

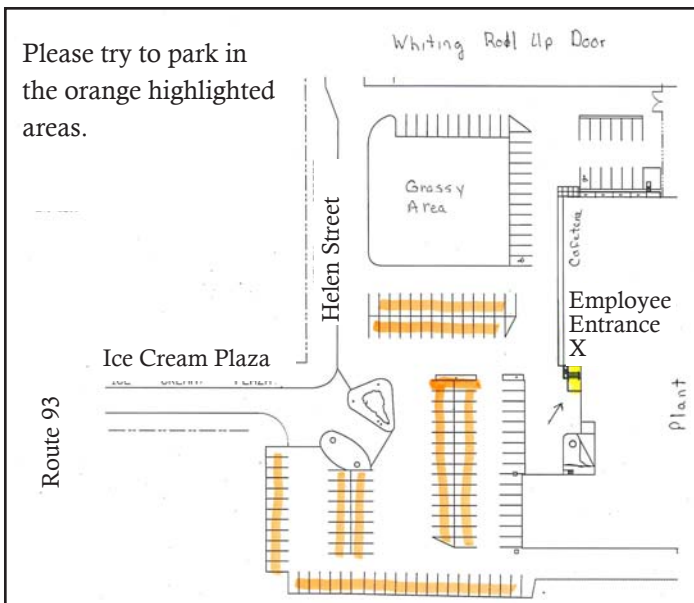
LIFE IS A BOWL OF PERRY'S

About Perry's

From our humble beginnings in 1918, using hand cranks and horse-drawn delivery wagons, Perry's Ice Cream has evolved to be one of the most modern production facilities in the country. Although we're continuing to grow — with over 315 employees and distribution in New York, Pennsylvania, Ohio, New England and Virginia — we're still committed to the old-fashioned values that helped us achieve success. From our slow-cooking process where we make ice cream one batch at a time to supporting our community and neighbors, the Perry's family is dedicated to making life better for generations to come.

Directions to Perry's Ice Cream, Akron:

From the west, take I-90 east to exit 49 (Depew). Turn left on Rt. 78 (Transit Rd.), then right on Rt. 5 east. Take Rt. 5 (Main Street) east through Clarence to Rt. 93. Turn left on Rt. 93 north and follow 93 through the village. As Rt. 93 runs through the village, it becomes Cedar street. At this point, look for Ice Cream Plaza on the right-hand side. Turn into the driveway and enter through the Employee Entrance located on the front of the building.



Next PDM:

PERRY'S ICE CREAM PLANT TOUR

Monday, May 4, 2009

Perry's Ice Cream Co., Inc.
One Ice Cream Plaza
Akron, NY 14001

7:30-8:00 a.m....Coffee & Registration
8:00-9:00 a.m..... Plant Tour
9:00-9:45 a.m.....Breakfast

\$15.00 Members, Guests & Students

Breakfast Buffet by Leo's Catering:

- Scrambled Eggs
- Home Fries
- Sausage, Ham & Bacon
- Assorted Fruits
- Mini Muffins & Pastries
- Coffee & Tea
- Orange & Apple Juice



- ♦ The tour will consist of viewing the manufacturing processes through warehouse and distribution.
- ♦ No open toe shoes are allowed in the plant.
- ♦ Suggest wearing a sweater or light jacket; parts of the tour will be in a refrigerated area.
- ♦ Perry's will be raffling off some prizes during breakfast!

Reservations requested* by

Thurs., April 30th

Fax: 646-1599, Phone: 648-0972,

Email: ppmbs@roadrunner.com

Online: www.apics-buffalo.com

* Please try to make reservations early; late reservations may be accepted...call us. Likewise, please cancel if unable to attend.



APICS - The Association for Operations Management - Buffalo Chapter #21
 PO Box 888 • Hamburg, NY 14075-0888
 Phone (716) 648-0972 • Fax (716) 646-1599
 Website: www.apics-buffalo.com

APICS-Buffalo's Board of Directors 2008-2009

PRESIDENT:

Rick Haniszewski, CPIM, CSCP
 (716) 480-8238
RHanisze@aol.com

VICE PRESIDENT:

Jeff Ball
 Luvata Buffalo Inc.
 PO Box 981, Buffalo 14240-0981
 (716) 879-6935
jeffrey.ball@luvata.com

SECRETARY:

Pat McGovern
 QBC Systems, Inc.
 25 Hazelwood Dr., Amherst 14228
 (716) 691-5201
patrick@qbc.com

CO-TREASURER:

Richard Wasiura, CPIM
 Reimann & Georger Corp.
 1849 Harlem Rd., Buffalo 14212
 (716) 895-1156
richard.wasiura@rgcproducts.com

CO-TREASURER:

Patrick J. Clancy, CPA & CFE
 Freed Maxick & Battaglia
 420 Main St., Buffalo 14202
 (716) 847-2651
patrick.clancy@freedmaxick.com

PROGRAMS/ARRANGEMENTS CO-DIRECTOR:

Aaron Barber
 Sherex Fastening Solutions
 400 Riverwalk Pkwy., Ton. 14150
 (716) 332-4894
aaron@sherex.com

PROGRAMS/ARRANGEMENTS CO-DIRECTOR:

Bill Helfrich, CPIM
 116 Tanglewood Dr., Orch Pk 14127
 (716) 662-7927
bh7831@aol.com

MEMBERSHIP/COMPANY COORD. CO-DIRECTOR:

John P. Blest, JONAH
 Daemen College, Business Dept.
 4380 Main St., Amherst 14226-3592
 (716) 839-8349
jblest@daemen.edu

MEMBERSHIP/WEBSITE CO-DIRECTOR:

John Neureuter, CPIM, CIRM
 AVOX Systems, Inc.
 225 Erie St., Lancaster 14086
 (716) 686-1444
john.neureuter@zodiacspace.com

ALLIANCE EVENTS MGR.:

Bill Lignos, CPIM
 Irr Supply Centers
 908 Nia. Falls Blvd., N.Ton. 14120
 Cell (716) 866-3153
BillLignos@aol.com

STUDENT CHAPTER DIRECTOR:

Melissa Ruggiero
 SUNY at Buffalo
 308 Alfiero Ctr., Buffalo 14260
 (716) 645-3232
mrugg@buffalo.edu

EDUCATION DIRECTOR:

Carol Goewey, CPIM
 AVOX Systems, Inc.
 225 Erie St., Lancaster 14086
 (716) 686-1572
cgoewey@avox.zodiac.com

PLACEMENT DIRECTOR:

Tom Ryan
 Caplugs, LLC
 2150 Elmwood Ave., Buffalo 14207
 (716) 876-9855, ext. 193
tom.ryan@caplugs.com

MARKETING CO-DIRECTOR:

Matt Bartels, CPIM
 Rich Products Corp.
 1 Robert Rich Way, Buffalo 14213
 (716) 878-8963
mbartels@rich.com

MARKETING CO-DIRECTOR:

Joost Vles
 Moog Inc.
 Seneca & Jamison, E. Aurora 14052
 (716) 805-2401
jvles@moog.com

TMN MANAGER:

Bill Helfrich, CPIM

MARKETING MANAGER:

Asli Yimenicioglu

EDUCATION MANAGER:

Ed George, CFPIM

ASSOCIATES:

REGION REPRESENTATIVE:

Ron Calanni, CFPIM
 4720 Baker St., Lakewood 14750
 (716) 456-2351 (w)
rjcalanni@jep.cummins.com

BUSINESS SUPPORT:

Nancy Boyd Haley
 PPM Business Services
 PO Box 888, Hamburg 14075-0888
 (716) 648-0972
 Fax: (716) 646-1599
ppmbs@roadrunner.com

UB STUDENT REP:

Asli Yimenicioglu

CANISIUS STUDENT REP:

Jena Playfair



President's Message

Well, another year is almost over and I have thoroughly enjoyed the experience. At this month's PDM, we will be holding elections for the offices of President, Vice-President, Treasurer and Secretary. If anyone is interested in running for any of these positions, please let us know and come to the next meeting. Otherwise, we will vote on the candidates the nominating committee has recommended.

Speaking of the next meeting, I hope everyone can join us at Perry's Ice Cream for a Breakfast meeting scheduled for Monday, May 4. This PDM will include a tour and the price is only \$15.00. Registration is @ 7:30a.m. and we will try to have everything wrapped up by 9:45 so you can get back to work. Hope to see you there!

Rick

Rick Haniszewski, CPIM, CSCP
 2008-2009 President, APICS-Buffalo Chapter

Deadline is April 30th For Scholarship Applications



This year APICS-Buffalo will be awarding \$500 in scholarships for eligible members and their families. Two scholarships valued at \$250 each will be awarded to qualified applicants enrolled in a Fall 2009 degree program.

◆ One scholarship worth \$250 is open to registered members enrolled in a full-time or part-time Undergraduate or Graduate degree program.

◆ One scholarship worth \$250 is open to a registered member's immediate family (spouse, daughter, son, step-son, step-daughter), enrolled in a full-time Undergraduate or Graduate degree program.

The APICS Buffalo Scholarship committee will select successful recipients solely on the basis of information provided with the application such as scholastic ability, community activities, career plans and essay. The committee will not have access to the names of the applicants.

Applications must be sent to arrive by mail or courier **post-marked no later than April 30, 2009**. Winners will be notified in writing on or before June 30, 2009.

Applications and additional important details regarding the program and eligibility can be found on the Chapter website at www.apics-buffalo.com

If you are experiencing any difficulty accessing the website, please call our office at (716) 648-0972.

JOB OPPORTUNITIES



The APICS Placement Director reports that the following job opportunities are available locally. Please visit our web site for more information.

Buyer, Sterling Saw Blades, Chaffee, NY

If your company would like to advertise an opening, please contact Tom Ryan at (716) 876-9855 x3193 or tom.ryan@caplugs.com for more information.

Bleed It Out



Half a century ago marketing consultant, James Vicary, pulled a hoax on the American people as a way to promote his advertising agency. He reported that he flashed the words "Drink Coca-Cola" and "Eat popcorn" on the screen for a millisecond during a movie in a theater, and caused large numbers of people to visit the concession stand. He called the effect Subliminal Advertising. Subliminal means that the effect functions below the threshold of consciousness. Years later, when others failed to duplicate his results, he admitted that he made the whole thing up. Never-the-less, the myth continues.

So, is there any advertising that does work below the threshold of consciousness? Yes. Much of advertising is clearly designed to speak to you on a subconscious level. Ads are created to get you to relate to the setting; the background music; the age, race and gender of the actors; their clothing; and the activities in which they are involved. The idea is that you will recognize yourself in these people and, in turn, make the connection, "Ah, this is my kind of product." You don't think it... you feel it. And, feelings move us to act.

A few years ago I was involved in non-profit fund-raising for a Christian Mission in Africa. In order to learn what type of appeal would bring in the most money, we conducted a series of focus groups. We asked, "Which would you be more likely to do: A. Give money to feed starving babies; or B. Give money to teach people how to grow drought resistant crops that would end starvation in their community." The answer they gave was almost universally: B. The comments we heard frequently included the proverb: "Give a man a fish and you feed him for a day; Teach a man to fish and you feed him for life."

We then tested both appeals. Oops, the focus groups were wrong. The appeal for feeding starving babies won by a landslide. The lesson we learned was that the emotional appeal to save the life of a child is much more powerful than a logical appeal for teaching a village survival skills that would eliminate starvation. From that point forward, the heart-tugging stories of babies dying headlined every ad we ran.

Emotion trumps logic every time. Take for example, Nick Ut's 1972 photograph of a 9-year-old Vietnamese girl who was naked, shrieking and running away from her village that had just been bombed with napalm. Fear, despair and suffering were written all over her face. More than anything it was her complete vulnerability that captured our attention. One snapshot revealed the gut-wrenching horror of war, and millions of people, whose hearts were touched, turned their attention toward ending the Vietnam War.

Perhaps you recall hearing these potent words in a speech by Jesse Jackson back in 1984: "These hands... these black hands... these hands that once picked cotton will now pick presidents." Thrilling words. Exciting words. I remember them well. And, even though I wasn't his target audience, they created a powerful image in my mind, and when he finished, all I could say was, "Wow!" Meanwhile, for millions of African Americans, it was the motivation needed to put apathy aside and go to the ballot box.

We are charged and moved by many emotions. Here are just

a few: acceptance, amusement, anger, angst, annoyance, anticipation, arrogance, awe, anxiety, bitterness, calmness, caution, confidence, courage, determination, disappointment, discontent, disgust, desire, delight, elation, embarrassment, envy, excitement, fear, friendship, frustration, gratitude, grief, guilt, hate, happiness, impatience, inadequacy, irritability, inspiration, joy, jealousy, kindness, loneliness, love, lust, modesty, negativity, nostalgia, paranoia, patience, pity, pride, regret, resentment, sadness, self-pity, serenity, shame, surprise, timidity, torment, worry, yearning, and zeal.

Which ones move you?

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit www.jumpstartyourmeeting.com.

April 8 PDM - "A Look Back and Going Forward" Alliance meeting panel with Erie County Executive Chris Collins and others at Salvatore's.



1. Speakers Clear & Understandable: 72% excellent; 28% above average; 0% average.
2. Material Understandable: 67% excellent; 24% above average; 9% average.
3. Work Applications understandable: 67% excellent; 24% above average; 9% average; 0% below average.
4. Learned new application: 33% yes; 67% no.
5. Food & Facilities Satisfactory: 98% yes; 2% no.

Comments:

- ♦ Honest & sincere; pulled no punches.
- ♦ Coffee & water wasn't served.
- ♦ What a lively discussion. Wonderful. Let's put some of their concepts into action.
- ♦ Great presentation. Learned a lot. I have great respect for the speakers.
- ♦ Great panel; should have started speakers sooner.
- ♦ Although it wasn't relevant to my particular job, the discussion was very interesting and the speakers very knowledgeable.
- ♦ Start panel earlier so they have time to talk instead of cutting the speakers short but giving an hour and a half to dinner and drinks.
- ♦ I thought the questions could have been other than what we hear on TV; things we don't normally get to hear them talk about.
- ♦ Excellent food and facilities!

Announcing...

The 3rd Annual BNPA Charity Golf Tournament

**Buffalo Niagara Professional Alliance includes:
APICS, BNHRA, InfoTech, NAPM**

Date: **Wednesday, August 5, 2009**

Where: Diamond Hawk Golf Course

Fee Includes:

Lunch, Dinner, Open Bar, 18 Holes of Golf with Cart, on-course refreshments, prizes, auctions

The charity recipient is...

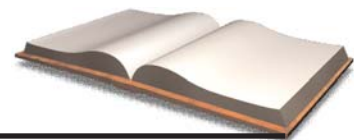
Bornhava is an early intervention and preschool program, nurturing and educating children with developmental disabilities. We partner with families

BORNHAVA

to prepare our students for a full and productive life through encouragement and support. Children are enrolled at Bornhava either at the center in Amherst, our inclusion sites, at home, or other early childhood programs in the community. Accredited by the New York State Education Department and Department of Health, Bornhava provides early intervention programs and preschool education to children.



APICS Education Course Offerings



If you're interested in any of the programs sign up soon to reserve your place, contact me at Carol.Goewey@zodiacaerospace.com or call 716-686-1572 or log on to <http://www.apics-buffalo.com>.

EDUCATION SCHEDULE 2009

Course	Start	Length	Location	Cost
CPIM Basics of Supply Chain Management	April 15, 2009	10 weeks	Moog	\$575 (in progress)
CPIM Detailed Schedule & Planning	Sept 2009	10 weeks	TBD	\$575
CSCP Certified Supply Chain Professional	Mid Aug. 2009	13 weeks	TBD	\$1100
Lean Enterprise certificate weeks Tapecon, Inc. \$895 (in progress)	March 12, 2009	10		

Note: The New York State Investment Acts Grant, includes the APICS certification course and is part of the New York State Workforce Eligible Training Provider List, contact rsnysetpl@labor.state.ny.us for further information.

Education Stats

There are 249 registered APICS members. Of that, currently our percentage of certified members is: CPIM 23%; CSCP 10%; CIRM 2%

APICS-Buffalo Chapter Launches Mentoring Program



As an operations, logistics or supply chain professional, you have a great deal to offer. Mentoring a college-level student from one of our Student Chapters at Canisius or UB gives you an opportunity to build your own leadership and communication skills while altruistically guiding an emerging professional through the beginning of their career in the Operations and Supply Management industry. Your organization benefits from allowing you to mentor a student as well; mentoring creates a positive professional climate and promotes an understanding of professional responsibilities and expectations on behalf of future job candidates. ***Plus, members whose student mentee has attended at least one professional development seminar during the year will benefit by receiving a discounted rate for Top Management Night.

Call for Mentors:

This fall, as the students from both the Canisius and UB become members of the national APICS organization (and hence the local chapter) they will be given the opportunity to be mentored by one of our local professionals.

Mentors' responsibilities include:

- ♦ Offer a shadowing experience or a tour of the facility where the mentor is employed.
- ♦ Encourage the student to attend all professional development meetings where the mentor can provide some insight and introduce the student to other professionals.
- ♦ Additional career-focused meetings between the student and mentor are always encouraged, (i.e. resume reviews, career planning meetings, etc.) especially if the mentor can arrange meetings with other staff in his/her company and a potential interview with human resources for an internship or full time opportunity.

Students' responsibilities include:

- ♦ Contact the mentor by phone or email to establish an initial meeting during which the student will conduct an informational interview and the mentor will discuss his or her professional experience.
- ♦ Keep in contact with the mentor occasionally with relevant academic questions or to update him/her on internship or full time job search status.
- ♦ Be appropriate and professional in all correspondence.

Matches are made only as mentors are available and are on a first-come, first served basis. If necessary, mentors who are willing, will be matched with more than one student mentee.

Sign up to be a APICS Student Mentor today by emailing

Melissa Ruggiero at mrugg@buffalo.edu

Subject: APICS Mentor

With your name, title, all contact info

Melissa will be in touch this summer to address any questions and students will be assigned in mid fall.

UB Introduces New Program

APICS Members, Operations Managers, IT Managers and C-Level Executives are invited to attend a free event on Wednesday, May 20, 2009 from 8:00-11:00 a.m. at the University at Buffalo School of Management to learn about a new curriculum within the full time MBA program. **Global Services & Supply Management** is a new strategic program which is uniquely designed to meet the educational needs in the emerging area of IT-enabled manufacturing supply chains and service business processes. IT is now an integral part of, and deeply embedded in, manufacturing supply chains and service business processes which cannot function without globally distributed information systems. We have created this new program to better train our MBA's to be prepared for this global economy.

Introducing... Global Services and Supply Management At the University at Buffalo School of Management

Keynote Address by:

Richard M. Ferranti, Group President,
North America, Rich Products Corporation

Wednesday, May 20, 2009

Breakfast at 8 a.m., event runs until 11 a.m.

**This free event includes roundtable discussions
with industry peers**

RSVP by May 15, 2009, to mrugg@buffalo.edu
Subject: GSSM Event with your name, title, contact information and one roundtable topic to discuss.

SEE FLYER ON PAGE 6 OF THIS NEWSLETTER...

2009-2010 APICS Elected Officials



On behalf of the APICS-Buffalo nominating committee, I'm pleased to announce the following candidates:

Elected Positions:

President	Jeff Ball
Vice President	Joost Vles
Secretary	Bill Lignos, CPIM
Treasurer	Pat Clancy, CPA, CFE

Note:

1. Additional nominees will be accepted from the floor prior to the vote.
2. The winner will be determined by a simple majority.
3. All members are eligible to cast a vote.

Voting will take place at the next PDM meeting held on May 4, 2009. Please come and vote.

Carol Goewey, CPIM, Chairman
Nominating Committee

Introducing Global Services and Supply Management

Wednesday, May 20, 2009

8 - 11 a.m.

106 Jacobs Management Center



Keynote Address

Richard M. Ferranti
Group President,
North America,
Rich Products
Corporation



UB School of Management
University at Buffalo The State University of New York

Join key industry players in learning more about a new area of study in the University at Buffalo School of Management's MBA program.

Global Services and Supply Management

Globalization and global redistribution of IT-enabled manufacturing supply chains and service business processes are occurring at an increasing pace due to strategic reasons. IT is now an integral part of, and deeply embedded in, manufacturing supply chains and service business processes which cannot function without globally distributed information systems.

The **Global Services and Supply Management** (GSSM) program is uniquely designed to meet the educational needs in this emerging strategic area. It also leverages the School of Management's long experience and focus in international education.

Learn more about how UB MBA graduates with GSSM proficiency can help your business grow in our global economy.



AGENDA

Breakfast 8 a.m.

Welcome 8:30 a.m.

by Dean Arjang Assad

Keynote Address

by Richard Ferranti

Global Services and Supply
Management Introduction

by UB Faculty

Roundtable Discussions

with your peers

RSVP by May 15, 2009, to
mrugg@buffalo.edu
Subject: GSSM Event
With your name, title,
contact information and one
roundtable topic to discuss.

Roundtable Discussions

Take the opportunity to converse about best practices or solutions to current issues in supply chains, IT-enabled business processes or service issues with your peers. This will be an open-ended, facilitated conversation that can benefit professionals at all levels.