



Volunteer Leadership Workshop Overview November 13, 2010

Advancing Productivity, Innovation, and Competitive Success





Overview of the 2010 APICS Volunteer Leadership Workshop

Theme: Achieving Excellence

APICS volunteers ensure a positive future for the organization. The 2010 VLW gave APICS volunteers an opportunity to

- **learn from experienced APICS volunteers and corporate staff**
- **network with peers and leaders from across the globe**
- **study effective chapter, association, and partner management strategies**
- **discover how your APICS leadership role positively impacts your professional development.**



Attendee Satisfaction Information

In 2010, 259 chapter leaders attended the Volunteer Leadership Workshop.

- 81% survey respondents rated the content level of the Volunteer Leadership Workshop program met their needs
- 88% survey respondents reported that the Volunteer Leadership Workshop program met or exceeded expectations



Top Five Sessions

(based on attendee evaluations)

1. APICS Product and Services Update
Sharon Rice
EVP, Professional Development and Industry Content, APICS
2. APICS Sales and Marketing—It's Easier Than You Think
Roger W. Harris, CFPIM, CIRM, CSCP, C.P.M.
APICS Colorado Chapter
3. CSCP Marketing—It's More Than Wishing
Howard L. Forman, CIRM, CSCP
APICS Northern New Jersey Chapter



Top Five Sessions

(based on attendee evaluations)

4. Webinars for the Clueless
Chester H. Frame, CPIM, CSCP
APICS Terra Grande District
5. APICS Interactive Learning Program:
How to Use Webinar Tools
Mark Scher
Partner and Senior Instructional Designer,
Scher Progression LLC



APICS Product and Services Update

Sharon Rice, EVP, Professional Development and Industry Content, APICS

Sharon Rice updated chapter leaders on the ongoing commitment to keep APICS products up to date. Chapter leaders learned:

- about new APICS products and programs, such as APICS Interactive Learning and Customer-Focused Supply Chain Management
- how publications are increasing APICS brand awareness
- how the use of research has provided better marketing support
- CSCP Learning System sales are exploding
- candidates need to be encouraged to take exams



APICS Sales and Marketing—It's Easier Than You Think

Roger W. Harris, CFPIM, CIRM, CSCCP, C.P.M., APICS Colorado Chapter

Many chapter volunteers have struggled with sales and marketing tactics. Chapter leaders learned:

- the difference between sales and marketing
- why chapters should incorporate both into their planning
- successful chapter-specific marketing techniques
- successful chapter-specific sales techniques



CSCP Marketing—It's More Than Wishing

Howard L. Forman, CIRM, CSCP, APICS Northern New Jersey Chapter

Howard Forman explained why successful marketing requires planning, storytelling, results tracking, and reporting in order to produce desired results.

Chapter leaders learned:

- CSCP time-tested, market-proven concepts and techniques.



Webinars for the Clueless

Chester H. Frame, CPIM, CSCP, APICS Terra Grande District

As technology advances, so should the way chapters serve members. Webinars have become an excellent means for chapters to expand current service offerings.

Chapter leaders learned:

- how webinars can supplement PDMs
- using of webinars to help chapters meet their members' needs
- the ABCs of creating a viable webinar programs
- webinar setup



APICS Interactive Learning Program: How to Use Webinar Tools

Mark Scher, Scher Progression LLC

Through the APICS Interactive Learning Program, APICS CPIM review courses will be offered in an online format by Fox Valley Technical College. Additional content and context will be added by qualified local instructors.

Chapter leaders learned:

- how to use webinar tools to execute the program locally

Instructor training webinars are available for instructors interesting in teaching APICS Interactive Learning Courses. Contact Bob Collins, Director, Professional Development at bcollins@apics.org for more information.



Download the Handouts

All VLW presentations are available on C-Box.

Chapter Leaders Marketing International Membership Education Certification Governance

APICS
The Association for
Operations Management®

APICS
PARTNER
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C-BOX

Chapter Leaders
CBAR/CMS
Achievements 2006-2007
Achievements 2007-2008
Achievements 2008-2009
Achievements 2009-2010
My Chapter
SAMCA FAQ
Handbooks
Volunteer Training
Resources
Chapter Incentive Program
District and Chapter Services Department
Contact Information

C-Box

Welcome to C-BOX - The Collaboration Toolbox for APICS Partners

Welcome to your leadership position in APICS! This site will help you find best practices, templates, and guidelines for developing and maintaining successful APICS districts, chapters and International Associates. C-BOX provides shared resources and news for APICS channel partners to support delivery of APICS programs and services locally.

Replacing the Volunteer Resources section of the APICS web site, C-BOX features enhanced functionality such as improved searching and organization, along with new and updated content and an ongoing commitment to refresh the site with new content and capabilities.

What's New

- 11/12/10
[VLW Presentations](#)
- 11/10/10
[October 2010 Membership Counts Summary Report](#)
- 11/09/10
[Channel Partner Agreement Task Force Update](#)



2011 Volunteer Leadership Workshop

- The 2011 APICS International Conference & Expo will take place in Pittsburgh, PA, October 23–25
- VLW will be held on Saturday, October 22
- Registration is complimentary for APICS volunteers
- In first quarter 2011, watch your Leadership Central Newsletter for the call for presentations and registration information