



A.M.P.A.

Association For Merchandise Planning and Allocation

April 10, 2002

To: All AMPA Members

Subject: AMPA Business Meeting - 1/18/02

The first Internet based virtual AMPA Business Meeting was held on January 18, 2002. There were 11 people present including 3 members of the Executive Committee. The attendee list is provided at the end of this update. The meeting included the following:

- **AMPA Business Discussion** - Open discussion among attendees concerning Executive Committee, sponsorship, Annual Meeting & Luncheon, communication, system survey, web-site and future programs.

The business discussions and attendee interaction are provided below.

AMPA Review and Business Discussion Highlights

The key highlights from our business meeting included:

1. Executive Committee

Executive Committee members Frank Zarrello, Bruce Aitken and Terry Donofrio were present at the meeting. The attendees discussed the role of the Executive Committee in administering AMPA and providing support in considering various association issues. It is important that AMPA have an active Executive Committee that can respond to and offer feedback on AMPA issues. To that end it was determined that since the Executive Committee has not been able to get in touch with Debra Glassburn, her seat on the committee would be filled by Jim Oien, VP Distribution & Allocation Planning, from Limited Logistics Services.

- The AMPA Executive Committee therefore includes:
 - Terry Donofrio, President; Retail Systems & Services (Executive Director)
 - Frank Zarrello, Director of Planning & Allocation; Big M, Inc.
 - Robin Gray, Director of Merchandise Planning & Control; American Eagle Outfitters
 - Bruce Aitken, Director of Merchandise Planning; Danier Leather, Inc.
 - Jim Oien, VP Distribution & Allocation Planning; Limited Logistics Services
- AMPA has industry advisors that include:
 - David Beattie, Director UK; Retail Systems & Services
 - Jon Beck, Consultant; Planalytics

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- Melanie Heilbronn, Consultant
- The AMPA coordinator is Regina Beischer, Retail Systems & Services

The Executive Committee will continue to establish policy, make decisions and meet prior to the general AMPA sessions to conduct business meetings.

2. AMPA Sponsors/Budget/Dues

The group discussed the on-going AMPA operation and financial support including the sponsorship program. AMPA currently has 7 sponsors (Retek, MarketMax, STS Systems, Planalytics, Spotlight Solutions, JDA Software Group and Profit Logic) in addition to the support provided by RS&S and MoonWatch Media. However, the AMPA expenditures still exceed our sponsor income. The Executive Committee and the group felt it would be necessary to expand our sponsorship activities.

- In 2001 expenditures exceeded income by approximately \$4100.00.
- In 1999-2000 expenditures exceeded income by \$9057.00.
- In 1995-1998 prior to sponsorship, expenses were \$14,227.00.

Therefore, prior to 2002 RS&S has funded AMPA for over \$27,000.00 not including web-site development, web-site 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 continue to increase and added support must be considered. Various options were discussed at the meeting with the following results:

- Members continue to support sponsorship as the main source of revenue for AMPA therefore, the sponsorship program should be expanded as much as possible this year.
 - It is important to note that sponsors are always looking for increased level of participation and access to AMPA members. In order to provide more incentives to sponsors, the membership must become more actively involved in the association (i.e. complete and return surveys in a timely fashion, provide updated info for the member directory, participate in meetings and on-line sessions etc.).
- AMPA is working with MoonWatch Media to develop a budget for 2002 and beyond based on our expenses and potential income (sponsorship fees). *(Terry Donofrio task).*
- We will continue to work with Peggy Rowland and MoonWatch Media Marketing to get new sponsors. Peggy Rowland/MoonWatch Media Marketing will send AMPA Sponsorship Program Guidelines and Current Sponsor List with sponsorship levels, renewal dates and contacts to the Executive Committee. *(Peggy Rowland task; Regina Beischer follow up).*

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- Members and the Executive Committee will contact potential sponsors with AMPA information to solicit their support for the association. Send Regina any potential sponsors not listed and we will contact them. Some potential sponsors and members who will make contact include:
 - ♦ E3 - Karen Montgomery
 - ♦ Khimetrics (Brent Lippman) - Terry Donofrio
 - ♦ Net Perception - Terry Donofrio
 - ♦ Compass Systems (Ian Bowater) - David Beattie
 - ♦ GERS - Terry Donofrio
 - ♦ i2 - (Dan Moran) - Terry Donofrio
 - ♦ Mercari - Jon Beck (telephone number given to Terry Donofrio)
 - ♦ SDG - Open (*a MoonWatch Media Task*).
 - ♦ Manugistics - Jim Oien
 - ♦ Cognos - Frank Zarrello
 - ♦ Visual Retailing - Bruce Aitken
- Since most of the sponsors are automatic renewals (most are up for renewal in May), the Executive Committee members will contact current sponsors prior to renewal to thank them for their support, encourage renewal and raising the level of sponsorship if applicable. The Moon Watch Media sales group will begin working this month on sponsorship renewals so sponsors can meet budget deadlines.
 - ♦ Spotlight Solutions - Terry Donofrio
 - ♦ Retek - Frank Zarrello
 - ♦ Planalytics - Terry Donofrio
 - ♦ STS - Bruce Aitken
 - ♦ JDA - Jim Oien
 - ♦ Marketmax - John O'Leary
 - ♦ Profit Logic - Terry Donofrio
- Members will contact Terry or Regina with a status report on initial sponsor contact. That information will be turned over to Peggy Rowland/MoonWatch Media Marketing who will send the updated AMPA Sponsorship package/contract. MoonWatch Media needs to contact AMPA if they have any problems with renewals. Bethany Schwartz is the MoonWatch Media sales rep working on the Sponsorship Program.
- Executive Committee will follow up to see how the sponsorship marketing by MoonWatch Media proceeded. (*Executive Committee Task*).
- AMPA members that secure a sponsor will get free admission to the Merchandise Planning Symposium.
- In an continuing effort to improve access to members, sponsors will again participate in the Annual Luncheon. The luncheon will include a roundtable

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discussion and a 3-5 minute sponsor presentation. Sponsors will also be given a list of AMPA member companies.

3. MPCC/Merchandise Planning Forum

The Merchandise Planning Community Center (MPCC) sponsored by MoonWatch Media is available as a Merchandise Planning resource. The MPCC supports AMPA by administering the sponsorship program and providing the Merchandise Planning Forum. The Forum schedule is attached for review.

The following MPCC/Forum issues were addressed:

- All Forums will begin at 2:00 p.m. EST unless otherwise noted.
- All Forum promotions are now being sent via email by the MPCC to cut down on mailing costs. All AMPA members should receive a Forum notice via email for all Forums. Please contact Regina Beischer if you are not receiving these notices.
- MoonWatch Media is checking their database to make sure all AMPA members and support personnel are getting the Forum email notices. *(Peggy Rowland task)*
- Forum transcripts are available on-line through MPCC.
- Members can provide topic ideas/titles for future Forums. Please e-mail or fax your suggestions to Regina Beischer or Terry Donofrio.
- A new forum schedule for 2002 has been established. The topics emphasize Allocation in addition to Planning. The forum schedule is attached at the end of this document.

4. AMPA Website

The AMPA web-site is updated continually and includes:

- All required surveys (Background, Planning Systems and Planning System Addendum).
- Links to the MPCC/Forum.
- Past meeting and presentation notes.
- Information on upcoming meetings and other events.

The following additional information will be available on the web-site soon (*Web-site Administrator Tasks*):

- Jobs Board - Bruce Aitken will provide written proposal (including posting times, criteria, fees, etc.) to Executive Committee for review and discussion.
 - There is currently a Jobs Board on retailsystems.com that posts all IT positions.
 - AMPA Jobs Board would be limited to planning and allocation postings and would be accessible to AMPA members only.

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- ♦ Need to determine structure and process for AMPA Jobs Board
 - AMPA Jobs Board could generate revenue for the association. Need to determine fees to search companies for posting.
 - Process to screen or verify references for applicants (i.e. input goes to Regina for review, information is then forwarded to web-site administrator).
- Web-site Promotion - Links to AMPA site on sponsor sites, member company sites, planning and allocation job search firm sites and any other industry related site that could help promote the AMPA web-site. Also, current members need to promote AMPA and web-site within their own companies and to industry colleagues. *(We need a volunteer to administer this program and obtain the information necessary).*
- Tracking hits to AMPA membership page to gather information about potential members. (Who is visiting site, is site useful, how to appeal to potential new members through web-site visit). *(Web-site Administrator)*
- System Information and Vendor Information.
- Links to AMPA sponsors.
- Information Requests Section - members needing assistance from other members can post request on the web-site.
- Notice that there is no membership fee - Joining AMPA is free.
- Use of complete name of association in all references - emphasis on Allocation.

RS&S maintains the AMPA web-site and continues to ask the attendees to provide ideas for content and announcements. Please feel free to provide your comments and suggestions for the web-site.

5. AMPA Membership

We will continue to encourage greater participation among current members and recruit new members through the AMPA web-site, the Merchandise Planning Community Center and member referrals. We will work to develop more specialized features such as a Jobs Board, and planning certification courses to encourage new membership. Current members and the Executive Committee will try to recruit new members by promoting AMPA at various vendor system user conferences.

It was decided to initiate a new member drive through the following means:

- MoonWatch Media will send a notice to potential members or put a notice in their brochure for Retail Systems 2002 since it goes out to over 100,000 retailers *(Regina Beischer will provide content to Peggy Rowland).*
- Contact, via letter, some of the larger retailers (i.e. Wal-Mart, Target, Kohl's) not represented in AMPA to promote the association and encourage them to join. Having more recognizable member companies would help promote the

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association in the future. *(Frank Zarrello will provide basic letter format to Regina and Peggy - Executive Committee needs to give Peggy a list of specific retailers, she will then check database for contact information).*

- Send specific written invitations to the VP's of Planning at some of the larger retail companies (i.e. Wal-Mart, Target, Kohl's) not represented in AMPA, for the Annual Meeting and Luncheon in June. Also, encourage them to join AMPA. *(Executive Committee Task).*
- Current members recruit new AMPA members through phone calls, letters, and emails to counterparts in Planning, Merchandising and Replenishment departments at other retail companies. Members can also provide potential new member information to Regina Beischer and she will contact. *(AMPA Members Task).*
- We have created an AMPA New Member Information document. This document includes general information about AMPA, membership requirements, AMPA Mission Statement and Objectives, list of key discussion topics being considered, and current forum schedule. This document will be sent to all AMPA members and to sponsors for their clients. *(Regina Beischer)*

In order to better promote the association, we will continue to emphasize Allocation as well as Planning in all AMPA communication and documentation. We will have Merchandise Planning and Allocation spelled out everywhere we display our logo or mention AMPA.

AMPA will secure a list of VP's and Planning Directors from sponsor databases. *(Executive Committee task)*

AMPA Membership list can be used to aid in networking, but are not to be used for or given to recruiters.

6. AMPA at Retail Systems 2002/AMPA Booth/Annual Meeting & Luncheon

- **Annual AMPA Meeting and Luncheon:** Will be held on Tuesday, June 25th at Retail Systems 2002 in Chicago. This date is the day after the 7th Annual Merchandise Planning Symposium to be held on Monday June 24th. An announcement and registration information will be sent to all members prior to the meeting. The meeting information will be posted on the web-site as well.
- **AMPA Meeting Luncheon Speaker:** A premier status sponsor will be scheduled as the luncheon speaker.
- **Sponsor Presentations and Roundtable Discussion:** Since last year's roundtable discussion was very successful and was extended one hour beyond its original time due to the quality of discussion and interaction we have decided to repeat the format. The format will be as follows:

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- ♦ The sponsors/vendors will each give a brief (3-5 minute) presentation on a topic or 2-3 major topics from a list we will provide in advance.
 - ♦ The Executive Committee will review the presentations prior to the meeting in order to formulate discussion questions for the roundtable. *(Executive Committee Task)*.
 - ♦ Vendor presentations will be supplemented with a brief presentation from individual AMPA members on their practical application of the topics being discussed. Jim Oien, Frank Zarrello and Bruce Aitken have volunteered to prepare 3-5 minute retailer presentations which will include member feedback. Members please be advised that you may be contacted for your views on the selected topics for inclusion in the retailer segment of the presentations. *(Jim Oien, Frank Zarrello, Bruce Aitken Tasks)*.
 - ♦ A notice to members with suggested topics is attached at the end of this document (page 13). Member feedback will determine the top 3 topics. Please feel free to add your own suggestions to the list.
 - ♦ These presentations will be followed by a roundtable discussion with all AMPA members.
- **AMPA Booth at Retail Systems 2002:** AMPA will once again have a booth to promote the organization and recruit new members. Last year's format, which included a larger booth in the center of the expo hall near MoonWatch Media and MPCC, worked very well in facilitating the members interaction and conversation with retailers. The low chairs and circular table created a great discussion atmosphere for AMPA members and booth visitors.

Sponsors can continue to have their material in the booth on a table along the back wall. We will also have a sign at the booth with the associations full name in large bold letters. Some member companies will be listed on the sign as well. *(Peggy Rowland/Regina Beischer task)*

We will need AMPA members to be at the booth and interact with potential new members. This task is very important to attract new members at the trade show. We will be requesting volunteers to spend time at the booth.

7. AMPA Planning Systems Survey

To date we have received:

- The original 51 surveys that were summarized in 1999
- Updated survey results from 33 companies from February 2000 to December 2001
- 31 new surveys and 5 updates from January 2001 to present

All current members (192 representing 109 companies) were contacted multiple times and asked to complete a survey if they had not done so, update their survey or indicate that their previous survey info was still current. They were also asked to complete the addendum.

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We are in the process of completing the final survey summary which will include results from 88 surveys and 61 addendum's. The data is from the 20 original surveys from member companies that did not respond (assumption is that original survey is still valid), and 68 new and updated surveys collected through February 2002.

As discussed at past AMPA meetings, the survey results will be free to AMPA members and sold to vendors/consultants as well as non-members. The survey will be updated periodically to reflect additional information provided by new members. Updated surveys will be available on the web-site (secured area).

8. AMPA Directory

- A new hardcopy directory will be produced for 2002.
- The new directory will include some new sections.
- The new directory will be available as a PDF file only to reduce costs.

9. Other Topics

- **AMPA Accreditation** - In an effort to inspire Merchandise Planning professionals and their organizations toward continued learning and toward individual and organizational success, AMPA sponsored and accredited planning and allocation courses are being developed.
- **AMPA Planner Certification Course** - The first course in development is a Merchandise Planning course. The goal of this course will be to standardize and improve the knowledge base of a Merchandise Planner and the Planning Organization. In developing the course we will need to consider the following:
 - Need to develop basic course or process.
 - Starter course from Retail Systems & Services seminar series could be used once it was generalized or a criteria methodology was developed.
 - Course could generate revenue for AMPA (Web-based, or CD based course that we charge fees for)

We welcome any ideas for course content as we are developing the course.

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In 2002, working with our Executive Committee, 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 2002 and the support you can provide.

Thank you.

Terry J. Donofrio

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Regina M. Beischer

Regina M. Beischer
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cc: Frank Zarrello, Big M, Inc.; AMPA Executive Committee
Robin Gray, American Eagle Outfitters; AMPA Executive Committee
Bruce Aitken, Danier Leather; AMPA Executive Committee
Jim Oien, Limited Logistics Services; AMPA Executive Committee

Support Material (Pages 10-13):

- Attendees at January 18, 2002 AMPA Meeting
- Merchandise Planning Forum Schedule
- AMPA Information Page
- Suggested Discussion Topics for Annual Meeting

AMPA: January 16, 2001 Session Attendees

Name	Company	Title
Bruce Aitken *	Danier Leather	Director Merchandise Planning
David Beattie +	RS&S UK	Director
Regina Beischer	RS&S/AMPA	AMPA Coordinator
Terry Donofrio *	RS&S	President
Steve Hendel	Office Depot	Senior MIS Consultant
Jim Oien *	Limited Logistics Services	VP Distribution & Alloc Planning
John O'Leary	RS&S	Senior Consultant
Tom Qualter	The Limited, Inc.	Applications Consultant Plan Sys
Peggy Rowland	MoonWatch Media	Internet Services Manager
Stan Tusman	Bakers Footwear Group	EVP Inventory & Info Management
Frank Zarrello *	Big M, Inc.	Dir Planning & Allocation
Total Attendees: 11		

* Executive Committee Member

+ AMPA Support Team

28 people registered for the meeting. Several people (5) had technical trouble accessing the meeting. They did register, but did not get into the meeting room. MoonWatch Media has experienced trouble from companies with firewall issues. They also just determined (through extensive testing) that some firewalls, even when the port has been opened, do not accept the java applet that runs the chat technology.

Merchandise Planning Forum Schedule

Merchandise Planning Forum Schedule for 2001

Access the forum at www.retailsystems.com or www.rs-s.com. All sessions begin at 2:00 p.m. EST unless otherwise noted. Archives of all forums are available from the MPCC web-site.

- April 19th - "Allocation Methods, Techniques and Issues"
- May 17th - "Computer Based Training Methods and Techniques"
- June - **No Forum - Retail Systems 2002**
- July 19th - "Planning and Allocation Organization Structures for 2002"
- Aug 16th - "Forecasting and Optimization in Planning and Allocation"
- Sept 20th - "Integrating Weather Forecasting with Planning and Allocation"
- Oct 18th - "Assortment Planning Techniques and Systems"
- Nov 22nd - "Planning and Allocation Systems - The Users View"
- Dec 20th - "Real Benefits from Planning and Allocation"

AMPA Information Page

1. AMPA Website

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

2. MoonWatch Media Website

<http://www.moonwatchmedia.com>

3. AMPA Coordinator:

Regina Beischer

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Fax: 201-447-2099

e-mail: rbeischer@rs-s.com

4. AMPA Executive Committee:

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Jim Oien

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e-mail: joien@limited-logistics.com

Bruce Aitken

Tel: 416-762-8175

Fax: 416-762-3075

e-mail: brucea@danier.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@moonwatchmedia.com

AMPA June 25th 2002 Meeting: Suggested Discussion Topics

The following topics have been suggested:

1. Integrating E3 and Arthur Planning (JDA) (Tom Qualter)
2. Interoperability and standards for E3, SDG and Marketmax (Steve Hendel)
3. Assortment Planning, Pricing, Optimization and Demand Forecasting (Jim Oien)
4. Price Optimization (So Spotlight and Profit Logic can contribute) (Terry Donofrio)
5. Store Planning and Store Clustering with Assortment Planning (Terry Donofrio)
6. Integration with existing environments as it relates to understanding implementation issues (Stan Tusman)
7. GMROI (Gross Margin Return on Investment) (Stan Tusman)
8. Who is in charge of making the recommended markdown, the system, the buyer or the control area (Frank Zarrello)

If you have additional discussion topic suggestions please add them to this list in order of preference and email to rbeischer@rs-s.com by **Wednesday, April 24, 2002**. We will use the top three choices as determined by the membership.