



Advancing Productivity, Innovation,
and Competitive Success

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February 2007

Next Meeting

Mr. Patrick J. Bettini,
Senior Partner,
Oliver Wight Americas



Presents
"Integrated Business Management
through
Formal Sales & Operations Planning"

Tuesday, February 13, 2006
The Pavilion at the Gardens
at Sunday Park
4602 Millridge Parkway
Midlothian, VA 23112

6:00 – 6:30 PM
Registration

6:30 – 8:00 PM
Meeting & Presentation

Cost
\$15 per person, members and guests,
payable by cash or check at the door.
Please make checks out to "APICS"

RSVP by Friday, February 9

To

Sandra Faulkner at
President@APICSRichmond.org

Or By Phone at
(804) 283-9710

This event is open to All APICS, ISM
(NAPM-VA), PMI-CVC, & CSCMP
members and their guests

**Please Share This
With Your Colleagues**

February Professional Development Meeting: "Integrated Business Management through Formal Sales & Operations Planning"

Successful planning doesn't just happen!

*"Integrate Business Management" insights
from all functional disciplines to produce superior results.*

Successful performance isn't the product of a single department. Sales, R&D, Manufacturing, Finance all need to be on the same "page" if your company is to achieve superior performance and profitability. Getting and maintaining functional alignment, how do you make it happen?

Sales & Operations Planning (S&OP) is an Integrated Business Management process where the executive team continually achieves focus and alignment between all the functions of the organization. The S&OP process is a communications and decision-making process that sets the direction, priorities and boundaries for the rest of the organization. Through the S&OP process, the general manager and line managers regularly and routinely review customer demand and supply resources and "re-plan" across a rolling planning horizon and provide for deployment of your strategic plan reviewing new products and projects and integrating them with the demand, supply and financial management of the business.

What you'll learn:

- How companies who have implemented an integrated Sales & Operations Planning process have increased market share, improved customer service and enhanced top-line and bottom-line growth.
- How to develop and link the business plan, operating plan, sales plan, and forecast so that all departments are operating from the same game plan and striving to achieve the same goals.
- How to use Sales & Operations Planning and Demand Management to gain the control and flexibility needed to meet changing customer demands.

Who should attend:

- Sales & Operations Planning is the integrated management process that gives the General Manager and his team a practical and very effective way to improve control of the entire business: Attendees should also include marketing managers, product managers, sales managers, demand planners/forecasters, customer service managers, ERP project managers, and supply chain project managers. For a company to be truly responsive to its customers, it needs an effective demand planning and demand management process as input to the integrated management system.

(Find out more – Continued on page 4)

President's Message

Sandra Faulkner, CPIM

GREETINGS! Thanks again to those who attended our January Professional Development Meeting (PDM) at CCWA's Featherstone Campus, which featured Michael Seifert's presentation on "Postponement". Mike did a great job of providing a basis for understanding the strategy of Postponement, and gave us some real food for thought with examples of how this strategy can be applied to manufacturing and service industries.

Our [February PDM](#) will take place in the Pavilion at the Gardens at Sunday Park Restaurant in Midlothian. Mr. Pat Bettini, a Senior Partner of Oliver Wight Americas, will present "**Integrated Business Management through Formal Sales & Operations Planning**". This PDM will take place on Tuesday, February 13, 2007, at 6:00 pm. The Gardens at Sunday Park is located at 4602 Millridge Parkway in Midlothian. This event is open to all APICS, ISM (NAPM-VA), PMI-CVC, & CSCMP members and their guests; the cost is \$15 per person. Read more about our speaker, this event, and how to get there on Pages 1 and 4 of this newsletter.



Congratulations to Gary Fritz, Mary Ward, Dawn Caullwine, and Tucker Norton of DuPont on achieving Certification in Production and Inventory Management (CPIM), and to Ron Schulz of Philip Morris USA on becoming a Certified Supply Chain Professional (CSCP). We plan to recognize both of these individuals at the February PDM. Good Luck to those who plan to take the upcoming CSCP Exam in March.

Thanks to those who completed our **PDM Topic Survey**. We will use this information to develop Professional Development Meetings that target your area of need or interest.

We look forward to your continued participation in the programs and events sponsored by your Richmond Chapter.

We Want Your Feedback!

Your input regarding our Chapter is always welcome! We are currently conducting a member surveys to determine the PDM topics that you would most like to see. If you have not yet had an opportunity to express yourself on topics you would like to learn more about, please take our PDM Topic Survey, which has been designed to solicit your input on the topics that are of interest to you in your business. To participate, visit our website at www.APICSRichmond.org and click on the [Survey](#) link.

You are always cordially invited to provide feedback to us at any time. We can only make our Chapter meaningful to you if you share with us your needs, requirements, and ideas. Everything is fair game... questions about our organization, ideas for PDM meetings, suggestions for newsletter articles, interesting plant tours, training issues, meeting places and times, web page comments, updating your contact information, volunteering to help... basically anything that you feel would improve our value to you, your fellow members, our member companies, and our community. Visit www.APICSRichmond.org and click on the [Feedback](#) link or send an email to Marketing@APICSRichmond.org.

Education Corner

Ivana Perkinson, CPIM, Vice President - Education

Hello to All from the Education Corner.

I would like to thank those who participated in the Basics of Supply Chain Management workshop held at John Tyler in January. We had seven students from the following companies: Metl-Span, Chemtreat, TKL, Mead Westvaco, and Wyeth Pharmaceuticals. We may offer another Basics of Supply Chain class in the near future if there is demand. Please let me know if you would be interested.

Mark your calendars! Our next two offerings will be as follows:

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 19, 2007, 8:00am - 5:00pm
Registration Deadline: Friday, May 4, 2007
Cost: \$375 for APICS members, \$450 for non-members

I would also like to hear from our membership regarding interest in a review class for the new CSCP (Certified Supply Chain Professional) certification. I've tentatively held the week of April 23, 2007 for this class. This would be a four ½-day class and would be completed in time for the June 23, 2007, exam date.

I look forward to [hearing from you](#) about the above educational opportunities

Membership Corner

Anne Kraft, Vice President - Membership

In the past year, we've had quite a few new members join our Richmond APICS Chapter. In that same timeframe, several of our group have earned their CPIM and CSCP certifications. While some of these people hold Individual Memberships, many are affiliated with Corporate Memberships. This is undeniable proof that our professional peers and local corporations recognize the benefits of APICS membership and the APICS Body of Knowledge.

One of our Chapter's primary goals is to "provide opportunities to the membership and local businesses to enhance relationships and communications." Retaining and expanding our membership is paramount to that goal. No one can promote our Chapter as you can --- we need and appreciate your help!

One of the best ways to promote our Chapter is through word of mouth. We encourage all of our members to invite a friend or associate to one of our meetings --- we welcome visitors. Speak to your company about our organization; we would like to explain our Corporate Membership program to them. If you think your company would be willing to host a plant tour for our group, please let us know.

For additional information, contact Anne Kraft at Membership@APICSRichmond.org.

February PDM Info (continued from Page 1):

"Integrated Business Management through Formal Sales & Operations Planning"

About Patrick J. Bettini

As an Oliver Wight principal, Pat Bettini specializes in consulting, education, and support for ERP, S&OP, and SCM business system implementations including repetitive, process, chemical, pharmaceutical, consumer food, garment manufacturing, make-to-stock, make-to-order, and aerospace and defense contract manufacturing. Additionally, he serves as an ERP software selection and audit expert for the Oliver Wight Americas group.

His 35-year career covers "hands-on" management as a production engineer, production and inventory control manager, and materials manager, followed by a move to the Manufacturing Systems Division of Xerox, first as a senior consultant and then as director of education and consulting. He gained senior management experience as vice-president of U.S. sales for a West Coast international corporation specializing in computer hardware and software for the manufacturing and distribution industries.

Pat's MRP II, ERP and S&OP implementation and software assistance experience covers a diversity of industries with significant consulting, education, and contributions in over 50 ERP and S&OP implementation projects including those at Corning Glass, TRW, Aerojet, Martin-Marietta, Nortel, Scoville, Pfizer, Dresser Industries, Ciba-Geigy, American Cyanamid, Bristol-Myers Squibb, Navistar, Hobart, Procter & Gamble, Motorola, Artesyn Technologies, and Kellogg's.

An active APICS member and frequent speaker at international, regional, and chapter meetings, Pat became APICS certified in 1979 and has had a number of articles in industry magazines, journals, and APICS publications. He holds a BBA from the University of Georgia.

Directions to:

The Pavilion at the Gardens at Sunday Park
4602 Millridge Parkway, Midlothian, VA 23112

- Take 195 to Powhite Parkway (Route 76).
- Take Powhite approximately 10 miles to route 288 South.
- Take 288 south to 360 West / Hull Street / Amelia.
- At the first light make a right at the main entrance sign for Brandermill onto Old Hundred Road.
- Go 100 yards on Old Hundred and make the first left onto Millridge Parkway.
- Go approximately 1/4 mile on Millridge and on your left will be a big green sign for Sunday Park. Turn left at the sign and drive down. We're on the lake.

(Visit www.APICSRichmond.org for an interactive Map)



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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.



APICS Richmond Chapter, Inc.

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