

PROFESSIONAL DEVELOPMENT MEETING

This month's professional development meeting which will be held on November 19th, will feature OSU Professor Neeli Bendapudi as guest speaker. She will be speaking on "Owning the B2B Customer Relationship". Below is a short abstract regarding Professor Bendapudi's topic:

Owning the B2B Customer Relationship (Abstract)

"Customers often develop strong relationships with key employees who serve them. When there is turnover among such employees, the company's hold on the customer is in jeopardy. Drawing upon two years of research with B2B customers in a broad cross section of companies, this session suggests strategies companies can use to retain important customer relationships when key people leave the company. In this session, you will use The Vulnerability to Turnover Scorecard™ to:* assess your firm's efforts to own customer relationships and identify the most effective avenues to reduce vulnerability to employee turnover."

About the Guest Speaker

Neeli Bendapudi received her Ph.D. from the University of Kansas and joined The Ohio State University in 1996. Professor Bendapudi specializes in the study of consumer behavior in for-profit and non-profit marketing contexts. Her current research deals with customers' willingness and ability to maintain long-term relationships with firms and with the brands and employees that represent them. She is also examining the impact of perceptions of service quality, service failure and recovery

on customer relationships. Professor Bendapudi's research has been published in the *Harvard Business Review*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, and in the proceedings of various national and international conferences. She serves on the editorial boards of the *Journal of Marketing* and the *Journal of Consumer Psychology*.

Professor Bendapudi has received numerous teaching awards, most recently, The Ohio State University 2001 *Alumni Distinguished Teaching Award*, the highest award bestowed by the University. Other recognitions include: the Sphinx/Mortar Board Outstanding Faculty award for 1997, and 1998; the OSU Fisher College of Business Pace Setters Undergraduate Teaching Award for 1998; the OSU AMA Chapter Marketing Professor of the Year award for 1998, 1999, and 2000; and the Outstanding MBA Elective Professor Award for 2000 and 2001. Professor Bendapudi's MBA class on Services Marketing was cited in *Business Week* as one of the two most recommended courses in the Fisher program.

Professor Bendapudi has been actively involved in business outreach through consulting and executive education programs. She has made invited presentations to the Boards of Directors of the American International Auto Dealers Association, the Children's Hospital Foundation, and OCLC, to the Executive Committee of The Limited, and to chapters of the American Marketing Association, Business Marketing Association, and Sales and Marketing Executives. Professor Bendapudi has been actively involved with the Central Ohio Business Consortium whose members include American Electric Power, Arthur Andersen,

Battelle, Cardinal Health, Honda, Huntington Bank, Nationwide Insurance, and Worthington Industries, among others. She is currently working on a two-year research project on cross-cultural perceptions of service fairness for the Ford Motor Company. She is also working with the Mayo Clinic to examine the ideal service experience for patients and for various medical professionals.

About the Meeting:

The November 2002 Professional Development Meeting will be held at Buckeye Hall of Fame, 1421 Olentangy River Road, Columbus Ohio. For directions visit <http://www.buckeyehalloffamecafe.com>.

Menu:

Vegetable Lasagna, Mixed Greens with assorted dressing, Green Beans Almondine, Oven Roasted Baby Vegetables, Rolls and Butter, Raspberry Swirl Cheesecake with Oreo Crust, Coffee, Tea, Water, and Assorted Soft Drinks.

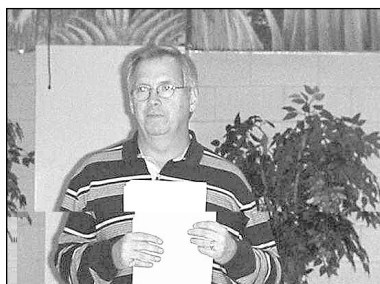
Please RSVP to reservations@apics-col.org by Friday, November 16 at 4:00 p.m. Cost for students is \$10.00, all others \$25.00

Agenda:

- 6:00 - 6:30 Social Hour
- 6:30 - 7:15 Announcements / Dinner
- 7:15 - 8:15 Speaker

LAST MONTH'S ZOO TOUR STATISTICS

- 38 attended the tour:
- 14 students
- 24 members



Vern Metz answers questions regarding zoo operations.

November 2002

President's Message

Being chapter President, I am not supposed to show favoritism, at least that is what they tell me. But, I can't help it; I'm a Buckeye Fan! So, when we had the chance to schedule our November 19th PDM at the Buckeye Hall of Fame, I didn't have to think long before saying yes. And, to make my decision even easier, we just happen to be playing "that team up north" the following Saturday.

We are very lucky to have Professor Neeli Bendapundi as our November speaker. Professor Bendapundi has received numerous teaching awards, most recently the *2001 Alumni Distinguished Teaching Award* from The Ohio State University. Her topic will be "*Owning the B2B Customer Relationship*" which is based on her publication in the Harvard Business Review in November 2001, "*How to lose your star performer without losing customers, too.*" Maintaining customer service levels when faced with turnover is a challenge to all. Come join us to network with your fellow APICS members, enjoy dinner, listen to an interesting topic and afterwards hit the game room.

Upcoming PDM schedule: Joint meeting with ISM (formerly NAPM) scheduled for **Monday**, December 9th, Big Lots tour on January 20th, Joint meeting with ASQ/IIE on February 18th (Six-Sigma presentation from Mt. Carmel Hospital).

Winter session CPIM and Fundamentals course schedules are listed in this newsletter and on the web. It is never too early to register!

Burl K. Scott

President

Columbus APICS Chapter 99

Columbus Chapter – APICS

Education Program – Winter 2003 to Spring 2003

CPIM Certification Review Courses:

All five modules (Basics of Supply Chain Management, Master Planning of Resources, Detailed Scheduling and Planning, Execution and Control of Operations and Strategic Management of resources - will be offered three times, Fall, Winter and Spring. These courses are an excellent review for those seeking the CPIM designation. There are no grades issued for these courses.

Fundamentals Courses:

There are four courses in this series – Inventory Control, Planning, Manufacturing Control and Operations Management. Two courses in this series will be offered each session – Fall, Winter and Spring. The Fundamentals courses are excellent for gaining points for recertification (36 points) and provide a suitable academic background for those needing to acquaint themselves with the manufacturing and materials management processes. These classes are rigorous and consist of case studies, mid-term and final exam. A grade is issued in addition to the certificate.

CIRM Certification Review Courses:

These will be scheduled per demand. A minimum of six is needed to start a class. Schedule dates will mirror those of the CPIM.

Certificates of completion are issued to all students completing the courses

NEW FEATURES:

A cut off date has been established for each class session. Prior registration is required to allow for proper scheduling of materials, class and instructors. No walk-in registration. Also the students along with the instructor will have the option to reschedule the number of classes and hours of each session – it must be unanimous – as long as a minimum of 16 hours of instruction for the CPIM and 25 hours for Fundamentals are held. If the entire course material is not covered, additional classes will be scheduled. This will allow the classes to progress as to the capacity of the students and allow for more flexibility in everyone's personal schedule. Also you will not be required to become a member of APICS to participate in the classes. There will be separate member and non-member fees.

Class Schedules:

Winter 2003:

Fundamentals – 1st class 1/13/03
Last class tentatively 3/24/03
Registration cut off 1/6/03

CPIM Review – 1st class 1/20/03
Last class tentatively 3/17/03
Registration cut off 1/13/03

Spring 2003:

Fundamentals – 1st class 4/7/03
Last class tentatively 6/16/03
Registration cut off 4/1/02

CPIM Review – 1st class 4/7/03
Last class tentatively 6/02/03
Registration cut off 4/1/02

Scheduling Specifics:

A class matrix for each session will also be listed on the website outlining the specific date of the week, the instructor and class location . The course fees and a registration form will be included. These will be created before the session takes place and will be posted on the web site and newsletter for the appropriate months. This notice will be on the web site at all times.

COURSE LOCATIONS:

DeVry:

350 Alum Creek Drive, Columbus

Lakeshore Cryotronics:

575 McCorkle Blvd, Westerville

Liebert:

1050 Dearborn Dr, Worthington

Metatec:

7001 Metatec Blvd., Dublin

TDCI:

8760 Orion Place, Suite 300, Columbus

Tigerpoly:

6231 Enterprise Parkway, Grove City

*** Please mail the registration form included in this newsletter.*

APICS – Columbus Chapter #99: Fall Class Offerings

Contact: Valerie Seus, VP of Education Administration (937) 209-4444 or education@apics-col.org

Fundamentals of Materials & Operations Management:

Fundamentals of Inventory Control (FIC)

* Begins:	January 13, 2003	Monday	6:00 – 8:30 PM
* Instructor:	Hal Searl, CPIM, CPA		
* Location:	TBD		

Fundamentals of Manufacturing Control (FMC)

* Begins:	January 16, 2003	Thursday	6:00 – 8:30 PM
* Instructor:	Steve Fedan, C.P.M., CPIM		
* Location:	TBD		

CPIM:

Detailed Scheduling and Planning (DSP)

* Begins:	January 22, 2003	Wednesday	6:00 – 8:30 PM
* Instructor:	Tracy Horn, CPIM		
* Location:	Tigerpoly Mfg., Inc., 6231 Enterprise Pkwy, Grove City		

Strategic Management of Resources (SMR)

* Begins:	January 20, 2003	Monday	6:00 – 8:30 PM
* Instructor:	Steve Fedan, CPIM, CPM		
* Location:	TBD		

Basics of Supply Chain Management (BASICS)

* Begins:	January 22, 2003	Wednesday	6:00 – 8:30 PM
* Instructor:	Hal Searl, CFPIM		
* Location:	TBD		

Execution and Control of Operations (ECO)

* Begins:	January 20, 2003	Monday	6:00 – 8:30 PM
* Instructor:	Mick Pennington, CPIM, CIRM		
* Location:	TBD		

Master Planning of Resources (MPR)

* Begins:	January 23, 2003	Thursday	6:00 – 8:30 PM
* Instructor:	Vera Hancher, CPIM		
* Location:	Liebert Corporation, 1050 Dearborn Dr., Worthington		

CIRM:

These will be scheduled per demand.
A minimum of six is needed to start a class.

Notes:

CPIM classes are 9 weeks long. CIRM classes are 9 weeks long. Scheduled per demand. A minimum of six is needed to start a class. Fundamentals class is 11 weeks long. The BASICS module is the suggested prerequisite to other CPIM modules. Text books are optional and recommended by instructors in the first class.

It is important to attend the first class

TBD - If the first Basics course is filled up we will open the second class date.*

COURSE FEES:

CPIM Courses:	APICS/NAPM members:	\$250 (includes student guide)
	Non-members:	\$325 (includes student guide)
New Fundamentals Courses:	APICS/NAPM members:	\$325 (includes student guide)
	Non-members:	\$400 (includes student guide)

****Nonmembers can apply for APICS membership along with course registration.**

COURSE REGISTRATION FORM

Name: _____

Company: _____

Company Address: _____

Home Address: _____

Work Phone: () _____ Home: () _____

APICS Member # _____ NAPM Member # _____

E-Mail: _____

Fundamentals (Please check courses desired)

Course Fees (each)

Fundamentals of Inventory Control

Member \$ 325.00

Fundamentals of Manufacturing Control

Non-member \$400.00

CPIM (Please check courses desired)

Course Fees (each)

Basics

Member \$250.00

DSP

Non-member \$325.00

MPR

ECO

SMR

Total \$ _____

MAIL REGISTRATION WITH PAYMENT TO:

Valerie Seus / APICS
PO Box 2068
Westerville, OH 43086

Check: _____

Visa/MC Acct#: _____ - _____ - _____

Expiration date: _____

MAKE CHECK PAYABLE TO:

Columbus APICS

Authorized Signature: _____

No acknowledgements will be sent unless a SASE is enclosed in the registration. For best results, please register early. If payment and registration cannot be received by mail 2 weeks before the course begins, please send an e-mail notice to education@apics-col.org to ensure your seat in the course.

Professional Development Schedule

VP Current Programs, Ravi Kannigati
VP Meeting Arrangements: Lori Crowley, CPIM

<i>November 19, 2002</i>	<i>Speaker "Owning the B2B Customer Relationship" – Prof. Neeli Bendapudi</i>
<i>December 10, 2002</i>	<i>Joint session with ISM (NAPM)</i>
<i>January 21, 2003</i>	<i>BigLots Distribution Center Tour</i>
<i>February 18, 2003</i>	<i>Joint session with IIE and ASQ: Six Sigma Discussion</i>

Columbus Chapter #99 Statistics

VP Membership Bill Thurston, CPIM, CIRM, C.P.M.

• Number of members	508
• Regular	439
• Corporate	69
• New Members	2
• CFPIMs	6
• CPIMs	169
• CIRMs	21
• Student Members	37
• OSU	21
• DeVry	10
• Other	6

Visit Our Website

(<http://www.apics-col.org>)

Also visit other local chapters at the following addresses:

Cleveland: <http://cis.csvohio.edu/~ichen/apics>

Erie: <http://www.ncinter.net/~apics>

Pittsburgh: <http://www.apics-pgh.com>

Cincinnati: <http://www.customer/.com/apics>

North Central: <http://www.ashland.edu/~apics/home.html>

APICS Headquarters: <http://www.apics.org>

The Columbus APICS Newsletter, September, 2002. Published 10 (ten) times per year, August through May, and mailed to APICS Chapter #99 members, as well as Regional Officers.
VP Publications: Vera Hancher, CPIM, C.P.M.



COLUMBUS CHAPTER #99
P.O. Box 2068
Westerville, OH 43086

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
Columbus, OH
Permit No. 7999

ADDRESS SERVICE REQUESTED

Board of Directors • Columbus APICS Phone 614-470-4609

Chairman of the Board	Steve Fedan, C.P.M., CPIM	614-877-4661
President	Burl Scott	614-791-3737 x4198
Executive Vice President	VACANT POSITION	
Secretary	Shannon Baker	614-253-7291 x1622
Coordinator – South East Region	Tim Zysk, CPIM	740-385-2114 x241
Treasurer	Rich Daniel	614-781-2325 x158
Assistant Treasurer	John Allen	614-692-7719
VP Communications Electronic Media	Kim Huber	614-860-3925
VP Communications Printed Media	Vera Hancher, CPIM, C.P.M.	614-841-5865
VP Administration CPIM/CIRM	Valerie Seus	937-209-4444
VP of Education Development	Bruce Cosgray	614-771-8126
VP Programs	Ravi Kanniganti	614-860-4265
VP Meeting Arrangements	Lori Morrow, CPIM	937-644-7487
VP Membership Administration	Bill Thurston, CPIM, CIRM, C.P.M.	614-781-2325 x155
VP Company Coordination	Mike Coleman, CPIM	614-523-7206
Member-at-Large	Shelley Lemaster, CPIM	614-781-2325 x119
Member-at-Large	Jane Winans-Hall, CPIM	614-841-6409
OSU Academic Liaison	Peg Pennington, The Ohio State University	614-292-3081
DeVry Chapter Advisor	Loren Stanley, DeVry Institute of Technology	614-372-1607
Region III Representative	Charlotte Baxter, CPIM, The Scotts Company	937-644-7148