

---

# APICS M.A.D. Meeting Agenda

## February 8-9, 2013

### Student Case Competition & FREE Constant Contact Workshop on Friday 2/8/2013

**Friday, 02/08/2013**

---

8:00 am – 9:00 am      **Workshop Registration**                      *Main Lobby*

9:00 am – 3:00 pm      *Presenter for both workshops: Dave Yunghans,  
Philadelphia Regional Development Director, Constant Contact  
Harrisburg Amphitheater*

Join us for this: **FREE constant contact workshop.**  
[Must pre-register for this event before attending](#)

9:00 am – 11:30 am      **Why Your Email Doesn't Get Opened ...and what you can do about it!**

*Presenter: Dave Yunghans*

Email is everywhere – you can't reach for your phone anymore and not end up "doing" your email. Which in most cases involves hitting the delete button 9 times in a row. Did you ever ask yourself why? Why did you get all of those emails in the first place? You didn't sign up for them. And secondly, they are useless to you. Is the term eBlast part of your vocabulary? Should it be?

Constant Contact, the world's leader in Email marketing is going to show you why and what you can do about it. With so much noise being made about "open rates" we will demonstrate something much more important – Best Practices. Dave Yunghans, Constant Contact's Regional Director will show you what not to do and why – and include examples of what works – and why! This program is generic: It doesn't matter what email program you currently use, Best Practices apply everywhere. In the for-profit and in the non-profit world, much is at stake in this economy. Come and learn how you can be productive, trusted, and grow your business.

11:30 am – 12:30 pm.      **Box lunch (This may be a working lunch). Harrisburg Amphitheater**

12:30 pm – 3:00 pm      **Constant Contact workshop: Social Media Marketing Made Simple,**

**My small or non-profit is doing just fine, thank you!**  
*Presenter: Dave Yunghans*

What happens when you add Social Media into the mix? Is it really necessary? Stay a little longer and Dave will show you how to learn what your competition is up to. Social media takes too much time! Get a

free tool that should cut your social media time down to no more than 90 minutes a week. Is social Media a good tool for me? I run a non-profit? Dave can show you how to make your non-profit grow while you attend to the urgencies of the moment.

Dave spent 25 years in the Corporate world, owned his own business, has been promoted, hired, fired, down sized, up sized and just about everything you can imagine. He resides in Pennsylvania with his wife and his adult children (are off the payroll and out of the house!) I'm sure this will be a great use of your time and you will walk away with at least two free tools guaranteed to make your life simpler and easier. Since Dave is in the education arm of Constant Contact, there will be no selling during or after these sessions. And there is a reason for that as well – come and learn why you can't buy anything from Dave even if you wanted to!

- 3:15 – 5:15 pm**      **MAD Staff Meeting**                      ***Governor Suite***
- 5:30 - 8:00 pm**      **Registration**                                      ***Harrisburg Amphitheater***
- All attendees: Students, Chapter Attendees & Guest**
- 6:00 – 7:00 pm**      **Dinner & Networking for Student.**      ***Harrisburg Amphitheater***
- Please note: Dinner for Guest and attending Chapter members is on their own.**
- 6:00 – 9:00 pm**      **Two Education Workshops.**      ***Capital Ballroom***
- APICS Instructor: Dave Jankowski, CFPIM, CSCP***      **Please see detail information below**
- 7:00 – 9:00 pm**      **Student Case Competition.**                      ***Harrisburg Amphitheater***
- Presenters: Gary Pezzuti***
- Joni Holeman, CFPIM, CIRM, CSCP & James Masotti***
- Please see detail information below**
- 9:00- till? Hospitality**      ***Lancaster Suite***
- Hosted By: Central Penn Chapter**

## **Case Competition**                                      ***All Sessions are in: Harrisburg Amphitheater***

---

- 7:00 – 8:00 pm**      **Student Discussion.**                      ***Harrisburg Amphitheater***
- Presenter: Gary Pezzuti***
- “How to Get a Job in Supply-Chain Management“**
- This promo video shows what students will get when Gary presents on Friday night. Here is the link <http://youtu.be/R13hofshIUc>**

**8:00 – 8:15 pm**      **Student Networking/Break.**

**8:15 – 9:00 pm**      **Competition Rules**    *Harrisburg Amphitheater*

*Presenters: Joni Holeman, CFPIM, CIRM, CSCP & James Masotti*

### **Case Competition WIIFM**

"Each February your Mid-Atlantic District Chapters hold a Student Case Competition. Teams of 4-6 students from District colleges and universities receive a challenging Case Study depicting real-life dilemmas faced by global enterprises. Upon receiving the Case at 9:00 pm Friday, nearly all teams work through the night, delegating tasks, researching solution options, writing a 3-page business case recommendation and preparing a 7-minute PowerPoint presentation for our judging teams. Written reports are scored by a panel of 3 Chapter judges. Oral presentations, also judged by 3 Chapter officers, are given before an audience of 50+ seasoned Operations and Supply Chain practitioners (that would be US) from 1:00-3:30 pm on Saturday afternoon.

This exciting event exposes students to teambuilding, time management, problem solving, leadership and public speaking skills under severe time constraints—simulating, the pressures facing all of us in today's hyper-competitive business environment. We are delighted to welcome 15 teams to Harrisburg's event this year. We have totally revamped the awards structure to significantly increase the amount of cash prizes. This year, our Grand Prize winner from among our Associated Student Chapters (ASC) will receive \$5,000 in travel expenses to compete at APICS' International Case Competition in Orlando, FL. One 1st Place prize of \$2,000 will go to the team (regardless of Undergrad or Graduate) earning the highest score from their written and oral presentations. \$1000 will be given to the 2nd Place teams in both Graduate and Undergraduate categories, with \$500 to the 3rd Place teams in each category."

Bring your entire BoD team to hear these bright students. Find out when they graduate and you might just have discovered your company's next Co-op, Intern, Planner/Buyer, Production Coordinator, Scheduler...or CEO!"

## **Education Workshops**

*Both are in the Capital Ballroom*

---

**6:00 PM – 7:15 pm**      **The APICS Lean Enterprise Workshop: Creating a Chapter Success Story**  
*APICS Instructor: Dave Jankowski, CFPIM, CSCP*

This inter-active session is tailored for Chapter Instructors and Leaders who are responsible for the planning and delivery of quality education to their customers. You will learn about the Lean workshop's approach which is to provide an introduction to Lean using a fictitious company's methods towards understanding just what the Lean hype is all about.

Covered will be an overview of the seven major topics covered in the series: Introduction, Lean Culture, Mapping, Stability, Just-in-Time, Measuring, and, Sustaining.

As a result of our discussions, you will learn:

- How to position the workshop material within the needs of your customer companies
- Marketing techniques which will help to promote the course's advantages
- Ways to best prepare instructors for presenting the Lean topics

- The use of class activities which will bring the Lean concepts to “real life” situations
- Choices of support materials that add value to the classes
- Some Chapter success stories using the training

**7:30 - 9:00 pm Build Your Own Business: Team Exercise**

***M.A.D. Team Facilitator: Professor: Dave Jankowski , CFPIM, CSCP***

This very inter-active session is open to all and will provide attendees the chance to mingle with their fellow APICS leaders and to see just how well everyone can work together. You just might learn something about yourself!

The great American Dream for many is in owning your own venture. It's time to get those creative juices flowing! In tonight's team exercise, it will be your turn to "start your own business"!

Your group must work together as potential partners and create a thriving organization. Your goal is to devise a plan to get your business up and running - using what you've learned or heard as well as drawing upon your own experiences.

Your Team Facilitator will give your group the “corporate” scenario for which you will design an appropriate enterprise. The goal will be to challenge your “Strategic Creative Aggressive Teamwork” skills, or your personal “SCAT”, to come up with an exciting business proposal.

Please be considerate of everyone's opinions and concerns - remember there is no right or wrong way to put together your business. You'll need to consider everyone's input and learn to work together as a group for one common goal. TEAM WORK and RESPECT are the keys to success in this exercise and also in life!

**9:00- till? Hospitality *Lancaster Suite***

**Hosted By: Central Penn Chapter**

## **Saturday 02/09/2013 General Session & Case Competition**

---

<b>7:00 - 8:00 AM</b>	<b>Hot Breakfast &amp; Registration</b>	<b><i>Capital Ballroom</i></b>
	<b>Registration &amp; General Session</b>	<b><i>Harrisburg Amphitheater</i></b>
<b>8:00 - 8:15 AM</b>	<b>Welcome and Announcements</b>	<b><i>Harrisburg Amphitheater</i></b>
<b>8:15 - 8:30 AM</b>	<b>Introduction of Staff, Guest, Attendees and Introduction of First Time Attendees and Photo Op with <i>Maryanne Ross, CFPIM, CIRM, CSCP - District Manager</i></b>	
<b>8:30 – 9:30 AM</b>	<b>Association Update <i>Maryanne Ross, CFPIM, CIRM, CSCP - District Manager</i></b>	
<b>9:30 – 9:45 AM</b>	<b>Networking Break</b>	

**10:00 AM** **NOTE: Students are to turn in their written papers in – Governor Suite**

9:45 - 10:45 AM What and Who is E&R Foundation and what does this mean to our members and chapters. **Sharon Rice, APICS Executive Vice President**

10:45 - 11:45PM Developing a Strategic Plan for your Chapter, part 1 of 2 – **Rick Donahoue, CFPIM, CSCP**

- This is a working session in which Chapters will be led through the process of developing a Strategic Plan.
- Chapters are encouraged to bring their current Plans as well as thoughts/concerns they have going forward with the planning process.

**12:00Noon** **Students are to turn in their power point presentations at meeting registration desk. (Note all presentations are to be on a flash drive).**

12:00 - 1:00 PM Lunch / Max Award **Capital Ballroom**

1:00 - 3:45 PM MAD Student Case Competition Presentations  
**Harrisburg Amphitheater all afternoon**

3:45 - 3:50 PM Promotion of future meetings.

**May 17-18, 2013** Location: **Holiday Inn Dulles Airport**

**October 25-26, 2013** Location: Columbus, OH, **Hotel TBD**

3:50 - 4:00 PM Case Competition winners announced / **Awards Presented**

4:00 PM Meeting Adjourns –

4:15 – 5:30 pm MAD Staff Meeting: **Governor Suite**

6:30 pm - ? Dinner with the MAD Staff (**Dutch treat for those that like to attend. TBD**)

## Case Competition Sponsors

---

