



A.M.P.A.

Association For Merchandise Planning and Allocation

April 27, 2000

To: All AMPA Members

Subject: AMPA Annual Meeting and Luncheon Highlights

The AMPA Annual Meeting and Luncheon was held on April 17, 2000 at the Retail Systems 2000 Conference in Chicago. There were 28 people present at the luncheon including 4 AMPA sponsor representatives and 29 people present at the meeting. The attendee list is provided at the end of this update. The meeting included the following:

- **AMPA Status Review** - Terry J. Donofrio reviewed the number of members, directory and the programs in progress.
- **AMPA Business Discussion** - Open discussion among attendees concerning Executive Committee, sponsorship, communication, system survey, web-site and future programs.
- **Presentations and Panel Discussion - “Present and Future Planning Systems”** - Terry Donofrio summarized the results of the AMPA System Survey (thus far) and also provided a review of the latest Merchandise Planning Systems and Trends. A panel discussion concerning planning systems and methods then took place facilitated by Terry Donofrio. Panelists included:
 - **Robin Gray**, Sr Dir Mdse Planning & Control; American Eagle Outfitters
 - **Karen Montgomery**, Dir Mdse Planning Systems; The Limited, Inc.
 - **Debra Glassburn**, VP Planning & Allocation; Claire’s Accessories

The business discussions and attendee interaction are provided below.

I. AMPA Review and Business Discussion Highlights

The key highlights from our business meeting included:

1. Executive Committee

It was decided that a new Executive Committee should be formed to help grow the AMPA organization and move the group in the direction of becoming a formal trade association. The Executive Committee will also help Terry Donofrio administer AMPA and provide support in considering various association issues. Nominations were made by the attending members and an Executive Committee was determined. We would like to thank and congratulate the new AMPA Executive Committee members which include:

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- **Frank Zarrello**, Director of Planning & Allocation; Big M, Inc.
- **Robin Gray**, Sr Dir Mdse Planning & Control; American Eagle Outfitters
- **Bruce Aitken**, Director Merchandise Planning; Danier Leather Inc.
- **Debra Glassburn**, VP Planning & Allocation, Claire's Accessories

We look forward to working with this new committee to establish policy, make decisions and meet prior to the general AMPA sessions to conduct business meetings.

2. AMPA Planning Systems Survey

The hardcopy results of the Planning Systems Survey were reviewed. The survey included results from 51 companies from February 1999 to February 2000. Highlights, summary, detail results and the documentation format was reviewed. The following decisions were made concerning the survey:

- Since some of the information gathered may be outdated, it was decided to have the participants update the survey data provided. A new survey will be sent to participants (with their original information documented) to have them update existing information. Also, an addendum will be provided with additional questions. New questions will include:
 - ♦ Systems Installed: Allocations systems, xaction systems, replenishment systems, forecasting systems, space planning, assortment planning, decision support, data warehouse; for each system consider the version installed.
 - ♦ Replenishment vs. allocation information.
 - ♦ Information saved for planning etc.; to what level, amount saved (one year, two years etc.)
 - ♦ Likelihood of new systems in near future.
 - ♦ Can an AMPA member be contacted about systems they have installed?
- Surveys results should 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).
- The current format for survey results was approved with the following revisions:
 - ♦ Create the detail charts to maintain data but only include the summary section in the final document.
 - ♦ Add more bar and/or pie charts.
 - ♦ Have all results presented in PDF format. PDF is the preferred

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communication for all documents and updates put on the web-site or sent to members via e-mail.

- We will try to get more comments on format from the attendees at the meeting.

3. AMPA Website/MPCC/Forum/Bulletin Board

The AMPA web-site is currently being updated. RS&S maintains the AMPA web-site and has asked the attendees to provide ideas for content and announcements. Please take a look at the AMPA web-site and provide your comments and suggestions now while the revisions are in progress.

The Merchandise Planning Community Center (MPCC) 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. The Forum schedule is attached for review.

The following MPCC/Forum issues were addressed:

- All AMPA members should get an e-mail reminder for all Forums. Please contact Regina Beischer if you are not receiving these reminders. We will check that MPCC has the complete AMPA list for the Forum.
- We will work with RSAG to expand the scope of marketing for the Forum.
- It was brought up that the transcripts on the web-site are not complete. We will investigate and try to rectify.
- Members will provide topic ideas/titles for future Forums. Please e-mail or fax your suggestions to Regina Beischer or Terry Donofrio.
- Forum Time: We will discuss with RSAG the possibility of alternating the forum time between 12 noon and 4 p.m. to accommodate west coast members.

AMPA members should provide any comments or ideas concerning MPCC/RSAG support for AMPA.

4. 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 web-site by RS&S as well as Terry Donofrio's time.

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- Prior to 1999 our cumulative loss is \$3227.00 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 will increase and support must be considered. Various options were discussed at the meeting with the following results:

- Members would like sponsorship to be the main source of revenue for AMPA therefore, the sponsorship program should be expanded in lieu of dues.
- A budget will be prepared to determine the cost of running the association and help us address the issue of sponsorship vs. dues.
- We will work with Peggy Rowland and RSAG Marketing to get new sponsors. The following potential sponsors should be contacted by Peggy Rowland and RSAG Marketing:
 - JDA/Comshare - Greg Morrison (already contacted by Frank Zarrello and Robin Gray - has agreed to be a sponsor)
 - I2 - Dan Moran
 - GERS - to be determined
 - Compass Software - Paul Gill (Terry Donofrio spoke to him at RS2000)
 - Planalytics - Bob Affinito/Jon Beck/Steve Beck (Bob Affinito will talk to his company)
- Members and the Executive Committee will contact potential sponsors with AMPA information to solicit their support for the association.
 - Peggy Rowland will send AMPA Sponsorship Program Guidelines to the Executive Committee.

5. AMPA as a Legal Entity

The group discussed the legal status of AMPA. At this point AMPA is an informal association administered by RS&S. At some point we must work with the Executive Committee to consider making AMPA a formal trade 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

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Terry J. Donofrio and the Executive Committee will consider the AMPA status in 2000.

6. Future Events/Meetings

The dates, location and discussion topics for the next meeting will be discussed by the Executive Committee. The panel discussion format worked well and will probably be repeated.

7. 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. Current members and the Executive Committee will try to recruit new members by promoting AMPA at various vendor system user conferences. Below is a list of user conferences and the AMPA members planning to attend. The members listed will be sent AMPA information by Regina Beischer for distribution at the conferences.

JDA/ARTHUR	Robin Gray Frank Zarello Karen Montgomery Debra Glassburn
Makoro	Venator US Venator Canada
MMS	Bruce Aitken
Island Pacific	Robin Gray
GERS	Alain Krakirian
Retek	--
Stirling Douglas	--

II. AMPA Meeting - Presentations and Discussions

At the meeting Terry Donofrio provided a summary of recent trends in Merchandise Planning and Allocation based upon:

- Recent RSAG Merchandise Planning System Survey and Report which is available from RSAG.
- The preliminary results of the AMPA System Survey.

A Panel Discussion was conducted with 3 panelists:

- ***Robin Gray***, American Eagle Outfitters
- ***Karen Montgomery***, The Limited, Inc.
- ***Debra Glassburn***, Claire's Accessories

Each panelist provided information about their companies present and future

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Merchandise Planning and Allocation activities. An open discussion with the attendees also took place during the panel discussion. The panel did not want the discussion published at this time. System and methods information will be available in the upcoming System Survey.

In 2000, working with our new 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 2000 and the support you can provide.

Thank you.

Terry J. Donofrio

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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
Debra Glassburn, Claire's Accessories; AMPA Executive Committee

Support Material (Pages 6-9):

- Attendees at April 17, 2000 AMPA Meeting
- Merchandise Planning Forum Schedule
- AMPA Information Page

AMPA: April 17, 2000 Session Attendees

Name	Company	Title	Lunch	Meeting
Melinda Adcock	Goody's Family Clothing	Mdse Planner	✓	✓
Bob Affinito	Ready to Plan (RTP!)	Consultant		✓
Bruce Aitken	Danier Leather	Dir Mdse Planning	✓	✓
Bill Booth	Venator Group	Director Allocation	✓	✓
Alex Cosentino	Venator Group Canada	VP Merchandise Planning	✓	✓
Russell Couch	MarketMax	Director of Marketing	✓	
George Craddock	The Warehouse	Purchasing Manager	✓	✓
Terri Dickens	Guitar Center	VP Planning & Allocation	✓	✓
Terry Donofrio	RS&S	President	✓	✓
Ron Eichenlaub	American Eagle Outfitters	Mdse Control Manger	✓	✓
Claudia Ferrell	Retek		✓	
Jim Ford	American Eagle Outfitters	Dir Merchandise Planning	✓	✓
Dan Gallagher	Dollar Tree Stores	Dir Mdse Planning & Control	✓	✓
Colleen Gauthier	Academy Sports & Outdoors	Apparel E-Commerce Proj Mgr	✓	✓
Debra Glassburn	Claire's Accessories	VP Planning & Allocation	✓	✓
Robin Gray	American Eagle Outfitters	Sr Dir Mdse Plan & Control	✓	✓
Tom Kara	Ulta 3 Salon	Dir Inventory Performance	✓	✓
Alain Krakirian	Hot Topic Inc.	VP Planning & Allocation	✓	✓
Peter Lakin	Boscov's Dept Stores	VP	✓	✓
Rick McPhillips	MMS/STS		✓	
Karen Montgomery	The Limited Inc	Dir Mdse Planning Systems	✓	✓
Mike Murray	Famous Footwear			✓
John O'Leary	RS&S	Senior Consultant	✓	✓
Mark Paakaiven	Venator Group Canada	Manager Planning	✓	✓
Jeanette Peters	Dollar Tree Stores	Dir Mdse Planning	✓	✓
Stefanie Ravenda	Reitmans	Dir Plan & Allocation	✓	✓
Ray Renner	The Warehouse	Mdse Planning Manager	✓	✓
Christine Rudy	Children's Place	VP Planning		✓
Cindy Smits	Famous Footwear	Director Merchandise Planning		✓
Dana Summers	Nordstrom	VP Business Planning & Info	✓	✓
Mary Thostenson	Famous Footwear			✓
Frank Zarrello	Big M Inc	Dir Planning & Allocation	✓	✓
Debbie Wesa	Retek		✓	
		Total # Attendees:	28	29

- Of the 28 people who pre-registered, 4 did not show up including the reporter for RIS News
- 3 people from 3 companies did NOT attend
- 10 were admitted on site by Terry Donofrio.

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- 4 people from 3 AMPA sponsors attended the luncheon
 - 2 Retek
 - 1 STS/MMS
 - 1 MarketMax
- 29 people from 21 companies did attend
 - 1 Academy Sports & Outdoors
 - 3 American Eagle Outfitters
 - 1 Big M, Inc.
 - 1 Boscov's Dept Stores
 - 1 Children's Place
 - 1 Claire's Accessories
 - 1 Danier Leather
 - 2 Dollar Tree Stores
 - 3 Famous Footwear
 - 1 Goody's Family Clothing
 - 1 Guitar Center
 - 1 Hot Topic Inc.
 - 1 Nordstrom
 - 1 Ready to Plan (RTP!)
 - 1 Reitmans
 - 2 RS&S
 - 1 The Limited Inc.
 - 2 The Warehouse
 - 1 Ulta 3 Salon
 - 1 Venator Group
 - 2 Venator Group Canada

Merchandise Planning Forum Schedule

Merchandise Planning Forum Schedule for May/June 2000

- 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 or 4:00 p.m. EST. Archives of all forums are available from the MPCC web-site.

AMPA Information Page

1. AMPA Website

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

2. RSAG Website

<http://www.retailsystems.com>

3. AMPA Coordinator:

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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:

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