

## NEXT MEETING

**Thursday, October 18, 2001**  
**11:30 - 1:00 pm, Sheraton Madison**

### Inventory as a Marketing Tool

*Presented by Dennis Verstegen of Verstegen + Associates of Madison*

How is it possible to use Inventory as a Marketing tool? As we all know, inventory is a vital part of the manufacturing process. Normally, marketing is the development and implementation of strategies of business development. We do not often think of inventory as a marketing tool. As it turns out, levels and usage of inventory are the result of marketing strategies. There are five types of inventory: Finished Goods, Raw Materials, In Process, MRO (Maintenance, Repair & Operation), and Service Parts. Each of these types produces particular (and peculiar) results when held against the strategies of marketing. Often we can look at the way inventory is managed within a company and see rather clearly the marketing strategy that created the particular inventory result.

Come to the meeting, bring a co-worker along, and see what marketing and inventory strategies we employ within our own companies. How do we use inventory? What are the results both in profits and costs, and more importantly, how can we use this information?

About our speaker: Our own Dennis Verstegen, former programs chairman for APICS Madison, will be sharing from his vast knowledge of manufacturing processes. Dennis has over 30 years of experience helping companies improve quality, process, and business systems for companies across the country. He is currently serving as a part of the quality network to select the candidates for the Wisconsin Forward Award (same criteria as Balderson Award) for the State of Wisconsin.

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The menu on 10/18 is grilled chicken caesar salad (romaine lettuce, sliced chicken breast, parmesan cheese, and garlic croutons in a classic caesar dressing). Cost is \$30. Please **RSVP by October 16** to John Weisenberger at [johnw@hi-techmachine.com](mailto:johnw@hi-techmachine.com) or 608-845-3888.

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# President's Message Harley Ringhand

Your career...Is it taking you where you want to go? Presently we are experiencing life changing events that will affect our daily lives and our world forever. The U.S. economy has been slow for several months now; companies are downsizing, merging, and closing. The stock market has been struggling and with the hijackings on September 11, 2001, it is plunging even further. As employees and business owners, how can we take steps to ensure our own prosperity? Recently, while interviewing individuals, I was surprised to hear that stability was the one common requirement in a new position.

How can one obtain more stability in unstable times? One way is through education. It is a lifelong process; one by which we keep ourselves current and open to new ideas and ways of thinking. I strongly believe that if you do not stay current, are not open to new ideas, and resistant to change... you will be passed over, downsized, or outsized.

The second item that you will find invaluable for your career aspiration is networking. Networking, like education, will keep you current with best practices. It can help you to solve a current business problem. It can be used as a sounding board to test your ideas. Finally, networking can be used to keep you abreast of opportuni-

ties that are available and other opportunities you may want to avoid.

As you may have guessed, this is where APICS comes in. APICS offers a number of avenues for one to stay current and expand his/her knowledge. First, the Professional Development Meeting (PDM) has largely been taken for granted. The PDM offers the opportunity to stay current with mini presentations that introduce new subject matter. These presentations are intended to expose the attendee to the latest information and best practices. I know that there are rumblings regarding the subject matter of the meetings and its pertinence. But, I challenge you to attend a meeting, talk with others, and not come away with something that is of value. Second, and probably most important, is networking. Go to the meetings and talk with peers that are facing, or have faced, similar challenges as yourself. There is a wealth of knowledge made up of the PDM attendees. Remember, the decisions that you choose will ultimately determine your career path for tomorrow.

See you at the next PDM meeting on October 18!

***"Expect the best, plan for the worst, and prepare to be surprised."*** Dennis Waitley

*Harley Ringhand*

## **Job Seeker's Corner**

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**Dorothy Gillet-Yant, C.P.M.**  
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I have 15 years of progressive experience in purchasing/inventory control and materials and supply chain management. Recently, I was part of a large reduction in work force and I am looking for a new challenge.

During my purchasing career, I have purchased a number of commodities within a variety of industries: hi-tech electronics, publishing, retail distribution, and the manufacturing of consumer products. I have gone into organizations where there was no purchasing department and successfully established one; and, I have also played a key role as part of a large materials management team. In addition, I am a Certified Purchasing Manager and I am in the process of completing my APICS'/CPIM Certification. I look forward to talking with you about any opportunities in the field of materials and supply chain management.

### **Last Call For Email Addresses!**

To provide you with timely newsletters and to do our part in reducing paper waste, we will begin emailing all newsletters in November.

If you haven't already, please take a moment now to send a note to **Jim Spellman at [matrix@itis.com](mailto:matrix@itis.com)** with your current email address.

## **Job Seeker's Corner**

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**Jeffrey B. Ringhand**  
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My experience over the past eight years has been assisting companies in becoming and/or maintaining profitability by decreasing costs, identifying process improvements and increasing efficiencies in the areas of operations, facilities, materials management, and company infrastructure development. In my last position, infrastructure was key in the company's growth from 13 to 450 employees and \$750,000 to \$27.3M in revenue over a five year period. To prepare for this growth, various departments were developed from the ground up including purchasing, inventory control, facilities, a warehouse, order processing, product assembly, and fulfillment.

I also played an integral role in the implementation of the following: financial software packages, a telephone system, an employee manual, and the build-out of five corporate facilities. The goals of the company were to become the largest producer of audio software, to have a larger market share than the competition, and to become a publicly traded company. Many of these goals were accomplished because of the solid infrastructure that was implemented early in the company's development. I want to utilize my combined business experience to aid in the growth of a company while minimizing the inevitable growing pains.

# ATTENTION: PROFESSORS, STUDENTS, AND MEMBERS

*Cathy Martin, Student Liaison*

The Madison chapter is devoting time this year to open and nurture an active student chapter. We would like to provide students with an opportunity to be part of an organization that will add to their educational goals and professional development.

There are many benefits and reasons why it is important to get involved at the student chapter level. One main benefit is that students will be able to network with many professionals in a variety of business positions and make contacts for possible employment in the future. It is also a good way to add to a resume by taking on a leadership role with a well-known and reputable organization. The student chapter can also take part in many activities such as job shadowing programs and internships, plant tours, social events, student case competitions, working towards CPIM certification, study groups, resume books, and more. We will also be offering two scholarships per semester! Overall, it is the best time to start getting involved with APICS and make the most of your experience at the student chapter level.

I personally invite any student, professor, or member to email ([catherine.martin@springs.com](mailto:catherine.martin@springs.com)) or call me (work: 608-836-5353, home: 608-298-0394) to get involved in this important initiative. Let's give the students in the Madison area a head start above the rest!

## Madison APICS Chapter Board of Directors, 2001-2002



*Front Row: Wally Barger, Jim Spellman, Cathy Martin, Sally Fetherston*  
*Back Row: Scott Bucklin, Jeff Ringhand, Harley Ringhand, Barbara Martin,*  
*John Weisenberger*  
*Absent: Heidi Ford, Kathy Smathers, Jerry Thiltgen, Kyle Whitcomb*

*Phil Cwik, Assistant Regional Vice President, installed Madison's Board of Directors at the September dinner meeting.*



# Calendar

## October

- 18 APICS Lunch Meeting  
11:30 am at Sheraton Madison  
*Inventory as a Marketing Tool -  
Dennis Verstegen*
- 23 November Newsletter Articles Due

## November

- 15 APICS Dinner Meeting  
5:30 pm at Sheraton Madison  
*MRO - Christensen*
- 20 December Newsletter Articles Due

## December

- 13 APICS Dinner Meeting  
5:30 pm at Sheraton Madison  
*Listening and Communication Skills -  
Jim Pedersen*
- 23 January Newsletter Articles Due

## January

- 17 APICS Lunch Meeting  
11:30 am at Sheraton Madison  
*Running a Business After Being in  
Government - Scott Klug*
- 29 February Newsletter Articles Due

## February

- 21 APICS Dinner Meeting  
5:30 pm at Sheraton Madison  
*Advance Planning*
- 26 March Newsletter Articles Due

## APICS Certification Review Courses

- Execution & Control Of Operations  
January 2002
- Detailed Scheduling & Planning  
March 2002
- Basics of Supply  
March 2002 and September 2002
- Strategic Management of Resources  
September 2002

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