

INSIDE THIS ISSUE

- May Tour Information
- Education Schedule
- About Rio Grande
- Membership Information
- 10 Truths About Multitasking

May Tour

Touring Rio Grande (The Bell Group)

Date: May 19, 2011
Time: 11:30 AM – Lunch Served
Location: 7500 Bluewater Rd NW
Albuquerque, NM 87121

RSVP: Debora Brener
Debbrener@comcast.net
505-331-8205

Cost: \$8 to cover lunch

Directions:

1. Depart I-25 South / Historic Route 66
2. At exit 226AB, take ramp right for I-40 West toward Gallup
3. Take ramp right and follow signs for SR-448 South / Coors Blvd NW
4. Turn right onto Bluewater Rd NW 0.6 mi VALERO on the corner
5. Arrive at 7500 Bluewater Rd NW, Albuquerque, NM 87121 The last intersection is Airport Dr NW If you reach SR-345 North / Unser Blvd NW, you've gone too far

EDUCATION SCHEDULE

JULY/AUGUST 2011

MASTER PLANNING OF RESOURCES

RICHMOND PRODUCTS, INC.
4400 SILVER AVE SE

9 WEEK COURSE – EVERY TUESDAY, 6:00-9 PM

This course covers the processes used to develop sales and operations plans and identify and assess internal and external demand and forecasting requirements. The focus is on the importance of producing achievable master schedules that are consistent with business policies, objectives and resource constraints. Topics include:

Demand Management, Sales and Operations Planning, Master Scheduling and Measuring Business Performance

COST:

\$448 APICS MEMBERS (INCLUDES GROSS RECEIPTS TAX)

\$648 NON MEMBERS (INCLUDES GROSS RECEIPTS TAX)

Participants Guides included in cost.

Make check payable to: **Albuquerque APICS**

Send Check To:

Albuquerque APICS

PO Box 25125

Albuquerque NM 87125

REGISTRATION DEADLINE: 6/17/2011

REGISTRATION CONTACT: TOM DORR

CELL PHONE: 505-459-5737 OR EMAIL:

TOMDORRNM@YAHOO.COM

CLASS INSTRUCTOR

Mr. Scott Keithley has been with Intel Corp for 15 years, working in supply chain management. In that time he has gained a wide breadth of experience, from managing key systems within a plant, to partnering with suppliers on global volume and capacity plans for Intel's Fab network. He has an MBA in production and operations management from UNM, holds a CPIM, and is currently working toward his CSCP.

APRIL/MAY 2011

BASICS OF SUPPLY CHAIN MANAGEMENT

RICHMOND PRODUCTS, INC.

4400 SILVER AVE SE

10 WEEK COURSE – EVERY TUESDAY, 6:00-9 PM

This course covers basic concepts in managing the complete flow of materials in a supply chain. Topics to be covered include Introduction to Supply Chain Management, Forecasting, Master Planning, Material Requirements Planning, Capacity Management and Production Control, Inventory Fundamentals, Physical Distribution, Quality Management and Purchasing, Lean Manufacturing and Theory of Constraints.

COST:

\$448 APICS MEMBERS (INCLUDES GROSS RECEIPTS TAX)

\$648 NON MEMBERS (INCLUDES GROSS RECEIPTS TAX)

Participants Guides included in cost.

Make check payable to: **Albuquerque APICS**

Send Check To:

Albuquerque APICS

PO Box 25125

Albuquerque NM 87125

CLASS INSTRUCTOR

Mr. Jim Constand CPIM is Surface Mount Production Supervisor with Sennheiser NM, where he manages two production lines. He received his MBA and BS in Electrical Engineering from the University of New Mexico and has over 25 years of experience in various manufacturing environments. Jim has helped implement a Lean Manufacturing program, managed a laser welder project, created training documentation and conducted training classes, managed a circuit board production line, supervised field service engineers sustaining an automated material handling system in a semiconductor cleanroom, tested and debugged defense avionics end items down to component level, and manufactured and repaired radiation assay systems, high power pulse lasers and radio frequency shielding equipment. He is an adjunct professor at UNM's Anderson Schools of Management teaching operations management courses and is on the Albuquerque APICS Chapter Board of Directors.

About Rio Grande

Rio Grande is one of New Mexico's largest private employers, and has been a part of the business community of New Mexico since 1944. Rio Grande employs about 330 associates in a variety of business areas including manufacturing, product development, distribution, supply chain management and purchasing, sales and marketing. Manufacturing operations are very diverse, with everything from full sheet metal machining capabilities to precious metal casting and fine and electronic assembly. Sales operations encompass every type of sales organization; inside and outside sales forces, international dealer management, telephone-based customer service and sales, and walk-in sales for local customers. The marketing functions at Rio Grande are completely in-house, and include everything from an in-house photography studio to a high tech graphic arts environment that is one of the best in the Southwest. State-of-the-art technology is found throughout the company, including digital graphic controls for quality assurance and product management. Skillful use of technology gives Rio Grande an edge in their competitive markets, by enabling efficiencies that result in lower costs for customers. Superior information management also reduces the risks inherent to making strategic business decisions.

Membership

The APICS community is composed of more than 33,000 individuals from 15,000 companies worldwide-across nearly all industries. With more than 50 years in service, APICS brings together professionals from around the globe who are committed to building excellence in operations management.

Join APICS today to profit from our vast educational offerings as well as the knowledge and experiences of thousands of other operations management professionals worldwide. Watch your e-mail for the latest membership benefits news and information in the member newsletter, *APICS Connection*.

Membership

The APICS community is composed of more than 33,000 individuals from 15,000 companies worldwide-across nearly all industries. With more than 50 years in service, APICS brings together professionals from around the globe who are committed to building excellence in operations management.

Join APICS today to profit from our vast educational offerings as well as the knowledge and experiences of thousands of other operations management professionals worldwide. Watch your e-mail for the latest membership benefits news and information in the member newsletter, *APICS Connection*.

Membership Categories

Professional

Professionals may access a wealth of education through online resources, local training and networking, award-winning publications, and product and service discounts. Membership remains active if the member changes jobs. Annual dues are \$200

Student

By joining the ranks of more than 2,500 APICS student members you will meet and network with experienced professionals, build leadership and training skills, and engage in competitions and programs that help promote education and encourage interest in the profession of operations management. Annual dues are \$25

Group-Site Membership

APICS offers group-site membership to companies and their employees. A group-site membership enables five employees from the same company location to have full membership privileges, including full online access, member publications, and discounts on APICS products and services. Employees from the member company may also order products at the discounted membership rate using a designated company billing number.

How Group-Site Membership Works

The Components of group-site membership are:

Company Voting (CV) employees (APICS members): CVs receive all society and chapter mailings and have full membership privileges.

Company Associate (CA) employees (non-APICS members): Through the group-site membership, nonmember employees may order materials at the discounted rate. These employees do not receive mailings, membership privileges, or access to members-only content on the APICS Web site.

Company Group Billing (CB) contact (non-APICS member company contact): This record is created for the sole purpose of monitoring group activity. All billing and membership renewal information is sent through this record. This contact can be one of the CV employees.

Transfers: Because the company and not the individual retains the membership, the five CV memberships can be changed to other employees at any time. Corporate membership changes must be made in writing via company email or on company letterhead, including the addition and removal of members, as well as changes to company name and address.

Group-Site Membership Dues

When a company joins APICS, it must do so at both the society and chapter levels. Society dues are \$600 annually and chapter dues are \$300 annually.

New Membership Contact

Visit the APICS website for applications <http://www.apics.org/Membership/>

10 Truths About Multitasking

By [Steve Tobak](#) | May 2, 2011

It happens all the time. A report or study comes out, somebody at a reputable publication like the *New York Times* or *Harvard Business Review* picks it up, and the next thing you know, generalizations that were never intended by the researchers are plastered all over the blogosphere.

That's exactly what's happened with multitasking.

Just check out some of these headlines: [How and Why to Stop Multitasking](#), [The Myth of Multitasking](#), The Backlash Against Multitasking, How to Kick the Multitasking Addiction, Multitasking Produces an Illusion of Competence ... the stuff is literally *everywhere*. The problem is that most of that "multitasking is evil" stuff is more or less irrelevant, to say the least. Now, before you go off on me for making

such a heretic statement, let me explain what's going on here.

Indeed, there were several studies. Yes, you'll perform better giving one thing your undivided attention. Sure, if you text or email during a meeting, you'll miss some things. Well thank you Captain Obvious. I'm floored that this was a news flash for anybody.

The truth is that, when you define multitasking in the way virtually all professionals, managers, business leaders, and executives do it, and look at its overall effectiveness for a management system or organization as a whole - instead of at the task level - you find that it's indeed critical to management effectiveness. It's a no-brainer.

So, to unravel the quagmire of misconceptions, misinformation, and confusion and set the record straight, here are ... **10 Truths About Multitasking:**

- Yes, single task performance deteriorates when you're distracted. People perform better doing one task at a time. Duh. Anybody who thinks that's an epiphany shouldn't be responsible for

doing one task right ... let alone managing others.

- Interrupting what you're doing to constantly check email and tweet isn't multitasking, it's distraction, plain and simple. Researchers who call that multitasking should lose their funding. Employees or managers who call that multitasking are just trying to make themselves look better in spite of their complete lack of discipline and inability to focus.
- There is no such thing as doing more than one thing simultaneously. It can't happen in the physical world. Nobody can do it. Not even computers. There are laws of physics that frown upon that sort of thing. Just wanted to dispel that notion once and for all.
- In the real management world, the only definition of multitasking that matters - that isn't trite or useless - is the concept of switching between tasks or interrupting one task in favor of another. It's how we prioritize functions and tasks in real-time. It's necessary and critical to the performance of any management or organizational system. The same techniques are used to improve computing performance, as well. Same thing for people.
- Indeed, on a task by task basis, multitasking is not a benefit. And yes, it is more stressful than not multitasking. That said, it's a daily part of business life. Stuff happens. Priorities change. Interrupts occur that are more important than what you're working on. The task at hand will suffer, but your overall management effectiveness will benefit. Real-time flexibility - interruption and prioritization - is critical in management systems.
- For example: an engineering project manager is deep in concentration writing a proposal. An employee comes to his office needing a critical decision on the current development project which is on hold pending his decision. They chat for a few minutes, call in someone else for

an opinion, and he makes the decision. As a result, the critical development project progresses on schedule. Sure, it cost him time to get back into the proposal, but that's not as critical. Thus, the interruption and multitask made sense. That sort of thing happens daily in virtually every management or organizational system.

- Information or communication overload and multitasking are two completely different things. *McKinsey* wrote a report about [information overload](#) that says, "Always-on, multitasking work environments are killing productivity, dampening creativity, and making us unhappy." Indeed, last year I wrote, "[Communication overload](#) has reached epidemic proportions and it's killing precious productivity and effectiveness ..." The problem is that, by lumping communication overload - a bad thing - in with management multitasking - a good thing - *McKinsey* is confusing people.
- If you email or text while you're in a meeting, you can't possibly be paying attention. Things have to be repeated and that wastes everybody's time. If not, then you don't belong in the meeting. Period.
- Likewise, when you're meeting one-on-one or in a small group, you should give them your undivided attention. Not only is that more efficient for everyone, it's called treating people with respect.

Bottom Line. Doctors, chefs, engineers, project managers, marketers, salespeople, line managers, executives, small business owners - anyone with decision-making, managing, or leadership in their job description needs to multitask. It comes with the territory. It's part of business and management life. It's a good thing. Don't confuse it with single-task performance, communication overload, or distraction and lack of concentration.