



APICS 2010

Excellence in the **New Normal**

2010 APICS International Conference & Expo
October 18-20, 2010 • Las Vegas, Nevada, USA

Volunteer Leadership Workshop

Sun October 17th 2010

Promoting Your Chapter

James W. Tilton CPIM

**Immediate Past
President
Central Indiana
Chapter**



**Logistics Manager
Global Repair Services / Americas
Rolls-Royce Indianapolis Operations**

Jim began his career with what is now Rolls-Royce in 1979.

Previous experiences with Rolls-Royce include;

Forecasting Data Manager/Analyst for Global Aftermarket,
ERP/SAP User Application Specialist: : Operations Logistics,
Supply Chain Logistics Specialist, Manufacturing Supervisor,
Production Machine Operator, Human Resource Trainer.

Jim Holds a B.S. in Management from Indiana Wesleyan University,
APICS CPIM certified in 2004

Currently serving on Voice of the Customer Sub-Committee

Excellence in **the New Normal**

Best Practices for Global Supply Chain and Operations Management





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and Operations Management

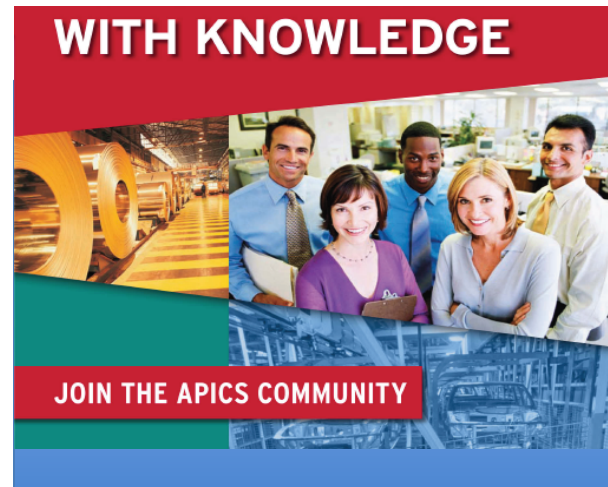


Promoting Your Chapter

APICS Marketing Materials

Promote

- Education
- Certification
- Membership
 - Peer Groups
 - Networking Events
 - Continuing Education Events
- Global Community



"In addition to a world-class body of knowledge and certification programs, APICS members also benefit from an unmatched network of operations management professionals to guide them through their careers."

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Promoting Your Chapter

- Our APICS chapters are;
 - The principal link between APICS (the organization) and our local communities
 - Current & Prospective Membership
 - Professional / Academic /Student
 - Student Chapters
 - Corporate Partners / Local Businesses
 - Educational Partners / Community Colleges, Universities, etc.

We are the channels through which *our* community becomes connected to the Global APICS Community

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Promoting Your Chapter

Why People Join Professional Associations?

- ✓ Enhance Networks
- ✓ Take Charge of Career
- ✓ Broaden Knowledge
- ✓ Enhance Resumes

What does “Membership” mean?

- Personal Investment
- A Common Foundation
- A sense of belonging and identification
 - “Sense of Community”



Promoting Your Chapter

Chapter Promotional PowerPoint

- Chapter Presentation Outline
 - Where does our chapter fit into the Big Picture?
 - Relevance
 - What does our local landscape look like ?
 - Geography, Industries / Companies,
 - Membership data, Demographics; Types of occupational roles, etc.
 - What makes my chapter special or unique?
 - Any Marketable Advantages Chapter Specifics
- Resources
- Other Promotional Ideas / Best Practice Sharing

Promoting Your Chapter



Central Indiana APICS



Central Indiana APICS

Information

- About Our Chapter
- Our Board
- Bylaws
- Education
- Committee
- Programs
- Committee
- Membership
- Members Only
- Recognition
- Contact Us
- News Letters
- PDM
- PowerPoints
- Student
- Chapters

Calendar of

Events

- Board Meetings
- Dinner Meetings
- (PDM's)

Hot Topics

PDM for October:
[Beyond The Corporate Doorway - A Personal Journey](#)

Join us on October 14th as we welcome Mr. Bob Paden, co-owner and co-founder of The Fuzion Group, LLC.



The Central Indiana Chapter of APICS is proud to announce our sponsorship of the 2010 Indiana Logistics Summit. This year's Summit will take place on October 26th and 27th at the Crowne Plaza Hotel at

IAPS Strategic Alliance



APICS PMI ASQ
 Memorandum of understanding



Find Great Jobs with Hundreds of Top Employers

Worldwide • CHEP •
 dant Corporation • T
 cientific • Ingersoll-H
 Harley-Davidson Mo
 ennison • Coherent,
 ioMarin Pharmaceu
 Mercury Marine • Ph
 automotive Systems



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Promoting Your Chapter

Likely Uses / Target Audiences

- Student Chapters
- Organizational Partnering
 - Educational Partners
 - Economic & Workforce Development Entities
- Prospective...
 - Members
 - Society / Alliances
- Current Members
 - PDM's Backdrop
 - *Wow! I didn't Know that...*
 - BOD Members Networks
- Other Opportunities
 - Linked In
 - Chambers of Commerce
 - Partner Websites

Resources

- Economic Development Offices
 - <http://www.eda.gov/Resources/StateLinks.xml>
- Chambers of Commerce
 - <http://www.indychamber.com>
- Non-Profits
 - CONEXUS
 - http://www.conexusindiana.com/about_overview
- Educational Institutions
- Business Media
 - <http://www.insideindianabusiness.com/default.asp>
 - Website / E-mail / Television Time
- State Agencies
 - <http://www.statelocalgov.net/index.cfm>
 - <http://indianalogistics.com/>
- APICS
 - Data Bases
 - [Chapter WEBSITE](#)
 - [C-Box](#)
- Labor Studies <http://www.bls.gov/>
- Other Professional Associations
- Regional Employers
 - Global Companies
 - APICS Associates

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Promoting Your Chapter

Other Ideas / Sharing

- PDM's
 - Marketing Tables (with PC to sign up new members)
 - Hold an Event About “APICS” (Record Attendance)
 - Free Membership (\$200 Rebate off 1st Certification Course Class)
 - Free PDM for using Credit card to pay online
 - Student Run 50/50 to Raise Funds
- Marketing takeaways



Promoting Your Chapter...

...Is Promoting

- ✓ Your Membership
- ✓ Your Member Companies
- ✓ Your Board of Directors
- ✓ Your Networks

- ✓ Your Opportunities
- ✓ Your Local Economies
- ✓ Your APICS Community

Your Community

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Questions ?

Comments ?

Ideas ?



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Promoting Your Chapter...

- Best Practices Sharing Follow-on
 - Business Cards ?
 - Sign in sheet with e-mail address
 - E-mail me @ pastpresident@apics-cind.org



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Promoting Your Chapter...

Thank You



*Thank You
Very
Much....*

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