



A.M.P.A.

Association For Merchandise Planning and Allocation

February 10, 2000

To: All AMPA Members
Subject: AMPA Meeting Highlights

An AMPA meeting was held on January 18, 2000 at the NRF Annual Trade Show in New York City. Although 22 members signed up representing 18 companies, only 11 members from 7 companies attended (no shows are a problem in that they impact business discussions and provide a much smaller audience for our invited guest speakers). The attendee list is provided at the end of this update. The meeting included the following:

- **AMPA Status Review** - Terry J. Donofrio, AMPA Executive Committee.
- **AMPA Business Discussion** - Open discussion among attendees.
- **Presentations by TSI and Planalytics**

Highlights of the discussions at the meeting are summarized below.

AMPA Review and Business Discussion Highlights

The key highlights from our meeting included:

1. More Active Members

Emphasis should be placed on getting more members (active members). A suggestion was made to have each current AMPA member try to suggest other possible members that can be contacted based on colleagues they know in the industry. Regina Beischer will send out an announcement asking for feedback on possible new members.

Other membership ideas which we will initiate:

- Try to get a mailer out to planning personnel in the industry (RS&S Database).
- Have RSAG try to promote AMPA in their newsletter or various publications. We will contact Peggy Rowland and/or Eric Olson from RSAG to try and coordinate ideas.

An effort will be made in 2000 to focus on more members and having current members become more active.

2. AMPA as a Continuous Activity

We will try to have all members be thinking about AMPA throughout the year rather than just when meetings are approaching. Possible ideas for continuous AMPA interaction:

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- Generate an AMPA correspondence or e-mail on a monthly basis (or more frequently). The correspondence could evolve into a newsletter, but at first the communication could be an e-mail. Ideas for correspondence includes information about forums, conferences, web-site additions, new members, AMPA Excel list, other reminders etc.
- Generate discussion topics that require interaction on a continuous basis, e.g. input on new members, helping the Executive Committee make decisions etc.

3. AMPA Directory

The AMPA Directory (hardcopy publication) was received by all members. Ideas were requested for content of future directories. Some ideas for additional content:

- Planning systems installed including the version and overall utilization.
- AMPA members that can be contacted for company to company communication (if a person exists).
- Website information (already part of Directory information).
- Vendors list of suppliers of planning systems and associated products (note the vendor list can be updated and provided as part of the on-going monthly e-mail program).

We will also generate a follow up correspondence asking all AMPA members what they would like to see in the directory.

We reviewed the procedure for accessing the AMPA on-line directory available on the RSAG website. Regina Beischer can provide a user ID and password.

We also discussed the AMPA short member list (the Excel spreadsheet) which will be updated and sent out as new members are added.

4. AMPA Website/MPCC/Forum/Bulletin Board

The AMPA website and Merchandise Planning Community Center were discussed. The AMPA website currently includes:

- Overview
- Membership Requirements
- AMPA Executive Committee/Coordinator Information
- Next Meeting Information
- Progress To Date Summary
- Past Meeting Summaries
- On-Line Forum and Discussion Group
- New Member Form

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- Guestbook

RS&S maintains the AMPA website and asked the attendees to provide ideas for content and announcements. We will issue a correspondence to the members to gather ideas for additional website content.

The Merchandise Planning Community Center sponsored by RSAG is available as a Merchandise Planning resource. The MPCC supports AMPA by administering the sponsorship program and providing the Merchandise Planning Forum. All AMPA members should get an e-mail reminder for all Forums. One attendee indicated that he was not getting the e-mails. We will check that MPCC has the complete AMPA list for the Forum. The Forum schedule is attached for review.

It was noted that a previous idea of a Bulletin Board for interchange of ideas is being worked on by RSAG/MPCC. The Bulletin Board should be ready within the next 30 days.

5. Future Guest Speakers/Panel Discussion

In general the idea of guest speakers at AMPA meetings was considered a very valuable use of time.

A suggestion was made to have a panel discussion format at future meetings. A structured outline would be followed by each panelist during the session. The facilitator would lead the group through the structured outline and each panelist would make a contribution at an appropriate point in the outline. The panelist would prepare comments ahead of time based on the outline. The attendees would interact along with the panelists.

The panel discussion as well as invited speakers will be considered for future AMPA meetings.

6. AMPA Sponsors/Budget/Dues

The group discussed the on-going AMPA operation and financial support including the sponsorship program. Last year AMPA had 4 sponsors (IBM, Retek, MarketMax and STS/MMS) in addition to the support provided by RS&S and RSAG. However, the AMPA expenditures exceed our sponsor income. As the association grows and more activities are supported, the costs increase. RS&S has been supporting AMPA financially since its inception in 1995.

In 1999 expenditures exceeded income by \$743.59 not including maintenance of the AMPA website by RS&S as well as Terry Donofrio's time. Prior to 1999 our cumulative loss is \$3227.00 not including website development, website maintenance as well as the AMPA Coordinator's and all of Terry Donofrio's time. With the association and the activities expanding each year, our expenses will increase and membership dues will have to be considered. The group discussed having AMPA remain independent or becoming part of another group like RSAG. As we consider dues we must also consider the status of AMPA (see next section) as a legal entity.

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In 2000 we will begin to consider a dues program and AMPA financial status.

7. AMPA as a Legal Entity

The group discussed the legal status of AMPA. At this point AMPA is an informal association administered by the Executive Committee (RS&S). If we want to consider dues and accumulate funds we must address the legal status of the association. Considerations would include:

- Legal name and logo
- Incorporation or other legal status
- Setting up a structure to do business (receive money, make disbursement, have bank accounts, etc.)
- Establish a Board of Directors and Officers
- Develop By-Laws
- Establish legal and financial guidelines

In 2000 we will begin to consider AMPA as a legal entity.

8. Future Events

We discussed the upcoming Annual Meeting and Luncheon at Retail Systems 2000. The AMPA session and Annual Luncheon will be held on April 17, 2000. There will be an AMPA booth in the trade show exhibit area provided by RSAG. Once again volunteers will be needed to staff the AMPA booth and interact with interested retailers. Future correspondence will be coming for AMPA at Retail Systems 2000.

Also at Retail Systems 2000 the 5th Annual Merchandise Planning Symposium will be held on Sunday, April 16, 2000. The theme is "Merchandise Planning: Leading Edge Techniques and Web Based Retailing Issues." There are 5 scheduled speakers. The full program is provided as an attachment to this document.

9. Planning Survey/Reports/Courses

It was decided that surveys are a good idea and should continue. The present and future survey activity is as follows:

- The AMPA System Survey prepared with input during 1999 will be sent out in February.
- The next survey will be a Planning Organization Survey. Some ideas include: No. of planners, roles and responsibilities, regionalized salary increments, number of departments/classes planned, relationship in the organization etc. We will provide a listing of survey ideas and try to gather additional ideas from AMPA members.

A planning course that would standardize the knowledge of a planner was discussed. Everyone felt it would be a worthwhile project. A suggestion was made to have the planning course available on the website.

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A major report on current Planning Systems developed by RSAG/RS&S is available through RSAG (Merchandise Planning Systems 2000 and Beyond).

In 2000 we will begin to consider many of the activities discussed in this meeting update. We will need your support to interact, provide ideas, respond to communications and become involved in the association. Please carefully consider AMPA in 2000 and the support you can provide.

Thank you.

Terry J. Donofrio

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Regina M. Beischer

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Support Material (Pages 6-9):

- Attendees at January 18, 2000 AMPA Meeting
- Merchandise Planning Forum Schedule
- 5th Annual Merchandise Planning Symposium Program Schedule
- AMPA Information Page

AMPA: January 18, 2000 Session Attendees

Name	Company	Title	Attended
Maureen Bauer	Shoppes at Turning Point	Buyer	✓
Jon Beck	RTP!	Partner	✓
Marilyn Brien	Venator Group	Director Merchandise Planning	✓
John Chan	boo.com	Planner	✓
Terry Donofrio	RS&S	President	✓
Amy Dubin	The Disney Store	VP Planning & Allocation	✓
Carolyn Goodman	boo.com	Director of Planning North America	✓
Robin Gray	American Eagle Outfitters	Sr Dir Merch Planning & Control	✓
Sandy Jones	Venator Group	Manager Merchandise Planning	✓
Teri Lauer	Belk Stores Services	Senior Business System Analyst	✓
Nika Markus	The Disney Store	Dir Planning & Alloc Kids Softlines	✓
Sue Sanders	The Disney Store	Dir Planning & Alloc Merch Systems	✓
Casie Siegel	The Limited Inc.	Sr Manager Internal Audit	✓
Total Attended: 13			

- 11 people from 11 companies did NOT attend
- 2 people from RS&S did not attend
- 11 people from 7 companies did attend
 - 1 Turning Stone
 - 1 Belks
 - 2 boo.com
 - 3 Disney Stores
 - 2 Venator Group
 - 1 American Eagle Outfitters
 - 1 Limited

Merchandise Planning Forum Schedule

Merchandise Planning Forum Schedule for January-June 2000

- Jan 21st - "Forecasting and Planning: Pre-season and In-season"
- Feb 18th - "Merchandise Planning for e-tail: Issues and Considerations"
- Mar 17th - "Assortment Planning Methods and Techniques"
- April 14th - "Training: Traditional and New Methodologies"
- May 19th - "Utilizing the Merchandise Plan for Decision Making"
- June 16th - "Planning Systems: A Review"

Access the forum at www.retailsystems.com or www.rs-s.com. All sessions begin at 12:00 noon EST. Archives of all forums are available from Retail Systems Alert Group.

5th Annual Merchandise Planning Symposium Program Schedule

5th ANNUAL MERCHANDISE PLANNING SYMPOSIUM
RETAIL SYSTEMS 2000, MCCORMICK LAKESIDE CENTER, CHICAGO
SUNDAY, APRIL 16, 2000 (8:30 a.m. - 6:00 p.m.)
PROGRAM SCHEDULE

Time	Session
8:30 - 9:00 a.m.	Continental Breakfast Available
9:00 - 9:30 a.m.	"Welcome, Introductions, Topic Overview, Planning Forums and AMPA Overview" <i>Terry J. Donofrio, President - Retail Systems & Services</i>
9:30 - 10:45 a.m.	"The Application of Merchandise, Store, Assortment and Space Planning " <i>Frank Zarrello, Director Planning & Allocation - Big M Inc.</i>
11:00 - 12:00 p.m.	"Planning Assortments in a Department Store Environment" <i>Paul Hayes, Business Improvement Manager - Bhs (London)</i>
12:00 - 1:30 p.m.	Luncheon - Offsite (attendees on their own)
1:30 - 2:15 p.m.	"Applying Sound Methods and Technology for Merchandise Planning Training" <i>Terry J. Donofrio, President - Retail Systems & Services and Gary Johnson, President - Training Technology Corporation</i>
2:30 - 3:15 p.m.	"Improving the Merchandise Planning Process With Analytical Decision Support Systems" <i>Dale Achabal, Director - Retail Management Institute, Santa Clara University</i>
3:30 - 4:15 p.m.	"Merchandise Planning, Store Planning and Allocation as One Integrated Process" <i>John Monell, Director of Planning & Allocation - Pacific Sunwear</i>
4:30 - 5:15 p.m.	"Issues, Challenges and Methodologies in Addressing Merchandise Planning for Internet Based Retailing" <i>Dee Camp, Director of Merchandising - toysmart.com</i>
5:15 - 6:00 p.m.	Refreshments, Snacks and Continued Discussion with All Presenters

AMPA Information Page

1. **AMPA Website**

<http://www.rs-s.co/ampa>

2. **RSAG Website**

<http://www.retailsystems.com>

3. **AMPA Coordinator:**

Regina Beischer

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4. **AMPA Executive Committee:**

Terry J. Donofrio

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Fax: 201-447-2099

e-mail: tdonofrio@compuserve.com

5. **Forum Access**

<http://www.retailsystems.com> or <http://www.rs-s.com>

6. **AMPA Directory On-Line**

<http://www.retailsystems.com/MPCC>

Contact Regina Beischer for ID and Password

7. **MPCC Contact:**

Peggy Rowland

Tel: 617-527-4626

Fax: 617-527-8102

e-mail: prowland@retailsystems.com

8. **Merchandise Planning Symposium**

Date: Sunday, April 16, 2000

Place: McCormick Lakeside Center, Chicago

Topic: "Merchandise Planning: Leading Edge Techniques and Web Based Retailing Issues"

Program Schedule: See Page 8