



GLOBAL ABILITY

2009 APICS INTERNATIONAL
CONFERENCE & EXPO

OCTOBER 4-6
TORONTO, ONTARIO, CANADA

**APICS**
The Association for
Operations Management®



2009 APICS Volunteer Leadership Workshop

APICS CSCP Best Practices

presented by
APICS and Holmes Corporation
October 3, 2009



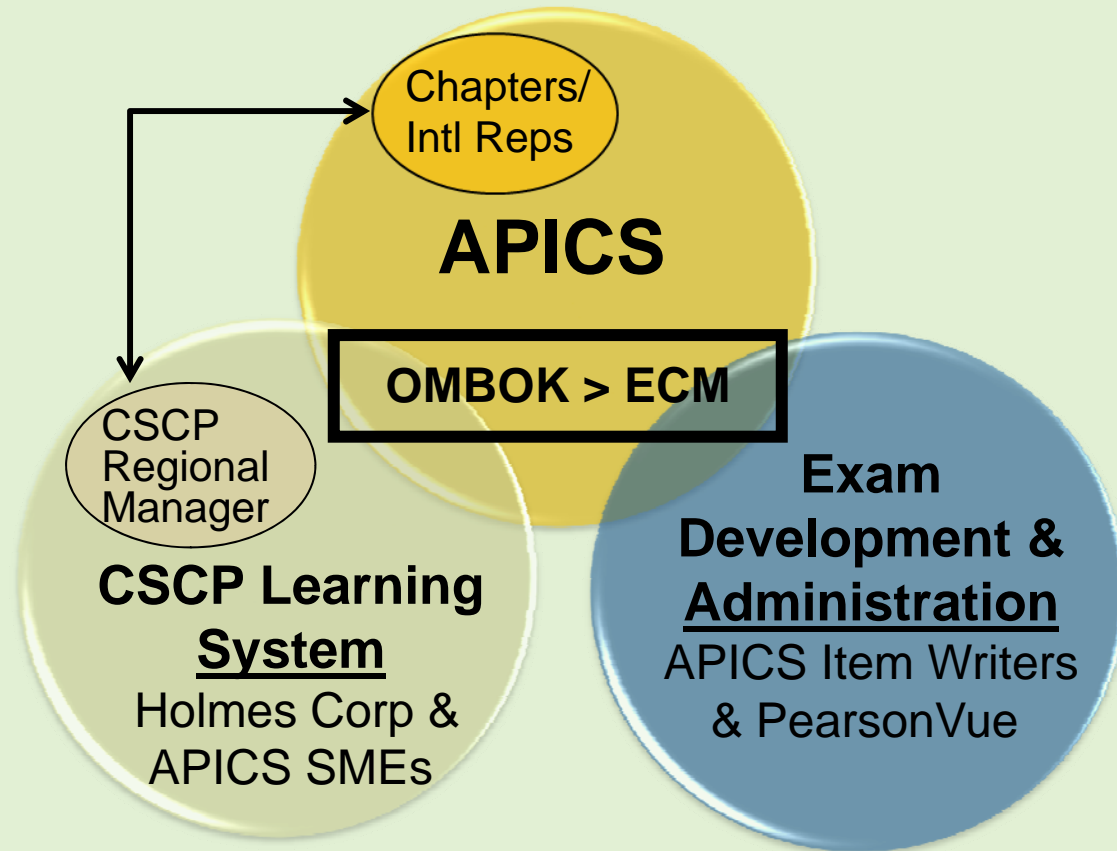
Agenda

- APICS – Holmes Corporation Partnership
- APICS CSCP Program Overview
- Why offer APICS CSCP Courses
- APICS CSCP Best Practices
- Planning for 2010
- Questions and Answers

APICS – Holmes Partnership

- HC core competencies include development, design, marketing, distribution, and ongoing support and fulfillment of *educational programs* supporting a professional association's certification
- Offering strategic educational support since 1970
- Partners with many other recognized professional associations (SHRM, APA, CPA, IIA, IEEE)
- Established college/university delivery network option
- Certification exams are developed independent of HC development

Partnership Roles



What Is APICS CSCP?

An APICS program to enhance the skills and knowledge required to create and execute supply chain strategy that meets customer needs, reduces cost, and increases profit – considering the global logistics and complex distribution of modern, competitive supply chains.

- Education and certification program
- First certification program to focus on the entire supply chain...supplier to operations to client's issues
- The global standard in supply chain education and certification since its introduction in 2006

Why Offer CSCP?

- New topics/products attract new members – *recent survey showed 8 of 10 rated APICS education and certification as a Very Important or Important reasons for joining APICS*
- New topics/products retain and add value for existing members
- Revenue to fund other initiatives
- Market share and mind share to be captured
- This new topic elevates and expands the credibility of APICS within the marketplace
- Integrated with the APICS mission (membership, education, certification)

Industry Acceptance

- 11,000+ APICS CSCP Learning Systems sold (life-to-date)
- 6,500+ APICS CSCP designations earned in 67 countries (2006-mid 2009)
- Multinational companies are requiring CSCP in job descriptions and to earn promotions
- Growing number of employers prefer candidates with APICS CSCP certification:

3M Latin America, Boeing, Bristol-Myers Squibb, Cephalon, Cisco Systems, DuPont, General Electric, GlaxoSmithKline, HP, Johnson & Johnson, LG Electronics, Merck, Pfizer Global, Oracle, Saudi Aramco, Schlumberger, Wipro Technologies

The APICS CSCP Program



APICS CSCP Exam

- Certification exam preparation and professional development training program
- Combines 4 print modules with interactive Web-based tools to provide customized learning experience
- Reflects the current CSCP ECM
- Organizes 150 references into 800 pages of content
- 40 – 80 hour investment

- Paper and pencil offered 3 times/year, CBT is a new option
- Eligibility requirements
- Exam content manual available

APICS CSCP Learning System

MODULE 1

Supply Chain Management Fundamentals

- Explore how successful supply chain management adds value to your organization
- Understand the supply chain management processes

MODULE 2

Building Competitive Operations, Planning, and Logistics

- Understand natural dynamics within the supply chain to optimize performance and increase profitability
- Assess the value of demands and reduce complexity in demand planning

MODULE 3

Managing Customer and Supplier Relationships

- Effectively use customer data to improve service performance and increase value to suppliers and customers
- Understand the strategic importance of purchasing and supplier relationships

MODULE 4

Using Information Technology to Enable Supply Chain Management

- Understand the role of data and information technology in support of the supply chain
- Learn how technology-enabled supply chains contribute to business strategies and operating plans

Web-based Study Tools

Access educational support activities to support print modules

- Pre-test
- Module-specific tests
- Post-test
- Online progress report
- e-Flashcards
- Online glossary
- Information center



APICS CSCP Certification Exam

- One exam only
- CBT and paper/pencil administration
- Four hours, 175 questions, 150 scored
- Eligibility requirements
 - CPIM, CFPIM, CIRM, or C.P.M. designation plus two years of related business experience
 - Bachelor's degree or international equivalent plus two years of related business experience
 - Five years of related business experience

Stay for the Certification Presentation next

Learned Best Practices



Decision to Offer

Grow membership, satisfy member needs, and generate funding!
Expand/enhance the APICS community!

- Instructor-led/assisted
 - Traditional public classroom (nights or weekends)
 - Formalized study groups
 - Onsite corporate course
- Nontraditional options
 - Self-study resale - almost 50% gross margin for chapters
 - Distance learning options: FVTC & Weber State U - US\$50 rebate to local chapter
 - Develop a college/university (CU) partnership - co-brand with accredited and respected CU to elevate awareness and reach the non-member market

Marketing Best Practices

Don't rely on the Field of Dreams strategy!

- Frequently and consistently market courses and self-study
- Keep your local Web site current (at least a phone #)
- Leverage existing tools before creating your own (e.g., flyers, PowerPoints, testimonials, and success stories)
- Highlight CSCP at events/sessions
- Invite a supplier partner and/or client to participate with you in the class
- Target individuals and corporations with tailored messages
- It's okay to start small
 - Students from “small” classes become your marketers

Marketing to Individuals

Sell personal career fulfillment and differentiation!

The APICS CSCP designation allows you to

- Develop competencies to manage complex worldwide supply chain activities involving suppliers, plants, distributors, and customers in a global environment
- Learn skills to create consistency and foster collaboration through global best practices, common terminology, and cross-company communication
- Create career advantage and differentiation
- Earn 30-60 APICS CPIM certification maintenance points
- Achieve expertise and confidence leading to job satisfaction and potentially position enhancement/promotion

Maintenance Points

30 points

Successful completion* of the APICS CSCP Learning System earns 30 APICS Maintenance Points.

OR

up to 40 points

Successful completion of an instructor-led course earns 1 point per contact hour up to a maximum of 40 points.

+

20 points

Passing the APICS CSCP certification exam earns an additional 20 APICS Maintenance Points.

=

60 points

The maximum Maintenance Points allowed is 60 points (40 contact hours plus 20 points for passing the certification exam)

*Successful completion is defined as earning 80% or higher on the Learning System online post-test.

Marketing to Corporations

Sell value to team and bottom-line results!

The APICS CSCP designation allows the company to

- Create common understanding, vocabulary, processes, and frameworks within the organization to address supply chain challenges and opportunities
- Design successful supply chain strategies using global standards
- Boost productivity, collaboration, and innovation
- Effectively manage supplier and customer relationships
- Enhance logistics, technology, and data integration to improve performance
- Increase customer satisfaction and bottom-line results
- Positively affect lead times, inventory, productivity, and bottom-line profitability

Don't sell individual career advancement!

Corporate Outreach

You must believe in CSCP's value!

- Sell all learning format options
- Personal visits by company coordinators
- Corporate “road show” of 3-4 scheduled visits
- On-site APICS overview – “What APICS Training/Certification Does for Your Organization”
- Use the corporate presentation
- Brochure or tailored “leave behind”
- Insert testimonials
- Leverage success stories
- Utilize APICS Corporate Services

Marketing First Step ... Always

Contact an APICS CSCP Regional Manager for consultation!

Michele Morrison: covers the U.S. & Canada
651/905-2695 or michelem@holmescorp.com

Vicky Vander Woude: covers International & Mexico
651/905-2645 or vickyv@holmescorp.com

Look for their quarterly tips & new tools e-letter

Position Course Expectations Early

APICS CSCP is a different model!

- Learning System as the foundation/content of the course for global consistency
- One certification exam
- Exam eligibility requirements + exam registration deadlines
- Students are expected to come to class prepared
- Prep time: 40% users study 75+ hours
- The instructor value stems from
 - Traditional content/topic review
 - Facilitation of student or their company experiences
 - Supplemental real-life scenarios and/or exercises
 - Adding clarity and practical application to the content
 - Answers to questions

Delivery Best Practices

- Recommended 40 hour format for instructor-led
- Consider audience
- Interview each candidate
- Many have added an initial session for kick-off and an ending session for review
- Back-to-back full-day sessions not recommended
- Break 40-hour corporate sessions into
 - 2 sessions, 3 weeks apart
 - 4-5 consecutive Fridays
 - 8 a.m.-noon, break, 2 p.m.-5 p.m.

Tools & Administration

ENC (www.EduNetCentral.com) is an administrative and marketing web portal for:

- Comprehensive APICS CSCP course administration – student enrollments, access to progress reports, etc.
- Repository of APICS CSCP marketing tools – testimonials, success stories, e-mail templates, etc.
- Username & password issued to each chapter – contact your APICS CSCP Regional Manager if forgotten

EduNetCentral.com

Marketing Tools in ENC

Marketing Support
 Marketing Toolkit
 Sample Marketing
 Marketing Copy
 Logos
 Success Stories
 Target Audiences
 Mktg Schedules

For more information or to register call (insert phone number) or visit our web site at (add URL here).

Place your logo here

REGISTER TODAY!
 Classes begin (insert date) and space is limited.



Advance your career with an APICS CSCP certification review course. Sign up today!

APICS Certified Supply Chain Professional

Many available, contact Michele & Vicky!

MEMBERSHIP Matters

A Career Taking Flight



Michael Bunge, CPM, CSOP, is Corporate North American Supply Mgr. at eBay Inc.

An active member of the APICS Toledo Chapter, Bunge currently serves as its vice president of publicity. He says this role has given him a great opportunity to get involved and to engage others in operations management. "There is much to gain from the informal conversations, the different perspectives you gain, the ability to bounce ideas off of others, and the

all of his daily activities. "I applied APICS for the new CSCP materials," he says. We have transformed ourselves into supply chain managers (who are) experts in supply chain—not just planning, scheduling, purchasing, inventory, or materials. We have knocked down the walls and focused on material flow through the organization (and) managing the supply chain as a whole

Michael Bunge, CPM, CSOP, is a professional who has worked for his own firm to fly with the type of firm that has been a time been learned. Bunge reached his goal because he APICS in his skills advancement. His degree can be soon provided unique leadership. APICS the supply chain man depth and that offer education, materials of quality able offer. Bunge in Procurement Management, more Supply C. "Certification proves the of master knowledge by that I inform.

APICS CSCP Learning System™ Case Study



"Because the CSCP program provides an overall understanding of the supply chain, it offers valuable training for operations and management."

Guilermo Juvera, CSOP, CPM Director of Supply Chain LG Electronics USA

"Great Company, Great People." LG Electronics USA trains 40, provides superior supply chain knowledge with APICS CSCP.

The Organization:
 LG Electronics, Inc. is a global leader and technology innovator in consumer electronics, home appliances and mobile communications. The company employs more than 72,000 people around the world. It's North American subsidiary, located in Englewood Cliffs, New Jersey, is a \$1 billion business. LG Electronics embraces the philosophy of "Great Company, Great People," whereby only great people can create a great company.

The Situation:
 When a company is experiencing fast growth, as LG Electronics was in 2008, it needs all departments to take part in the training, and we received plenty of feedback from operations, sales, logistics, finance, and program management.

The Results:
 The APICS CSCP Learning System training program has been a positive experience for staff and management alike. To date, Juvera has offered two courses and trained more than 40 employees from multiple departments.

"Everyone was very pleased with the APICS CSCP Learning System course. The readings were complete and self-explanatory. This group reporting has allowed the team to progress of the group, making sure everyone was completing their online questions and tests. To create a sense of direction I gave them a series by department and shared them with the group. It was a great way to motivate."

The employees have been delighted that LG Electronics provides this supply chain training and many have gone on to earn the APICS CSCP designation. The program has benefited LG Electronics management in increasing company supply chain knowledge and expertise and improved communication and information sharing across departments.

To learn more about the Corporate CSCP learning options and pricing, contact Michele Bunge at 866-909-3268, 440-248-0878 or michele@apics.org.

www.apics.org/cscp

APICS Certified Supply Chain Professional™

CORPORATE TRAINING

Create a global, end-to-end supply chain platform through the APICS CSCP program.

More and more companies are recognizing the benefit of employees who have participated in the APICS Certified Supply Chain Professional (CSCP) program and the value they bring to their enterprise. The APICS CSCP program is the most widely recognized educational program for operations and supply management professionals. It is a comprehensive professional development and certification program that was developed to meet increased global demands. The program focuses on the entire supply chain - from supplier through operations to the end consumer.

The APICS CSCP corporate program is ideal for:

- Companies who need to create and execute supply chain strategies that meet customer needs and increase profits.
- Organizations who want to establish a common supply chain understanding, vocabulary, process, and framework to address their supply chain-related challenges and opportunities.
- APICS CPM or C.P.M. designers who want to expand their supply chain management knowledge.

What is the APICS CSCP Learning System?
 The APICS CSCP Learning System is a comprehensive training program that combines print materials with interactive online tools to provide a customized learning experience for your audience.

- Print Materials:**
 Four print modules contain over 800 pages of content, covering:
- Supply Chain Management Fundamentals
 - Building Competitive Operations, Planning, and Logistics
 - Managing Customer and Supplier Relationships
 - Using Information Technology to Enable Supply Chain Management
- Interactive Software:**
- Pretest to determine knowledge level and prepare a study plan
 - Progress check questions after each section to test your understanding of the concepts
 - Test bank of more than 600 questions
 - A timed posttest to determine progress
 - eFlashcards to test knowledge of relevant industry terms
 - An online glossary
 - Access to online Information Center offering test-taking tips, feedback feature, and links to valuable resources.

Visit www.apics.org/cscp for a free demo!

APICS Certified Supply Chain Professional™

Benefits of Corporate Training

- Training your staff with the APICS CSCP Learning System course provides your organization with the best supply chain professional development and certification preparation available.
- Save on travel expenses and valuable time away from the office through a local course held on evenings or weekends.

Classroom Benefits

- The instructor-led option is ideal for those who prefer a structured classroom setting to stay on track.
- Students are able to interact with other supply chain professionals who have a variety of industry experiences to share.
- Qualified instructors provide expertise and motivation.
- Class time is supplemented with out-of-class readings and practice exams.

Who can benefit from this training?

- Mid- to high-level management, bachelor's degree, 5+ years experience in supply management.
- Departmental/division management (Materials Manager, Operations Manager, Director)
- Functional management (Systems Analyst, Scheduler, Planner)

Visit www.apics.org/cscp for a free demo!

Certification Details

The APICS Certified Supply Chain Professional designation is earned by passing a separate certification exam.

For more information on the exam visit www.apics.org/cscp.

Learn Date	Liquidity Application Deadline	Exam Registration Deadline
December 13	October 17	October 31

Contact Us
 For more information on upcoming course and how the APICS CSCP program can benefit your company, contact (contact name) at (insert phone number) or email at (insert email address).



Visit www.apics.org/cscp for a free demo!

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CSCP LS Minor Upgrade for 2010

Version 2.1, Edition 2010 - Delivery Early December

Objectives

- Alignment with *2010 CSCP Exam Content Manual (ECM)*
- Add two professional development topics - Lean & Green
- Enhance the global-centric content/examples
- Addressed all comments submitted by instructors and students
- Web-based tool and instructor kit materials updated to reflect above changes

Pricing

- Edition 2010 participant materials and companion Student Slide Booklet prices remain the same
- Edition 2010 instructor kit upgrade will remain the same (US \$150 for previous purchasers) ... budget accordingly

Instructor Kit Upgrade Process

November 2009

Remains the same as all prior years!

- There is a master list of all instructor kit owners.
- An e-mail communication is sent early November, explaining the process for obtaining the E2010 instructor kit upgrade.
- Orders are taken throughout November and orders are processed in the order they are received beginning in December. All instructor kit orders are shipped before the New Year.
- Change documents for instructors are sent with shipments of new instructor kits.
- Change documents for students can be found on Learnscsp.com in the Information Center.

Assistance

- www.apics.org/cscp
Free demo, program overview, exam details
- www.apics.org/membership/volunteers
Volunteer Resources, Leadership Central
- www.EduNetCentral.com
PPT, testimonials, templates, course administration
- C-BOX
- APICS Corporate Services
- **APICS CSCP Regional Manager - stop by the CSCP booth in the community center**

Questions

Thank You!

Optional Slides

APICS CSCP and CPIM

APICS Certification Relationship

CPIM	CSCP
<ul style="list-style-type: none">• Internal focus• Primarily manufacturing operations• Depth within specific manufacturing topic	<ul style="list-style-type: none">• External focus• Beyond manufacturing, to include suppliers and clients• Breadth across many topics (e.g.) globalization, IT enablement, logistics• Service industry threads

Where Does APICS CSCP Fit?

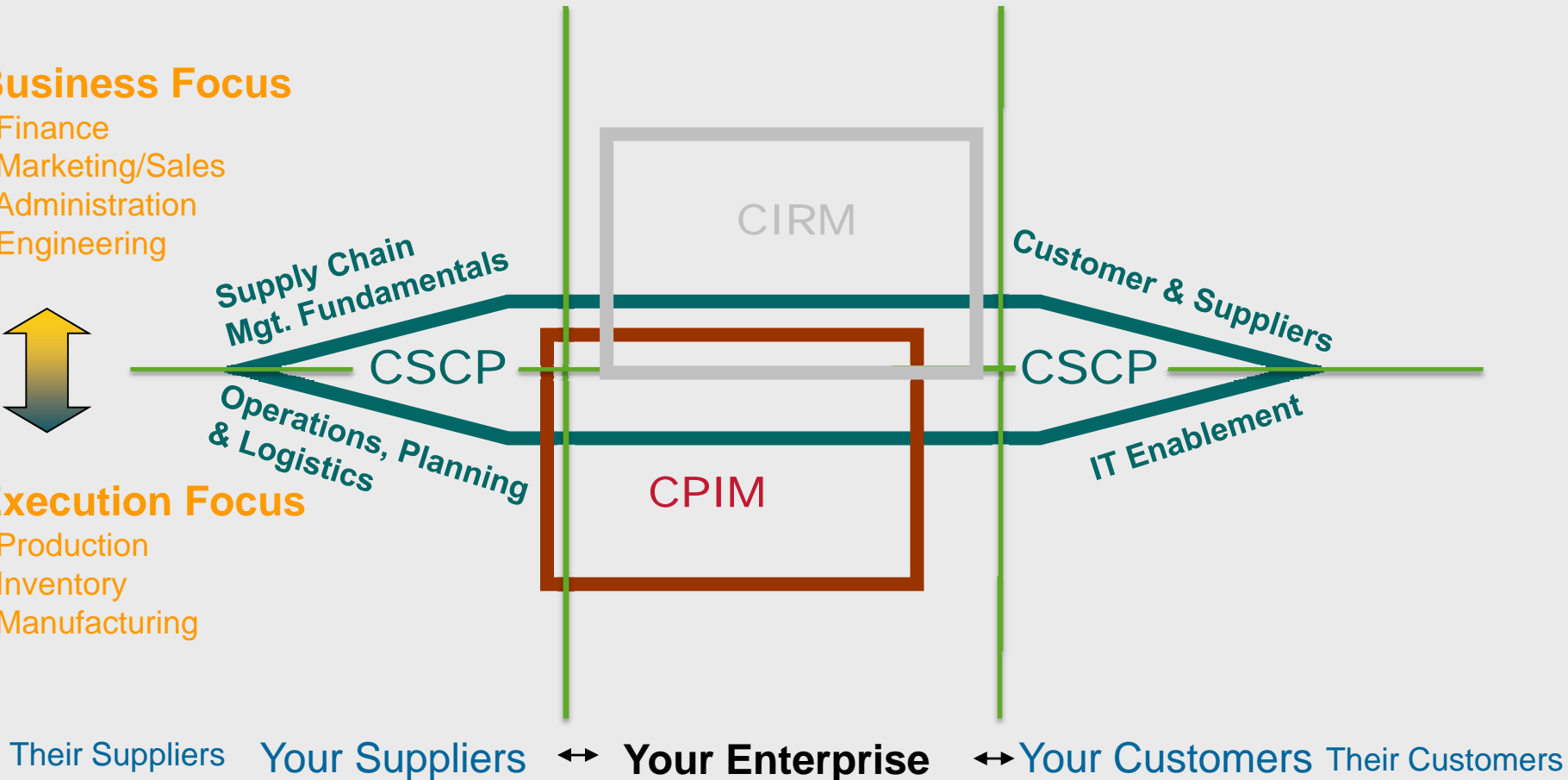
Business Focus

- Finance
- Marketing/Sales
- Administration
- Engineering



Execution Focus

- Production
- Inventory
- Manufacturing



www.LearnCSCP.com Information Center



APICS Certified Supply Chain Professional™
LEARNING SYSTEM

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[Vicky Vander Woude](#)

Expiration Date:
December 9, 2009

Glossary Quick Search

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Stay up-to-date by checking periodically for revised or additional content.

[Printable eFlashcards](#)

Download and print the eFlashcards so you can take them with you for quick review.

[Test-Taking Tips](#)

Increase your chance for success on the exam by reviewing these test-taking tips.

[Learning System Resources](#)

Find APICS CSCP Learning System background materials such as the course bibliography and glossary.

[Related Links](#)

Find links to key supply chain information such as certification and additional resources.

[Quick Comment](#)

If you have an idea for how we can enhance the course or if you would like to report a possible error, please share them here.

[Program Evaluation](#)

After you have completed your studies, share your thoughts about the APICS CSCP Learning System via this short survey.

[Certification Exam Resources](#)

Find APICS CSCP certification exam support materials. Download a complimentary copy of the most recent Exam Content Manual (ECM), review eligibility, and more.

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John Trammell, when you purchased the APICS CSCP Learning System you licensed access to the online features for a period of one year from the date you first logged into the course.

You first logged into the APICS CSCP Learning System on October 9, 2007. Therefore, your access to the online features has expired.

If you need an extension to your original 12 month access code, and you have not yet been awarded your CSCP designation, you may extend ONE-TIME only. If you can demonstrate your commitment to sit for an upcoming exam, you can extend your online access until the date of that exam for free. Proof of your commitment is an APICS CSCP Exam Registration receipt for North American-based students or a confirmation email from your local APICS approved APICS CSCP International Exam Administrator for students based outside North America. Or, you can extend online access for an additional 6 months, or to the closest exam date, for a processing fee of US\$50.

Please contact your APICS CSCP Customer Service team at 1-888-266-9079 (US), +1-651-905-2664 (outside US), or email CSCPLearningSystem@holmescorp.com to arrange your extension. You will be required to supply a credit card number for the US\$50 payment or fax/email your proof of exam registration as defined above for the free extension.

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