



Student Case Study Competition in Operations Management!

Calling all Chapters!

College level students in Operations Management are invited to participate in the 4th Annual Student Case Study Competition sponsored by the Southwest District of APICS, The Association for Operations Management, to be held in Phoenix, AZ the weekend of February 19-20, 2010. APICS, a professional organization, builds operations management excellence in individuals and enterprises through superior education and training, internationally recognized certifications, comprehensive resources, and a worldwide network of accomplished industry professionals.

How the competition works: Participants in the competition will be provided with a real life case study from a company faced with specific operations management problems at 9 a.m. on Friday, Feb. 19. Teams of students will meet to develop solutions that will then be presented to a team of judges in written form as well as an oral presentation to other students and operations professionals from APICS Southwest District. Teams will be formed based on all attending students and may be a mixture of students from all schools represented. Judging criteria will be provided to the students prior to beginning the case study. Preliminary judging will occur at 8 p.m. on Friday evening. Final judging will occur on Sat. morning. Prizes will be awarded immediately following lunch on Saturday. Prize money will be awarded to all participating teams.

Students are encouraged to bring their own computers, resource materials, and a memory stick or flash memory for submission of their solution. We will provide a printer for final printing.

Arrangements: Hotel rooms WILL BE the responsibility of the students. APICS has arranged for a special rate of \$96 (plus tax) per room for teams that register by Friday, Jan 29, 2010. If you have difficulty registering a team for the competition before Jan. 29, you might want to reserve a room in anticipation and then cancel the room if a team is not formed by the registration deadline of Sat, Feb. 6. Teams will make their own hotel reservations. APICS will provide light foods on Friday evening at a hospitality reception, Saturday continental breakfast, and lunch to each student. Faculty advisors are also invited to attend but will be expected to cover their own expenses. Friday evening's hospitality and Saturday's breakfast & lunch are covered for all. Additional information regarding the event logistics will be provided on the District website www.apicssouthwest.org along with weekly updates by e-mail directly to students and faculty advisors who register for the competition.

The Southwest District will help with travel and membership expenses for the undergraduate winners to enable them to represent our district as Scholars at the 2010 APICS International Conference in Nashville, TN on Oct. 16-19, 2010.

Why you want to enter: The competition will be part of the APICS Southwest District meeting where participating students will have the opportunity to compare their educational experiences with other students, utilize their classroom education in solving real world problems and network with Operations Management professionals. All teams will receive some prize money; winning teams will receive larger prizes. **Bring your resume to share with our professional members & sponsoring companies during networking opportunities.**

Who is eligible: The Southwest District Case Study Competition is open to all Affiliated Student Chapters (ASC) from all Districts as well as other interested/qualified full-time students (graduate & undergraduate level) from other colleges. Schools from outside the Southwest District boundaries must submit payment of \$500 per team to enter this competition. Competitors must be students, who have studied Operations Management at the college level and are willing to become APICS student members to participate in the Scholars Program in the fall. The winning team will be allowed to send up to 4 undergraduates as Scholars to the APICS International Conference, Oct. 16-19 in Nashville, TN.

Location: Crowne Plaza, Phoenix Airport Hotel, 4300 East Washington St., Phoenix, AZ 85034 Tel: 602 273-7778

Date: Friday, Feb 19th at 9:00 a.m. until Saturday, Feb. 20th, 2 p.m. . **If leaving by airplane, please do not plan student departure times earlier than 3 p.m. on Feb. 20th.**

How to Register: Go to www.apicssouthwest.org and sign up for the district meeting. Identify yourself as a student, and identify which school you are from. Registration deadline is **Sat., Feb. 6, 2010**. Hotel reservation information will also be on the website. See separate document called "FAQ SCC 2010.pdf" for further information.

For APICS Chapters: Several things are needed from you:

- We need donations to cover the expenses of the student's meals, networking activities and prize monies. If you can spare \$500-1000, it would be great – checks should be made out to APICS Southwest District. Use fund raising ideas such as a 50/50 raffle at PDM's to raise additional funds. All monies will be used for the students to attend this District meeting and for travel for the winning students to represent our district as scholars at the APICS International Conference in Oct., 2010 in Nashville, TN. Checks should be mailed to: APICS Southwest District, c/o Craig Ambrose, 6046 Reo Pl, San Diego, CA 92139. Please submit checks no later than **Jan 31, 2010**.
- We need you to find/notify students from schools in your area – if you have a student chapter, start there, but **don't stop there**. Think of other schools in your area that may have an Operations Management program (usually in the Business or Engineering departments). Consider any 4-year colleges and universities, both public and private. Find out if there are eligible students in your area (preferred students are those who are at least 21 because of liquor being served on Friday night, but we will accommodate all and only serve liquor to the adults.). 1-2 students from each school would be ideal. Become the host for the students coming from your area.
- Don't wait – contact your schools **now**. Registration for students closes on **Saturday, Feb. 6, 2010**. Get to them before they go out for Winter Break! Contact the department chairpersons at the schools for assistance. Schools may also have monies available to help with the expenses of the students or faculty advisors – good prestige for the school to have winning students! Faculty advisors can also provide guidance and financial support.

At the district meeting we need:

- Mentors for students – be a host to a student at the district meeting. Tell the students about APICS, cheer for them and introduce them to other APICS officers on Friday evening and all day Saturday.
- Judges for the student case study competition: Preliminary judging will be held on Friday evening from 8-10 p.m. We need 3 for judging the written presentations, 3 for judging the preliminary orals on Friday night. Final judging will take place on Sat. morning with the formal judges counting as part of the vote, and the rest of the professional attendees also voting for the best of the final presentations (3-6 teams). Judging criteria and the case study will be provided (under strict secrecy) to the judges in order to facilitate fair and accurate judging and to provide professional feedback on solutions.
- Volunteers from the district membership to assist with logistics, registering students, taking photos and video of the event.

We need all of you to help make this exciting activity a success. Help us out NOW!!! Students are the future of APICS.

Any other questions: contact a member of Case Study Competition committee:

- Barry Solomon at solombar@cox.net Phone: 702 324-1729
- Ellen Kane at ek@theacagroup.com Phone: 818 999-4877