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# MIDDLE TENNESSEE CHAPTER

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February 15, 2005

<b>PLACE:</b>	The Radisson at Opryland NASHVILLE
<b>COST:</b>	\$20.00
<b>5:30-6:00</b>	Networking
<b>6:00-6:45</b>	Dinner
<b>6:45-7:00</b>	Business
<b>7:00-8:00</b>	Greg Kelly, Dell Computers
	<u>How Does Fulfillment Strategy Fit Into The Direct Model?</u>

**RESERVATIONS:**

Call Laura Pyron 615-773-6830 or email  
[lpyron@campbellhausfeld.com](mailto:lpyron@campbellhausfeld.com) by Thursday  
12/09/2004

**How Does Fulfillment Strategy  
Fit Into The Direct Model?**

Supply Chain and Manufacturing Excellence is a key enabler for Dell's Direct Model. Dell's direct model and operational execution has allowed Dell to grow from a start up company to a 40 Billion Dollar company in 20 years. Dell has aspirations to be an 80 Billion Dollar company in a few years when it achieves its strategic plan of continued increasing market share in existing product offerings, services, global growth and new in products currently not offered.

We will step through the strategy and the complications of introducing a pick, pack and ship model into an operation that has been the industry benchmark for assemble and configure to order manufacturing. We will examine the factors that must be considered and cover what changes are required in processes, tools and locations.

## About our Speaker

**Gregory Kelly CPIM, CIRM, C.P.M. is the current Director of Americas Fulfillment Operations for Dell Inc. Greg's responsibilities include the final configuration and shipping of all Dell Portable Computers, Printers, PDA, MP3 Players and Ink and Toner for Dell North America. Greg has responsibility for operations in Reno, NV, Austin, TX, Nashville, TN and West Chester, OH.**



**Greg began with Dell in July of 1999 and was part of the Middle TN Operations start up management team. Greg began as the Sr. Manager for Production and Inventory Control for the Lebanon, TN facility. He has led the Manufacturing Operations and Logistics in Middle TN, Demand/Supply Planning and Procurement organization in Austin, TX and spent 9 months in Porto Alegre, Brazil as the Operations Director.**

**His teams have established industry leading improvements in inventory management and order cycle time. Prior to joining Dell, Greg was the Senior Manager of Materials for Nortel Networks North American Operations. Greg led the organization through ERP and Sales and Operations Planning implementation.**

**Greg is a past President of the MITE chapter and a past Regional Director of ASME.**

**Kelly resides in Mt. Juliet, TN with his wife Julie and children Lauren and Matthew.**

**George Gordon, CPIM CIRM  
Secretary and Acting Vice President, Programs**

## Annual ISM and APICS Joint Meeting

Hey everyone! It's time to join up with our ISM brothers and sisters for our annual joint meeting. This year, ISM is in charge of the program and it looks like they have arranged for a good evening. Their president, Kimball Bullington indicates that, once again, ASQ and CSCMP (formerly CLM) have been invited. The following information is provided so you can make your plans for the evening:



**Please note- This meeting is March 8, 2005, the second Tuesday of March  
No meeting on the third Tuesday.**

**Speaker Thom Crosby,  
President and CEO of Pal's Sudden Service  
Location: Airport Marriott Hotel**

### **Program**

Pal's Sudden Service is the 2001 winner of the Malcolm Baldrige National Quality Award, the first restaurant to win the award. Established in 1956, by Pal Barger, Pal's Sudden Service, began with a single store and a dream in Kingsport, TN. Today, the organization employs more than 400 people at 17 stores from Bristol, VA to Morristown, TN. The company consistently outperforms national burger chains in customer satisfaction, sales per labor hour, health inspections and profit per store. Be sure to check out their website at [www.palsweb.com](http://www.palsweb.com).

## A.O. Smith Employees Show Their Support

It sure was good to see all the longtime friends from A. O. Smith at our last meeting. People like Leanne, James and Kenny, along with our featured speaker Jim Hutzler have been missed and I hope we can resurrect their chapter involvement and participation, and see more of them at future meetings. All in all, folks from A. O. S. represented a large percentage of the audience. Thanks to those who came out to see an excellent presentation



from their own Jim Hutzler. The turnout was good and an additional table was set up to accommodate the A. O. S. crowd.

This next meeting will give the opportunity for another local company to show support for one of their officers. Greg Kelly from Dell Incorporated will be our featured speaker and I hope the folks at Dell will show up in equal abundance.

As we approach spring, one of the duties the board will face is to find a new slate of officers for the coming year. I want to make a personal request to our membership to consider finding a position that would appeal to you and to volunteer to run for that office in your chapter. Selfishly, I hope someone will pick up the ball in Programs and run for Programs Vice President. Actually, I have already lined up speakers through

November, 2005. This means, you will be able to ease into the position without much effort. Of course, I would be very willing to help you get started.

I hope to see more members begin to get involved in the operation of the MITE Chapter in the coming year. Your participation is vital in expressing fresh new ideas and points of view, along with keeping renewed energy and peak interest in the forefront of your chapter's operation.

A thought to remember: *"Tell me and I'll forget. Show me, and I may not remember. Involve me, and I'll understand."* Native American Proverb.

George Gordon, CPIM, CIRM

Secretary and Acting Programs Vice President



### **Asserts Leadership Position in Operations Management,**

**Alexandria, VA (January 1, 2005)** The APICS Board of Directors is pleased to announce the change of the organization's name to APICS The Association for Operations Management, effective January 1, 2005. In conjunction with the new name, the association will adopt a new logo and the tag line, Advancing Productivity, Innovation, and Competitive Success.

"APICS continues to evolve to meet the needs of the community it serves, but our name no longer fully recognized the value proposition that we deliver," said 2004 APICS President Arnold E. Kennedy, CFPIM, CIRM, Jonah, when the name change was announced at the APICS International Conference and Exposition in San Diego, California, on October 12, 2004. "The new name honors our rich history in production and inventory control; better defines the broad application of the APICS body of knowledge; and asserts our leadership position of delivering superior training, internationally recognized certifications, and comprehensive resources to a worldwide network of accomplished industry professionals."

Elected to lead the association in 2005 is Thomas J. Krupka, CFPIM, Jonah, president of Forward Technologies, Simpsonville, South Carolina. Krupka has been an APICS member since 1986 and has held numerous leadership positions in the chapter and regional levels, as well as on the APICS Board of Directors, including APICS secretary/treasurer.

## PDM SCHEDULE 2005

### February 15, 2005

How Does Fulfillment Strategy Fit Into The Direct Model?" Greg Kelly, Dell Computer Radisson,

### February 23-25, 2005

Certified Implementer of Enterprise Resource Planning (CIERP) Atlanta GA

### March 8, 2005

Joint with ISM - "Our Journey to The Malcolm Baldrige Award" Thom Crosby, Pal's Sudden ServiceMarriott Airport

### April 19, 2005

10 Pitfalls of Implementing Lean" Ed Heard Radisson

### May 17, 2005

"Effective Team Building" (tentative) Coach Barry Trotz, Nashville Predators NHL Hockey Radisson

### June July August - Summer Break

### September 20, 2005

"Safety Stock Methods-When, Why and How" Nikole Peek Radisson

### October 18, 2005

"Ten Stupid Things Companies Do to Mess Up Their Inventory" Fred Tolbert, CPIM Radisson

## MITE Employment Service



Laura Pyron, our reservation coordinator, has agreed to reestablish and coordinate the Mite Chapter Employment Service. This is a great service for MITE members. It is a valuable resource for both employees seeking new opportunities and employers looking to fill their employment needs. Please send your resumes or job descriptions to Laura at [lpyron@campbellhausfeld.com](mailto:lpyron@campbellhausfeld.com) or call her at 615-773-6830.



MIDDLE TENNESSEE CHAPTER

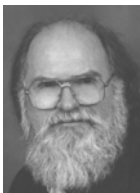
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