



Advancing Productivity, Innovation,  
and Competitive Success

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

November 2006

Next Meeting

**Ms. Rebecca A. Morgan**

Founder and President,  
Fulcrum ConsultingWork

Presents

"Finishing Strong:  
The Competitive Advantage"



Tuesday, November 14, 2006

University of Richmond  
Jepson Center  
Richmond, Virginia

5:30 – 6:00 PM  
Registration

6:00 – 8:00 PM  
Dinner & Presentation

Cost

\$20 per person, members &  
guests, payable by cash or check  
at the door.

Please make checks out to  
"APICS".

**RSVP by Nov. 10**

To

Sandra Faulkner at  
[President@APICSRichmond.org](mailto:President@APICSRichmond.org)

Or By Phone at

(804) 283-9710

**Please Share This  
With Your Colleagues**

## November Professional Development Meeting: Rebecca A. Morgan The Operations Expert

Our **November Professional Development Meeting** will highlight Operations Management and Ms. Rebecca A. Morgan of Fulcrum ConsultingWorks, as our speaker. Her program, entitled: "Finishing Strong: The Competitive Advantage", will reveal how performance trumps promises every time.



*This is a discussion of how the performance of Operations validates or denigrates competitive advantage with every order, every customer, every day. If it's not on time, on budget, and as promised, you've just erased whatever competitive advantage you were trying to claim in the marketplace.*

Rebecca A. Morgan has been an authoritative voice in business operations for more than 25 years. Founder and president of Fulcrum ConsultingWorks, Inc., Rebecca draws on a wealth of expertise when assisting clients in defining and executing profitable operations strategies. Ms. Morgan has owned and operated her consulting business for over 15 years, where she works with manufacturers to define and execute an Operations Strategy that profitably meets the needs of the markets they choose to serve. Prior to that she completed advanced degrees in Economics, post-graduate work in Business Administration, and held senior management positions with Stouffer Foods, TRW, Precision Castparts Corporation, Cleveland Trust, and Perdue Farms.

She is certified CFPIM by The Association for Operations Management (APICS) and is a member in good standing and Board Approved in Operations Management by the Society for the Advancement of Consulting (SAC). She is also a Regional Director of the Association for Manufacturing Excellence (AME). INC Magazine tapped Ms. Morgan as its Operations Expert, publishing her articles regularly at [www.inc.com](http://www.inc.com). In addition, her expertise is frequently quoted by major publications, including Fortune Magazine, Business Week, Dow-Jones Newswires, and Industry Week.

## President's Message

Sandra Faulkner, CPIM

**GREETINGS!** Thanks again to those who attended our October Plant Tour of Alstom Power. Special thanks to our hosts for the evening: Charles Tweed and Astrid Hicks, who were instrumental in setting up the evening for our members; and Dick Braun and Steve Schottelkotte, who served as excellent tour guides for the 22 members who attended. We had a in-depth look at the welding, machining, and balancing operations at Alstom, and a close-up view of some huge turbines and generators used in power generation.

### Region XI Meeting

The **Region XI Meeting** held on October 6th and 7th in Williamsburg, which we co-hosted with the Hampton Roads Chapter, was a resounding success. Representatives from the Richmond Chapter were: Darrin Armentrout, David Harris, Michael Kurze, and this President. There are 23 Chapters in our Region and many were represented at this quarterly meeting. Highlights of the conference included discussion on the upcoming APICS International Conference, the new Supply Chain Professional certification (CSCP), Strategic Planning, Chapter Highlights and a tour of Siemens Corporation in Newport News. Much fun was had by all at the Hospitality Event on Friday evening which included games, great food, and a Halloween Theme. Thanks to Cherokee Information Systems, Wyeth Pharmaceuticals, and Carl Zeiss Vision, Inc. for providing give-a-ways at Registration, and game prizes at Hospitality.

### November PDM

Our **November Professional Development Meeting** will highlight Operations Management and Ms. Rebecca A. Morgan, [Fulcrum ConsultingWorks](#), as our speaker. Her program, entitled: "Finishing Strong: The Competitive Advantage", will reveal how performance trumps promises every time.

*This is a discussion of how the performance of Operations validates or denigrates competitive advantage with every order, every customer, every day. If it's not on time, on budget, and as promised, you've just erased whatever competitive advantage you were trying to claim in the marketplace.*

This program will be held on Tuesday, November 14, at the University of Richmond Jepson Center. The event starts at 6:00 pm with dinner in the Rosenbaum Room. We have invited our professional partner organizations in Richmond to be part of the evening. The price, per person, is \$20. Read more about Ms. Morgan on the front page of this newsletter. Directions and a map to the Jepson Center are on page 4.

### Happy Holiday!

Have a safe and happy Thanksgiving Holiday! We look forward to your continued participation in the programs and events sponsored by your Richmond Chapter.



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## Education Corner

### Ivana Perkinson, CPIM, Vice President - Education

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I hope everyone is enjoying the crisp Fall weather. Before we know it, the New Year will be upon us. So, why wait until January to make those New Year's resolutions! Since this is our last newsletter for the calendar year, I wanted to share with you our Educational offerings for 2007.

#### CPIM Exam Review Schedule

In conjunction with the Community College Workforce Alliance, we will again be offering the full CPIM exam review class schedule. The dates for the CPIM classes are as follows (location and registration details will be posted soon on our website):

##### **Basics of Supply Chain Management**

Friday, January 26, 2007, 8:00am - 5:00pm  
 Saturday, January 27, 2007, 8:00am - 5:00pm  
 Saturday, February 3, 2007, 8:00am - 5:00pm  
 Registration Deadline: Friday, January 19, 2007  
 Cost: \$375 for APICS members, \$450 for non-members

##### **Master Planning of Resources**

Friday, March 16, 2007, 8:00am - 5:00pm  
 Saturday, March 17, 2007, 8:00am - 5:00pm  
 Saturday, March 24, 2007, 8:00am - 5:00pm  
 Registration Deadline: Friday, March 9, 2007  
 Cost: \$375 for APICS members, \$450 for non-members

##### **Detailed Scheduling and Planning**

Friday, May 11, 2007, 8:00am - 5:00pm  
 Saturday, May 12, 2007, 8:00am - 5:00pm  
 Saturday, May 18, 2007, 8:00am - 5:00pm  
 Registration Deadline: Friday, May 4, 2007  
 Cost: \$375 for APICS members, \$450 for non-members

##### **Execution and Control of Operations**

Friday, September 21, 2007, 8:00am - 5:00pm  
 Saturday, September 22, 2007, 8:00am - 5:00pm  
 Saturday, September 29, 2007, 8:00am - 5:00pm  
 Registration Deadline: Friday, September 14, 2007  
 Cost: \$375 for APICS members, \$450 for non-members

##### **Strategic Management of Resources**

Friday, November 2, 2007, 8:00am - 5:00pm  
 Saturday, November 3, 2007, 8:00am - 5:00pm  
 Saturday, November 10, 2007, 8:00am - 5:00pm  
 Registration Deadline: Friday, October 26, 2007  
 Cost: \$375 for APICS members, \$450 for non-members

#### CSCP Certification Program

We are also very excited to offer a 4-day review workshop for the new APICS Certified Supply Chain Professional certification. As you may know, the CSCP certification consists of one exam, which will be offered three times in 2007. The APICS Richmond chapter will hold the 4-day review workshop on the following dates:

Monday, April 23, 2007, 8:00am - 5:00pm  
 Tuesday, April 24, 2007, 8:00am - 5:00pm  
 Wednesday, April 25, 2007, 8:00am - 5:00pm  
 Thursday, April 26, 2007, 8:00am - 5:00pm

Location: Wyeth Pharmaceuticals  
 2248 Darbytown Road  
 Richmond, VA 23231  
 Instructor: Ivana G. Perkinson, CPIM, CIRM, C.P.M., CSCP  
 Cost: \$1295.00  
 (Includes 32 hours of instruction and all course materials)

By offering the review class in April, you will be prepared in time for the **June 24, 2007** exam date. Before taking the CSCP exam, you must first submit an **eligibility application** and then **register** for the exam.

#### **APICS CSCP Eligibility Requirements are as follows:**

To be eligible to register for the APICS CSCP exam, an individual must meet one of the following criteria:

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

For all the details on cost and eligibility visit APICS.org or see the following link for more information:

<http://www.apics.org/NR/rdonlyres/20A5F156-188D-4E83-B468-643C931EE99F/0/CSCPApplication.pdf>

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## Membership Corner

### Anne Kraft, Vice President - Membership

I'd like to welcome our new members; it's great to have you in the Richmond Chapter, and we look forward to seeing you at our Richmond Chapter events.

- ◆ **Yvette Woodard**, Wyeth Pharmaceuticals
- ◆ **Cheri Cherenzia**, Philip Morris USA

#### Individual Membership

Individual membership is open to professionals who wish to develop their operations management skills and would like to retain their own membership. It provides access to top-notch professional development opportunities, product and service discounts, and award-winning publications.

#### Corporate Membership

A company may elect to become an APICS Corporate member. By becoming a Corporate member, the company as a whole benefits from membership. When selecting this membership, a company designates five employee representatives to receive full membership privileges and to receive regular information from APICS. In addition, all employees from the same corporate location receive member discounts on courses, publications, and other educational resources. Company memberships belong to the company, all membership correspondence is sent to the central address, and the five representative memberships can be transferred to other employees whenever there are changes in personnel.

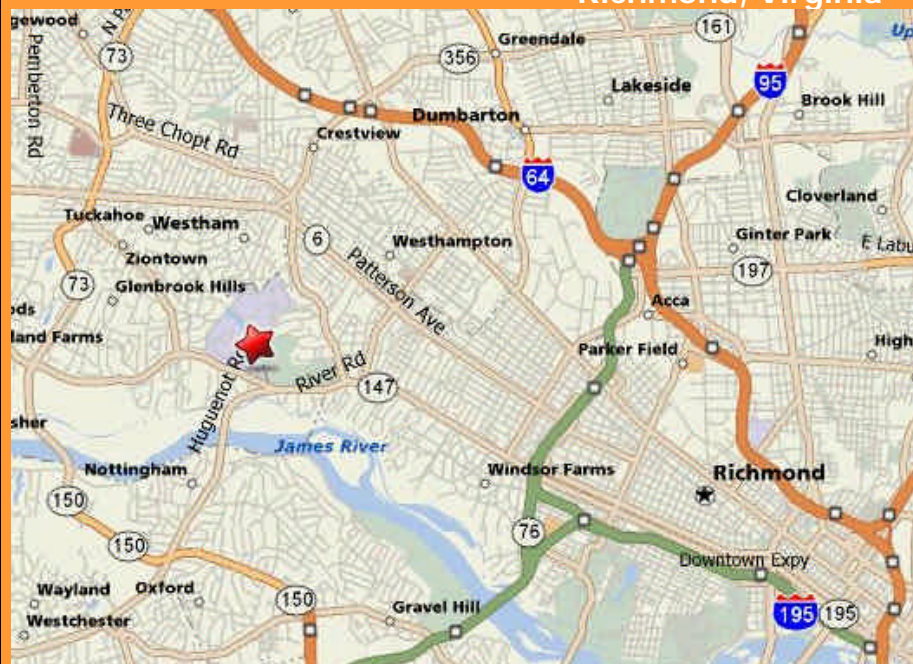
#### Joining APICS Richmond

Individual and Corporate memberships are obtained via the APICS International website at [www.apics.org](http://www.apics.org). Please let them know that you wish to join the Richmond chapter.

For additional information, contact Anne Kraft at [Membership@APICSrichmond.org](mailto:Membership@APICSrichmond.org).

#### Directions to:

University of Richmond  
Jepson Center  
Richmond, Virginia



#### Directions from Chippenham Turnpike:

Turn north onto Huguenot Road (VA Route 147), and cross over the Huguenot Bridge (James River). Take the first left (light) onto River Road; then take the 2nd right which is College Road. Follow College Road and enter the University from Westhampton Gate, taking an immediate right onto Crenshaw Road.

## APICS Richmond Chapter, Inc. Board of Directors

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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](http://www.apics.org).**



**APICS Richmond Chapter, Inc.**

**Attn: Sandra Faulkner, President**

**P.O. Box 1566**

**Mechanicsville, VA 23116**