoint or any other application to be shared by all those signed-in to the webinar.
 - The contract allows for multiple presented in a single session and may be used for meetings, presentations, and appears to be limited only by one's imagination – basically, allows for meetings without any transportation and living costs.

- There is an automated survey provided after each session to assess how the needs of the participants were met.
- While Citrix would handle the audio and video, it is not clear if APCS (or any other) courseware could be offered but the legal and copyright issues.
- There was a Q&A session after the formal presentation and Kasserman answered most questions presented by the SW District participants and provided contact information for anyone who wanted to contact him or other members of the SE staff.
- S Thornton summarized the webinar situation and asked if, with about 2800 members in 15 Chapters across the SW District, the tool might have value to the District and its members. Several points were raised and require resolution:
 - Is a “district-wide” webinar package a viable alternative?
 - What would be the cost per year for the webinar package and supporting audio package? And, where would the funds come from – an assessment or from eliminating some other budgeted activity?
 - Can the tool be used to deliver APICS education and what other issues and concerns do the presidents have concerning procurement of the tool?
 - E Kane and D Howardell will develop a survey to be distributed on Survey Monkey to the presidents to determine interest and issues.
 - R Lundeen will be doing a full review in August to demonstrate his findings on all aspects of how a web tool could help or has helped in Chapter management.
 - R Lundeen will chair an effort to determine if it is feasible to deliver APICS educational offerings using a webinar tool.
 - The results of these efforts will be delivered at the August District Meeting in Las Vegas and a decision made whether to move forward with this initiative.

Student Case Study Competition

B Solomon and E Kane presented an overview the 2008 Case Study Competition:

- There are 41 students registered from institutions in SW and NW Districts (8 teams planned), a marked increase from last year.
- The agenda for the event was covered and all APICS attendees were encouraged to act as “mentors” to the students and get involved from a networking point-of-view.
- He thanked the Chapters for their support of the program.
- He asked all Chapters to encourage colleges/universities in their areas to consider sending a team for the 2009 competition. 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.
- E Kane gave an overview of the case and said it was a real-world case, which needed a solution. The general manager of the company will attend the students presentation hear possible solutions to the problem(s) posed by the case.
- C Ambrose provided an overview of the financial support of the competition; he has received \$5850 in funds from the Chapters (includes residual funds from 2007) and another \$1900 has been pledged but not yet received. E Kane

interjected that it is estimated that it will require about \$10000 to fund the process thru transportation to the International Conference competition in September. There was a final reminder that any Chapter or individual who donated to the E&R Foundation would, also, be supporting the effort, as E&R is the primary supporter of student activities at the Association level.

District Manager Reminders:

S Thornton reminded the presidents of the following:

- CMS/C-BAR
S Thornton asked if any Chapters were having any difficulties with CMS/C-BAR and no one indicated any problems to date. She reminded the presidents that the annual submission was due in early July and that any problems should be elevated to S Gigger the District staff member charged with CMS/C-BAR responsibility. She, also, indicated that the following suggestions were being evaluated at the Association level –
 - Adding some “flex” to what chapter can do to meet requirements
 - Weighting education efforts higher than other activities
- There is work being done on a collaboration agreement between APICS and ASQC.
- Ensure that Chapter information, particularly the Chapter mailing address, is correct at the Association level – this assures that information, alerts, etc gets to the right place!
- Trade Show Opportunity – R Mihalko (rmihalko@msn.com), Orange County Chapter, discussed a trade Show opportunity, particularly as it impacts Chapters in the LA Basin.
 - The Trade Show is at the Anaheim Convention Center (APICS has participated in the past)
 - Last year it had 48000 attendees and about 2000 exhibitors – attendees included a large number of senior executives (CEO, Presidents, CFO, CIO, etc), a good target audience for APICS and its educational offerings.
 - It would cost about \$5350 for a 10’ X 10’ booth to include printing handout materials – a cost which could be shared across participating chapters.
 - It would take 4 members per day to “man” the booth and about 10 – 12 members to act as roving ambassadors to “share the APICS message” in the exhibit area.
 - Any chapter interested was asked to contact Bob Mihalko.

Presidents’ Reports:

In a departure from prior practice, S Thornton asked the presidents to be prepared to discuss “what their chapters did well and where they might need help”.

In general, the Chapters across the District are doing quite well both in serving their constituencies and, as a result, financially. All presidents, basically, were upbeat in their view of their Chapters' position and the future of each of their operations. What follows is a summarized compilation of what was reported in aggregate, as most of the reports were quite similar in content.

What is done well/has gone well:

- Educational programs – covering the spectrum of APICS offerings – certification, fundamentals, with some seminars and special courses.
- Financial solvency - most reported being financially in “good to excellent” condition with no financial management difficulties.
- Membership is holding steady to showing an increase, in one or two cases – remarkable increases are reported.
- PDMs are going well in a number of cases – plant tours continue to be the largest “draw” and joint meetings appear to be successful.
- Several Chapters reported successful collaboration efforts with other professional groups/associations
- Three presidents reported having identified their replacement as Chapter president for the next BOD year.

Where Chapters might need help:

- Marketing/Publicity/Membership – Nearly every President reported that assistance in effectively marketing APICS, in general, and local Chapter capabilities, in particular, was a major problem. Membership, in general was characterized as “flat in most cases; the notable exception was LAPICS Chapter which noted a marked increase. A suggested aid was having a speaker or similar session(s) on publicity and marketing at the next District meeting to determine what works and what doesn't. One presidents noted that defining the APICS “value proposition” was sometimes daunting (echoed by several others) and being able to do that would help the entire marketing and membership situation.
- Opportunities – Identifying and mining potential APICS educational and membership opportunities in the Chapters' areas of influence was noted as a shortcoming in several reports. Identifying local companies and getting them interested in APICS and its offerings appears to be a major frustration.
- Boards of Directors – Identifying and cultivating new members for the BOD was noted in most Chapter reports. Particularly, finding new BOD members and having them remain on the BOD for a full term is an urgent requirement. Many of the Presidents and BOD members have been in place for beyond the desired limit and finding individuals willing to serve is a difficulty. The August meeting, as the “new BOD member” or, at least, “new to the position” meeting, was suggested as a good time to discuss recruiting, grooming, and educating/training new BOD members.
- Student Participation – Several reports indicated that making inroads into area universities/colleges and, particularly, community college was a challenge as it is recognized as the vital source of new and vital members for APICS and its chapters.

Wrap-up

S Thornton wrapped up the meeting:

- She thanked those in attendance for their participation in the meeting.
- She reminded those present of the Hospitality Suite in Room 471 to begin at 1700 hours with a break from 1800 to 2000 hours to kick off the Student Case Study Competition and that registration for the Region Meeting on Saturday morning will begin at 0730 hours.

The Presidents' Meeting adjourned at 1600 hours.

The San Gabriel Valley and Anaheim Chapters hosted the meeting and an excellent hospitality suite in the hotel on Friday evening.

The **Student Case Study Competition** kick-off went quite well with only one student no-show. The students came to the hospitality suite after the kick-off meeting; although, in a departure from 2007, most teams seem to head off to begin working on the case rather quickly.

Saturday was devoted to the **SW District meeting and Student Case Study Competition**, which was attended by 40+ individuals and 40 students, and went well -- there was something for everyone. The morning Meeting covered a wide range of topics from an overview of the case competition to coverage of collaboration opportunities and do's and don'ts and how one chapter handles CSCP education and seemed to hold everyone's interest. The afternoon was devoted, primarily, to Student Case Study Competition, which featured excellent presentations, by all the student teams, making the judging very close. While judges were scoring the competition, there was a motivational talk by Michael Parks entitled "You are all CEOs – You are the CEO of You". The entire group, APICS members and students, got back together at the end of the day for a closing session, which included announcement of the winners of the competition – a 5-member team from UNLV with second place going to a 3-member composite team from CSU-East Bay and CSU-Chico State.

The day culminated with more networking and laughter over buffet of "heavy Hors D'oeuvres" at the hotel.

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 the students and guests who attended. In general, everyone seemed to agree that the student competition was an outstanding event with outstanding participants and we can only hope for an expanded competition next year (the meeting will be scheduled in February 2009),