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What Happened in Kansas City Does Not Stay In Kansas City!

Submitted by Carol Aspinwall, Student Liaison

This is a brief overview of three sessions that I attended in Kansas City.
Enjoy!

International Project Case Study (DaimlerChrysler)

When embarking on an international project, DaimlerChrysler found the following things to be very helpful:

1. Bring in all parties
2. Ensure understanding of key elements - quality, time lines
3. Communicate, Communicate, Communicate!
4. Deal with Cultural Issues:
 - Values
 - Language
 - Decision-making cultural differences
 - Time Zones
 - Relationship building

Nintendo Case Study

People are afraid of *change*...help them overcome and see the benefits.

Solicit and reward ideas.

Let employees figure out what they need.

Can you guess how much *change* was found in the seats, restrooms, and at security checks in one of the major airports? Send me an e-mail with **your** guess!
caspinwall@bus.wisc.edu

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**HAPPY
HOLIDAYS**

What Happened in Kansas City Does Not Stay In Kansas City! (continued)

Ten Commandments of Lean

Norman Bodeck, author of Kaikaku: The Power and Magic of Lean

He shared many stories about people he has met along the way. He used an analogy of Kaizen (Bananas). Why bananas? As consumers we want to figure out a way to buy just the fruit of the banana not the skin (waste). How can we save money by eliminating waste?

Ten Commandments of Lean

- 1) Throw out traditional concepts of manufacturing methods.
- 2) Think of how things **will** work, not how they **won't**.
- 3) Totally deny the status quo.
- 4) Do **not** seek perfection. Sometimes good enough is good enough.
- 5) Correct mistakes at once.
- 6) Do **not** spend lots of money on changes.
- 7) Look at problems as a chance to use your brains.
- 8) Ask "why" five times.
- 9) Consider ten people's ideas before one person's knowledge.
- 10) Remember Lean knows no limits.

Blink Review by: Tony Tang

Blink by Malcolm Gladwell (The Tipping Point)

Blink is the latest book written by Malcolm Gladwell. This book review was submitted by Tony Tang, UW-Madison Operations and Technology Management MBA student. Tony completed his summer internship at WW Grainger and will continue to work with them upon graduation.

Blink, a substitute word for the conscious, is a fast decision-making process for people. Most of the time, fast decision-making in a blink is as good as decisions made cautiously and deliberately. As a student, we all have opportunities to evaluate professors (i.e. who is the most effective one) as the author mentions. The evaluation from the first glance would be very similar to the evaluation after a semester of class. Intuition is what people are using when they need to make a quick decision.

Our brains are very accurate machines that still cannot be clearly described in a process. One thing we can be sure of is that during the day-to-day work in a profession, we are observing many variables and analyzing the relationship between variables and results associated. So when there is a need for a quick decision, our brains recall the memory and catch the most important parts.

There are moments that instinct betrays us. The first impression of people is almost always wrong. Often our first impression of a person changes after one year of observation or relationships.

Should we trust our ideas from a blink? Or should we re-think the way of thinking? How do we shape a more accurate conscious? This book makes you think. Enjoy Blink.

2005 APICS Conference Proceedings Available

Obtain your personal copy of the 2005 *APICS International Conference and Exposition Proceedings* on CD-ROM. Valued at more than \$40, it provides an overview of the best practices and solutions presented at the conference. All members in good standing between September 2004 and September 2005 receive a free copy of the proceedings upon request. Those who attended the conference received their free copy on site. Order stock #04020 through the

APICS Bookstore at www.apics.org/bookstore or APICS Customer Support by phone at (800) 444-2742 or (703) 354-8851.

2006 Call for Presentations

Yes, you can do this! If you have led process improvements, implemented a new system, or have achieved a level of expertise in some area of operations, share that knowledge with others! <http://apics2006.apics.org/cfplogin.asp>.

Introducing APICS Certified Supply Chain Professional

APICS brings you the first comprehensive educational program designed for operations and supply chain management professionals, the Certified Supply Chain Professional (CSCP). The CSCP program was launched at the 2005 APICS International Conference and Exposition in Kansas City, Missouri.

This new program will provide in-depth knowledge and understanding in the areas of supplier and customer relations, international trade, use of information technology, and physical logistics. It will prepare individuals to effectively and efficiently manage the integration and coordination of activities within today's complex supply chains in order to meet customer needs, reduce costs, and increase profits.

Benefits of APICS CSCP

By earning your CSCP designation, you will

- Learn to boost productivity, collaboration, and innovation
- Discover how to positively affect lead times, inventory, productivity, and bottom-line profitability
- Gain the knowledge to effectively and efficiently manage worldwide supply chain activities
- Achieve greater confidence, as well as, peer and industry recognition
- Enjoy the potential for career advancement and increased earnings

Earning your CSCP

To earn the CSCP designation, an individual must pass one, four-hour comprehensive exam. The exam will consist of 175 multiple-choice questions and will be delivered via paper-and-pencil, administrations beginning in 2006. The 2006 exam administrations are scheduled for March (pilot exam), June, and December.

Please refer to future editions of the Madison APICS chapter newsletter for information regarding future CSCP review courses offered through our chapter.

2005-2006 Calendar

Education Offerings

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: Kathy Smathers
Topic: Master Scheduling

April

- 18 Invitation IMA - Tour ETC
Time: TBD
Speaker: Dave Skorra
Topic: TBD
- 20 GM Tour, Janesville
5:00 p.m.
Speaker: Scott Bucklin
Topic: TBD

May

- 18 APICS Dinner Meeting
5:30 p.m. - Babes Restaurant
Speaker: Dave Murn
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.