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January 2006

Next Meeting

Mr. Kent Linford

Presents

**"Supply Chain Operations
Performance Analysis
(SCOPA)"**

**Tuesday January 24th
6:00 PM**



**Cherokee Information Services
Richmond Headquarters
Richmond, VA**

6:00 – 6:30 PM

Registration & Refreshments

6:30 – 6:45 PM

Welcome & Introductions

6:45 – 7:45 PM

Presentation

Cost

Free for Members

\$10 for non-members

RSVP Please to

**Darrin Armentrout,
Chapter President**

APICS Richmond Chapter, Inc.

By email:

President@apicsrichmond.org

**Please Share This
With Your Colleagues**

January PDM: Supply Chain Operations Performance Analysis (SCOPA)

When service rates don't meet expectations, it's almost inevitable that planning blames production and production blames planning. With new and appropriate metrics, your business can get beyond the blame game and start making a difference in customer service.

The January PDM will feature **Mr. Kent Linford** speaking on his recent APICS Magazine Article on Supply Chain Operations Performance Analysis. Mr. Linford is a senior planning analyst at Moen Incorporated, and a member of the Cleveland, Ohio, chapter of APICS. Prior to joining Moen, he worked for Franklin Covey Company. Kent's operations management experience includes demand planning, master scheduling, production planning, inventory control, and order fulfillment. He received a Bachelor of Science degree in Finance from the University of Utah and a Master of Business Administration degree from Cleveland State University.

During our meeting, Mr. Linford will introduce the concept of the SCOPA (Supply Chain Operations Performance Analysis) process. This will involve discussing the setting in which SCOPA was developed and the overall approach, intent, and benefits of SCOPA. He will also present and detail the two basic parts of SCOPA, particularly the new metrics proposed in the article. Additionally, Kent will share some foundational principles he has learned in his career, particularly while developing SCOPA.

To read Mr. Linford's most recent article, visit:

http://www.apics.org/Resources/Magazine/Current/novdec2005_feature_metrics.htm

SCOPA in Short

Step one of supply chain operations performance analysis (SCOPA) requires an attribution analysis, which attributes service missed for a given period to either planning or execution. For an attribution analysis, you will need to determine the following metrics.:

Planning error: actual sales minus forecast and safety stock.

Planning service level: the service level that planning would have yielded with perfect execution. This can be calculated by subtracting the sum of the service miss quantities attributed to planning from the total quantity ordered and dividing by the total quantity ordered.

Execution service level: the service level that execution would have yielded with perfect planning. This is calculated by subtracting the sum of service miss quantities attributed to execution from the total quantity ordered and dividing by the total quantity ordered.

Supply chain service level: the service level that the supply chain actually achieved. It is determined by subtracting all service misses from the total ordered and dividing that number by the total quantity ordered. Most organizations already use this metric as a key performance indicator.

President's Message

Darrin Armentrout

Welcome to 2006 and the spring session of the Richmond Chapter of APICS. The Chapter Board of Directors has been working through the end of year break to coordinate a full schedule of upcoming Professional Development Meetings and training opportunities for our membership. This will include our January speaker, Mr. Kent Linford as noted on the first page of the newsletter. The Board also intends to provide several tours and has invited notable speakers such as Dr. Nezh Altay and Ms. Alyce DeWitt to speak on operations management and effective management techniques. We are also in the planning stages now for an all day symposium to be held in early summer that is promising to be a truly unique experience. I encourage each of you to watch for the details for these events in the upcoming newsletters and I will look to see you there.

Thank you to Ms. Stacie Briley and Ms. Ivana Perkinson for speaking at the Fall Membership Dinner. Their discussions on changes in APICS Certifications and insights gained from the recent APICS National Convention were very well presented and answered many questions from the membership on maintaining credentials. For those that missed the dinner, the presentation slides are available on the APICS Richmond website. Thank you also to those that braved the cold and wet November weather to attend. I was very pleased to meet several of our newest members and for the opportunity to get better acquainted with a few I haven't seen in a while.

I am happy to announce that the Board is continuing to build a working relationship with the Richmond Chapter of the Project Management Institute. This organization has many similarities to APICS and strives to enhance expertise through project management education and training. Since many of our members are associated with both groups, the Chapters signed a Cooperative Agreement in 2003 and held a combined seminar. We intend to continue this relationship and in the upcoming year will be extending invitations to the PMI membership for many of our events. More information can be seen at <http://www.pmicvc.org>.

The APICS Richmond Board of Directors will have its next meeting on January 17th. If you would like to submit any comments to the board for discussion, please feel free to contact me or any of the other Board Members. Contact information for the Board Members can be found at the end of this newsletter as well as on the Chapter website, www.APICSRichmond.org.

CSCP Certification Basics

CSCP stands for Certified Supply Chain Professional. This does not take the place of the CPIM certification, but rather complements that certification. For all the specifics, visit <http://www.apics.org/Certification/CSCP/>.

The CSCP examination is available to individuals who have relevant work experience and education and would like to advance their careers in this growing field by getting a broader understanding and increasing their knowledge on all the areas that make up the supply chain. For the CSCP certification, only one exam is required, as opposed to 5 exams for the CPIM certification. There are also some minimum requirements that need to be met before you can take the exam. To be eligible to for the CSCP exam, a candidate must meet **one** of the following criteria:

- Bachelor's degree or equivalent, plus two years of related business experience
- CPIM, CFPIM, CIRM, or C.P.M. designation plus two years of related business experience
- Five years of related business experience.

The exam consists of 1 comprehensive test that is:

- 175 questions
- 4 hours long
- \$550 – Member / \$700 – non-member
- Retake Fee = \$350

2006 exam will be pencil/paper and will be offered:

- March 11, 2006 (pilot exam)
- June 17, 2006
- December 2, 2006.

Preparation materials include a self guided online training tool and a 4 book series. You can demo the online tool by visiting www.learnscsp.com

The APICS Richmond Chapter is planning on providing classroom instruction for those wishing to take the computer-based exam in 2007. We will provide information to you as it becomes available. For further information regarding this certification you can contact any board member and we will do our best to answer your questions.

Education Corner

Ivana Perkinson, CPIM, Vice President - Education

HAPPY NEW YEAR EVERYONE!

It is hard to believe another year has gone by. The New Year is already off to an exciting start with the roll out of APICS new CSCP Certification. (see page 2 for more details) The APICS Richmond Chapter will also be sponsoring exam certification review workshops for the CPIM (Certified in Production and Inventory Management) certification. We start off the series with the Basics of Supply Chain Management class in January. The classes will be held at John Tyler Community College, Chester Campus. Here is the entire schedule at a glance, so mark your calendars!!

Basics of Supply Chain Management

January 27, 28, & Feb 4, 2006

Registration deadline: January 20, 2006

Master Planning of Resources

March 17, 18, & 25, 2006

Registration deadline: March 10, 2006

Detailed Scheduling & Planning

May 12, 13, & 20, 2006

Registration deadline: May 5, 2006

Execution & Control of Operations

September 15, 16, & 23, 2006

Registration deadline: September 8, 2006

Strategic Management of Resources

November 3, 4, & 11, 2006

Registration deadline: October 27, 2006

For more information about the CPIM review classes and registration, please visit the education link at <http://www.apicsrichmond.org/>.

I look forward to the busy but exciting year ahead! Feel free to contact me with any questions or comments you may have regarding our educational offerings in 2006 and 2007!

Membership Corner

Stacie Briley, Vice President - Membership

I hope you all had a wonderful holiday. I look forward to seeing many of you at or next PDM. Our current membership is 167 strong, with an additional 155 corporate associate members. This month we posted a record 4 new members. On behalf of our chapter, I would like to welcome **Andrew Meighan, Katherine Buttner, Hari Surataraju, and Arthur Gorski** who joined our chapter in the month of November! It's great to see the chapter growing!

During the month of October, I had the wonderful opportunity to attend the 2005 APICS National Conference and leadership conference. There were over 2000 people in attendance is was a wonderful learning and networking opportunity. I saw many presenters who have been a part of our PDM and seminars before. I also had the opportunity to make new friends and share ideas.

There were many educational opportunities. The conference offered 80 different break-out sessions, 4 key note speakers, and 8 idea exchange (small group) sessions. The hot topic of the conference was the new Certified Supply Chain Professional (CSCP) certification (see page 2 for more details).

I'd like to remind everyone to please notify me through the membership link at www.apicsrichmond.org with name, address, or email changes. Please remember that Email communication assists the chapter in reducing our publishing costs. We'd like to focus our dollars on education for our members, rather than publishing.

If I can be assistance to you with membership questions, please contact me through the website.

Michael Kurze, Demand Planning Specialist of Carl Zeiss Vision and Chapter VP of APICS Richmond Chapter was recently recognized as Certified in Production and Inventory Management (CPIM).

Congratulations from APICS Richmond Chapter!

**APICS Richmond Chapter, Inc.
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APICS The Association for Operations Management is the global leader and premier source of the body of knowledge in operations management, including production, inventory, supply chain, materials management, purchasing, and logistics. Since 1957, individuals and companies have relied on APICS for its superior training, internationally recognized certifications, comprehensive resources, and worldwide network of accomplished industry professionals.

To learn more about the APICS community, visit www.apics.org.



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