

Competitive Edge

February 2012

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Dear Members,

Social Responsibility & Shareholder Value

As it has been for the last several years, our February membership meeting is dedicated to Supplier Diversity. Those who have been actively involved with ISM-New York or work within organizations that are striving to implement best practices, understand that "Social Responsibility" is no longer thrown around as a simple marketing pitch. The programs associated with Supplier Diversity and Sustainability has been slowly gaining traction over the past 15+ years and the related expenditure continues to increase.

To the cynic, corporations that create and market these programs do so only as a tool to compete for government contracts and increase their customer base by building goodwill with the various diversity communities (Women, African American, Hispanic, Gay & Lesbian, Veterans ...). There may have been a bit of truth to this initially, however the benefits associated with these programs is well documented.

But how does that impact shareholder value? Can it boost value by reducing cost?

An effective supplier diversity policy is a significant element of a social responsibility program, exhibiting a positive message to employees while enhancing a company's image. Unfortunately, doing the right thing isn't always the least expensive way. Nevertheless, if the corporate vision is long term (years rather than quarters) cost reduction can take many forms.

Can a sourcing organization find best-in-class solutions with smaller firms?

It's not a surprise that, when compared to large organizations with deep pockets, small suppliers may struggle providing best-in-class solutions. That being said, innovation is driven by competition and the ability to think outside the box. Many of our most successful corporations started as small entities trying to make a difference. Think Apple, Microsoft, Google,

**FEBRUARY
MEMBERSHIP
MEETING SPONSOR**



Inkwell Global Marketing

CONGRATULATIONS



Congratulations to the following individuals who achieved new certifications:

Gary Smith, CPSD - NYCHA

Jacob Vigneri, CPSM - Macmillan

The NEW Satellite Seminar



Affiliate Webcasts are replacing ISM's satellite seminars. These live streaming, one-hour Webcasts will feature content relevant to the supply management profession. Individuals will now have the ability to view these programs individually on your own computers.

Dell, Berkshire Hathaway to name several. All started with just a handful of people. Think of how differently these organizations are managed today compared to their infancy. Despite their continued success, many may argue that the overall performance of these companies degraded over time. Yes, maybe some of the earlier corporations had ulterior motives when implementing social responsibility programs. Nevertheless, they broke important ground. In order to ensure these programs continue to grow successfully, it's important that more organizations buy into both the long term social and financial benefits.

That being said, I hope you will take advantage of ISM-New York's various offerings. We have this month's Supplier Diversity membership meeting and should be announcing plans in the coming weeks for our annual Supplier Diversity Expo. Additionally, in the 2012/2013 program year we will be creating a Director of Sustainability and Director of Supplier Diversity to ensure both are provided the appropriate level of support within the organization.

Thank you and I look forward to seeing you at the next meeting.

Regards,

Kenneth Going Jr.,
President, ISM-New York

Monthly Membership Meeting

February 28, 2012 ISM-New York Annual Supplier Diversity Meeting

The Value of Supplier Diversity in Technology Innovation

Our meeting presentation will be the personal story of **Lisa Jones, Owner of Eyemail, Inc. A patent technology & Microsoft technology partner.** Lisa's presentation will be her own personal story of accomplishments, challenges and difficulty in today's business environment and how being a MWBE has helped her preserve herself and her company.



Lisa S. Jones is the Founder and Chief EyeMail Officer of EyeMail Inc. She is responsible for integrating audio and video technology, to bring traditional email communications to life and increase online conversion rates by over 62%. Under her leadership, she directs and oversees the strategic roadmap and development of the corporation, to include management of the international

Category Management & Understanding the Importance of Relationships

**February 9, 2012
1 pm - 2 pm**

Featured Speaker:
Robert Handfield, PhD.

For more information & to register, contact ISM-New York at 800-975-0725

**NETWORKING
SOCIAL EVENT**



How about a fun night to network with your fellow ISM-New York members? Meet members of the Membership Committee and ideally bring with you a friend or colleague who you think would also benefit from becoming a member of ISM-New York.

Come have fun & mingle with your fellow ISM-New York members & potential members.

Join us for our first ISM-New York Networking Social!

**Thursday
February 9, 2012
SIDEBAR
120 East 15th Street New**

expansion and distributorship of the EyeMail brand worldwide. Recent additions to the brand include EyeMail Canada and EyeMail Germany with the next release scheduled to be EyeMail Brazil. Lisa has received several awards and honors recognizing her many accomplishments. She is a Women of the Year Honoree in Technology. She is the winner of Season 1 of the CBS Show, The Next Tycoon. Ms. Jones was selected into Microsoft Corporation Supplier Diversity Mentor Protégé Program and The Coca-Cola Global Prime Supplier Diversity Mentorship Program. EyeMail is the 2010 recipient of the prestigious Stevie Award Innovator of the Year Award. Lisa is rapidly emerging as a trailblazer for women owned technology companies on the rise, specializing in email and online media innovation. She is a native of Montgomery, Alabama, Ms. Jones received both her Bachelor of Science Degree and M.B.A from Alabama A&M University

8:15 A.M. - Members Arrival & American Breakfast
9:15 A.M. - President's Greeting
9:30 A.M. - Sponsor Presentation-
Inkwell Global Marketing
9:45 A.M. - Meeting Program -
Lisa Jones Presentation
10:30 A.M. - Q&A

Dave & Buster's Times Square
234 West 42nd St New York, New York

Register for meeting by visiting our web site.
Non-Member Guest Rate \$45, paid in advance.
Confirmations to be sent February 27, 2012.

**Looking for a few good people...
Board Service?**

2012-2013 Elections Underway

The 2012-2013 Nominating Committee has been selected!
Serving on the new nominating committee are:

Steve Fischer, C.P.M.-Nominating Committee Chairman
Gary Smith, CFPIM, CSCP, CPSM, CPSD
Keith Hines
Tracy French, CPSM
Michael Exler, C.P.M.

Congratulations to these individuals, who will work on nominating a slate of Officers and Directors for election at the May 2012 Annual Meeting.

As announced in the January 2012 Competitive Edge, the ISM-New York Board of Directors has revised the role of its Directors for future years. While we will continue to have Sourcing Groups in the various spend categories, we will now be looking to make those Sourcing Groups into committees, and allow the Directors to take on responsibilities that better align with the principal functions and priorities of ISM-New York.

Appetizers & Happy "Free"
Hour
5:30 pm - 6:30pm (well/house
drinks/beer/wine)

Cash Bar - 6:30 pm

**Visit our web site to
Register!**

CALL FOR SEMINARS



ISM-New York continues to evaluate our Professional Development course offerings. If you or anyone you know teaches a an educational seminar/course that would be of interest to Supply Chain, Procurement or Purchasing professionals ISM-New York wants to hear from you. Please submit a one page course synopsis and include an agenda/outline of the course. The ISM-New York Professional Development Committee will review all submission submitted and evaluate it for the 2012-2013 programming/professional development catalog. All submissions are due to ISM-New York's Executive Director, Diane Martin by March 1, 2012. For additional information please contact Diane Martin at 800-975-0725 or at dianemartin@ismnewyork.org.

The ISM-New York Professional Development committee would like to consider new courses, half-day courses....there is nothing that is out-of-the-question. So get those

The new Director titles for the 2012-2013 programming year are:

Director of Affiliate Development
Director of Member Events
Director of Supplier Diversity
Director of Sustainability and Social Responsibility
Director of Membership
Director of Professional Development

The current directors will be working with the 2012-2013 Nominating Committee to determine who will assume responsibility in the new areas. In the meantime, the Nominating Committee is seeking individuals who are willing to assist with the continued success of the organization by filling any of the open roles. If you would like to recommend a person for these positions, or perhaps self-nominate yourself, please contact **Steve Fischer**, Nominating Committee Chairman or **Diane Martin**, Executive Director. The deadline for the nominating committee's consideration is February 15, 2012.

The Sourcing Groups are an important benefit to ISM-New York membership and we are looking for volunteers to serve as Sourcing Group Committee Chairs. If you are interested in being a volunteer and leading a sourcing group please contact Steve or Diane to discuss this opportunity too.

Report on Business Survey Update

An excerpt from the January 24, 2012 membership meeting by John Popolizio, co-chair ISM-New York Report on Business Committee

Our work to make the Report on Business continues to gain momentum. Your participation has both regional and national implications. The survey is known to track and predict trends in both the New York City economy and the US economy as a whole. We thank all who participate in the Report on Business survey each month.

We have changed the monthly release date for the Report on Business. The purpose is to make the ISM-New York report be the last word in non-manufacturing services reports just prior to the release of the national ISM report on business. We've strengthened our relationship with our national organization by adding over 60% of their Editorial Staff to distribution.

We continue to grow our audience to the Report on Business. The most recent report is available on the ISM-New York website, and each month is being transmitted to 28 media outlets across 70 reporters and twenty procurement executives receive a courtesy copy as do over forty business managers.

We've established a new list for "Influencers" which captures a variety of national and international readers from the European common market in Brussels, to money managers in the Far East. We're also in contact with the New York Federal Reserve.

The ISM-New York Report on Business mirrors the ISM national services report over 80% of the time; were capturing the pace of

SEMINAR 1 CONFERENCE & EXPOSITION

For nearly 35 years, SEMINAR 1 has exposed the Northeastern area to local & national speakers & Industry Leaders.

Past attendees have come to recognize the benefits and value of leading edge technology, education, training, networking, forming strategic alliances, and most importantly, preparation through lessons learned, for the changes that will touch all of our personal and professional lives.

This year ISM-New York's very own **Gary Smith**, Director of Facilities will be one of their presenters.

April 19 & April 20th
Antun's of Westchester

[Click here for more information](#)

the national recovery. Our most recent economist forecast indicates employment continues to improve - although slowly - as does the New York metro economy.

The survey is growing and is being successful but we still need your help. We have observed a troubling trend in the collection process of the ISM-New York Report on Business. About three times more (~150) than our average response rate (~50) have opened our survey each month but have not completed it. Our goals continues to be doubling monthly participation in the Report on Business from 50 to 100. We believe that this is attainable with your help.

Again, thank you for participating each month and we hope those who haven't will begin.

And the Winner Is - Nominations being accepted

(J.H. Leonard Award & Davis-Kassa Scholarship)

2011-2012 J.H. Leonard Award.

The J.H. Leonard Award is given to an ISM-New York member who has rendered distinguished service to the Association in one or more of the following areas:

- Participation in scheduled meetings, forums or other activities of the Association;
- Service to the Board of Directors or a committee;
- Contributions to Competitive Edge;
- Other contributions to the growth, development or professional stature of the profession and ISM-New York.

Visit the ISM-New York website to download a copy of the application. The submission deadline is April 1, 2012 for the committee's consideration.

2012-2013 Davis-Kassa Scholarship.

The Davis-Kassa Scholarship is named after former Executive Directors of ISM-New York who served with distinction: Robert Davis, who served from 1957 to 1978 and Abate and Waka Kassa, who served from 1981 to 2000.

The Davis-Kassa scholarship recognizes the scholastic achievements of a full-time college student who is the child of an ISM-New York member. Criteria to apply:

- 24 credits (undergraduate or graduate) at an accredited college or university
- GPA of a 3.0 (cumulative)
- Completed application with references.

The submission deadline is March 1, 2012 for the committee's consideration.

Professional Development - Upcoming Seminars

(Visit our web site for more information & a registration form)

Legal Aspects of Software Licensing

(Rescheduled from Original January date)

March 22, 2012 (7 Continuing Education Hours)

Project Management for Supply Chain Professionals

February 16, 2012 (7 Continuing Education Hours)

Contract Law / Legal Aspects of Purchasing & Supply Management

March 1, 2012 (7 Continuing Education Hours)

Certification Review Seminars

Information on all seminars to prepare for certification tests

Basic Information on Classes:

\$350 ISM members / \$400 non-members

All ISM-New York Seminars are taught at the offices of Pfizer
(42nd & 2nd Avenue, New York City)

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