

# THE HORIZON



<i>Highlights</i>	1
<i>President's Message</i>	2
<i>Event Calendar</i>	3
<i>Certification Schedule</i>	4
<i>Five Resume Mistakes</i>	5
<i>APICS Definitions</i>	5
<i>CSCP Program</i>	6
<i>New Year Resolutions</i>	7
<i>February PDM</i>	8
<i>6-Packed</i>	9
<i>CPIM in a Year</i>	10
<i>List of Company Coordinators</i>	11
<i>January PDM</i>	12

**APICS Definition of the Month Page 5!**

Visit us at:  
[www.APICS-Houston.org](http://www.APICS-Houston.org)

## JANUARY 16, PDM — BIG DATA ANALYTICS



For the supply chain leader, Big Data is a new concept let alone Big Data/analytics. It is not one that is currently well understood. It will most likely be overhyped and overpromised before the concepts reach mainstream adoption. However, it is here to stay.

*And, why should I, as a SCM professional "care" about Big Data Analytics? Read more details on page 12*

## A BETTER NEW YEAR'S RESOLUTION

My unscientific sampling says many people make New Years resolutions, but few follow through. Net result—unhappiness.

It doesn't have to be that way. You could, of course, just try harder, stiffen your resolve, etc. But you've been there, tried that.

**Read more on Page 7**

## FEBRUARY 20, PDM— CREATING A CHANGE-CAPABLE ORGANIZATION

This presentation takes the mystery out of how to create and sustain a change management program that will support any operations management project or company program initiative.

*How to Create a Change-Capable Organization: Experience Success*  
**Read more details on page 8**

## FIVE RESUME MISTAKES THAT WILL KEEP EMPLOYERS FROM CALLING YOU

Do you find yourself applying to positions that you are sure you are the best qualified, but you still get no response? It may be more than just competition, the problem may be your resume. Here are five reasons you might not be getting interviews.

**Read more details on page 5**

## PRESIDENT'S MESSAGE



During the months of November and December, the APICS Houston Board of Directors (BODs) focused on updating our Strategic Plan and reviewing our Financial Statements and Treasury Process. The Strategic Plan review focused on understanding the overall Goal for a successful APICS Chapter, the Critical Success Factors for obtaining the Goal and the series

of Factors that lead to achieving the Critical Success Factors. Over the next few months, the Goal Tree that is being developed will be refined and used to measure both the success of the Board of Directors and the Houston Chapter.

The Financial Statements and Treasury Process review initially focused on our business processes. Discovered was a lack of our volunteer ability to manage all transactions. With more than 80 classes, including both public and private classes, the success of our Professional Development Meetings (PDMs) and other charitable areas, the BODs elected to increase our external CPA's review and responsibility for our financial statements. Our financials are in fabulous shape from a revenue, balance sheet, and bank account perspective. However, our Chapter has had a formal external audit in many years. As such, we believe that a formal review should be performed to certify our financials and IRS filings.

### PROFESSIONAL DEVELOPMENT MEETINGS

In January, Bill Cure, an APICS Master Instructor and independent SCM consultant, and Ted Olaye, a SAP Supply Chain Integration Advisor with Reveal USA, will present **"Big Data Analytics: What is it and Why Should I Care"**. For the supply chain leader, "Big Data" is a new concept let alone Big Data/Analytics. It is not one that is currently well understood. It will most likely be overhyped and overpromised before the concepts reach mainstream adoption. However, it is here to stay.

Registration for this unique event is currently available. For more information, visit our website at [www.APICS-Houston.org](http://www.APICS-Houston.org) or contact John Burks at [Programs@APICS-Houston.org](mailto:Programs@APICS-Houston.org).

In November, Mark Sloan of the Homeland Security & Emergency Management Coordinator for Harris County presented "Insights into Emergency Management for Harris County". The meeting showed how the agency maintains and shares information on citizen preparedness in Harris County. The agency streamlines the regional emergency response coordination through the use of automated flood warning systems, traffic management systems, broadcast

media capabilities and regional interoperable communications. Their website is renowned as one of the most helpful and informative websites on citizen preparedness throughout the country. Mr. Sloan discussed how the agency prepares the response team in advance for all types of emergencies and reviews how actual responses were handled to provide "lessons learned" to prepare for future events.

### 6-PACKED CONFERENCE

The Terra Grande District of APICS will present the 10th annual 6-Packed Supply Chain Conference in Dallas, Texas on March 6th and March 7th at the Crowne Plaza Dallas. Requests for presentation titles and abstracts have been requested. The event will feature over 30 sessions presented by recognized supply chain leaders covering several topical areas including:

- Implement Lean Initiatives
- Successfully Reduce Inventory Costs and Investment
- Improve Your Supplier's Performance
- Plan Better to Execute Better
- Pragmatically Implement "Green" Initiatives

For attending the event both days, you will earn 16 certification maintenance hours. The following link and people can provide more information: [www.6packed.org/](http://www.6packed.org/)

### CLASSES

During 2013 including both our public and private classes, the APICS Houston Chapter taught over 80 APICS classes. Further, our instructors exceed the highest international standards for APICS instructors.

To receive this level of APICS training, our registration continues for our classes starting in January and beyond. If you have interest in registering for our classes, I highly suggest planning ahead and registering early to insure availability. For more details, please see the APICS Education and Certification page in this newsletter or visit our website at [www.APICS-Houston.org](http://www.APICS-Houston.org).

**Respectfully submitted,**  
Eddie Whitfield CPIM, CIRM, CSCP, MBA, P.E.  
President, 2013-2014  
APICS Houston Chapter 36  
[President@APICS-Houston.org](mailto:President@APICS-Houston.org)

## APICS HOUSTON CHAPTER EVENT CALENDAR—NEXT MONTHS

Jan-14			
Date	Event	Speaker	Location
16-Jan	PDM: Big Data Analytics: What is it and Why Should I Care	Bill Cure / Ted Olaye	Hess Club
Feb-14			
Date	Event	Speaker	Location
20-Feb	PDM: How to Create a Change Capable Organization	Mark Hordes	Hess Club
Mar-14			
Date	Event	Speaker	Location
6-Mar	6-Packed Regional Conference	Various	Dallas, Texas
20-Mar	PDM: To Be Defined	TBD	Hess Club

For more information, go to [www.APICS-Houston.org](http://www.APICS-Houston.org), under Events

### IN AN ABUNDANCE OF CAUTION

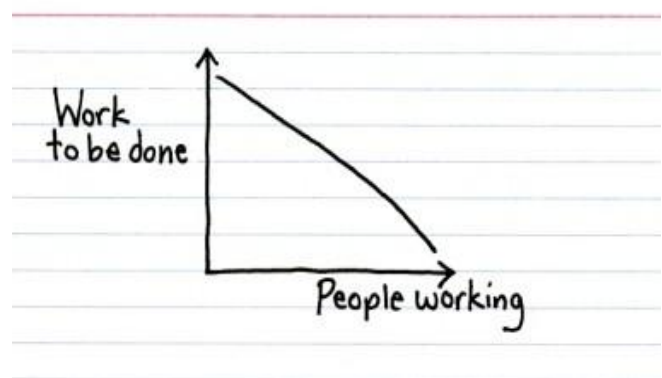
Do we have a caution shortage?

Is it necessary to have caution in abundance?

When a lawyer or a doctor tells you to do something in an abundance of caution, what they're actually doing is playing on your fear. Perhaps we could instead opt for an abundance of joy or an abundance of artistic risk or an abundance of connection. Those are far more productive (and fun).

Also: The things we have the most abundance of caution about are rarely the things that are actual risks. They merely feel like risks.

### ECONOMY ISN'T A PERPETUAL MACHINE



**Seth Godin**, Best selling author and speaker  
<http://sethgodin.typepad.com/>

Courtesy of Jessica Hagy, [www.ThisIsIndexed.com](http://www.ThisIsIndexed.com)

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# APICS EDUCATION AND CERTIFICATION

## 2013 COURSE SCHEDULE

### Certified Supply Chain Professional (CSCP)

Class	Schedule	Days	Time	Location	Early Reg Ends
Winter CSCP	Jan 18 to March 29	Saturdays	8:00am to 12:00pm	Baker	7-Jan
Spring CSCP	March 25 to June 17	Tuesdays	6:00pm to 9:00pm	Baker	7-Mar
Fall CSCP	Sept 9 to Nov 11	Saturdays	8:00am to 12:00pm	Baker	26-Aug
Class	Schedule	Days	Time	Location	Early Reg Ends
<b>Winter 2014 Individual Classes</b>					
Detailed. Sched. & Planning	Jan 25 to March 1	Saturdays	8:00am to 12:00pm	Baker	10-Jan
Master Planning of Resources	March 4 to April 3	Tue and Thu	6:00pm to 9:00pm	Baker	22-Feb
<b>Spring 2014 Individual Classes</b>					
Execution & Control of Operations	April 5 to May 3	Saturdays	8:00am to 12:00pm	Baker	22-Mar
Detailed. Sched. & Planning	May 6 to June 3	Tue and Thu	6:00pm to 9:00pm	Baker	19-Apr
Strategic Mgmt of Resources	June 7 to July 12	Saturdays	8:00am to 12:00pm	Baker	23-May

## COURSE AND EVENTS LOCATIONS

Location	Address	City	State	Zip
Baker Hughes (Beltway 8 and 290 area)	9100 Emmott Road	Houston	TX	77040
Hess Club (Galleria area)	5430 Westheimer Road	Houston	TX	77056
Norriseal (Beltway 8 and West Little York area)	11122 West Little York	Houston	TX	77041
TSP (Northwest corner of 610 Loop)	3303 West 12th St	Houston	TX	77008

## QUESTIONS ABOUT EDUCATION?

Do you have questions on how the Supply Chain Education Programs can:

- Improve your company's bottom line while improving customer satisfaction
- Enhance your career and make work more fun

**Please contact**

**Chuck Connelly CFPIM, CSCP, CPA**

VP of Education , APICS Houston Chapter

[VPEducation@APICS-Houston.org](mailto:VPEducation@APICS-Houston.org) or 713-256-7500

## FIVE RESUME MISTAKES THAT WILL KEEP EMPLOYERS FROM CALLING YOU



Do you find yourself applying to positions that you are sure you are the best qualified, but you still get no response? It may be more than just competition, the problem may be your resume.

Here are five reasons you might not be getting interviews.

### 1. Your resume leaves off vital information.

You must illustrate that you have the best qualifications by listing all your relevant responsibilities, certifications, education, professional training and technical skills that relate to your current career objective. Don't forget volunteer work that demonstrates skills needed for your next job. Key industry words and phrases are also very important.

### 2. Your resume has too much useless information.

This is a common problem for those who update their resume simply by adding new text to an old resume. If this is your update method, chances are your resume has a lot of dead wood that needs trimming. A good rule of thumb is that everything on your resume should relate to your current career objective. That means before adding new information, check the old text to see if it still relates. If not, you may need to change the emphasis on prior employment entries, or delete extraneous details.

### 3. Your resume doesn't show enough experience.

If you are short on needed experience showcase the next best thing, your transferable skills. Include your accomplishments that illustrate your most important transferable skills needed for the job. Your transferable

skills may include customer service, problem solving, client relationship building, cost cutting or revenue generating.

### 4. Your resume shows too much experience.

If you feel you are being labeled "overqualified" maybe that's just what your resume is saying. If you apply for a non-management position, emphasize your ability as an individual contributor. Write about what you accomplished as part of a team rather than how you led the team. Illustrate how you contributed to the development of a new process rather than how you designed the process.

### 5. Your resume lacks results.

In today's difficult economy employers are looking for people who can impact the bottom line. Every company wants employees who can save money, contribute to revenue growth, streamline a procedure and keep customers happy. Make sure your resume includes accomplishments that result in these corporate initiatives. Quantifiable results give you the sharpest edge against all other job applicants who have the same qualifications as you.

Competition for good jobs will continue to be high. A well written resume is your best tool to help get you in front of hiring managers who will call you for interview. Don't let another good opportunity pass you by. Improve your resume and improve your chances for your next job.

**Deborah Walker**, Certified Career Management Coach

Contact at [Deb@Alphaadvantage.com](mailto:Deb@Alphaadvantage.com)

Website: <http://alphaadvantage.com>

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## APICS DICTIONARY 13<sup>TH</sup> EDITION

### DEFINITION: CONTINUOUS PROCESS IMPROVEMENT

#### *Continuous Process Improvement (CPI)*

A never-ending effort to expose and eliminate root causes of problems: small-step improvement as opposed to big-step improvement. Syn: continuous improvement. See: kaizen.

The APICS Houston Chapter has an online presence through social networks. **Please join us!**

**Follow us on LinkedIn!**  
Look for APICS Houston Chapter Group Page



**Follow us on Facebook!**  
Look for APICS Houston Chapter



# CERTIFIED SUPPLY CHAIN PROFESSIONAL (CSCP) FOR 2014

The APICS CSCP designation is for professionals who are interested in increasing their knowledge and expertise in the field of global supply chain management. This program is ideal for individuals and organizations that are:

- Interested in more depth of knowledge and understanding in the areas of supplier and customer relations, international trade, the use of information technology to enable the supply chain, and physical logistics
- Facilitating operational and financial improvement both within and across supply chain functions
- Interested in increasing knowledge and expertise in the field of global supply chain management.
- Mastering the tools to effectively manage global supply chain activities that involve suppliers, plans, distributors and customers located around the world
- Implementing new or modifying their existing Enterprise Resources Planning (ERP) system(s)
- Desiring to create a common standard of understanding, vocabulary, best practices and frameworks within your company to address your supply chain challenges and seize opportunities
- Best practices in the day to day functions of supply chain professionals

The CSCP learning system includes:

- Approximately 1,000 pages of printed learning materials
- Interactive Web based study tools:
- Pre and Post tests
- Module specific tests
- Glossary, E-flashcards and Information Center

Candidates must apply for eligibility in order to register and take the exam. Eligibility requirements for the APICS CSCP designation are listed below. A candidate must pass just the ONE exam. Please consult [www.APICS.org](http://www.APICS.org) for additional information.

- APICS CPIM, CFPIM, or CIRM, and C.P.M. designations plus two years of related business experience, or
- Bachelor's degree or equivalent plus two years of related business experience, or
- Five years of related business experience.

Class	Schedule	Days	Time	Location	Early Registration Ends
Winter CSCP	Jan 18 to March 29 *	Saturdays	8:00am to 12:00pm	Baker Hughes	1/7/14
Spring CSCP	March 25 to June 17	Tuesdays	6:00pm to 9:00pm	Baker Hughes	3/7/14
Fall CSCP	Sept 9 to Nov 11	Saturdays	8:00am to 12:00pm	Baker Hughes	8/26/14

Class	Member Price		Non-Member Price	
	Early	Late	Early	Late
CSCP	\$1,940	\$2,040	\$2,140	\$2,240

- Contact Chuck Connelly CFPIM, CSCP, CPA at [VPEducation@APICS-Houston.org](mailto:VPEducation@APICS-Houston.org) for more information
- For more information on our programs or to register, please visit our website at [www.APICS-Houston.org](http://www.APICS-Houston.org)



# A BETTER NEW YEAR'S RESOLUTION

## BY CHARLES H. GREEN

### A Better New Year's Resolution

My unscientific sampling says many people make New Years resolutions, but few follow through. Net result—unhappiness.

It doesn't have to be that way.

You could, of course, just try harder, stiffen your resolve, etc. But you've been there, tried that.

You could also ditch the whole idea and just stop making resolutions. Avoid goal-failure by eliminating goal-setting. Effective, but at the cost of giving up on aspirations.

I heard another idea: replace the New Year's Resolution List with a New Year's Gratitude List. Here's why it makes sense.

First, most resolutions are about self-improvement—this year I resolve to: quit smoking, lose weight, cut the gossip, drink less, exercise more, and so on.

All those resolutions are rooted in a dissatisfaction with the current state of affairs—or with oneself.

In other words: resolutions often have a component of dissatisfaction with self. For many, it isn't just dissatisfaction—it's self-hatred. And the stronger the loathing of self, the stronger the resolutions—and the more they hurt when they go unfulfilled. It can be a very vicious circle.

Second, happy people do better. This has some verification in science, and it's a common point of view in religion and psychology—and in common sense.

People who are slightly optimistic do better in life. People who are happy are more attractive to other people. In a very real sense, you empower what you fear—and attract what you put out.

Ergo, replace resolutions with gratitude. The best way to improve oneself is paradoxical—start by being grateful for what you already have. That turns your aspirations from negative (fixing a bad situation) to positive (making a fine situation even better).

Gratitude forces our attention outwards, to others—a common recommendation of almost all spiritual programs.

Finally, gratitude calms us. We worry less. We don't obsess. We attract others by our calm, which makes our lives connected and meaningful. And before long, we tend to smoke less, drink less, exercise more, gossip less, and so on. Which of course is what we thought we wanted in the first place.

But the real truth is—it wasn't the resolutions we wanted in the first place. It was the peace that comes with gratitude. We mistook cause for effect.

Go for an attitude of gratitude. The rest are positive side-effects.

**By Charles H. Green**

<http://trustedadvisor.com/cgreen/> You can follow him on twitter [@CharlesHGreen](https://twitter.com/CharlesHGreen)

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## WHAT WOULD YOU DO WITH A 13% RAISE?

### EARN THE APICS CPIM TO FIND OUT

According to the Operations Management Employment Outlook, APICS CPIM designees, on average, earn **13 percent more** than their counterparts. **Contact Chuck Connelly, VP of Education** [VPEducation@APICS-Houston.org](mailto:VPEducation@APICS-Houston.org) or 713-256-7500

## CALL FOR SPEAKERS

Do you want to propose a speaker for our Professional Development Meetings (PDMs)?

Although topics related to supply chain and operations management are preferred, recommended speakers could cover any kind of subject, as long as it is relevant to the development of our members. Please contact **John Burks, Director of Programs**, [Programs@APICS-Houston.org](mailto:Programs@APICS-Houston.org)

## FEBRUARY 20, PDM — CREATING A CHANGE-CAPABLE ORGANIZATION



### **How to Create a Change-Capable Organization: Experience Success**

This presentation takes the mystery out of how to create and sustain a change management program that will support any operations management project or company program initiative.

Mark Hordes, a change management authority and best selling author, has found that the greatest sources of failure can be clearly linked to a lack of change readiness, invisible leadership, inadequate change resources, non-existing change metrics and low employee engagement and involvement.

With failure rates running as high as 70% of projects, process improvement and operations programs, organizations must understand what are the critical success factors to ensure success and drive results to the bottom-line.

Engage your workforce. Create a change strategy and program that is clearly focused and follows a structured process that has been utilized by operations programs and Fortune 1000 companies around the world.

The presentation topics that Mark will include how to:

- Prepare for Change
- Measure Change
- Build a Step by Step Change Management Strategy and Approach
- Manage Resistance, and,
- Reinforce and Sustain Change

**Where:** Hess Club

**When:** October 17<sup>th</sup>

**Dinner:** 6:00 pm

**Presentation:** 7:00 pm

**How Much:** Members: \$25.00 Non-Members: \$30.00 APICS Student Chapter Members: \$10.00

## THE CORPORATE DILEMMA



## DISCOVER APICS MEMBERSHIP BENEFITS

The APICS Houston Chapter kindly invites you to become an APICS member, joining thousands of professionals world wide. By joining APICS, you obtain the following benefits:

- Access the extensive APICS body of knowledge—the most expert, current, and relevant education in operations and supply chain management.
- Connect to an impressive community of nearly 40,000 members around the globe—all committed to building excellence in operations management.

APICS offers a broad range of memberships: **Professional, International e-membership, Joint international, Academic professional.**

For more details, Contact

**Tom Chambers, VP of Membership**

[VPMembership@APICS-Houston.org](mailto:VPMembership@APICS-Houston.org)



# 10<sup>th</sup> Annual 6-Packed Supply Chain Conference

Presented by ILDI and the APICS Chapters of the Terra Grande District



Thursday, March 6<sup>th</sup> and Friday, March 7<sup>th</sup> 2014 in  
Dallas, Texas

ILDI and the APICS Chapters of the Terra Grande District proudly present the 10th annual 6-Packed Conference in Dallas, Texas on March 6<sup>th</sup> and 7<sup>th</sup>, 2014. Once again, we will feature over 35 sessions presented by recognized supply chain leaders covering 8 topical areas in the General Sessions and a Special Planning Certificate Program. Earn 16 certification maintenance hours when you attend both days.

#### Why Attend:

1. Learn best practices from supply chain experts
2. Develop your people and yourself
3. Network and share best practices

#### General Sessions (5 concurrent sessions) covering

- Improving the Supply Side of your Supply Chain
- Continuous Improvement
- Developing Leaders and Enhancing Your People Skills
- S&OP and Supply Chain Planning
- Sustainability and Risk Management
- Fresh Connection Workshop – Friday Only
- Practical Development Workshops

#### Special Session (enrollment is limited)

- Advanced Production Planning Certificate Program

#### Registration

1. Go to our website at [www.6Packed.org](http://www.6Packed.org) and click on the Register page.
2. Choose from:
  - One-Day Registration - Thursday Only or Friday Only
  - Two-Day Registration - Select General Session or Special Session

If you register a group, each person can pick what they want to attend each day.

***Pay for four people from your organization and send the 5<sup>th</sup> person free!***

Group Registrations  
**Cheri Freedman**  
[cheri.freedman@gmail.com](mailto:cheri.freedman@gmail.com)

#### Pricing

***Early Registration ends on February 18<sup>th</sup>, 2014***

Price includes continental breakfast and lunch	Two-Days	One-Day
Early Registration	\$550	\$350
Late Registration	\$595	\$395

#### Conference Hotel

**Crowne Plaza Dallas Near The Galleria**

14315 Midway Road  
Addison, Texas 75001

**Special Room Rate:** \$99/night with complimentary Internet in guest's room.

Must register by February 18, 2014

#### To Reserve Your Room:

Call 972-980-8877 (local) then press option 1.

Visit our website at:  
[www.6Packed.org](http://www.6Packed.org)

Join us at our LinkedIn group:  
**6 Packed Supply Chain Conference**

#### Contacts:

**Chuck Connelly**  
CFPIM, CIRM, CSCP, CPA  
[Chuck.Connelly@gmail.com](mailto:Chuck.Connelly@gmail.com)  
713-256-7500

**Chet Frame**  
CPIM, CSCP  
[CFrame1@elp.rr.com](mailto:CFrame1@elp.rr.com)  
915-203-8040

APICS Houston Presents

# CPIM in a Year - Fall 2013

**Register at:**  
[www.APICS-Houston.org](http://www.APICS-Houston.org)

**Dates:**  
Saturdays  
See schedule below

**Times:**  
8:00am to 12:00pm

**Location:**  
**Baker Hughes**  
9100 Emmott Road  
Houston, TX 77040

**Pricing**  
**Members:**

- Early: \$2,050
- Late: \$2,200

**Non-Members:**

- Early: \$2,250
- Late: \$2,400

Does NOT include testing fees.

**Contacts:**  
**Chuck Connelly**  
CFPIM, CSCP and CPA  
[Chuck.Connelly@gmail.com](mailto:Chuck.Connelly@gmail.com)

**Save MONEY by signing up for All 5 CPIM Modules**



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.

### APICS CPIM PROGRAM BENEFITS

- Increase your functional knowledge of production & inventory management.
- Improve efficiency of your organization's supply chain.
- Streamline operations through accurate forecasting.
- Predict outcomes more accurately.
- Maximize ROI on systems and technologies.
- Increase profitability by optimizing your organization's inventory investment.
- Enhance your credibility among peers, employers, and customers

### PROGRAM SCHEDULE



**Students should schedule exams between classes.**



## APICS HOUSTON CHAPTER

### BOARD OF DIRECTORS 2012 – 2013

The Houston APICS Chapter Board is a dedicated team of people that work to provide relevant events and services to chapter members. Your **feedback is essential** for continuous improvement, so please contact us with comments, suggestions and improvement ideas.

Position	Name	Contact
President	Eddie Whitfield, CPIM, CIRM, CSCP, MBA, PE	<a href="mailto:President@APICS-Houston.org">President@APICS-Houston.org</a>
Secretary	Reid Garrett	<a href="mailto:Secretary@APICS-Houston.org">Secretary@APICS-Houston.org</a>
Treasurer	Steve Hasson, MBA, CSCP	<a href="mailto:Treasurer@APICS-Houston.org">Treasurer@APICS-Houston.org</a>
Ex Officio President	Tish Patel	<a href="mailto:Ex-Officio@APICS-Houston.org">Ex-Officio@APICS-Houston.org</a>
VP of Education	Chuck Connelly, CFPIM, CIRM, CSCP, CPA	<a href="mailto:VPprofessionaldevelopment@APICS-Houston.org">VPprofessionaldevelopment@APICS-Houston.org</a>
VP of Student Activities	Gozde Capar, MS, CSCP, CSSBB	<a href="mailto:VPStudentActivities@APICS-Houston.org">VPStudentActivities@APICS-Houston.org</a>
VP of Membership	Tom Chambers, MBA, CSCP	<a href="mailto:Membership@APICS-Houston.org">Membership@APICS-Houston.org</a>
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Director at Large	Chris Agner	<a href="mailto:Co-CompanyCoordinators@APICS-Houston.org">Co-CompanyCoordinators@APICS-Houston.org</a>
Director of Seminars	Mauricio Hernandez, MBA, CPIM, CSCP	<a href="mailto:Seminars@APICS-Houston.org">Seminars@APICS-Houston.org</a>
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Director of Horizon	Josh Howard	<a href="mailto:Editor@APICS-Houston.org">Editor@APICS-Houston.org</a>
Director of CCs	Guillermo Lucero	<a href="mailto:CompanyCoordinators@APICS-Houston.org">CompanyCoordinators@APICS-Houston.org</a>
Director of Programs	John Burks	<a href="mailto:Programs@APICS-Houston.org">Programs@APICS-Houston.org</a>

### LIST OF COMPANY COORDINATORS

Below, a list of the company coordinators that are currently working with the APICS Houston Chapter. Please contact your **local company coordinator** for more information about Chapter services and events.

Company Coordinator	Company	Company Coordinator	Company
<i>Chris Agner</i>	National Oilwell Varco - Westchase	<i>Ken Jamison</i>	Weatherford - Gulf Bank
<i>Bharat Parikh</i>	Emerson Process Management	<i>Bob Kirkpatrick</i>	National Oilwell Varco - Bammel
<i>Peter Cayea</i>	Cameron International	<i>Lisa Leroux</i>	Weatherford
<i>Prasanth Chakra</i>	Bayer	<i>Larry McClellan</i>	Schlumberger - HPC
<i>Duane Chandler</i>	Weatherford International	<i>Heidi McKnight</i>	National Oilwell Varco - FM 529
<i>Madhavi Chiruvolu</i>	Toshiba	<i>Gary Mundell</i>	National Oilwell Varco - FM 529
<i>Lana Forrest</i>	Baker Hughes	<i>Jim Nolan</i>	FMC Technologies
<i>Bob Gardner</i>	Pathfinder/Schlumberger	<i>Patrick Paro</i>	Del Packaging
<i>Steven Hasson</i>	TSP	<i>Giovanni Ramirez</i>	National Oilwell Varco - Galena Park
<i>Chuck Hayes</i>	Cameron - Flow Control	<i>Angelina Rodriguez</i>	National Oilwell Varco - Air Center Blvd
<i>Kevin Helm</i>	Oceaneering	<i>Chaitanya Saha</i>	National Oilwell Varco - West Little York
<i>Cathy Hernandez</i>	Halliburton Energy Services	<i>Ram Santhanavaradan</i>	National Oilwell Varco - Conroe
<i>Mauricio Hernandez</i>	Shell	<i>Don Thomas</i>	Unisource
<i>Carol Hickman</i>	Hewlett-Packard	<i>Kevin Tye</i>	Weatherford International - Northwoods
<i>Mark Hoffman</i>	Cameron Drilling Systems	<i>Lee Currier</i>	Hunting Energy Services - Subsea Technologies
<i>Tracy Hughey</i>	Akzo Nobel	<i>Robert Yagel</i>	Goodman Manufacturing





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with your  
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## JANUARY 16, PDM — BIG DATA ANALYTICS WHAT IS IT AND WHY SHOULD I CARE?



For the supply chain leader, Big Data is a new concept let alone Big Data/analytics. It is not one that is currently well understood. It will most likely be overhyped and overpromised before the concepts reach mainstream

adoption. However, it is here to stay.

Big Data is defined as data that is too large and complex in their volume, velocity or variety to be used in traditional supply chain architectures. Similarly, each company may define the term "supply chain" differently. It can be narrow (focused on logistics) or broad (processes that encompass the end-to-end value network. We will define Analytics is the discovery and communication of meaningful patterns in data.

*And, why should I, as a SCM professional "care" about Big Data Analytics?*

More and more companies in just about every industry today are either already involved with or in the process of starting "big data" related projects.

Today's supply chains are complex and growing more complex as we speak with more and more data being created by the ERP/APS/ and Supply Chain Execution systems that most medium to large scale SCM companies utilize as a The future of supply chain planning is demand management and shaping: The current focus is Supply Planning. Our present SCM systems are not designed to help businesses answer demand shaping questions where as Big Data

Analytics specifically is designed for such purposes.

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**Where:** Hess Club **When:** January 16<sup>th</sup> **Dinner:** 6:00 pm  
**Presentation:** 7:00 pm **How Much:** Members: \$25.00 Non-Members: \$30.00 APICS Student Chapter Members: \$10.00