



Chapter Partner Agreement Task Force

Wednesday, September 8, 2010
APICS Headquarters
Chicago, IL

MINUTES

Attending:

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

Staff:

Abe Eshkenazi
Pamm Schroeder
Dean Martinez
Henri Wingfield
Jonathan Thatcher

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 benefits to chapters and APICS lists that had been compiled during the previous meeting. "Exclusivity" was further defined as geographic and "New product introduction opportunity" was added. The latest lists appear below:

Benefits to chapters

- Exclusivity – *relates to territory – between chapters AND between corporation and chapter*
- *New Product Introduction Opportunity*
- Clearer understanding of resources available from APICS (to market or increase value of certification)

- Clearer understanding of APICS' responsibility for marketing
- Guarantee of regular updates to courseware
- Clarity of roles between national and chapters (no efforts duplicated, no opportunities missed)
- Dispute resolution between chapters (where code of ethics issues arise)
- Security/protection of operation within chapter boundaries
- Level the playing field between chapters
- Less 're-inventing the wheel' or creating in a vacuum
- Financial benefit (revenue or total cost)
- Improved test site management
- Accountability on both sides
- Consistent excellent customer experience
- Volume discounts (incentives for best customers)
- Clarified/consistent relationship between APICS, Chapters, and Instructors
- Chapters allowed to choose what to focus on (not necessarily membership, education AND certification)
- Clarify ramifications of tax status, etc.

Benefits to APICS

- Financial (revenue and/or cost)
- Clarity of expectations on both sides (consistent and mutually beneficial)
- Consistent and excellent customer experience
- Consistency across chapters
- Chapters acting as channels for corporate marketing efforts (promoting events, programs, certification, etc.)
- Chapters able to focus on core competencies (with a clearer picture of where strengths and weaknesses lie)
- Consistent product delivery
 - Ensure that all instructors are qualified (quality of the experience)
- Improved relationship
- 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)
- A written agreement that spells out measures of performance
- 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)

During the discussion, several members commented on concerns that they have been hearing from the chapters in their districts.

Q: Who is authorized to execute such an agreement on behalf of a chapter?

Chapter leaders have expressed concerns about the fact that terms end and a new chair will come in. Will the agreements still be binding?

A: Yes. The agreements are binding because the officer who signs it is binding the organization not an individual.

Q: Will there be quotas?

A: Metrics will be determined by the chapters through the negotiation process.

Q: What will happen to a chapter who refuses to sign?

A: There are a number of options and ultimately the board will decide. It's possible that the board may decide not to offer preferred pricing to partners who have not signed.

Tony reminded the group that these discussions are to remain confidential. The only information to be shared publicly is what is included in the talking points. Topics such as the Q&A above should be kept within the task force until decisions are actually made.

Agenda for Face to Face Meeting

Tony reminded the task force of the upcoming face to face meeting to be held in Chicago on September 25 and reviewed the agenda:

Survey Update

Tony welcomed Jonathan Thatcher, APICS Director of Research, to the call. Jonathan reported on the survey process and noted that 118 individuals had completed the survey.

The task force discussed ways to reach out to the individuals who had not responded. It was decided that staff would produce a list of chapter presidents who had not completed the survey and forward it to the task force members. The task force members would then send out reminders.

UPDATE: The lists were distributed by end of day Wednesday, September 8. Several task force members contacted staff to have the link re-sent or to have access re-set. The effort produced a significant increase in response rate and will provide a higher level of accuracy for the analysis.

Adjournment

The meeting was adjourned at 2:00 pm Central time.