



ANNUAL PROFESSIONAL CREDENTIALS ISSUE



Letter From the ISM Professional Credentials Committee Chair

Every day, we see higher starting salaries and promotions strongly correlated with possessing an Institute for Supply Management™ (ISM) certification. We all hear quotes about the differential in starting salary negotiated by ISM certified job seekers vs. the noncertified.

The kind of individual who puts forth the effort and sacrifice to obtain an ISM certification typically also performs other job-related activities with the same relative excellence and professionalism:

- They are more active in ISM and other professional associations, which leads to extra knowledge and stronger personal and professional networks.
- They know ways to get the job done more efficiently and to make their employer profitable. If they do not have the answer, they know others who do and who are willing to assist them.
- Their accomplishments testify to superior performance and, when asked, professional references may be more enthusiastic.

The continuing dearth of qualified workers in our workforce, and our need to just get the work done, lead us to seek out individuals who can get more work done on their own. Therefore, an inflated premium is building for the more promising job seekers.

A recent professional development meeting speaker talked about e-commerce (*electronic commerce*), to be followed by i-commerce (*informational commerce*), and leading to c-commerce (*collaborative commerce*). It is these extra-effort individuals who find ways to make these concepts work and who will reap the rewards for their companies. It is companies that hire certified employees, and encourage and support noncertified employees in seeking certification, which will be the winners in this burgeoning global competition we face.

Just as a diploma, a four-year degree or an MBA imply a level of capability and therefore create an expectation of a certain level of performance, a CPSM® raises the bar of expectation. And typically, capability and performance follow that expectation. "We expect more, and therefore we get more."

Be that exceptional performer. Better yet, create a team of exceptional performers and you will see. The results can be astounding.

Set your standards high and achieve your goals. ISM and your local ISM affiliate's Professional Development Educational Committee are here to help you succeed in doing so.

**David Van Valkenburgh, CPSM, C.P.M.,
CFPIM, CSCP, CFCM**
Chair, ISM Professional Credentials Committee



Letter From the Vice President of Professional Credentials

More than 5,000 professionals have achieved the Certified Professional in Supply Management® (CPSM®) designation. As the field has changed, these individuals have continued to learn and expand their knowledge. The CPSM® designation tells leaders, employers and potential employers that the individual with the CPSM® is dedicated to the profession and committed to continual professional growth. The CPSM® identifies leaders in the field.

But what about the C.P.M. (Certified Purchasing Manager)?

Many individuals with a CPSM® previously obtained the C.P.M. designation and have now recognized the importance of demonstrating their knowledge in all areas of supply management.

Individuals who pursue the CPSM® understand the importance of cross-functional skills in all the major areas of supply management. They strive to obtain and demonstrate their overall knowledge by obtaining the CPSM® designation. They continue to challenge themselves professionally. As the CPSM® continues to grow in recognition as the leading global supply management designation, more employers will seek individuals with the CPSM® for new positions and advancement.

For those with a current C.P.M., the road to achieving the CPSM® is, for a limited time, shorter than for those without the C.P.M. designation. Current C.P.M. holders only need to pass one Bridge Exam instead of the three CPSM® Exams that those without a C.P.M. must pass. However, the Bridge Exam option is only available for a limited time. In less than two years, individuals will no longer be able to register for the Bridge Exam — the last day

to register is December 31, 2014. After that, C.P.M. holders must take all three CPSM® Exams to qualify.

To assist current C.P.M. holders with preparing for the Bridge Exam, ISM has clearly identified the Bridge Exam material in the CPSM® *Study Guide*. Other study resources include:

- Bridge Exam *Diagnostic Kit* ([print](#) or [online](#) versions, same content)
- [ISM Professional Series](#)
- [CPSM® Bridge Online Exam Review Course](#) or [CPSM® Bridge Exam Self-Study Workbook](#)

The Bridge Exam *Diagnostic Kit* is a particularly useful study aid. After the individual takes the Bridge *Diagnostic Kit* exam, the score report results indicate those areas in which the candidate may need additional study before taking the actual Bridge Exam. The individual can then concentrate further study on those areas.

Time is valuable. Knowing where to concentrate further study not only saves time, but also results in a more effective study process ... reaching the end goal even sooner. Taking advantage of the Bridge Exam option is even smarter.

Make 2013 the year YOU step up your game.

Demonstrate your knowledge of all areas of supply management by achieving the CPSM®!

Andrea Waas, APR, A.P.P.

Vice President, Professional Credentials



CPSM® — What's the Payoff?

What do you tell your fellow affiliate members when they ask you, “Why they should I get the CPSM® certification?” Are you also wondering what achieving the CPSM® can do for your career?

Often, people need to hear from someone who already has the CPSM® about why it made a difference in their career. That was the case with Janell Moffat, a purchasing agent from North Carolina. She had just started studying for the CPSM® and wanted some validation of her choice of credentials. Moffat asked CPSM® group members from ISM’s [CPSM® LinkedIn group](#), “I am just starting on the CPSM® path and am curious to know how getting the CPSM® has helped others in their careers?”

Posted responses included being able to set new standards, becoming a resource for others and even being a factor in a new promotion. Here are some of the benefits posted in response to Moffat’s question.

Deborah Gamble, CPSM® • I realized several benefits from obtaining a CPSM®. The certification set a standard in my department. As a new manager, it added to my qualifications among many of my already-qualified C.P.M. peers. By possessing the certification, I was in a better position to encourage my employees to seek the same. The

best part to me was the real learning that took place in studying for the exam. Despite 15 years+ of procurement experience, I still learned so much during my exam prep! My study guides are highlighted, tattered and full of sticky notes. It was such a great experience. I am now doing systems consulting, and the CPSM[®] certification has helped me define myself not only as a software systems expert but also as a procurement professional — one who truly can understand a purchasing department’s needs. Best of luck in your preparation; it’s a terrific journey.

Paul Buerkle, CPSM, CPSD • Good choice on pursuing your CPSM[®]. If you were an accountant, you would probably seek to join the Association of Certified Public Accountants and become a CPA, because that is the designation for the most skilled within that industry. If you want to be seen as the most skilled within a purchasing, sourcing or supply management career field, then you will want to be part of ISM and have your CPSM[®] (or C.P.M. for those who can keep that designation). Simply obtaining the CPSM[®] certification did not earn me a promotion to global sourcing manager, but it did allow me to differentiate myself from other candidates. The CPSM[®] is part of my skills toolbox and indicates an industry-recognized level of understanding of supply management concepts. I trust you will be pleased when the CPSM[®] is part of your toolbox.

Uriah St. Ange, CPSM • You absolutely cannot go wrong with this certification. Not only is it highly recognized as the industry standard, the knowledge gained is invaluable. Like Paul stated, CPSM[®] is to supply chain professionals just as CPA is to accountants.

Steve House, CPSM • I earned my CPSM[®] eight months ago, and it opened my eyes to the parts of supply management that I do not deal with on a daily basis and gave me many more tools in my toolbox. I have used these tools to better accomplish my job and have become a resource for others in my office. The CPSM[®] spoke volumes of my desire to learn all I can and be the best associate I can be for my company. It set me apart and was a factor in me being promoted at the beginning of this month to a new position. Coworkers have on many occasions spoken to me about the CPSM[®], as they saw how I increased my knowledge, as well as the credibility it gives me with them and our customer base. Obtaining my CPSM[®] and the continued training to keep it has been a real win-win situation for me.

David Castro, CPSM, C.P.M. • I was able to utilize some of the CPSM[®] study materials to manage customs compliance at a new job. The CPSM[®] helped me land my current job. While it was not the only reason, my employer valued the certification and it was a great talking point during my interview.

These CPSM[®]s have proved themselves to be knowledgeable, well-rounded professionals who use up-to-date supply management practices. Not only has the certification made a difference in the careers of these CPSM[®]s, they have also been able to show others the benefits of getting their own credential.

Are you ready to get your CPSM[®]? Are you ready to tell others to get their CPSM[®]? Learn how you can [get started now](#) and reap the benefits of your own CPSM[®] designation. And if you aren’t already a member of the [CPSM[®] LinkedIn group](#), make sure to [join today](#) for support from fellow group members. [Learn more about the CPSM[®] program.](#)

Why Certify?

Thinking about going for one of ISM's professional designations? See what some industry leaders have to say about the concept, the process and the rewards. Click [here](#). Feel free to share this video in your affiliate or company’s professional development meetings.



CPSM[®] — Where Do I Start?

If you want to get your CPSM[®] but don’t know where to start, this is for you. Start by taking a good look at the [CPSM[®] and Bridge Exam Specifications](#) (Bridge items are highlighted). This is where you see exactly what you are tested on in each of the exams. By looking over the exam specifications, you can confirm that the CPSM[®] tests the areas that are important to your personal career path and also figure out what areas you already know as

well as what areas you may not be too familiar with. The areas you are not too familiar with are the ones where you need to focus your studies.

As suggested in the [How to Study for the CPSM® page](#), set goals and create a time line to study and take each exam around your work and personal commitments. Most people complete the CPSM® program in six to 12 months. We recommend you plan your timeline around the following goals:

6-Month Time Line

Daily Study Goal		Weekly Study Goal	Monthly Study Goal	Exam Goals
Monday-Friday	Study at least 1 hour each day (30 min. during lunch/breaks, 30-60 minutes in the evenings)	10 hours	40 hours	Take an exam at the end of month 2, 4 and 6
Saturday & Sunday	Study 2-3 hours each day			

You can always extend your time line if unexpected circumstances come up, but it helps to keep yourself on a specific schedule. If you are an active C.P.M., you only take one Bridge Exam and would set your goal to study and take your exam in two months.

If you begin by taking the CPSM® *Diagnostic Kit* practice tests, you generate a score report that tells you your strengths and weaknesses against the tested exam content. When you follow the directions in the *Diagnostic Kit*, you also get bibliographic references to each item that you missed, telling you where to find the detailed explanations within the other study items (*ISM Professional Series* and *CPSM® Study Guide*). These references give you a personalized study plan based on the areas you need to strengthen the most. You'll know which study items you need that contain the areas you need to work on. By using the *Diagnostic Kit*, you study with a plan based on your needs while keeping your studies time-efficient and cost-efficient.

Get started on your CPSM® today by visiting the [How to Study page](#).



One Exam to Become a CPSD™

If you are an active CPSM® or C.P.M., you only need to pass one exam to become a Certified Professional in Supplier Diversity® (CPSD™). Everyone else is required to take two exams to become a CPSD™.

If you are responsible for supplier diversity initiatives in your organization, you need to look at the CPSD™ certification to demonstrate you are on top of this growing trend in sourcing and supply management. With major players requiring their partners to use diverse suppliers and the need to maintain a competitive edge, if supplier diversity is not already on your organization's radar, it will be soon.

[Learn more about the CPSD™ today.](#)



Discounted Exams at Annual Conference — Study Now!

Set your goal and [start studying now](#) to prepare for discounted CPSM® and CPSD™ Exams available for everyone to take before the start of Annual Conference. You can take paper-and-pencil exams for **US\$99.50 member/US\$149.50 nonmember** each exam on Saturday, April 27, 2013 in Dallas/Ft. Worth. You'll save 50 percent off the regular exam prices of US\$199 members/US\$299 nonmembers. Choose from a morning and/or afternoon exam time to take your CPSM® and/or CPSD™ Exams. [Register now](#); scroll down to Exam Registration. Advanced registration is required.



Studying for CPSM®? Prefer In-Class Instruction?

If you are studying for the CPSM® Exam and prefer in-class instruction to assist in your studies, there is an upcoming [CPSM® Exam Review seminar \(#4250\)](#) on April, 24-26, 2013 in Grapevine Dallas/Ft. Worth. (Seminar is equivalent to the CPSM® Online Exam Review course and the CPSM® Self-Study Workbook course.) You can even take up to two of your CPSM® Exams following the seminar on Saturday, April 27, 2013 at half-price (see above article). [Register today.](#)



**institute for
supply management**

ISM—Los Angeles, Inc.

Be the *local* solution!

Author:

C.J. Nord, C.P.M.

Immediate Past President, ISM—Los Angeles, Inc.

What is the role of the regional ISM affiliate, and how do we bring exceptional value to our members?

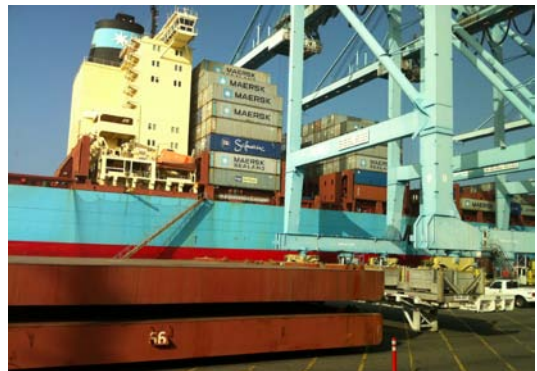
One of the ways is through helping them manage the risk unique to our neck of the woods, and to stay on top of changes that affect the supply chains of our local economies. In California, we have our own set of challenges, just as our colleagues do from Texas, to Maryland, to Hong Kong.

During the recent work stoppage at the Los Angeles/Long Beach Port, the ISM—Los Angeles affiliate kept our members informed of the situation, and we offered common sense advice, such as “Talk to your freight professional to understand the back log”, and “This situation will impact inventory levels on parts that you may not be directly importing” Knowledge is power, and we want our members to be powerful. It is ISM’s responsibility to lead in times of crisis that impact the supply chain.

Now, from one affiliate leader to another, while the work stoppage went on and on, *I sweated bullets* over a long planned tour of the port with our good friends from APICS Los Angeles. The tour was arranged by Damco USA, part of the A.P. Moller - Maersk Group. You can imagine my relief when the situation was finally resolved a scant two days before the tour. A little too JIT for comfort!

The port tour was an enormous success. Being able to see the port running at more than full speed to catch up on the backlog was top notch supply chain excitement! The tour started with a view of the land operations of the port, and then onto a boat that traveled around the harbor so we could view vessels and operations from the water. Afterwards, we all enjoyed each other’s company at a local restaurant. All in all, it was a golden day.

Fellow leaders, in our roles we are often overwhelmed by what it will take to make your local affiliate a success. I believe we have two jobs. Yes, only two. The first is to bring value to membership, and the second is to grow membership. The ISM—Los Angeles mission statement is “*To educate, develop, and advance the purchasing and supply management profession by providing opportunities to network, enhance professional skills, and increase the knowledge of our membership.*” In so doing, we become job creators through the increased margins we gain for our employers, thus freeing up capital for growth, and new hires. We make a positive difference in our communities not just for our members, but for the local economy as well. Keep up the good work! You are the solution!



AFFILIATE SUPPORT

Time Is Running Out . . . Nomination Deadline for ISM's 2012 Awards Programs Is January 31, 2013

Persons of the Year Awards

The Persons of the Year Awards honor members who go beyond the regular scope of work to make outstanding contributions to ISM and the profession. Nominations can be submitted for any of the following categories:

- Education/Learning Person of the Year
- Innovation/Creativity Person of the Year
- Leadership Person of the Year
- Marketing/Communicating Person of the Year
- Volunteer Person of the Year



Affiliate Excellence Awards and Groups and Forums Excellence Awards

The Affiliate Excellence Awards and the Groups and Forums Excellence Awards recognize those affiliates and groups and forums that demonstrate excellence in their professional operations, educational offerings and recruitment, and training and retention efforts, while at the same time communicating the value and prestige of the Institute for Supply Management™ and the supply management profession.



For more information about these programs and to download nomination forms, go to www.ism.ws and select Affiliate Support at the top of the ISM Home Page, then Affiliate Support and [ISM Awards Program](#).

Registration Is Open for ISM's Affiliate Webcast, February 7, 2013

How to Properly Manage a Software Purchase

Date: February 7, 2013

Time: 9:00 AM PST | 11:00 AM CST | 12:00 PM EST

[Register now!](#)

Software can be one of the most difficult buys a company will ever make. Sales professionals are known for learning the techniques used by supply management professionals. Learning how to protect the company both financially and legally is essential. While this session will focus on IT product, the knowledge gained will apply to other types of spend. The session will provide insight and knowledge on how to deal with sales professionals as well as how to legally protect the corporation during the contract negotiation process.

Our presenter, Mark Grieco is an attorney, a member of the Florida bar, and senior partner at Grieco & Scalera, PA, a firm specializing in contracts, software, corporate, real estate, trusts and estates, family law, intellectual property and insurance litigation. In addition to his law practice, Grieco is a worldwide lecturer in the field of contract law, legal negotiations, software agreements and purchasing. He has been an educator for the Institute for Supply Management™ for more than 13 years. He has taught business professionals for such diverse companies as Disney, FP&L, Holcim, Sony, Kodak, Oracle, Coca-Cola and GE. He also works with companies to standardize contracts and teaches in-house courses.

Join us for this live webcast "[How to Properly Manage a Software Purchase.](#)" on February 7, 2013 at 9 a.m. PST/12 p.m. EST.

Please register at the following link: [How to Properly Manage a Software Purchase](#)
For the upcoming schedule of affiliate webcasts, please click [here](#).

Questions regarding affiliate webcast registrations may be directed to Kristen Moreno at 800/888-6276 or +1 480/752-6276, extension 3005; e-mail kmoreno@ism.ws.

UPCOMING SEMINARS

Below is the list of ISM seminars for the months of **March and April 2013**. These seminars qualify for recertification Continuing Education Hours (CEHs). For seminar details, please call the ISM Customer Service Department at 800/888-6276 or +1 480/752-6276, option 8, or visit the ISM website at www.ism.ws and select Education & Training and then [Face-to-Face Seminars](#).

March 2013

Title	Date	Location
The Supply Chain Management Simulation: Play It to Win (#4231)	March 4-6, 2013	Las Vegas, NV
Fundamentals of Purchasing: The Building Blocks of World-Class Professionalism (#4523)	March 6-8, 2013	Las Vegas, NV
Legal Week 2013: Fundamentals Through Advanced Concepts	March 11-15, 2013	Atlanta, GA
Reducing and Controlling Costs With Cost-Containment Strategies (#4591)	March 11-12, 2013	Dallas, TX
Legal Foundations of Supply Management (formerly <i>Legal Aspects of Supply Management: The Basics You Need to Succeed</i>) (#4390)	March 11-13, 2013	Atlanta, GA
Supplier Assessment and Performance Measurement: Ensuring Promised Value (#4212)	March 13-15, 2013	Chicago, IL
Contracting: What All the Ts and Cs Mean (formerly <i>Contracting Basics: What All the Ts and Cs Mean</i>) (#4495)	March 14-15, 2013	Atlanta, GA
Resisting Price Increases and Implementing Cost Improvement Initiatives (#4273)	March 20-22, 2013	Phoenix, AZ
Strategic Services Procurement: Applying Strategic Sourcing Principles to the Procurement of Services (#4459)	March 21-22, 2013	Atlanta, GA

April 2013

Title	Date	Location
Legal Negotiations (#4277)	April 11-12, 2013	Atlanta, GA
Fundamentals of Purchasing: The Building Blocks of World-Class Professionalism (#4524)	April 17-19, 2013	Phoenix, AZ
Category Management: Cost and Leveraging Strategies for Supply Professionals (#4223)	April 24-26, 2013	Dallas, TX
CPSM® and CSM™ Exam Review Course (#4250)	April 24-26, 2013	Dallas, TX
Contracting for Purchasing and Supply Management: Beyond the Basics (#4424)	April 25-26, 2013	Dallas, TX
CPSM® and CSM™ Train-the-Trainer: Review Instructor Courseware Program (#4300)	April 25-26, 2013	Dallas, TX
How to Develop and Manage a Supplier Diversity Program (#4321)	April 27, 2013	Dallas, TX

LINER NOTES

March Is Supply Management Month

March is less than three months away, and that means it's time to start planning for Supply Management Month. Keep records from affiliate brainstorming sessions and ask former affiliate officers and committee members for tips on past successes or activities that could be improved or transformed by a fresh look and fresh approach from your 2013 volunteers.

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Supply Management Month activities can be customized to fit your affiliate resources and member interests. [Log on to the Affiliate Support](#) area of the ISM website and select Supply Management Month Information. You'll find a news release template, time lines and special event ideas. You can also download Supply Management Month 2013 art files in several file formats.



Hispanic and Latino Supply Management Conference

¡Solución! Leverage your heritage as a business solution by attending the [6th Annual ISM Hispanic and Latino Supply Management Summit](#) on April 30, 2013 in Dallas/Ft. Worth. Update your skills in global sourcing, learn about the Latin American market and find out how your heritage differentiates you from the competition. Don't miss this opportunity to network with top Hispanic and Latino supply chain executives.

The Hispanic and Latino Summit is [included in your Annual Conference registration fee](#). If you only want to attend the Hispanic and Latino Summit, the registration fee is US\$299 for both members or nonmembers.



Hospitality Suites for the 98th Annual International Supply Management Conference and Educational Exhibit

It's time to reserve hospitality suites for the 98th Annual International Supply Management Conference and Educational Exhibit, April 28-May 1, 2013 in Dallas/Ft. Worth.

For hospitality suite and catering information at Gaylord Texan Resort & Conference Center, please contact Rhonda L. Drennan, convention catering manager, at Rdrennan@gaylordhotels.com.

Call early for the suite of your choice!

ISM Hospitality Suite Policy

Hospitality suites are to have a business emphasis as opposed to social in order to stay within the educational purpose of the International Supply Management Conference of the Institute for Supply Management™. Hours of operation should not conflict with other conference activities.

ISM has no desire to discourage informal get-togethers during periods of time when there are no scheduled Conference events. While it may be difficult to discern the exact difference between business and socially oriented suites, or informal get-togethers, it is intended that such activities not leave the association open to criticism. Ethical considerations are and remain of prime concern to the Institute for Supply Management™.

March 2013 Semiannual Dues Billing Time Line


ISM Customer Service will send an email instructing you how to pull a current list of your regular members on record with ISM. The ISM Membership Dues Roster must be updated online by **February 15, 2013**. The rosters will be processed, and invoices will be e-mailed to the affiliate mail designate, affiliate treasurer and the affiliate executive secretary that ISM has on file.


All communications will be by email and your roster will be available online in a "live" document. You will have current information to reconcile against, making dues billing updates accurate and timely.

TIME LINE	
January 14	ISM Customer Service emails instructions to the affiliate leadership. Review your roster and make appropriate additions and deletions.
February 15	All changes/modifications must be completed online.
March 8	ISM emails affiliate leadership the final Semiannual Dues invoices reflecting the updates you submitted.

Please carefully update the ISM Membership Dues Roster so the resulting invoice is accurate. Once the invoice is generated, the amount cannot be adjusted.

We appreciate your cooperation.





THE CENTER
FOR STRATEGIC SUPPLY LEADERSHIP
A.T. Kearney with Institute for Supply Management™

**Mark your calendar for the
2013 [Center for Strategic Supply Leadership \(CSSL\) Forums](#)**

The A.T. Kearney Center for Strategic Supply Leadership at ISM is an exclusive organization where forward-thinking executives convene for:

- Executive development forums
- Leading business analysis on the future two- to four-year outlook for supply management
- Unique networking opportunities

The Center shapes tomorrow's supply landscape by bringing together a hand-chosen group of elite senior supply management executives and their direct reports.

<p>Procurement of the Future I March 12-13, 2013</p> <p>Grand Hyatt New York Park Ave at Grand Central Terminal New York, NY 10017 +1 212/883-1234 Reservations – 888/421-1442 www.grandnewyork.hyatt.com</p>	<p>Procurement of the Future II September 11-12, 2013</p> <p>Conrad Chicago 521 N. Rush St. Chicago, IL 60611 +1 312/645-1500 www.conrad.hilton.com/chicago</p>
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Forum Registration and Fees:
Center Members: One enrollment credit per participant
Nonmembers: US\$1,895 per participant

Become a member* today; click [here](#) to join.

*Membership in the Center is limited to senior leaders and their direct reports at nonconsulting organizations with US\$2 billion plus in annual sales.

For more information on The Center, please visit our website at www.cssl.ws.



In the Latest Edition of *eSide Supply Management*: Outsourcing Strategy, Contract Selection and Intuition's Role in Supplier Selection

The latest edition of *eSide Supply Management*, ISM's bimonthly e-publication for up-and-coming supply management professionals — and exclusive member benefit — is now [online](#).

Inside the November/December 2012 edition, you'll find these articles:

- [***Five Rules — and 10 Steps — to a Healthy Outsource Agreement***](#) — A flexible and nuanced outsourcing strategy follows five rules, each with its associated steps.
- [***Pick a Contract! \(Not Just Any Contract\)***](#) — Matching the appropriate contract form with the strategic importance of the transaction can save your procurement organization time and resources.
- [***What Role Can Intuition Play in Supplier Selection?***](#) — "Trusting your gut" might just complement what your brain is telling you when it comes to effective supplier selection decisions.
- [***Career ROI: Advice From the C-Suite***](#) — For one high-level procurement executive, a list of 10 "career commandments" passed along by his mentor has proven instrumental in his professional advancement.
- [***Laying a \(Green\) Foundation***](#) — Tenets and takeaways from Intel's Blue Guide to Being Green can help any company take sustainability value ideas from concept to results.
- [***CPSM® and CSM™ Update: 3 Questions, 3 Answers***](#) — In every edition, *eSide* offers three sample questions — and answers — from the CPSM® and CSM™ *Diagnostic Kit* to help you prepare to pursue your CPSM® or CSM™ certification.
- [***Talent Management for Tomorrow***](#) — A recent The Conference Board report contends that talent management success in the near-term depends on the ability to "see around the corner" to meet strategic business needs.
- [***Business Etiquette Tips: The Netherlands***](#) — In this edition, our business-etiquette spotlight is on the Netherlands — a country noted for its cultural emphasis on egalitarianism, individuality, consensus and direct communication.

To access this edition, read past ones or sign up to receive *eSide* by email, visit the ISM website at www.ism.ws and select Publications & News, then e-Newsletters, and then *eSide Supply Management*.

BRIGHT IDEAS

We are always looking for bright ideas from affiliates, Groups and Forums to feature in *NewsLine*. If you have an idea that you would like to share, please contact Linda Thomas in ISM Affiliate Support at lthomas@ism.ws.



NAPM—Central Michigan Increased Its Membership

How Did This Affiliate Do It?

NAPM—Central Michigan, Inc.

With the economic downturn that started in 2007 and slow growth since, companies and employees are still reluctant to increase spending. With this, maintaining current membership levels has been a struggle. However, in the past year NAPM—Central Michigan has been able to increase its membership. The increase is a result of several years of effort.

In 2009, then President Tim Pinter created an initiative to make NAPM—Central Michigan more service oriented. This initiative started with having Board members meet directly with members, specifically those members that were managers or of a higher level in their employer's organization. The goal of these meetings was to understand what the managers, their employees, and the companies were looking for relating to continuing education, training, and other ways that NAPM—Central Michigan could be of assistance to their professional advancement.



NAPM—Central Michigan was seeing a decline in its attendance and participation in monthly professional development meetings. It was increasingly clear that monthly PDM's (Professional Development Meeting) were becoming less important to membership. As a result, starting in the 2011 program year, monthly PDMs were discontinued.

With the information learned from the manager meetings, in 2010 NAPM—Central Michigan decided to move forward with planning a one day purchasing conference tailored to organizations represented by members of the affiliate. Spearheaded by Past President Tim Pinter, managers of local organizations and faculty from Michigan State University were brought together to plan the conference. With the goal to mold the conference to specific organization needs and to be an inexpensive conference, the team developed topics and recruited speakers. The first annual Central Michigan Purchasing Conference was held in October 2011 with great success.

Building on the success of the 2011 Central Michigan Purchasing Conference a second team similar to 2011 was established and the second annual conference was held in October 2012. The 2012 conference was an even bigger success with more participants than the year before.

Outside of hosting the annual purchasing conference, NAPM—Central Michigan also offers many benefits to members. First, the affiliate offers to pay for one module of the CPSM[®] exam. This benefit is offered to any NAPM—Central Michigan member who completes and obtains the CPSM[®] designation. Second, the affiliate offers a scholarship to students obtaining a higher education degree in a supply management field. This scholarship is funded through the revenue generated from the annual Purchasing Conference.

Along with member benefits, NAPM—Central Michigan keeps a focus on employers' direct needs in its region. To that end, personal contact between the Board and its members is key. By listening to and working with its members, NAPM—Central Michigan is able to shape its efforts and programs to the needs of the membership.



REMINDERS

ISM Closed

ISM Headquarters closes on **Monday, January 21, 2013** for Martin Luther King Jr. Day and reopens on **Tuesday, January 22, 2013**. Any telephone and email messages left on Monday will be returned as soon as possible on Tuesday.

Upcoming Conferences/Events

2013

- **10th Annual Black Executive Supply Management Summit**
February 5-7, 2013
New Orleans, Louisiana
[Download the Summit Brochure](#)
Register Now!
[Sponsorship/Exhibit Opportunities Available](#)
- **5th Annual Women Executive Supply Management Summit**
February 5-7, 2013
New Orleans, Louisiana
[Download the Summit Brochure](#)
Register Now!
[Sponsorship/Exhibit Opportunities Available](#)
- **The Center for Strategic Supply Leadership Forum**
March 12-13, 2013
New York, New York
Theme: *Procurement of the Future I*
Save the Date!
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