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President's Message:

With the arrival of Spring comes a new beginning. Every year at the farm we plant hundreds of trees as we plan for the future. Your IIE chapter is planning on some leadership changes as we plan for the future of your chapter. I appreciate those who have offered to volunteer in various capacities to keep the chapter operating. As my term as president comes to a close in May, the Board is developing a new model for operating the chapter.

The chapter continues to focus on providing value to our members. With that said, we had a great turnout at RIT for the Panel Discussion on IE's working in the Healthcare field. You could feel the energy around this topic from the audience as well as the panelists. Thanks, John, for putting that meeting together.

April 22 is the plant tour at Liberty Pumps in Bergen, NY titled, "Thriving in Lean Times". It is going to be a real 'Kick the Tires' tour on Lean. You don't want to miss it.

Lastly, on May 22, we will be recognizing our volunteers this season by holding a Dinner Cruise on board the 'Canandaigua Lady' on Canandaigua Lake. Membership does matter. This will be a member and their guest only event. I hope to see you there.

Tim Letson; President Rochester Chapter
IQPS@frontiernet.net

Upcoming Event:

Lean "Kick the Tires" Tour
Thursday, April 22, 2010
12:30 – 3:00 PM

Liberty Pumps – Bergen NY – Thriving in Lean Times

Tour: Participants in previous tours have told us that they really like an informative tour. They want to hear from practitioners about their improvement process – progress and challenges. They want to see the plant in operation. This led to the new "Lean - Kick the Tires" format. You will hear about their lean / process improvement journey followed by seeing the application to their operations. You will get the chance for dialogue – ask questions and offer feedback to the host company.

Please join us for a tour of this very successful enterprise. According to Robyn Brookhart, Plant Manager:

Liberty Pumps is a family owned business that began in 1965. We primarily manufacture sump, sewage, and effluent pumps, along with complete pre-assembled systems. The company began as a one-man shop around the corner from where we're presently located. This is actually our third location since our continuous growth has necessitated expanded space. We moved into our current location at the end of 2000, and in 2008 doubled the facility's square footage.

On the shop floor we build many of our pumps to order (although you will notice some stock of our higher-volume models). Because we build to order and we're never sure what the load will be from one day to the next, it's utterly important that we maximize our efficiency. We've come a long way but when it comes to process improvements, there is never an end. The orders come in via phone, fax, EDI, and email. Order Entry is responsible for entering them into our ERP system and then they are presented to the shop floor via a "homegrown" program we call MagicSync. This allows the cells to see the orders in real time and they are built in the sequence in which they come in (with some minor exceptions).

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April 22 Liberty Pump Tour (continued)

We have one Manufacturing Engineer on staff who has done a remarkable job at improving our shop floor flow. We also recently hired an Industrial Engineer to help analyze, monitor, and measure our progress. There are three people on staff who are Lean Six Sigma Green Belt Certified and another certified in Lean from RIT. Periodically we have company-wide lean training which proves to be a great introduction/refresher for everyone in the company. With the work we've done, we're able to meet our customer demand without having to carry much finished goods inventory. With that said, we do recognize that there are still plenty of opportunities for improvement.

Event Cost: No charge for IIE members and Student members, and \$15 for Non-members. APICS Rochester Chapter (<http://www.apicsr.org>) is helping out with this event. APICS members may attend at no charge.

Reservations: To place your reservations – Please email with name, company and membership status: Greg Hart – greghart@hartinnovations.com – Call with questions (585) 671-5090

Agenda:

12:30 to 1:00 p.m. - Registration & Networking

1:00 to 1:30 p.m. - Introductory Presentation on the Company and the Lean Journey

1:30 to 2:30 p.m. – Plant Tour with special emphasis on Lean applications

2:30 to 3:00 p.m. – Wrap-up discussion and feedback from participants

Address: 7000 Apple Tree Avenue, Bergen, NY 14416
– **Phone Number:** (585) 494-1817

The company may exclude some registrants for competitive reasons

Membership Update

Year-end 2009: 66
Current (March 2, 2010): 63
Net growth (Loss): (3)

Upcoming Event:

Social & Volunteer Recognition

Saturday, May 22, 2010
5:45 – 8:00 p.m.

Dinner Cruise on the 'Canandaigua Lady' on Canandaigua Lake

Social/Volunteer Recognition: Come and enjoy a relaxing time aboard a paddlewheel boat while you take in the beauty of Canandaigua Lake. We want to recognize our volunteers and say thanks for the many hours they have put into planning and organizing the IIE chapter events over the past year. We also want to welcome and show our appreciation to our new volunteers. This will be a member and their guest only event.

Venue: The Canandaigua Lady is a 19th century replica of a double-decker paddlewheel boat operating from Steamboat Landing. The "Lady" is a proud successor to locally famous steamboats that operated on the Finger Lakes between 1820 and 1930. The sixty-ton Mississippi-style paddlewheel presents a nostalgic decor accented with teak and oak woods, brass fixtures, draperies and carpeting that fondly recalls days of yesteryear. At one time, there were 19 steamboats that operated as the primary means of transportation, as there were no roads along the lake at the time.

Event Cost: IIE members: \$15, Guest of members: \$15
(One guest per member)

Dinner: Choice of chef-prepared hot entrees

Schedule:

5:45 – 6:00 p.m. - Registration & Networking
6:15 – 8:30 p.m. - Dinner Cruise

Steamboat Landing - Address: 205 Lakeshore Dr.
Canandaigua, NY 14424 - **Phone #:** (585) 396-7350

Directions: Use a GPS device, map, or get directions online

Reservations:

Please email with IIE member name & guest (if applicable): iqps@frontiernet.net by May 15th – hurry, space is limited

Questions: Please call (585) 243-5260

February Meeting Highlights

On February 16, thirty people came out to hear Janet Nelson, president and owner of The Workout Consortium, talk on using Six Sigma tools to avoid the unintended consequences of making a decision. She mentioned a real life example from the City of Rochester. In the downtown area they wanted to widen the sidewalks to make room for more people. An unintended consequence was a major reduction in on-street parking. This frustrated people and reduced the number of shoppers. Fewer people came downtown. This was not what the City of Rochester intended to happen.

Often, when a decision is made, only the positive effects are considered. Janet discussed various tools to use to look at the negative effects of a decision. It is important to look at the reasons why something could go wrong as well as right. Some of the tools she discussed are: Cause & Effect Matrices, (Pre-Emptive) FMEA, 5 And Then What's, and Weighted Voting.

We are reminded to look at all sides of an issue before making a decision. This will reduce the chances of getting caught with unintended consequences.

Submitted by: Tim Letson



Career Transitions:

Industrial Engineering in Health Care

On Tuesday, March 16, the Rochester Chapter of IIE held a panel discussion on campus at the Rochester Institute of Technology on the topic of IE in Health Care. Twenty professionals, including seven members of the senior chapter, along with 13 members of the RIT student chapter of IIE, participated in this 90 minute event and were treated to a nice meal along with a great dialog on this topic.

The panelists were Darlene Ryan, an Operations Process Improvement Manager at Unity Health, and Sarah Bonzo, a Lean-Sigma Specialist in the Performance Improvement Department at Rochester General Hospital. Both of the panelists are industrial engineers working in the health care field, who have also worked in other contexts and offer a perspective on the similarities and differences in the different fields.

At least 15 of the attendees offered up a wide ranging set of questions, which included examples of projects the two panelists have worked on, examples of projects that did not go well, key elements of academic preparation for success, the roles played by IE's doing performance improvement in health care, examples of what lean and 6 sigma look like in health care, how to overcome resistance to change, the role of leaders in making change successful, how to sustain the gains, and many others.

The anecdotal feedback I received after the session on both the topic and the panel discussion format was completely positive. This will be factored into future planning of chapter events, as I sense there is significant interest in the health care topic. A number of people stayed for awhile after the session to continue discussions with the panelists and others in attendance.

Again I'd like to thank Darlene and Sarah who did an excellent job. They came to the session very well prepared, their answers were articulate and relevant, and they responded directly and objectively to all the issues brought forward by the members of the audience.

John Kaemmerlen

Faculty Advisor

RIT Student IIE Chapter

Resume Tips: Five Ways to Grab Employers' Attention

With today's level of competition for good jobs your resume has got only one chance to make a great first impression. To be considered for interviews your resume must have that special something that grabs the reader's attention and motivates them to call you. Here are five strategies for transforming a blah document into a WOW resume that will get employers calling you.

1. Keep your focus clear and to the point.

The first thing potential employers need to know is what you do and the position you are interested in. In the past, job seekers have used an objective statement at the top of their resume to indicate their employment interest. With the lightning speed scanning approach that recruiters take in viewing resumes, a wordy, vague objective statement taking up three or more lines of text just doesn't get the job done. In most cases they don't get read.

Instead, write a short, direct professional summary that clearly illustrates your career focus. Your statement should include your profession, how long you've done it and your particular areas of expertise. Something to the effect of:

Senior purchasing professional with 10 years procurement expertise in: strategic sourcing, contract negotiation, financial analysis, strategic planning, leadership, contract law and process improvement.

Remember, your resume is not an historical tell-all. To keep your focus clear make sure that everything following in your resume relates to your focus. Leave off extraneous details.

2. Stuff your resume with key words.

The more key words you use the more frequently your resume will show up in online searches like LinkedIn, TheLadders and CareerBuilder, etc. Additionally, employer resume databases also use key words to query for qualifying candidates. Without appropriate key words your resume will be electronically ignored. Without key words, your resume is being shot off into a black void each time you submit it.

A good way to make sure your resume is full of key words is to check it against job postings. Use as many of the key words found in the responsibilities and qualifications sections of job postings. As much as you can, match up your terminology with what you find in job postings.

3. Keep your resume reader-friendly.

Nothing gets ignored like a resume full of lengthy blocks of text. No one has time to read through that much information. Resume screeners need to be able to absorb your information quickly. Leave out extraneous details so that key facts show up easily. Separate blocks of text into smaller easy-to-digest snippets of information. Use white space to separate bullet points so that each stands out. Be sure that your font size is readable: nothing smaller than 11 point.

4. Include plenty of accomplishments.

If you want to stand out from the crowd you must include accomplishments throughout your resume. Write accomplishments that show how you solved universal problems such as saving time, cutting costs, improving performance and increasing customer satisfaction. Your accomplishments should stand out on your resume in bullets separate from your responsibilities. Don't make the common mistake of combining responsibilities and accomplishments in a long list of bullets. List your responsibilities in a small block of text and your accomplishments in bullet form following.

5. Get your best information on page one.

It's true, if you can't grab their attention on page one they won't stick it out to find out the wonderful things you've got on page two or three. This presents a problem for those who experienced their most productive work five or more years back. The solution is to use the hybrid resume format that allows you to create a highlight of accomplishments section at the top of page one of your resume. This area of your resume is reserved for the best examples of your work. The accomplishments you include should illustrate the key transferable skills needed for the position you're interested in.

Don't delay in implementing these resume changes. Employers are waiting for you with opportunities for a better career and a better life.

Deborah Walker, Certified Career Management Coach

Read more career tips and see sample resumes at:

www.AlphaAdvantage.com

A proposal for an IIE activity to help members realize the benefits of membership

One of the findings from the recently completed marketing and communications survey is that a number of chapter members continue to look to IIE for professional development help.

An idea the board has discussed is to invest some of our financial assets into hosting a couple of sessions with “big-name”, nationally known speakers. The purpose of this note is to solicit ideas, and to see if there are topics or speakers that generate broad interest.

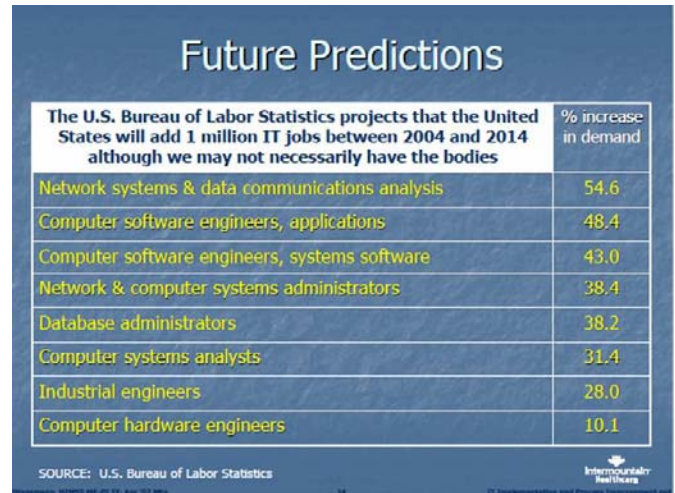
Possible examples to get you thinking:

1. There is much written about lean, there is very little written about precisely how to get people to embrace the new, often counter-intuitive behaviors that lean requires for successful implementation. Two prominent authors in this topic area are Dr. Robert Emiliani, who has written books and articles about “lean behaviors”. Another is Dr. Aubrey Daniels, who is the father of “performance management” which many of us are familiar with (pinpointing, use of R+, shaping, etc.) who will soon be releasing a book on this topic. One idea is to invite both to a panel discussion where they are presented questions and challenges, and asked to respond. The audience can compare the similarities and differences in their responses. This would be a rich discussion and a unique event on the national “IE stage”.
2. Dr. Jeffrey Liker has researched and written extensively about Toyota. The Rochester IIE chapter could partner with RIT (the RIT IE dept. is considering inviting him to speak) and ask him to present a talk on lean product development or other topics.
3. Dr. David Simchi-Levi is a prominent author and consultant in the supply chain field.
4. Dr.’s Hopp or Spearman, who wrote “Factory Physics”

We would appreciate your input on possible speakers and/or your specific professional development needs. Please contact me with any ideas or comments.

John Kaemmerlen

RIT Student Chapter Advisor



IIE Rochester Chapter Volunteers

Great news, we have a new president starting June 1, 2010. We have also filled the main positions that need attention right now. Thanks everyone for your help in keeping this chapter active.

- President: John Kaemmerlen
- Membership: John Biuso
- Communications: Gerry Hurley
- Program Coordinator: Richard Share
- Website: Look to hire a service to do this

At the next Board meeting April 20 we will be discussing our transition plan for the new volunteers.

Tim Letson

IIE Award of Excellence in Teaching

Industrial and Systems Engineering faculty, Andres Carrano, John Kaemmerlen, and Jacquie Mozrall, all IIE Rochester Chapter members, have received the Institute of Industrial Engineers (IIE) Award for Excellence in the Teaching of Lean Concepts. The faculty team has been developing and teaching a series of innovative undergraduate and graduate level courses on lean practice and modeling using experiential learning approaches in a production systems lab setting. Find more about the lab at:

<http://www.rit.edu/kgcoe/ise/facilities/ToyotaLab>

The award committee indicated that the efforts at RIT deserve recognition for lean teaching excellence in leadership, contents and quality, applied learning, innovation, student satisfaction, and their outstanding contributions to the field of lean system modeling and design. The award will be given at the IIE Annual Conference in Cancun, Mexico, June 5-9, 2010.

Calendar of Events

IIE Rochester Volunteers

Day-Date	Description	Location	Board of Directors			
			Position	Name	Phone	Email
April Thursday 4/22/10	IIE Tour: Lean “Kick the Tires” Tour Liberty Pumps Thriving in Lean Times	Liberty Pumps Bergen, NY	President	Tim Letson	(585) 243-5260	iqps@frontiernet.net
May Saturday 5/22/10	IIE Volunteer Recognition: Cruise & dinner on the Canandaigua Lady	Canandaigua NY	Treasurer, Database, Webmaster	Gene Ligtenberg	(585) 621-3813	eligt@frontiernet.net
June 6/5/10 to 6/9/10	IIE Annual Solutions Conference	Cancun, Mexico	Secretary	Open		
July	IIE Board of Directors: Strategic Planning		Community Affairs	Open		
September	Annual Steak Roast Social & Networking event		Prof. Society Networking	Brent Wahba	(585) 315-7051	brentwahba@strategys cienceinc.com
			Membership	Open		
			Newsletter	Greg Hart	(585) 671-5090	greghart@hartinnovati ons.com
			Program / Prof. Dev.	Open		
			RIT Chapter Advisor	John Kaemmerlen	(585) 475-2767	jtk3@rochester.rr.com

IIE Rochester Member Benefit: Greater Rochester Quality Council (GRQC)

IIE Rochester is an organization member of GRQC. This means up to two IIE members can attend any of their events at the member rate – often for free. Please register through GRQC and **indicate you are a member of IIE.**

‘How to Change a Culture to Continuous Improvement – A case Study’

Morning of April 22, 2010 –

A GRQC Presentation

Please click on the link below to view the upcoming event, sponsored by the Greater Rochester Quality Council, an affiliate of the Rochester Business Alliance.

http://www.grqc.org/Upcoming_Event.asp?tID=40

If you wish to attend, please click on the ‘Register for Event’ button displayed on the right hand side of the screen.

Please visit their website at www.GRQC.org

Contact Susan George

Susan.George@rballiance.com

Susan George
Manager, Corporate Events & Affiliate Relations
Rochester Business Alliance
150 State Street, Suite 400 |Rochester, NY 14614
Direct Phone: (585) 256-4612 | Fax: (585) 244-4864

Website: www.RochesterBusinessAlliance.com

Please consider volunteering some time to help your chapter. It is a fun way to support your profession!

IIE Northeast Region News

IIE is divided into regions. Ours is the Northeast Region and there are a number of initiatives underway. One of these is a monthly webcast.

Check out NE Region – Linked in:

<http://www.linkedin.com/groups?gid=127575>

Professional Development Opportunities

IIE Rochester is committed to professional development for our members and guests. We have offered a variety of programs over the past several years. The most recent event was on Advanced Standard Work hosted by Coach & Equipment in Penn Yan. Participants learned how to apply standard work tools in an actual work setting and came away with experience, a notebook, and Excel tools.

We are looking for additional opportunities for workshops. Please consider hosting a workshop. If you are a subject matter expert, submit your idea or proposal. IIE Rochester handles promotion, registration and logistics. Ask about our profit-sharing arrangement. Please contact: Greg Hart greghart@hartinnovations.com or (585) 314-1720