



Partner Tips and Considerations

The following tips and suggestions are for your consideration. Many of these points you may already know, others are new. Please feel free to share this document with others in your organization. And as always, thank you for your support!

Channel Partner Services

- APICS provides branded, customizable, certificates that chapters and associate partners can use to recognize membership service and volunteer participation, at no cost.
- Professional chapters who sponsor (parent) student chapters have full access to student membership data through My Chapter.
- CBAR award certificates can be used to purchase materials onsite in the APICS conference bookstore or through customer service. Certificates expire one year after issuance.
- The My Chapter real-time Renewal Alert report lists all members with expiration dates within a two month window. Membership officers can use these quick (three mouse clicks) report to send email reminders to support retention efforts.
- Looking for a new volunteer? Use the Demographics Criteria page to identify a member's area of volunteer interest. Contact any channel partner services staff member to help with My Chapter Report creation.

Marketing

- Chapter and partner logos can be requested through your channel partner services representative or district field staff associate who will work with the marketing department to fulfill.
- Customized marketing collateral can be requested through your channel partner services representative or district field staff associate who will work with the marketing department to develop.
- Marketing materials are available on C-BOX for North American chapters and in A4 sizes for internationals.
- Localized website templates along with a new web style guide will be available in Q1. If you are planning a website redesign before then, please contact Jane Pearson, director of marketing, at jpearson@apics.org, for design assistance.
- A new partner and event finder is coming soon; please use it to submit your events so that your organization can participate in the online advertising buy.

Customer Service

- ☑ When submitting a payment on behalf of your chapter, please make sure to include an invoice, or some direction as to what the payment is intended for. If we only receive a check, and no instructions on where to apply the money, it may not be applied as intended.
- ☑ Plan ahead. Allowing extra time will give you the flexibility to have your materials shipped via UPS or Fed Ex ground, which can result in significant cost savings.
- ☑ Be sure to check UPS and FedEx shipping options. As both companies rates change regularly, checking both options may save you money.
- ☑ Make sure you have your chapter number handy when placing an order that should be billed to the chapter. This process is in place to prevent unauthorized individuals from charging items to the chapter account.
- ☑ Shipping rates are estimated. When placing an order, we provide a “not to exceed quote” that will estimate shipping charges for your order. You will be charged actual shipping charges when the order is shipped.

Corporate Service

- ☑ We do not have a staff of instructors to send out to our clients and therefore must find local instructors for every on-site training engagement we contract.
- ☑ We provide revenue streams to the chapters including:
 - **Instructor Compensation** - \$1,000 per day
 - **Win/Win/Win** - \$200 per day for the chapter when Corporate Services sells a training engagement in your area
 - **Win/Win/Win Plus** - commission for chapters who provide leads for opportunities outside of your local area

Certification

- ☑ Students can receive college credit for passing exams. For more information on how to pursue college credits, <http://www.apics.org/Certification/collegecred>.
- ☑ Chapters can receive bulk discounts when purchasing vouchers
 - 5–15 vouchers purchased = 10 percent discount
 - 16–25 vouchers purchased= 15 percent discount
 - 26 or more vouchers purchased= 20 percent discount
- ☑ Both 2011 and 2012 versions of the APICS CSCP exam will be available until May 19, 2012, for computer based exams.

Courseware and Instruction

- ☑ For North American chapters: Chapters will need new Instructor Guides for BSCM and DSP for 2012. Those chapters and instructors who already own one of these guides can order a new one for \$150 through March 31, 2012. As of April 1, 2012 the price for the Instructor Guides will go back up to \$350 for the Chapter. There will be downloadable (www.apics.org/InstructorCenter) and purchasable (\$25 through APICS Customer Service) update kits for the 2012 MPR, ECO, and SMR Instructor Kits. 2012 APICS CPIM instructor and participant guides will be available in mid-December, 2011.
- ☑ The 2012 APICS CSCP Instructor Kit will be available for \$150 for instructors and chapters who already own a APICS CSCP Instructor Kit for a limited time. The 2012 APICS CSCP Instructor Kits and Learning Systems will be available in mid-November 2012.
- ☑ Principles of Manufacturing Management is due in January 2012. This is the third course in the Principles of Operations Management series.
- ☑ We encourage all chapter officers and instructors to view the APICS Copyright and Licensing Agreement webinar. It can be found at the bottom of the Instructor Center main page at <http://www.apics.org/InstructorCenter/default.htm>.

Research

- ☑ Participation in surveys is important. Create awareness if possible. APICS CPIM JTA and practitioner research will be essential in 2012.
- ☑ Awareness APICS research such as Operations Management Employment Outlook can add value to chapter members, communications, and so forth.
- ☑ Give us feedback and help us find and ask great questions; questions that engage and create affiliation.
- ☑ Help us find allies, subject matter experts (SMEs), who want to help shape, create and refine industry standards, business intelligence and insights. Research is a common link to other stakeholders.
- ☑ APICS research works to always provide tangible, meaningful benefits to members and customers. Compared to professional research it is free or costs little, its focus is directly on our industry and we shape where it goes and what it asks.

Publications

- Industry Content is working hard to bring members and affiliates better publications content on the web. This includes better search functionality and increased interactivity.
- The November/December issue of *APICS* magazine is all digital, but that doesn't mean decreased content. Check out the online issue to view special, enhanced graphics, quizzes, and more, in addition to the content you've come to rely on from *APICS* magazine.
- Remember: If you or someone you know in the APICS community has an operations or supply chain management story to tell, Industry Content is interested in hearing it and, possibly, publishing it. Send ideas or outlines to editorial@apics.org.
- There is a variety of content available related to the new APICS folio series. Now available: sales and operations planning, risk management, and strategy. More topics will be introduced by the end of the year.
- If you are looking for ways to entice potential members or participants, don't forget the *APICS Operations Management Body of Knowledge Framework* is available free to members and nonmembers. In 2011, APICS launched the third edition, which includes enhanced sections on risk management and sustainability.

Other Info from Conference

- _____
- _____
- _____
- _____