



## Chapter Partner Agreement Task Force

Wednesday, November 24, 2010  
APICS Headquarters  
Chicago, IL

### MINUTES

#### Attending:

Tony Zampello, Task Force Chair  
John Drzik  
Lyle Henning  
Tom Geraghty  
Dave Lehman  
Buck Crouch  
Wayne Collins  
Rick Leach

Karl Klaesius  
Eric Schaudt

#### Absent:

Ron Gilmour  
Elizabeth Hahn  
Jim Timmons

#### Staff:

Abe Eshkenazi  
Pamm Schroeder

### Call to Order

The meeting was called to order at 1:01 pm (central) by chair, Tony Zampello.

### Relationship between Corporate and Chapters (continued from call on November 10, 2010)

The task force continued the discussion that began at the previous meeting of the value of the relationship between APICS chapters and corporate to each party.

Specifically, representatives were asked to define the value of the relationship that comes from having corporate and chapters working together:

Answers included:

- Based on discussions, members do not distinguish between chapters and corporate. Our responsibility is to meet and exceed expectations.
- We need to keep in mind that different members have different expectations – even between chapters. We need to have a commonality of effort in meeting those expectations. There is some similarity between chapters and they need to have similar techniques.
- It's not acceptable that 25% of chapters don't meet the minimum standards. Inactive or smaller membership chapters are not as responsive as they should be when contacted regarding the CPA initiative.
- The agreements will strengthen the structure. The association is the repository of resources that chapters can use to expand what they provide to their members. Right now, that doesn't exist. If the structure is strengthened - and we get universal CMS - then chapters who are only interested in serving the membership in one way might be acceptable.
- Chapters seem to like the idea of the flexibility in terms of what they deliver - including the ability to leverage expertise in one area and continue to grow that area then expand as resources allow.
- We need to have some control over the APICS brand. It's a risk if a chapter gives a member a bad experience, it reflects badly on the organization as a whole.
- The association should be the center of excellence for education. The chapters should be the marketing arm - the voice of the customer - we're the conduit between the association and the member. It's our job to do a good job at that.
- Chapters rely on corporate to provide the r&d to create materials, etc. As a chapter, I'm relying on corporate to provide the full array of products and services and corporate relies on me to leverage my knowledge and profile locally.
- The next thing we need to look at for the agreements is CMS. 25% either didn't meet the minimum or didn't submit. Part of the purpose of

the agreement is to set the minimum and then ask what makes sense for you in your chapter area.

- Some chapters expressed a fear that APICS was trying to force chapters to be for-profit and set quotas. Those concerns should be addressed with the draft agreement.
- The organization is evolving as the premier provider of education and training. We recognize that there is a broad spectrum of customer experience. By allowing flexibility in how the chapters meet those needs, APICS will continue to evolve and enhance the relationship.
- Membership is the foundation of the organization. APICS corporate can't fully serve members without help from the chapters. But we need to leverage the knowledge of the chapters that are doing well to help the chapters who might not be as good in that area.
- Both sides are trying to improve the member experience. "When a member joins, he/she has an expectation. Our responsibility is to meet that."

## **Structure and Contents of Agreements**

The task force discussed the list of standard sections and asked for sample language for each. The task force also requested a brief description of each section to help them understand some of the legal terminology.

**TODO: Staff will prepare a glossary of terms for each of the headings (a one or two sentence description of that term) as well as the actual verbiage that appears beneath it in the IA/AEP agreement.**

## **Follow up from District/Chapter Meetings**

A number of district meetings were held in November and some questions came back to the task force from them. Questions from the Great Lakes district meeting will be posted to the community of practice when they have been approved by the Great Lakes district manager.

Chapter leaders would like more opportunity to discuss the work of the CPA task force with their representative. It was suggested that the district manager should schedule some Q&A sessions with their reps to create an ongoing dialog. Chapter leaders want to know that there is an opportunity for them to provide feedback to the process. They seem to be concerned primarily about the unknown elements of the agreement.

The task force members discussed how they are disseminating the talking points. Several are forwarding talking points to their district managers for distribution. A few prefer to send them directly to the chapter leaders in their districts.

### **Next Call and Adjournment**

The next meeting is scheduled for Wednesday, December 8 at 1:00 pm (central).

Items to be discussed:

- Review common/standard language
- Answers to questions from Great Lakes District
- Tony Zampello will provide a summary of the process so far and an outline of remaining tasks

For the call on December 22:

Items to be discussed:

- Draft of the agreement template
- Outline of the remaining sections with bullet points of what should be in each

The call was adjourned at 2:05 pm (central)