



**GLOBAL
ABILITY**

2009 APICS INTERNATIONAL
CONFERENCE & EXPO

OCTOBER 4-6 | TORONTO, ONTARIO, CANADA

Volunteer Leadership Workshop

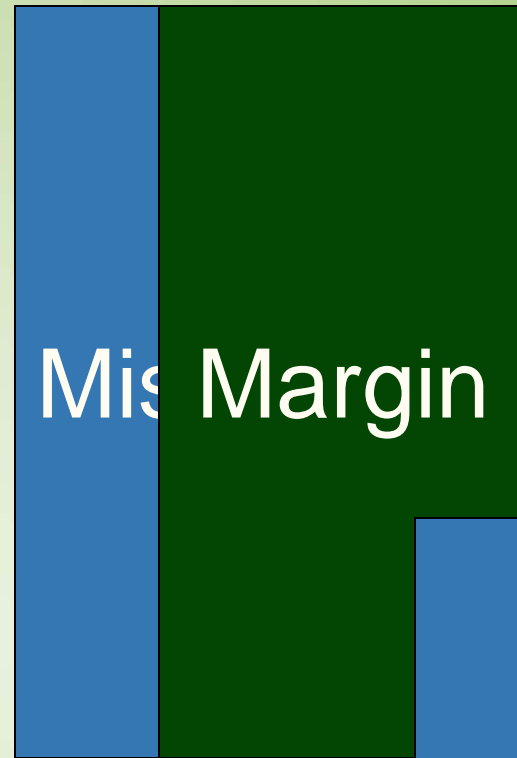
Tom Krupka, CFPIM, CSCCP, Jonah
Chair of the Board of Directors, 2009

Volunteer Leadership Workshop

“What you see is more a function of where you are standing than what you are looking at” Carl Avers



Mission and Margin



HQ and
Channel
Partners

Association

Chapter
IA
AEP
(U)
(TC)

Support

Delivery



North American Channel Partners

- 239 chapters located throughout North America to provide local education and benefits.
- Each chapter functions independently and determines its own board and educational offerings.



Channel Partners Outside NA

39 IA's/AEP's in 48 countries

- **International Associates (IA):**

- NGO
- Membership and Membership Services
- Exams
- **No education**

- **Authorized Education Providers (AEP):**

- Teach APICS courses
- Consult
- Commercial




Speed

- “It’s not the big that eat the small but the fast that eat the slow.” Jason Jennings
- APICS at the speed of business
 - Aspiration



APICS at the speed of business?

- Aspiration
 - Association
 - Leadership (Followship?)
 - Andy Grove, former Intel CEO
 - » “Only the paranoid survive”, (P&IC fan)
 - Infrastructure
 - Products, Processes
 - Closer to reality on the ground
 - Chapters, IA’s and AEP’s are on the ground



On the ground, at the market


- Fast!
 - Chapters try and fail quickly.
 - Just as quickly they succeed!
 - Mission and Margin.



Disproportionately Successful

- Surprising success
- Big results from a small organization
- Big results via innovation
- Solving an old problem in a new way





Common Elements of Disproportionate Success

- Quality
- Flexibility
- Innovation
- Outreach



Top 4 Chapters in Group Testing for 2009:

# exams	M	%c	Chapter
• 279	46	28%	Monterrey
• 117	239	21%	Southwest Michigan
• 48	30	23%	Chihuahua
• 35	91	52%	Winona LaCrosse



Volunteer Leadership Workshop

Portland Chapter

Pacific Western District

Portland, OR

- 313 members
- 34% certified
- \$11,400 in product sales in 2009



Volunteer Leadership Workshop

- **Quality**

Portland surveys their membership to identify topics for PDMs. This targeting has led to a 169% increase in attendance.

They have held two sold-out plant tours thanks to suggestions collected through surveys and evaluations.





Volunteer Leadership Workshop

- Innovation and Outreach

Portland also uses e-newsletters, Web sites, flyers, word of mouth, e-mail, internet advertising (Google Adwords, Facebook, and Yahoo Ads) and partners with local colleges and sister professional associations.

These efforts are driving record attendance at PDMs and plant tours as well as increased certification course attendance.

Joint Operations

Canadian District	Calgary Calgary, AB, CAN	Edmonton Edmonton, AB, CAN	Winnipeg Winnipeg, MB, CAN
# of members	79	91	88
% certified	15%	29%	38%
\$ products purchased in 2009	\$6,056	\$4,313	\$12,739

Joint Operations

- Outreach

By working together, the Calgary, Edmonton, and Winnipeg chapters have experienced surprising growth in the past two years.

Cooperative efforts among the chapters include Calgary and Edmonton working together on certification testing.

Social Networking

- Innovation

Winnipeg has incorporated the use of social networking tools including **Twitter** and **Facebook** to communicate to members, increase engagement, and promote programs.

Their efforts have been rewarded with **membership growth in a year of decline.**



Volunteer Leadership Workshop

Pittsburgh Chapter

Mid-Atlantic District

Pittsburgh, PA

- 410 members
- 33% certified
- \$14,360 in product sales in 2009





Volunteer Leadership Workshop

- Outreach

Pittsburgh increased marketing by joining local Chambers of Commerce. They promoted their PDMs which continually sell-out.

Thanks in part to these efforts, **Pittsburgh gained 105 new chapter members between January 1, 2008 and June 30, 2009**





Volunteer Leadership Workshop

Colorado Chapter

Terra Grande District

Denver, Boulder, Longmont, and Central CO

- 285 members
- 35% certified
- \$9,972 for Q1 and Q2, 2009





Volunteer Leadership Workshop

- Outreach

Colorado chapter provided free registration for a dinner PDM for up to 50 unemployed professionals (member or not). The speaker was a career coach and participants were encouraged to bring resumes.

The PDM attracted 23 'extra' attendees and at least two of them made a connection that could lead to a new position.



Volunteer Leadership Workshop

- Outreach

Colorado chapter works with the state to ensure that CPIM and CSCP classes are recognized and supported.

The net effect is significant. The state pays for the classes and certifications to help Colorado professionals advance in their careers. Often the state will pay for membership as well which boosts the chapter and corporate roster.





Volunteer Leadership Workshop

Shoreline Chapter
Great Lakes District
Sheboygan, WI

- 74 professional members plus 8 students
- 49% certified
- \$2,300 in product sales in 2009





Volunteer Leadership Workshop

- Quality

Shoreline secures strong topical speakers and compelling company tours to keep members engaged.

They regularly have 50% of their membership attending PDMs.





Volunteer Leadership Workshop

vLm International Associate

EMEA – Europe, Middle East, Africa

Netherlands

- 302 members plus 58 students
- 31% certified
- \$25,000 in product sales in 2009





Volunteer Leadership Workshop

- Flexibility and Innovation

vLm in the Netherlands increased their joint membership by 200% in less than 2 years by having APICS corporate deliver services like *APICS Magazine* directly instead of going through the international associate.

vLm's flexibility in working with APICS led to significant shared benefits for the members.





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DC-Metro Chapter

Mid-Atlantic District

Washington, DC

- 208 members
- 44% certified
- \$38,400 in product sales in 2009



Volunteer Leadership Workshop

- **Flexibility**

DC-Metro's network of instructors are willing to do whatever it takes: travel long distances, schedule day time courses, and forge long-term relationships to deliver APICS education.

Th DC-Metro believes that this is the key to their success in purchasing more than \$150,000 in education materials since January, 2008.





Volunteer Leadership Workshop

SIMM (Singapore Institute of Materials Management) International Associate

APAC – Asia Pacific

Singapore

Statistics for Singapore overall:

- 113 members
- 38% certified
- \$11,900 in product sales in 2009





Volunteer Leadership Workshop

- Outreach

Singapore is emerging as one of the strongest potential growth areas for APICS certification, education and membership.

SIMM (Singapore Institute of Materials Management) attracted more than 70 individuals based on just two e-mails.





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Discussion

