



Chapter Partner Agreement Task Force

Friday, August 27, 2010
 APICS Headquarters
 Chicago, IL

MINUTES

Attending:

Tony Zampello, Task Force Chair
 Ron Gilmour
 John Drzik
 Thomas Geraghty
 Dave Lehman
 Buck Crouch
 Wayne Collins
 Rick Leach
 Lyle Henning
 Jim Timmons
 Karl Klaesius

Absent:

Elizabeth Hahn

Staff:

Abe Eshkenazi
 Pamm Schroeder
 Dean Martinez
 Henri Wingfield

Call to Order

The meeting was called to order by task force chair, Tony Zampello.

Review Results of Last Meeting:

The task force reviewed the list of stakeholders that was defined at the previous meeting and picked up at the point where they left off: Education Providers.

There was a great deal of discussion by the task force on each of the stakeholder groups and what the appropriate level of involvement should be. The latest results are as follows:

	Approve	Inform	Input
Board of Directors	x	x	x
Members (current and potential)		x	
Customers (current and potential)		x	

Chapters	x	x	x
Student Chapters (if handled differently)		x	
Education Providers (Instructors, Academic Institutions, etc.)		x	
Multi-site corporations (including Trans-nationals)		x	
Districts		x	x

Purpose of the Agreements

The task force then focused on the benefits of the agreements both to chapters and to APICS. The results of this discussion are intended to answer the question “Why are we doing this?” when it is raised by chapter leaders.

The list of benefits to chapters was as follows:

- Exclusivity
- Clarity on help available from APICS to market or increase value of certification
- Marketing (clarification of APICS’ responsibility)
- Guarantee of regular updates to courseware
- Clarity of roles between national and chapters (nothing duplicated, nothing missed)
- Dispute resolution between chapters (code of ethics issues)
- Security/protection of operation within chapter boundaries
- Level the playing field between chapters
- Less ‘re-inventing’ or creating in a vacuum
- Financial benefit (revenue or total cost)
- Improved test site management
- Accountability
- Consistent excellent customer experience
- Volume discounts (incentives for best customers)
- Clarified/consistent relationship between APICS, Chapters, and Instructors
- Chapters allowed to choose activities to focus on (not necessarily membership, education AND certification)
- Clarify ramifications of tax status, etc.

The following benefits to APICS were identified:

- Financial (revenue and/or cost)
- Clarity of expectations
- Consistent and excellent customer experience
- Consistency across chapters

- Clarity of expectations of chapters
- Chapters acting as channels for corporate marketing efforts (promoting events, programs, certification, etc.)
- Chapters able to focus on core competencies
- Consistent product delivery
 - Ensure that all instructors are qualified (quality of the experience)
- Improved relationship
- Quality of expectations
- Defined list of rewards and penalties (incentives and disincentives; corrective action/resolution plans)
- Create realistic expectations based a chapter's capabilities (different strata based on services provided)
- Clear understanding between the parties of roles and responsibilities
- Protection of (consistent use of) APICS brand (address the current confusion of brand between national and local entities)

Adjournment

The meeting was adjourned at 2:30 pm Central time.