



# The Sahuaros



Phoenix Chapter #58

April/May 2004

## Professional Development Meeting

### “Outsourcing and Global Labor Arbitrage”

Presented by  
Niraj Kohli, CSC President

May 13, 2004

Doubletree Hotel  
320 N. 44th Street  
(44th St. and Van Buren)  
Phoenix, AZ 85008-6573  
Tel: 602.225.0500 *for directions*

#### Agenda

Registration: 5:30 - 6:00 pm  
Networking: 5:30 - 6:00 pm  
Dinner: 6:00 pm  
Dessert/Break: 6:45 - 7:00 p.m.  
Monthly Meeting: 7:00 - 7:15  
Technical Program: 7:15 pm  
Close of Meeting: 8:15 p.m.

#### Cost

Pre-Registered Members: \$20  
Pre-Registered Students with ID: \$10  
All Non-members & Walk-ins or  
Late Registrations: \$30

\*\*\*\* **APICS Policy** \*\*\*\*  
**No Shows will be Billed**

Register online at:  
<http://www.apicsphoenix.org/pdm.html>  
For your convenience,  
APICS accepts:



## ~ MAY PDM: OUTSOURCING AND GLOBAL LABOR ARBITRAGE

The May Professional Development meeting highlights speaker Niraj Kohli on a discussion of Outsourcing and Global Labor Arbitrage.

#### Overview

Learn about "Outsourcing and Global Labor Arbitrage" and how I.S. technology is impacting globalization in today's markets.

#### About the Speaker

Niraj Kohli, President of CSC, is a 20 year technology industry and cross cultural management veteran, having held leadership positions at Motorola based in U.S. and Asia. CSC has access to several industry and financial databases related to technology, cross cultural issues and performance trends of small and global businesses.

Niraj has spent 19 years with Motorola in various global management roles, including Operations Management based in USA and Asia. He had P&L responsibility of several high volume global businesses with sales in excess of \$250 million, serving Communications, Digital Consumer, Computing, Industrial, and Automotive markets. His other experience includes technology, business development, strategic and product marketing, and manufacturing. He has lived in 4 and done business in 32 countries.

For registration and PDM info, visit :

[www.apicsphoenix.org](http://www.apicsphoenix.org)

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## ~ Chapter Membership Survey Results Finalized

As part of the APICS International 2003 theme of *The Year of the Customer*, the Phoenix Chapter Leadership Team initiated a membership-wide survey in order to provide (1) a baseline and (2) a focus to better serve the wants and desires of the local Chapter membership. The last Chapter survey was conducted nearly seven years ago in 1997. Some of the results you have already guessed as you took the survey; however, some are more surprising.

### Summary Information

The survey consisted of four (4) parts: (1) Employer information, (2) Chapter Satisfaction (3) Education and Programs, and (4) Member. The Chapter received a total of 58 responses from a membership of over 490. Results and observations are as follows:

*(Continued on page 6)*

### Chapter Membership Breakdown:

*Month Ending: January, 2004*

Total Members.....	471
Individual Members.....	394
Corporate Members.....	58
Student Members.....	19

*Arizona State University (18) ~ DeVry University: (1)*

CPIM Certified (Re-certified) ....	174 (73)
CFPIM Certified (Re-certified) .....	5 (2)
CIRM Certified (Re-certified) .....	12 (4)

### For more information on APICS, visit the following websites:

Phoenix Chapter: [www.apicsphoenix.org](http://www.apicsphoenix.org)

Tucson Chapter: [www.apics-tucson.org](http://www.apics-tucson.org)

Region VII: [www.apics7.org](http://www.apics7.org)

Society: [www.apics.org](http://www.apics.org)



Experience Membership  
in the APICS Community

**~ APICS Phoenix Chapter #58  
Vision & Mission Statement ~**

*“Success Through Lifelong Learning”*

**Society Mission Statement:**

*“APICS will continue to set the standard as a recognized global leader and premier provider of resource management, education, and information for individuals and organizations.”*

**Chapter Vision Statement:**

*“The Phoenix Chapter of APICS will be recognized as the foremost professional provider of knowledge and education for resource management within the Chapter’s area of influence by both its internal (members) and external (manufacturing and service industry) customers by enhancing their life long learning options.*

**Chapter Mission Statement:**

- *Provide a forum for individuals to achieve professionalism in the integrated resource management field.*
- *Provide vehicles to increase awareness of the national and local capabilities of APICS as a global educational leader across the Phoenix Chapter’s area of influence.*
- *Provide synergistic support for the Phoenix APICS Chapter’s vision by creating alliances between the Chapter and community leadership and other professional organizations.*
- *Ensure that Chapter member volunteers are recognized, appreciated, and rewarded for efforts in support of meeting Chapter objectives.*

**~Words of Wisdom**

Successful people are just ordinary folks who have developed belief in themselves and what they do.

*- David J. Schwartz,  
Motivational Expert*

**Phoenix Chapter Directors**

**Director, Marketing:**

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**Academic Liaison ASU—Joseph Behrens** 480.965.9107 (w)

**Director, Finance:**

**VACANT**

**Director, Membership**

**VACANT**

**Director, Programs**

**Director, Hotel Bookings—Rita Sanchez** 623.435.5550

**Open Director Positions:**

- Director, Class Scheduling**
- Director, Company Coordinators**
- Director, Class Administration**
- Company Coordinator**
- Director, Education Materials**
- Director, Membership Updates**
- Director, Speaker Bookings**
- Director, PDM Registration**
- Director, PDM Photographer**
- Director, Staff Liaison & Communication**
- Director, Target Markets**
- Director, Liaison to Other Professional Societies**
- Director, Recruiting**
- Director, Student Chapter Liaison**

To obtain information or volunteer for any of the above Director or Company Coordinator positions, sign up on our website at:

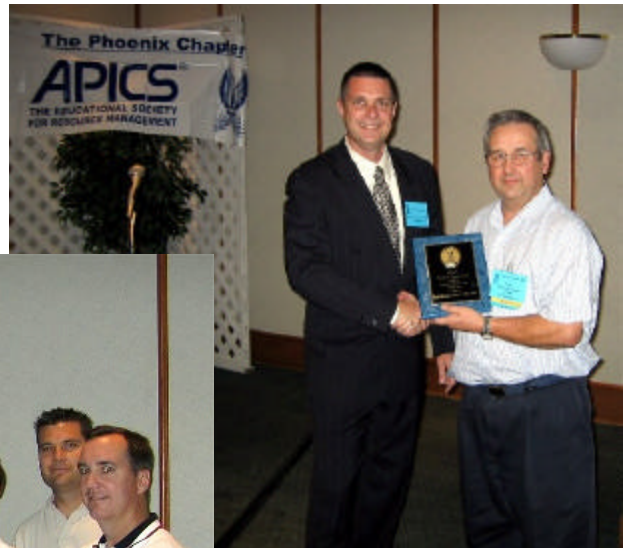
<http://www.apicsphoenix.org/volunteer.html>  
**(RESOURCES tab on home page)**

## Senior Management Night a Huge Success ~ By Jack Wetzel

Our March 11<sup>th</sup> Professional Development Meeting (PDM) featured invited executives in recognition of their support for Chapter programs. A major part of this annual event the Chapter awarded the Company of the Year to Alliance Medical Corporation. Alliance is using the APICS body of knowledge to improve their operational efficiency. They sent five people to the International Conference last October, have added six new APICS members, have provided instructors for certification classes, and currently have two employees in the certification process.

Bob Woiteszewski was named Member of the Year in recognition of his many achievements for the Phoenix Chapter. Bob is currently the VP Education and developed five internal procedures to manage his function better; organized the multi-session Lean Program; developed, delivered, and analyzed the membership survey; created a Company Coordinator Handbook; and sponsored group CPIM testing for W.L. Gore located in Flagstaff.

Congratulations to Alliance Medical Corporation and Bob Woiteszewski for their well deserved recognition.



*From top right, clockwise:*

*\* Jack Wetzel, Chapter President recognizing **Member of the Year** Bob Woitaszewski.*

*\* Guest speaker, Terence Winn*

*\* PDM Attendees at March's Senior Management Night*

*\* The Chapter President Jack Wetzel awards **Company of the Year** to Alliance Medical Corp employees*

## ~ Learn by Doing and Have Fun, Too, during “Competing through Networks” Sessions

Enter Stage Right: Roger the Retailer

Enter Stage Left: Dorothy the Distributor, followed by Freddie the Factory and Sammy the Supplier

Those of you who participated in the “Interactive Supply Chain Management Experience” sessions at the 2003 APICS International Conference and Exposition met the cast of characters. Roger, Dorothy, Freddie, and Sammy will be back this year at the international conference in San Diego, October 10-13, providing their perspective in “Competing through Networks.”

“Roger, Dorothy, Freddie, and Sammy are talking about your problems. Insights from their solutions are directly applicable to your situation,” said William T. Walker, CFPIM, CIRM, event developer. “Every organization competes through a network, yet many do not understand that the rules to win in business have changed.”

The team-based, problem-solving three-session series “enables the participants to look at issues from the perspective of different partners in the supply chain and take away information on key supply chain principles,” said Rhonda Lummus, CFPIM, CIRM, a 2003 presenter who is returning this year to “make the learning experience much fun for the participants.”

The attendees will learn the five principles of supply chain management:

- How to win by being faster—maximizing velocity
- How to win by doing things right—minimizing variability
- How to win by asking and telling—vocalizing across the network
- How to win by measuring the right things—visualizing across the network
- How to create value as a network.

Also returning this year is the “You Are the Middle Link” Value Competition with the attendees taking on the role of customer, shareholder, employee, or supplier. “Network A is optimized around cost while Network B is optimized around throughput. Roger, Dorothy, Freddie, and Sammy work their way through different business scenarios with help from the audience,” said Walker.

“The value competition will be a great opportunity for attendees to come together and learn by doing,” said Michael Clark, CPIM, host. “A constant struggle in our organizations today is determining the best operating methodology: minimizing cost or maximizing throughput. In this hands-on learning environment, attendees will participate through electronic voting to judge the value created for all stakeholders. It’s not just learning, it’s also about having fun, too!”

Why will attendees benefit? According to Walker, they “will learn why minimizing cost is a strategy to benefit one while maximizing throughput is a strategy to benefit all. Attendees will learn to look at their business relationship in a new way as a network that plays by a difference set of rules.”

“Practice without risk at the conference, then implement without pain back on the job,” said Walker.

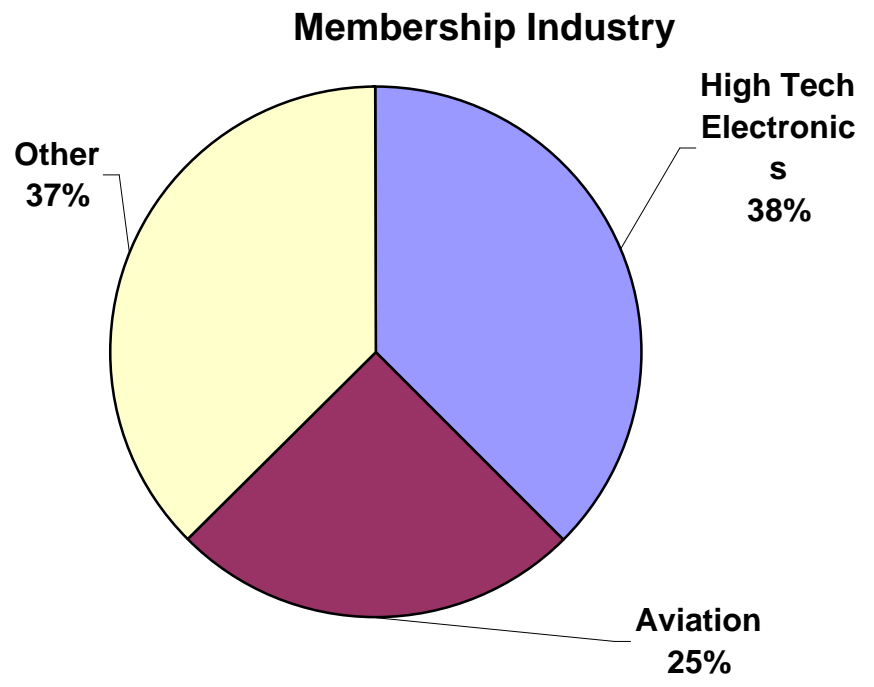
The 2004 “Competing through Networks” sessions, speakers, and dates are-

- \* Maximize Front-End Velocity; Minimize Back-End Variability, Walker and Jeff Agar, Monday, 10/11
- \* Vocalize the Plan; Visualize Performance, Lummus and Terry Lunn, CFPIM, CIRM, Tuesday, 10/12
- \* “You are the Middle Link” Value Competition, Clark, Tuesday, 10/12.

(Continued from page 2)

- 1) Number of Employees – 28.4% work for companies that have less than 100 employees while 30.4% work for companies of greater than 1000 employees.
- 2) Top 3 industry types: (1) Electronics, High Tech with 26.8%, (2) Aviation – 17.9% and (3) Other with 26.8%.
- 3) 69.6% of the companies take certification into account when hiring. What it doesn't tell us is what percent of companies support certification when you're a current employee.
- 4) 50% of the companies either a) do not or b) partially reimburse employees for seminar attendance.
- 5) Members prefer to attend ½ day seminars, in the morning. Will never attend a multi-day seminar or a full 5-day seminar.
- 6) The 2 best days are Thursdays followed by Wednesday and you'll most likely never go to a seminar held on Monday, Friday or Saturdays.
- 7) The 2 most important "go" factors for attending a seminar are: a) Topic and b) Job Applicability, while a full 60% attributed "schedule conflicts" is the principal "no-go" reason.
- 8) 54% were most likely to attend a seminar for Advanced Techniques of New Ideas, while 65 – 69% said they would not attend a seminar keyed to Certification Maintenance or Basic Techniques.

- 9) The Top 6 seminar topics vote getters (in no order) were:
  - ◆ Lean Manufacturing
  - ◆ Theory of Constraints (TOC)
  - ◆ Project Management
  - ◆ Advanced Planning Systems
  - ◆ Inventory Management
  - ◆ Forecasting
- 1) The Bottom 5 (not interested) vote getters (in no order) were:
  - ◆ Intro. To MRP
  - ◆ Sarbanes-Oxley Impact
  - ◆ Cycle Counting
  - ◆ RFID
  - ◆ Simulation



**Characteristics of the survey members**

- 1) 37% have been active members for over 10 years, while 43.1% have been members for 1-5 years.
- 2) 39.2% have been in the same position for greater than 5 years, while 19% have been in their current position for 3-5 years OR less than one (1) year

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- 3) 40% of the members work in the East Valley of Tempe and Chandler
- 4) A total of 48% of the membership either live in the East Valley or Far East Valley
- 5) Greater than 70% of the membership said they joined APICS for a) Career Enhancement, b) Certification, and c) keeping up with industry trends while only 23 - 27% joined for chapter activities, program discounts, or recommended by their employer.
- 6) A whopping 80% responded that email was the *preferred choice* for communication and notification.
- 7) Only 41% of the membership access the PHX Chapter's web-site monthly and 18% NEVER access the web-site the rest quarterly. In addition, 20% NEVER access the APICS International web-site while roughly 40% access it quarterly.
- 8) Roughly 45% of the Chapter membership NEVER attends the monthly PDM (Professional Development Meetings) while 27% attend 3 or less per year. This says that over 70% of the membership attend less that 3 PDM's per year.
- 9) When asked about why members don't volunteer in the Chapter, 57% of the respondents listed Time Constraints versus 21.6% listed *Job-Related Constraints*? Interestingly, 20% responded that "No one asked me" and 14% responded that "they didn't know how".

**39.2% of survey respondents have been in the same position for greater than 5 years, while 19% have been in their current position for 3-5 years OR less than one (1) year**

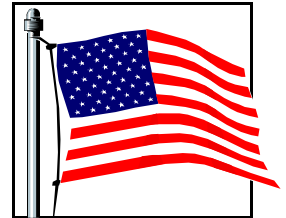
## Food for thought on survey results

- 1) Clearly, the speakers and topics presented at the PDM's must be closer aligned to the overall memberships interest
- 2) If Lean is the best rated the BEST overall seminar topic, and the location was not an issue, then why did only 6 people sign up for the Lean Program?
- 3) The Chapter needs to advertise events via email even though some email systems perceive chapter emails as spam and never get delivered?
- 4) If members are demanding email as the preferred source, why on average roughly 13-14% of all emails sent are returned as undeliverable?
- 5) We need to advertise all events on the web for at least 3 months in order to give the membership a chance to view them.
- 6) Why is it that 17-20% of the members NEVER view the PHX Chapter OR the APICS International web-sites?

## Summary

Thanks to all that took time from their busy days to make their opinions know. In the upcoming months, the Leadership Team will use this baseline information to aid in planning upcoming programs, seminars and events that help fulfill the members requests.

**APICS**  
**The Educational Society**  
**for Resource Management**



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**~ Education Schedule ~**

***BOLD indicates Lean Manufacturing or Other One-Day Seminars. All others are CPIM modules.***

***\*\* NOTE CHANGES POSTED — Schedule Subject to Change/Cancellation \*\****

<b>SEMINAR</b>	<b>DATES</b>	<b>TIME</b>	<b>DAY</b>	<b>LOC/Room</b>	<b>REGISTRATION DEADLINE</b>
Detailed Planning and Scheduling	5/17/04 - 6/17/04	6:00 p.m.- 9:00 p.m.	Mon & Thurs	DeVry—Room TBD	May 10, 2004
Basics of Supply Chain Management	7/13/04— 9/14/04	6:00 p.m.- 9:00 p.m.	Tue	MSS Main Entrance	Jul 03, 2004
Execution and Control of Operations	7/26/04— 8/24/04	6:00 p.m.- 9:00 p.m.	Mon & Thurs	DeVry—Room TBD	Jul 16, 2004
Strategic Management of Resources	9/20/04— 10/21/04	6:00 p.m.- 9:00 p.m.	Mon & Thurs	DeVry—Room TBD	Sep 10, 2004
Master Planning of Resources	10/19/04— 12/14/04	6:00 p.m.- 9:00 p.m.	Tue	MSS—Main Entrance	Oct 10, 2004

Class Locations:

- DeVry (DeVry University) – 2149 W. Dunlap Ave, Phoenix
- MSS (MSS Technologies) – 3202 East Harbour Dr., Suite #1, Phoenix I-10 to University exit, N on University, W on Elwood, located at the SW corner of Elwood and Harbour Drive
- Parker Hannifin - 8505 W. McDowell Road, Tolleson, AZ 85383 I-10 to N 83rd Avenue exit, N on 83rd Avenue, W on McDowell Road
- Scottsdale Marriott Suites Hotel - Old Town Scottsdale, 7325 East Third Avenue, Scottsdale. Call 480.945.2005 for detailed directions

Unless otherwise specified, classes run from 6:00 p.m. – 9:00 p.m., and may include a break.

**To register for any of the above classes, please visit our website at [www.apicsphoenix.org](http://www.apicsphoenix.org) or email us at [info@apicsphoenix.org](mailto:info@apicsphoenix.org) or call the Phoenix Chapter office at 480.813.2154.**