



A.M.P.A.

Association For Merchandise Planning and Allocation

AMPA Meeting Summary

RS96

Dallas – June 11, 1996

The Merchandise Planning User Group met on June 11, 1996 at Retail Systems 96 and began to develop some very sound plans for the future. Many of these ideas are based on our previous communications. The highlights of our meeting and future plans are given below.

Meeting Highlights

- The concept for a merchandise planning group was discussed. The group was overwhelmingly in favor of having more than a user group. A user group implies a system or use of a system. The real objective of our group was an interchange of ideas, methods, opinions, processes etc. It was decided that an association would best suit this interaction and best meet the needs of the members. After much discussion, the "**Association for Merchandise Planning and Allocation**" (**AMPA**) was decided upon. A name review and logo identification are in progress.
- Our surveys indicated that trade show attendance varies among potential members and we would never really get a good consensus at any show. A better approach seemed to be **one day events** (association meetings/sessions) that are separate from trade shows. We should have a defined agenda and program that would be of interest to a wide audience. This association meeting strategy would allow potential attendees to interest their companies in paying for their attendance.
- The group planned the first one day event on the third day of the RS&S Merchandise Planning seminar in November. Nov. 20-21 is the MP seminar and **Nov. 22nd - Friday would be the AMPA meeting**. A full one day session is planned.
- The **format for AMPA meetings** was discussed. It was felt that the meetings should provide an interchange of ideas on relevant methods, processes, systems, issues, problems etc. faced by the members. A good format seemed to be a series of key topics that are discussed first in smaller breakout groups and then with the entire audience. Also, guest speakers were considered as a good way to address

key topics. It was decided to plan for a first session (in November) with two guest speakers (AMPA members) and breakout sessions on key topics.

- Several key attendees at our first meeting are serving as an Executive Committee as we get AMPA up and running. This group includes:
 - Gene Eckles, Walt Disney Attractions
 - Susan Gallego, Bear Creek Stores
 - Lee Kramer, Bear Creek Stores
 - Garrett Larson, Hot Topics
 - Ken Quick, Camelot Music
 - Robert Krohn, Walt Disney Attractions
 - Ralph Brasche, Plej's

Future Plans

We have several people working on various tasks associated with AMPA and our meeting in November. Our future plans (some -- have been accomplished already) are summarized below:

- For the November 22nd Meeting:
 1. Set up all hotel and logistical arrangements - Done
 2. Consider meeting announcement and mailings - In progress
 3. Send out the meeting announcement - will be mailed around end of Sept.
 4. Develop agenda and meeting format - In progress
 5. Decide on and secure guest speakers - In progress
- General Considerations for AMPA
 1. Consider trade magazine announcements for AMPA as well as our first meeting - In progress
 2. Issue a memo to the complete member list about our June 11th meeting and future plans - Done (this letter)

3. Look into association name conflict and official registration - In progress
4. Consider an association logo and review with executive committee - In Progress
5. Gather information on a Compuserve forum and review with the group - In Progress