

Looking for direction?



## THE NAVIGATOR

Volume 5, Issue 4

[www.apicsgulf.org](http://www.apicsgulf.org)

January 2006

### January PDM

## WHAT IS WORLD CLASS FORECASTING? A PERSPECTIVE ON 20 YEARS OF RESEARCH

Presented by **Dr. Mark A. Moon**

River Club in Bradenton

**Monday, January 9th 6:00 PM**

Through a series of studies, involving over 400 companies over 25 years, the University of Tennessee Sales Forecasting Research Team has developed a vision of world-class forecasting. This presentation will articulate that vision, and participants will leave with a framework for benchmarking their own forecasting processes. Specifically, attendees will learn:

- ▶ What forecasting excellence consists of, across the critical dimensions of functional integration, approach, systems, and performance measurement.
- ▶ How to benchmark their own forecasting practices and processes against that vision of world-class forecasting.
- ▶ How to develop successful strategies for forecasting process improvement.

***CPIM designees will earn 1 point towards certification maintenance.***

**Registration** starts at 5:30 PM at the River Club in Bradenton.

**Reservations** must be made by Thursday, January 5th. Cost is \$20 for members and \$25 for non-members. To reserve your spot, contact Tina Jensen at [reservations@apicsgulf.org](mailto:reservations@apicsgulf.org) or (941) 746-2101. Cancellations must be received by noon Friday, January 6th. Please note that no shows must be billed.

**Directions** to River Club can be found on Page 8.

**About the Presenter:** Dr. Mark A. Moon is an Associate Professor of Marketing at the University of Tennessee, Knoxville. Prior to joining the UT faculty in 1993, Dr. Moon earned his Ph.D. from the University of North Carolina at Chapel Hill. He also holds MBA degree from the University of Michigan in Ann Arbor.

Dr. Moon's professional experience includes positions in sales and marketing with IBM and Xerox. He teaches at the undergraduate, MBA, and Executive MBA levels, and teaches Demand Planning, Forecasting, and Marketing

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Strategy in numerous Executive Programs offered at the University of Tennessee's Center for Executive Education. Dr. Moon's primary research interests are in buyer/seller relationships, demand management, and sales forecasting. He has published in the International Journal of Forecasting, Supply Chain Management Review, Journal of Personal Selling and Sales Management, Journal of Business Forecasting, Journal of Marketing Education, Marketing Education Review, Business Horizons, Industrial Marketing Management, and several national conference proceedings.

Dr. Moon is also the author, along with Dr. John T. (Tom) Mentzer of *Sales Forecasting Management: A Demand Management Approach*. He has consulted with numerous companies including Eastman Chemical, Hershey Foods, Lucent Technologies, DuPont, Union Pacific Railroad, Motorola, Sony, and Sara Lee.

## Contacts

PRESIDENT: Katrien Dolk-Etz, CPIM  
[kdolk-etz@usa.net](mailto:kdolk-etz@usa.net)

EXECUTIVE VP: Open

VP ADMIN & FINANCE: Virginia Behr, CPIM  
[virginia.behr@tropicana.com](mailto:virginia.behr@tropicana.com)

VP EDUCATION: Paul O'Brien, CPIM  
[po'brien@pgtindustries.com](mailto:po'brien@pgtindustries.com)

VP MARKETING & PUBLICITY:  
Jim Bedell, CPIM  
[bedell68@alumni.princeton.edu](mailto:bedell68@alumni.princeton.edu)

VP MEMBERSHIP: Lee Stephens  
[lstephens@asocorp.com](mailto:lstephens@asocorp.com)

VP PROGRAMS: Tina Jensen, CPIM  
[tjensenapics@yahoo.com](mailto:tjensenapics@yahoo.com)

PAST PRESIDENT: Tina Jensen, CPIM  
[tjensenapics@yahoo.com](mailto:tjensenapics@yahoo.com)

DIRECTOR MARKETING: Virginia Behr, CPIM  
[virginia.behr@tropicana.com](mailto:virginia.behr@tropicana.com)

WEB MASTER: Katrien Dolk-Etz, CPIM  
[webmaster@apicsgulf.org](mailto:webmaster@apicsgulf.org)

WEBSITE: <http://www.apicsgulf.org>

THE NAVIGATOR is published monthly by the Florida Gulf Coast Chapter of APICS -- The Educational Society for Resource Management. THE NAVIGATOR is sent each month to members of the APICS Florida Gulf Coast Chapter. Annual subscription is included in the APICS membership dues.

All material submitted for the January issue of THE NAVIGATOR is due by Friday, January 20th. Please address all correspondence to:

Virginia Behr, CPIM  
2454 Webber Street  
Sarasota, FL 34239

Voice: (941) 742-2784  
Fax: (941) 742-3386  
[virginia.behr@tropicana.com](mailto:virginia.behr@tropicana.com)

## Officer's Corner

By Paul O'Brien, CPIM

Happy New Year!!!

Well, it seems impossible but yet another year has quickly passed. We are half way to running out another decade and a generation. The baby boomers are starting to hit retirement age as our workforce continues to diminish. Technology and Automation has continued to advance at an incredible rate. Specialized skills are becoming increasingly important as an additional supplement to graduate and post graduate credentials.

APICS continues to stay on the leading edge of educating today's and tomorrow's leaders.

In addition to the CPIM/CFPIM (Certified in Production and Inventory Management):

Since 1973, the CPIM program has educated more than 75,000 manufacturing professionals on essential terminology, concepts, and strategies related to demand management, procurement and supplier planning, material requirements planning, capacity requirements planning, sales and operations planning, master scheduling, performance measurements, supplier relationships, quality control, and continuous improvement; and

CIRM (Certified in Integrated Resource Management):

CIRM is a comprehensive educational program designed to help you understand the power of collaboration among organizational resources such as product development, marketing/sales, human resources, finance, and operations. The CIRM program enables you to effectively interact with cross-functional departments for more strategic decision making, enhanced collaboration, and improved productivity.

Curriculums;

APICS has developed a new contemporary certification:

### Supply Chain Professional (CSCP)

The Certified Supply Chain Professional (CSCP) program is a new industry educational and certification program created to meet the rapidly changing needs of the supply chain management field.

From the manufacturing to the service industry, regardless of whether a company is serving business or consumer markets or is for profit or not-for-profit, the increasingly important role of supply chain management is affecting all organizations. Customers already expect good quality at low prices, and speed of delivery is becoming more important. As a result, effective supply chain management has become essential to successfully compete in today's global marketplace

*Continued on page 4.*

## Calendar of Events

### January PDM

Date Monday, January 9, 2006  
Topic WHAT IS WORLD-CLASS FORECASTING?  
Speaker: DR. MARK A. MOON  
Place RIVER CLUB  
Time 5:30pm Registration  
Cost \$20 members, \$25 non-members  
Contact TINA JENSEN AT [RESERVATIONS@APICSGULF.ORG](mailto:RESERVATIONS@APICSGULF.ORG)  
OR (941) 746-2101

### February PDM

Date Thursday, February 16, 2006  
Topic My Learning Style is Affecting My Career  
Speaker: HARVEY MCCHESENEY III  
Place RIVER CLUB  
Time 5:30pm Registration  
Cost \$20 members, \$25 non-members  
Contact TINA JENSEN AT [RESERVATIONS@APICSGULF.ORG](mailto:RESERVATIONS@APICSGULF.ORG)  
OR (941) 746-2101

### FUNDAMENTALS OF PLANNING

**Course Dates:** Saturdays 8am-noon  
Feb 4, 11, Mar 4, 11, 18, Apr 1, 2006  
**Instructor:** Jerry Kilty, CPIFM, CIRM  
**Cost:** \$525 for the course and workbook  
**Location:** PGT Industries in Nokomis, FL.  
**Register:** Contact Jerry Kilty at (727) 725-7674 or  
send email to [education@apicsgulf.org](mailto:education@apicsgulf.org).

### FUNDAMENTALS OF MFG CONTROL

**Course Dates:** Saturdays 8am-noon  
May 13, Jun 3, 10, 17, Jul 8, 15, 2006  
**Instructor:** Jerry Kilty, CPIFM, CIRM  
**Cost:** \$525 for the course and workbook  
**Location:** PGT Industries in Nokomis, FL.  
**Register:** Contact Jerry Kilty at (727) 725-7674 or  
send email to [education@apicsgulf.org](mailto:education@apicsgulf.org).

### BASICS OF SUPPLY CHAIN MGMT

**Course Dates:** Mondays 8am-5pm  
Jan 23, 30, Feb 6, 2006  
**Instructor:** Jerry Kilty, CPIFM, CIRM  
**Cost:** \$525 for the course and workbook  
**Location:** PGT Industries in Nokomis, FL.  
**Register:** Contact Jerry Kilty at (727) 725-7674 or  
send email to [education@apicsgulf.org](mailto:education@apicsgulf.org).

OR

### BASICS OF SUPPLY CHAIN MGT

**Course Dates:** Thursdays 4pm-8pm  
Jan 12, 26, Feb 2, Feb 9, 16, 23, 2006  
**Instructor:** Jerry Kilty, CPIFM, CIRM  
**Cost:** \$525 for the course and workbook  
**Location:** PGT Industries in Nokomis, FL.  
**Register:** Contact Jerry Kilty at (727) 725-7674 or  
send email to [education@apicsgulf.org](mailto:education@apicsgulf.org).

OR

### BASICS OF SUPPLY CHAIN MGT

**Course Dates:** Tuesdays and Thursdays 4pm-8pm  
Jan 24, 26, 31, Feb 9, 14, 16, 2006  
**Instructor:** Jerry Kilty, CPIFM, CIRM  
**Cost:** \$525 for the course and workbook  
**Location:** PGT Industries in Nokomis, FL.  
**Register:** Contact Jerry Kilty at (727) 725-7674 or  
send email to [education@apicsgulf.org](mailto:education@apicsgulf.org).

### MASTER PLANNING OF RESOURCES

**Course Dates:** Mondays 8am-5pm  
Apr 24, May 1, 8, 2006  
**Instructor:** Jerry Kilty, CPIFM, CIRM  
**Cost:** \$525 for the course and workbook  
**Location:** PGT Industries in Nokomis, FL.  
**Register:** Contact Jerry Kilty at (727) 725-7674 or  
send email to [education@apicsgulf.org](mailto:education@apicsgulf.org).

OR

### MASTER PLANNING OF RESOURCES

**Course Dates:** Thursdays 4pm-8pm  
May 4, 11, 25, Jun 1, 8, 15, 2006  
**Instructor:** Jerry Kilty, CPIFM, CIRM  
**Cost:** \$525 for the course and workbook  
**Location:** PGT Industries in Nokomis, FL.  
**Register:** Contact Jerry Kilty at (727) 725-7674 or  
send email to [education@apicsgulf.org](mailto:education@apicsgulf.org).

OR

### MASTER PLANNING OF RESOURCES

**Course Dates:** Tuesdays and Thursdays 4pm-8pm  
Apr 18, 20, 25, 27, May 4, 11, 2006  
**Instructor:** Jerry Kilty, CPIFM, CIRM  
**Cost:** \$525 for the course and workbook  
**Location:** PGT Industries in Nokomis, FL.  
**Register:** Contact Jerry Kilty at (727) 725-7674 or  
send email to [education@apicsgulf.org](mailto:education@apicsgulf.org).

## CSCP Classes

For those of you interested in the new Certified Supply Chain Professional (CSCP) certification, you'll be happy to learn that our instructor, Jerry Kilty, CFPI, CIRM has been closely following the process with APICS and the Holmes Corporation and is one of the first to be offering the instructor led classes.

The first set of classes will be offered at the Marriott Courtyard in Oldsmar, sponsored by the Florida West Coast Chapter. The three day course will be held 1/19, 2/2 and 2/16, from 8am-5pm. If you sign up and pay by 12/29/05, the cost for APICS members is \$1500. After the 29<sup>th</sup> the cost will go up to \$2,045. The cost includes:

- Access to the Holmes Learning System, which is a self study learning system comprised of a self-study participant workbook for each of the four modules with progress check questions at the end of each section, and online access providing individual diagnostics and level of readiness information.
- 24 hours of instructor led classroom contact
- Additional questions and diagnostics
- Exam voucher valid for 2006 exam dates (March – pilot, June and November).

Please note that there are eligibility requirements to become CSCP certified, so please review those on our website [www.apicsgulf.org](http://www.apicsgulf.org), as well as to get more information on this certification. If you are interested in the class please contact Jerry Kilty as soon as possible at [qmsjerry@ij.net](mailto:qmsjerry@ij.net), or (727) 725-7674.

We do plan to hold courses locally later in 2006 when we have enough students to be able to hold the class. If you are interested in these classes, please let us know now so that we can contact you when we try to settle on dates. Send email to [education@apicsgulf.org](mailto:education@apicsgulf.org)

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## WELCOME NEW MEMBERS

**Steve Engelman**  
**Engelman Consulting**

**Miki Kirelawich, CPIM**  
**Tropicana Products**

## Officer's Corner

By Paul O'Brien, CPIM

*Continued from Page 2*

Your Florida Gulf Coast Chapter strives to supply our members with educational programs that support their professional and personal goals.

Please check the **Calendar of Events** in this newsletter in order to take advantage of the class offering scheduled for the first part of 2006. We were successful in running a fundamentals course this fall and will strive to populate classes for this year's offerings (Minimum of 5 students per class offered).

You can get to the APICS link: (<http://www.apics.org/default.htm>) for national and general information.

Also, our Chapter Information:

**Chapter Name:** Florida Gulf Coast Chapter

**President's Name:** Katrien Dolk-Etz, CPIM

**Website:** <http://www.apicsgulf.org>

**Contact E-mail:** [kdolk-etz@usa.net](mailto:kdolk-etz@usa.net)

The Florida Gulf Coast Chapter of APICS looks forward to serving our membership in 2006 and beyond. Please continue to attend the monthly dinner meetings. We will be watching for you.

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## JOB OPPORTUNITY

Sr. Production Scheduler

Tropicana Products, Inc, Bradenton, FL

This position is responsible for managing the short term production schedules assigned Bradenton packaging lines. Responsible for managing the short term production schedules which support customer demands and to provide the appropriate balance between customer service, cost/inventory, and operational efficiencies.

**Supply Chain Key Skills:** Must have mastery of Supply Chain planning and scheduling processes, strong interpersonal skills, system use mastery, and leadership capability. Candidate must also be analytically driven.

**Key Deliverables:** Maintains a multiple week, multi line production plan. Successfully produces new products to meet planned launch dates, tracks production compliance for each line, maintains system data, controls out of date product trends and supports ongoing company performance objectives.

**Team Player:** Effectively communicates with manufacturing personnel, coordinates with larger scheduling team on demand requirements and deployment plans, strives to satisfy customer's requirements and meet other key departmental objectives. Delivers high quality work and is dependable in performance. Must be able to influence peers and cross functional groups.

Continued on Page 7

# Individual Membership Application

Priority Code: 00APP

Please complete all sections. Please print or type.

Today's date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Questions? Call APICS Customer Service at (800) 44-APICS (2742) or (703) 354-8851.

## 3 WAYS TO APPLY FOR MEMBERSHIP

**FAX:** Send this form (front & back) to (703) 354-8556 with your credit card number.

**PHONE:** Call APICS Customer Service at (800) 444-APICS (2742) or (703) 354-8851, 8:30 a.m.—6:30 p.m., EST, Monday through Friday. Have your credit card ready.

**MAIL:** Return a completed application form by mail to:

APICS, Membership Dues  
P.O. Box 75381  
Baltimore, MD 21275

**APICS USE ONLY**  
**(DO NOT WRITE IN THIS SPACE)**

BATCH #

CHECK AMOUNT \$

CHECK #

DUES AMOUNT \$

## 1. Member Information

APICS member or customer ID number? \_\_\_\_\_  CIRM  CPIM  CFPIM  
Please print your legal name and address as they should appear on mail.  Mr.  Mrs.  Ms.  Miss

LAST NAME FIRST NAME MIDDLE INITIAL

Please check your preferred mailing address.  Work  Home

JOB TITLE COMPANY NAME

BUSINESS ADDRESS

CITY STATE/PROVINCE ZIP/POSTAL CODE COUNTRY

BUSINESS PHONE BUSINESS FAX

HOME ADDRESS

CITY STATE/PROVINCE ZIP/POSTAL CODE COUNTRY

HOME PHONE

Check here to exclude your name from rented or traded mailing lists. Telemarketing use of APICS mail lists by sources other than APICS is strictly prohibited.

The following information is requested for identification purposes only. This information is optional and will not be provided to any outside sources.

Female  Male Date of Birth \_\_\_\_\_ Social Security Number \_\_\_\_\_

Please complete the demographics page (other side) and submit it with this application.

## 2. Society Dues (\$110.00 Plus Chapter Dues)

Society Dues\* \$110.00 Place me in the Florida Gulf Coast chapter.

Chapter Dues \$ 35.00 Annual dues must include both Society and chapter dues.

(a) Total Membership Dues \$145.00

\* A portion of your dues, a \$24 nondeductible value, supports your subscription to APICS – The Performance Advantage, and cannot be deducted from your dues amount.

### SIG Membership

Check all SIGs you wish to join (SIG names and dues are subject to change).

Complex Industries (CI)  Process Industries (PI)  Small Manufacturing (SM)  Constraints Management (CM)  
 Remanufacturing (REMAN)  Repetitive Manufacturing (RMG)  Textile and Apparel (TA)  Service (SVC)

(b) \$15 x \_\_\_\_\_ (no. of SIGs) = \$ \_\_\_\_\_

(c) I wish to join APICS for  1 year  2 years  3 years  4 years  5 years.

Total Dues (a + b) = \$ \_\_\_\_\_ x No. Years (c) = \_\_\_\_\_ = Total Amount \$ \_\_\_\_\_

## 3. Payment

Please submit payment in U.S. dollars only. Purchase orders are not accepted. APICS dues are not deductible as a charitable contribution for federal tax purposes, but may be deductible as a business expense. Please include member name and company name on check.

Check no. \_\_\_\_\_ is enclosed for \$ \_\_\_\_\_ (Checks must be made payable to APICS and drawn on a U.S. bank.)

Charge to:  MasterCard  VISA  American Express  Discover

ACCOUNT NO.

EXPIRATION DATE

**APICS. Making Business Run Better**

APICS - The Educational Society for Resource Management is a not-for-profit international educational organization respected throughout the world for its education and professional certification programs. With nearly 70,000 individual and corporate members in 20,000 companies worldwide, APICS is dedicated to using education to improve the business bottom line.

APICS is recognized globally as

- the source of knowledge and expertise for manufacturing and service industries across the entire supply chain - in such areas as materials management, information services, purchasing and quality.
- the leading provider of high-quality, cutting-edge educational programs that advance organizational success in a changing, competitive marketplace.
- a successful developer of two internationally recognized certification programs, Certified in Production and Inventory Management (CPIM) and Certified in Integrated Resource management (CIRM)
- a distribution center for hundreds of business management publications and educational materials.
- a source of solutions, support, and networking through local chapters, workshops, symposia, and the annual APICS International Conference and Exposition

Please provide the following demographic information by checking all of the square(s) applicable for each category.

**4. Member Profile**

**a. Business Environment (Check one.)**

- a. Manufacturing  d. Academic
- b. Service  e. Government
- c. Consulting

**b. Industry Type of Your Division (Check all that apply.)**

- a. Automotive  n. Mining
- b. Aviation/Aerospace  o. Transportation
- c. Communications  p. Retail
- d. Defense  q. Maintenance/Repair/Operations
- e. Distribution  r. Metal Fabrication
- f. Education  s. Pharm/Chemicals
- g. Electrical  t. Plastics/Rubber
- h. Electronics  u. Textile/Apparel
- i. Health Care/Med. Devices  v. Lumber/Paper
- j. Food/Beverages  x. Software/Hardware
- k. Furniture  y. Utilities
- l. Glass  1. Biotechnology
- m. Graphic Arts  2. Machinery
- z. Other \_\_\_\_\_

**c. Industry Classification of Your Division (Check all that apply.)**

- a. Job Shop  e. Repetitive
- b. Process  f. Discrete
- c. Remanufacturing  g. Nonmanufacturing
- d. Assembly

**d. Key Area of Responsibility (Check all that apply.)**

- a. Distribution  l. Quality/Service
- b. Inventory Control  m. Human Resources
- c. Operations  n. Mgmt. Info. Systems
- d. Materials Mgmt.  o. Research & Development
- e. Engineering  p. Training/Education
- f. Sales/Marketing  q. Supply Chain
- g. Finance/Accounting  r. Self-Employed
- h. Professional Services  s. Planning/Scheduling
- i. Shipping/Receiving  t. Forecasting
- j. Production Control  u. Logistics
- k. Purchasing
- z. Other \_\_\_\_\_

**e. Your role in Product Acquisition (Check all that apply.)**

- a. Recommend  d. Buy
- b. Specify  e. None
- c. Authorize

**f. Your Job Title/Function (Check one.)**

- a. Senior Management (CEO/VP/General Mgr./Plant Mgr.)
- b. Department/Divisional Management (Materials Mgr./Operations Mgr./Director)
- c. Functional Management (Systems Analyst/Scheduler/Planner)
- d. Other Resource Management Professional

**g. Number of Employees at Location (Check one.)**

- a. Under 100  d. 500-999
- b. 100-249  e. 1,000+
- c. 250-499

**h. Why Are You Joining APICS? (Check all that apply.)**

- a. Networking
- b. Career enhancement/professional development
- c. Certification
- d. Recommended by \_\_\_\_\_
- e. Discounts on educational offerings
- f. Keeping up with industry developments
- g. APICS publications/magazines
- h. Chapter activities
- i. Recommended by employer
- j. All of the above.
- z. Other \_\_\_\_\_

**i. Membership Involvement (Check all that apply.)**

Please indicate the chapter activity in which you would like to participate.

- a. Education  f. Seminars
- b. Publicity  g. Treasurer
- c. Programs  h. Secretary
- d. Membership  i. Newsletter
- e. Employment

**j. How many years have you been in the resource management field?**

- 4 yrs. or less  5-8 yrs  9-14 yrs.  15+ yrs.

APICS does not currently participate in or contribute to any lobbying efforts.

**Questions? Call APICS Customer Service at (800) 444-APICS (2742) or (703) 354-8851, 8:30am - 6:30pm EST Monday through Friday.**

## JOB OPPORTUNITY - Continued from page 4

### **Qualifications:**

**A. Education:** Bachelors Degree: Business, Logistics, or IE  
Special Certification: APICS Certification in 3 years  
*Other:* Need Corporate and Plant experiences

### **B. Experience:**

- Minimum 4 years experience, with 2 years in similar supply chain environment
- 2 years focused experience in finished goods planning, scheduling or deployment
- 2 years experience with MPS, DRP, MRP or DP systems

### **4. Specific Duties and Responsibilities:**

1. Create and own an exercisable multiple week production plan
2. Meet demand requirement lead time targets
3. Meet customer service and on time delivery targets
4. Create and maintain manufacturing orders
5. Maintain inventory levels within targets
6. Minimize finished good NCP
7. Coordinate plans & constraints with other schedulers
8. Maintain constrained production schedule
9. Multi site production schedule responsibility
10. Support manufacturing downtime requirements
11. Manage finished good inventory to minimize obsolescence during product discontinuations
12. Manage finished good production quantities in order to achieve target customer service levels for new product introductions
13. Maintenance of production planning/scheduling system parameters
14. Constraint management
15. Optimize the supply chain by:
  - ⇒ Synchronize supply with demand utilizing cost-optimized, constraint-based rules and techniques.
  - ⇒ Maximize Sales, Profits, Customer Service & Value, Fixed Capacity and Asset Utilization.
  - ⇒ Minimize decision time, forecast error, inventory investment, and obsolescence.
  - ⇒ Considers all activities associated with moving goods from the raw-material stage to end-user.

**To apply for this position, email your resume to [scott.chance@tropicana.com](mailto:scott.chance@tropicana.com) by 01/16/06**

## **Company Coordinators**

### **ASO CORPORATION**

LEE STEPHENS (941) 379-0300

### **EATON AEROSPACE**

JOYCE SPENCER (941) 751-7157

### **FLORIDA GULF COAST UNIVERSITY**

ELIAS KIRCHE (941) 590-7325

### **HONEYWELL**

MELISSA LITTLE (941) 360-6100

### **PGT INDUSTRIES**

GENE SOLTIS (941) 486-0100

### **SUN HYDRAULICS**

WENDE HUEHN-BROWN 362-1304

### **TROPICANA**

SCOTT CHANCE (941) 749-3925

Interested in learning more about APICS and what's happening in your local chapter? Contact your Company Coordinator! If your company isn't listed contact [Lee Stephens](#), VP Membership, to find out how you can help.

### **A Company Coordinator promotes APICS within their own company by:**

- Defining the benefits of membership.
- Explaining the certification programs.
- Circulating the monthly meeting announcement and offering to make the necessary reservations.
- Posting schedules of seminars, certification review courses and fundamentals classes.
- Leading by example and attending as many Professional Development meetings as possible.

### **Benefits of being a Company Coordinator:**

- Earn 2 points/year towards CPIM maintenance.
- Professional growth by learning about all the programs that APICS Florida Gulf Coast has to offer and participating in those programs.
- Personal growth in helping your colleagues develop their professional skills.
- Recognition by your superiors as being a team player who wants to help the company grow and doesn't just show up at the job.



**Florida Gulf Coast Chapter**

c/o Virginia Behr, CPIM  
Tropicana Products, Inc.  
1001 13th Avenue East  
Bradenton, FL 34208

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Looking for direction?

**THE NAVIGATOR**

APICS  
Florida Gulf Coast

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**Volume 5, Issue 4**                      **www.apicsgulf.org**                      **January 2006**

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**January PDM**

**WHAT IS WORLD CLASS FORECASTING?  
A PERSPECTIVE ON 20 YEARS OF RESEARCH**

LOCATION:	River Club Bradenton, FL	DATE:	January 9, 2005
SPEAKER:	Dr. Mark A. Moon	TIME:	5:30pm Registration 6:00pm Dinner
COST:	\$20 members / \$25 non-members		6:45pm Announcements 7:00pm Presentation

**Directions to the January PDM:**

Take I-75 to exit 217 (State Road 70). Go east on SR70 for 2 miles and take a right at the traffic light at River Club Boulevard. This is the entrance to the River Club Golf Community. Go one mile until you see the River Club Country Club sign and building on the right.

**Address:**  
6600 River Club Boulevard, Bradenton, FL

**Dress Code:** Business Casual