



Channel Partner Agreement Task Force - Talking Points July 22, 2010





2010-2012 Strategic Priorities

Channel Partners

- **Point of Arrival:** Channel Partners use and contribute to APICS products/services to meet or exceed the needs of local members/customers.
- **Goal:** Channel Partners achieve agreed upon measures
- **Objective:**
 - All channel partners have a contractual relationship with APICS by 2012.



Process and Timeline

- Board Chair, Karl Klaesius, selected the task force to represent the variety of chapter sizes based on membership and product sales:

Canada – Ron Gilmour
Great Lakes – John Drzik
Heartland – Lyle Henning
Mid-Atlantic – Thomas Geraghty
Northeast – Jim Timmons
PacWest – Elizabeth Hahn

Southeast – Dave Lehman
Southwest – Buck Crouch
Terra Grande – Wayne Collins

Board of Directors:

- Rick Leach
- Tony Zampello, Task Force Chair



Process and Timeline

Timeline has been pushed back to ensure the best process.

In July, the Task Force convened to:

- Define stakeholders (e.g. Board, Chapters, etc.)
- Identify roles and responsibilities for the stakeholders
- Discuss desired outcomes



Process and Timeline

- Task Force will continue to meet to:
 - Finalize Chapter survey
 - Review survey results
 - Create individual chapter profiles (staff to compile)
 - Review existing documents (IA and AEP agreements, other comparable document such as franchise, licensing, or dealership agreements)



Process and Timeline

- Task Force will continue to meet to:
 - Identify various levels and types of agreement
 - Create draft agreements including terms and conditions for stakeholder review/input
 - Collect input from stakeholders and refine agreements



Process and Timeline

January 2011 (tentative)

- Present draft agreements for Board approval
- Pending Board approval, begin implementation



Task Force Role

- Represent past, present, and future of APICS
- Speak on behalf of your chapter and all similar chapters



Task Force Member Responsibilities

1. Attend all meetings.
2. Review the agenda and accompanying materials before attending the meeting. Seek clarification of any unclear items.
3. Adhere to the meeting agenda.
4. Determine the purpose of the meeting and decide, in advance, how—and what—to contribute.
5. Keep replies succinct and to the point.



Task Force Member Responsibilities

Continued

6. Offer comments and constructive criticism; feel free to disagree with the issues being considered. But once a decision is made, publicly support it.
7. Work as part of the task force and staff team to ensure the task force's work and recommendations are in keeping with the task force's charter and the association's mission and goals.



Task Force Member Responsibilities

Continued

8. Keep in mind that the volunteer group (the task force) has the authority to decide and recommend—not any individual member.
9. Ensure discretion in talking about the work of the task force; consider which discussions or comments should be kept confidential within the task force, and honor that need. If unsure, ask the task force chair.
10. All meetings are open – but only task force members may participate



Outcomes Desired

- Transparency
- Clear delineation of stakeholders with inputs and outputs
- A streamlined process that uniformly fits all channel partners
- An agreement that everyone is operating under
- A clear definition of the benefits to chapters and why this project is being undertaken
- An understanding of how enforceability will come about
- All chapters treated equally (or if not a process to change the benefits to a chapter in the case of growth or loss)
- Clearly stating the responsibilities of both sides in the agreement (include accountability) in simple, clear, and concise language



Outcomes Desired

- Positive effect on our customers
- Overcome lack of trust between chapters and between chapters and the corporate office (demonstrate the partnership between corporate and channel partners to address the needs of the customers we all serve)
- CMS as a binding metric and reporting requirement
- Establish territories or boundaries for chapters
- Identified measures and controls implemented



Stakeholders

- Board of Directors
- Customers/Members (current and potential)
- ALL channel partners:
 - Chapters
 - Student Chapters (if handled differently)
- Education Providers (Instructors, Academic Institutions, etc.)
- Multi-site corporations (including Trans-nationals)
- Districts