

Wednesday, September 9th, 2009

## General Pencil vs. China

*Guest Speakers: David Seeber and Rick Cathers*

Hosted by Central Jersey *APICS* Chapter

This presentation will show how a 120 year old New Jersey manufacturer of wooden pencils used APICS education, Lean techniques, and a union workforce, to beat the competition from China in selling this basic commodity product to retailers in the U. S.

Using a case study, lectures, interactive discussion and question & answer, attendees will learn how General Pencil Company developed an education program for their workforce, designed a basic Pull System for authorizing work, and what they changed in the physical layout of the plant to support this new system.

**Who should attend?** Managers, Supervisors and all those who want to implement Lean techniques in difficult situations.

**Following this presentation participants will be able to:**

- Layout the basic components of a Lean education program
- Develop a simple Pull System to authorize work
- Identify physical constraints to implementing a Pull

**David Seeber** is Vice President of Manufacturing at General Pencil Co., a manufacturer of classic wooden pencils. He is also Chief Operating Officer of OPERA Express Int'l, a company dedicated to growing people, performance and purpose. For almost 30 years, in companies from Georgia to New Jersey, David has worked to make the U.S pencil manufacturing industry more competitive by designing and implementing manufacturing techniques that minimize labor, improve quality, shorten delivery time and reduce costs. He is a frequent speaker at seminars, workshops and regional conferences.

**Rick Cathers** is a **Change Master** and president of MicroCraft, The Knowledge Company. He works with domestic and international clients to identify process problems, develop solutions, implement organizational change and improve financial results. He specializes in process modeling, technology selection, performance measurement development, and quality improvement projects. Rick actively works to spread the APICS Body of Knowledge. For over 20 years, he has taught CPIM certification review courses. In addition, he develops customized education programs for companies based on these courses. He is an Adjunct Professor at Camden County College.

**Radisson Hotel Centennial Ave – Piscataway, NJ 732-980-0400**

**Registration begins @ 5:30 PM \$35 for Pre-registered APICS members; \$40 all others**

*To register, please visit <http://www.apics-cjer.org>*

## APICS Central Jersey Executive Message

### Introducing the best education program –

In this challenging economic time, we need our most valuable resources, our employees, working at their peak performance. We are asking them to expand to other business functions and to contribute more to the business needs. We need to give them the tools to accomplish the goals that we are setting to meet today's economic conditions.

To continue to survive in this highly competitive environment, we need to set the goal of continuous improvement strategies and increase the skills and capabilities of all of your employees so they can effectively engage in problem solving within their departments and assist other departments.

This is the best time to invest in their education. This education applies to many supply chain tasks and provides the necessary knowledge to thrive in today's global competitive environment-both in terms of reducing costs and increasing customer loyalty.

*"The only thing worse than training people and having them leave is not training them and having them stay."*      Attributed to Zig Ziglar

Start and education plan today starting with the following steps:

- As an individual, evaluate your current knowledge with your current job skills and future personal development educational requirements
- As a manager, include your department in this evaluation
- Meet with HR and discuss how an APICS education can benefit you, your department and your company

Contact APICS Central Jersey to arrange for an APICS Education Overview meeting with your company's management

It is never too late to start improving your skills and the skills of your employees.

Arthur Shaffer, CPIM

Director of Education, APICS Central Jersey Chapter

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## Upcoming Education Courses:

### Basics of Supply Chain Management

**Date:** Sep 22, 2009 – Nov 24, 2009 (10 weeks)  
**Time:** 6:00 PM – 9:00 PM  
**Location:** Radisson Hotel, Piscataway, NJ  
**Instructor:** Arthur Shaffer  
**Contact:** Robert Russo, 732-661-3140, [Robert\\_Russo@mft.org](mailto:Robert_Russo@mft.org)  
 Arthur Shaffer, 908-789-3237, [ABShaffer@yahoo.com](mailto:ABShaffer@yahoo.com)  
**Cost:** \$450 includes workbook. Group discounts for 3+ are available

Candidates explore the basic concepts in managing the flow of materials in a supply chain. In the Basics, you get a complete overview of material flow, from internal and external suppliers to and from your organization.

Topics include:

Elements of the Supply Chain  
 Just-in-Time (JIT)  
 Total Quality Management (TQM)  
 Manufacturing Resources Planning (MRP II)  
 Demand Planning  
 Capacity Management.

### Execution and Control of Operations

**Date:** Sep 24, 2009 – Nov 19, 2009 (9 weeks)  
**Time:** 6:00 PM – 9:00 PM  
**Location:** Radisson Hotel, Piscataway, NJ  
**Instructor:** Arthur Shaffer  
**Contact:** Robert Russo, 732-661-3140, [Robert\\_Russo@mft.org](mailto:Robert_Russo@mft.org)  
 Arthur Shaffer, 908-789-3237, [ABShaffer@yahoo.com](mailto:ABShaffer@yahoo.com)  
**Cost:** \$450 includes workbook. Group discounts for 3+ are available

Candidates focus on the areas of prioritizing and sequencing work, executing work plans and implementing controls, reporting activity results, and providing evaluating feedback on performance. The course explains techniques for scheduling and controlling production processes, the execution of quality initiatives and continuous improvement plans, and the control and handling of inventories

### Employment Opportunities

**To request information about any of these opportunities. Please contact Tom Raimondi at [Tomraimondi@berryplastics.com](mailto:Tomraimondi@berryplastics.com)**

**E0655 Supply Chain Planner** - Create and maintain production plans and master schedules to support the Demand plan. Interface closely with 3rd party purchases, Planning teams, Sales leaders, US- Demand, Manufacturing and Logistics groups.

**E0654 Production Control Manager**- Manage the preparation and issue of production schedules and material requirements to ensure a controlled flow of work through the shop to meet the customer's delivery requirements.

**E0653 Production Control Manager**- manage and be accountable for developing the production plan to support the master production schedules (MPS) and support customer requirements. Prepare the detailed Manufacturing and Packaging schedules to support a variety of product families. Coordinate all day-to-day activities with the operations group.

Permanent Placement  
Interim Professionals  
Executive Recruiting  
Contract Employee

## **Summit Group Consultants, Inc.**

Gary W. Pezzuti, Senior Partner

Phone (973) 875-3300

Fax (973) 875-3248

E-mail: garyp@nac.net

14 years.....



Welcome new members:

**Harsh Joshi**

**Catherine Peckens**

**Richar Deane**

### **Central Jersey Chapter Mission Statement**

*To be the premier provider of supply chain education (including: inventory, materials, production, and operations management) to Central Jersey's industries and individuals.*