

Chapter Best Practices

Honey Johnson, CFPIM, CIRM, C.P.M, CSCP

Terra Grande District Meeting

San Antonio, TX
June 3, 2011



Agenda

- Terra Grande Best Practices
- Open Discussion
 - Other District Best Practices
- Questions
- Final Thoughts

Terra Grande Best Practices

- Education
- Professional Development Meetings / Tours
- Membership / Company Coordinators
- Sales / Marketing
- VITO
- Finance
- Publications / Media
- Logistics
- Chapter Board Management
- Other

Education

- Add membership to cost of CPIM and CSCP classes
- Partner with outside company to promote and administer
- Group rates for training
- State College and Community Employment Services
 - Federal funds for training
- Certification classes authorized by state for state funding
 - On state's approved education supplier listing
 - Bundle all costs into one quote
 - Five classes, exam vouchers, membership
 - Easier to go to the well once

Education (Continued)

- ◉ Rebate of membership fee for completion of certification
- ◉ Provide framed certificates to students
 - Good publicity
- ◉ Develop calendar with attendees
- ◉ Offer group-study to improve CPIM certification pass rate
- ◉ Ask companies with private classes to open up to public

Education (Continued)

- Instructor uses software to demonstrate how system works and how concepts relate
 - Caution: Remain software “neutral”
- Offer certification and non- certification courses
- Build 2-3 hour education programs around topics of interest
 - Example: Implementation of the SCOR model panel discussion

Professional Development Meetings and Tours

- First time dinner meeting is free
- No charge for PDM
 - Attendees pay for own meal
- Use “Lion's Club” card idea
 - Logo on one side and “Please be my guest at the next meeting” printed on the other side
 - Hand out to new prospects
- Allow first ten unemployed members to attend free

Professional Development Meetings and Tours (Continued)

- ◉ Share dinner meetings with other organizations
- ◉ Tours are good attendance generators
- ◉ Offer tours and speakers from areas never before seen
 - Push for health care and process industry
 - Materials manager for a hospital or health-care facility as a speaker

Membership / Company Coordinators

- Created packet of introduction to the organization for coordinators
 - Free dinner meeting for company coordinators once a year to thank for their efforts
- Focus on and re-energize company coordinator program
- Make it personal for coordinators

Sales / Marketing

- Formal sales planning by sector and size of company
- Utilize sales skills to appropriate level
 - Upper management to individuals
 - Face-to-face
 - Telephone
- Chapter uses paid personnel with variable compensation based on output
- Database used to outline all companies in region and develop targeted strategic plan using SWOT analysis

Sales / Marketing (Continued)

- Focus on industries that are prospering
- Look for companies implementing ERP to market CPIM and ERP training
- Important to utilize resources efficiently
 - Don't waste time of "VITOs" who are not interested

Very Important Top Officers

- Meet with executives in member companies not just purchasing managers, buyers, etc.
 - Go up the food chain so there is a bigger push to send their people to classes
 - Take APICS brochures to each meeting
 - Use “elevator” speech for introduction
 - Use senior-level chapter representatives who have real "stories" to share
 - Ask for sale

VITO (Continued)

- Breakfast with directors of larger companies
- Go to head of company
 - Offer networking with directors on topics of interest

Finance

- Monitor and manage financial health of chapter
 - Watch for opportunities to improve financial position
- Reduce expenses to get through economic down-turn
 - Have almost cut spending
 - Watch for opportunity to strategically spend to facilitate chapter growth even in down or quiet economic times

Publications / Media

- ◉ Did away with paper mailings
 - Follow-up to ensure people are receiving their emails
- ◉ Continue to utilize combination of hard copy and electronic mailings
 - Different media reach different audience needs
- ◉ Interviews on-line by internet on topics related to Supply Chain
 - Questions can be ask and answered on-line by the chapter representative
- ◉ Look for free advertising opportunities in newspapers / publications

Publications / Media (Continued)

- ◉ Send three reminders using “Constant Contact” to get improved attendance at PDM's
- ◉ Mail Postcards as reminders for chapter events
- ◉ Increased use of new technologies and media opportunities
 - Linked In
 - Twitter

Logistics

- ⦿ Consistent place to meet for programs and classes
- ⦿ Rotate meetings around geographic area to increase number of 'touches' over the course of a year

Chapter Board Management

- ◉ Keep key Board members happy
- ◉ Succession planning
- ◉ District staff available to come to Board meetings, strategic planning, speaker at PDM, etc.
 - Speakers / topics on TG District website

Other Best Practices

- **Community service**
 - Adopt-a-highway program with signage
 - Board members plus one is the goal
 - Winter coat drive in autumn
 - Christmas gift-giving to families in need
- **Panel discussions for students about to graduate utilizing faculty from local colleges**
- **Summer networking session with other organizations**
 - Low cost
 - Held at culinary school with hors d'oeuvres and a couple of drink tickets

Other Best Practices

- In-state tuition available to recipient for being an APICS Scholarship Award winner
- Financial Audits
- Board Action Items
- Offer non- APICS Classes
 - Excel
 - Blueprint Reading
- 1/2 hour Board meetings at lunch
- Board can attend classes free
- University location for classes

Other Best Practices

- ◉ Quarterly BOD meetings on Saturday due to location
 - Conference calls in-between meetings
 - Dimdim.com
- ◉ Board members with backup presentations at PDMs
- ◉ Special Board recognition dinner
- ◉ One student Board member can attend class for the price of the book

Other Best Practices

- ◉ Member “20-Year” and “30-Year” club with gift
- ◉ SAB I – “Save All Bright Ideas”
 - Colored Index cards with ideas
 - Placed on tables at PDMs
- ◉ New member framed certificate sent
 - Include chapter’s contact info/web on certificate
- ◉ Virtual Meeting using internet
- ◉ Have “IT” PDM night

Other Best Practices

● Offer scholarships

- Hold Chapter student paper contest
 - Prize: CPIM Instructor led course
 - All 5 modules with student book
 - Exam not included



Final Thoughts

As our District name implies, we are Big Land!

- ◎ Diversity is our asset
- ◎ Chapters, customers, needs and expectations are different
 - Find the Best Practices that work for your organization
 - It may be 180 degrees different than other chapters
 - Don't be afraid to give something new a try

Go for it!

Thank you!

Honey Johnson, CFPIM, CIRM, C.P.M, CSCP

hjohnson@msstech.com

