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## NEXT MEETING

**Thursday, November 17, 2005**

**7:30 a.m. - 9:00 a.m.**

**Grainger Hall**  
**UW Madison Campus**

Please join us for a review of the APICS National Conference.

### Bringing it Home to You!

What happened in Kansas City does not stay in Kansas City. We will be presenting what we learned at the APICS International Conference recently held in Kansas City. Over 20 workshops were attended and the information learned will be condensed and shared with you.

An added bonus...some gifts and prizes were brought back so be sure to attend and experience the fun!

Learn about two significant projects the UW-Madison Operations MBA students completed over the summer. These people are the future of APICS. So come and see what the future looks like and what they are learning, doing, and changing in the "world of operations"!

The speakers:

APICS Board members who attended the APICS International Conference in Kansas City; Student Scholar, Tumay Kojasoy, attendee; and UW-Madison Operations MBA students.

### Location:

UW-Madison School of Business, Grainger Hall. Parking is readily available at meters under Grainger Hall or on Brook Street. You may also purchase a permit from the parking attendant at the ramp entrance. Car pooling is suggested.

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Breakfast will be served. The cost for both the breakfast and speakers is \$25 for members, \$30 for non-members, and \$13 for students. Walk-ins are \$35.

Please RSVP on the web ([www.madisonapics.com](http://www.madisonapics.com)), or contact Carol at [caspinwall@bus.wisc.edu](mailto:caspinwall@bus.wisc.edu), or call 265-9171 by 11/15/05.

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# A Message From Our President:

Greetings:

I encourage you and your colleagues to join us for the November 17, 2005 Professional Development meeting at Grainger Hall. This is a breakfast meeting. If you attended last year you found that the meeting was informative and the food was great! What a great way to start the day!

The International Conference that was held in Kansas City from October 16-18th, was well attended and informative. Three board members and one student represented the Madison Chapter. The sessions ranged in content from "How to Stay Positive in a Tough Work Environment" to "RFID: Revolutionizing Inventory Management Across the Supply Chain". If you are looking to stay current with what is happening in APICS and the industry, the Proceedings are the Cliff Notes version of the conference. You can obtain a copy of the Proceedings, the actual papers written by the presenters, through the APICS bookstore for \$31.20 at the website [www.apics.org](http://www.apics.org).

Our October classes, Basics of Supply Chain Management and Detailed Scheduling and Planning, were well attended. We were happy to hear positive feedback. We have changed the pace of the class offerings so that one can achieve certification in one year as opposed to two years. In addition, we are using an accelerated approach for the classes; the course material is covered in one weekend instead of nine weeks.

If you are interested in getting your certification and prefer a classroom setting to self-study, come join us. In January, we are offering Execution and Control of Operations. See the website for additional offerings at [www.madisonapics.org](http://www.madisonapics.org).

APICS rolled out a new certification this year, CSCP or Certified Supply Chain Professional. This certification is the result of input from business leaders and APICS members. Reports from the conference and from regional staff are verifying that there is a lot of interest in the new certification. Your Madison Chapter is now planning to train instructors to offer these classes in the fall of 2006. For more information, on this and other certifications visit the website at [www.apics.org](http://www.apics.org).

As always, if you are interested in advancing your personal and professional goals, I encourage you to become involved in your Madison APICS Chapter. It is a great way to network and take control of your career, rather than sit back and hope your career goals will some day be realized. Send me an e-mail if you're motivated and determined to achieve your goals.

Thank you,

*Harley Ringhand, CPIM*  
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Cell 608-332-4515



# A Manager's Classic Book Review by: Tumay Kojasoy

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## The Evolution of Cooperation by Robert Axelrod

The Evolution of Cooperation is a book written by political science professor Robert Axelrod. Using the classic prisoner's dilemma economic model, Axelrod explores the conditions in which selfish parties will unconditionally cooperate. He discusses a study that he conducted involving repeated prisoner dilemma positions between two players in a computerized tournament. From this study, he finds the iterated prisoner dilemma scenario offers a long-term incentive for cooperation, even though there is a short-term incentive to defect.

The most interesting part of the book occurred when he used historical examples to support his findings. In one of the chapters, he examined unplanned instances of cooperation during trench warfare in World War I. Troops on one side would shell the other side with mortars, but would do so based on a firm schedule. Additionally, the troops would aim for a specific point on the other side's trenches, allowing the other side to minimize casualties. The other side would then counter. The commanding officers on both sides were satisfied that shelling was occurring, illustrating that the war was progressing satisfactorily, even though the troops in the trenches found a way to cooperatively protect each other.

Axelrod concludes the book with advice to reformers on how to promote cooperation. The following summarizes his main points.

1. Think about the future when making decisions now. Mutual cooperation will be possible if the emphasis is placed on the future relative to the present.
2. Increase the long-term incentive to cooperate compared to the short-term incentive to not.
3. Teach people to care about the welfare of others. Teach reciprocity.
4. Improve recognition abilities by remembering the relevant features from past interactions.

Tumay is a second year MBA student in the Operations and Technology Management program at the UW-Madison. Tumay recently attended the APICS International Conference in Kansas City. He will share what he learned with the APICS group on November 17th, at the breakfast PDM.

Tumay has his undergrad degree in chemical engineering and, before coming to UW-Madison, he worked for Intel Corporation as a manufacturing engineer where he had a significant impact in the area of logistics, in operations readiness, and execution for the Centrino mobile processor product start-up at the Hudson, MA factory. In the summer of 2005 he interned at Guidant Corporation as an Operations Analyst Intern. You can reach Tumay at (608) 740-1720 or e-mail him at [tmkojasoy@wisc.edu](mailto:tmkojasoy@wisc.edu).



## Wisconsin MANUFACTURER OF THE YEAR AWARD

### Are your manufacturing members getting all the recognition they deserve?

The eighteen-year-old Wisconsin Manufacturer of the Year award program honors manufacturers that are making world-class products, creating opportunities, and strengthening our communities. Through the program, over 230 awards have been presented to outstanding manufacturers from nearly every corner of our state.

Your organization plays an important role in the industry. And, since a number of manufacturers are members of your association, we wanted to make you aware of the new website resource, [www.wimoty.com](http://www.wimoty.com), which provides complete information on the award program.

Here are two ways your organization can help your members receive the recognition they deserve:

- Nominate a manufacturer (or encourage a manufacturer to self-nominate) by November 29th and demonstrate your support of their business.
- Provide a link to [www.wimoty.com](http://www.wimoty.com) from your organization's website to make it easy for your manufacturing members to find award program details.

Nomination forms are now available at [www.wimoty.com](http://www.wimoty.com) and were distributed throughout the state in late September.

The award program is sponsored by Wisconsin Manufacturers & Commerce, Michael Best & Friedrich, and Virchow Krause. If you have any questions regarding the program, please don't hesitate to contact me.

Sincerely,

Gretchen Rodefeld  
Wisconsin Manufacturer of the Year Award Coordinator  
608-240-2636 or 800-362-7301  
[grodefeld@virchowkrause.com](mailto:grodefeld@virchowkrause.com)

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[WWW.WIMOTY.COM](http://WWW.WIMOTY.COM)

# 2005-2006 Calendar

# Education Offerings

## November

- 17 APICS Breakfast Meeting  
7:30 a.m. - Grainger Hall  
Topic: APICS National recap & UW Students

## December

- 6 Board Meeting - 5:30 p.m.
- 15 APICS Luncheon Meeting  
11:30 a.m. - Babes Restaurant  
Speaker: Kathy Smathers  
Topic: Master Scheduling

## January

- 3 Board Meeting - 5:30 p.m.
- 19 APICS Dinner Meeting  
5:30 p.m. - Babes Restaurant  
Speaker: Steve Boeder  
Topic: Value Stream Mapping

## February

- 11-12 Regional Retreat  
Student Case Competition in  
Downer's Grove, IL
- 16 APICS Lunch Meeting  
11:30 a.m. - Babes Restaurant  
Speaker: Scott Buckland  
Topic: Re-use and Re-cycle the Toyota Way

## March

- 16 APICS Lunch Meeting  
11:30 p.m. - Babes Restaurant  
Speaker: Tim Baker  
Topic: TBD

## January

- Execution and Control of Operations  
Instructor: TBD  
Location: TBD

## March

- Strategic Management of Resources  
Instructor: Kathy Smathers, CPIM  
Location: TBD

- Master Planning of Resources  
Instructor: TBD  
Location: TBD

## April

- Execution and Control Operations  
Instructor: TBD  
Location: TBD

## May

- Basics of Supply Chain Management  
Instructor: TBD  
Location: TBD

## APICS THE ASSOCIATION FOR OPERATIONS MANAGEMENT

APICS The Association for Operations Management is the global leader and premier source of the body of knowledge in operations management, including production, inventory, supply chain, materials management, purchasing, and logistics. Since 1957, individuals and companies have relied on APICS for its superior training, internationally recognized certifications, comprehensive resources, and worldwide network of accomplished industry professionals. To learn more about the APICS community, visit [www.apics.org](http://www.apics.org).