



A.M.P.A.

Association For Merchandise Planning and Allocation

September 12, 2001

To: All AMPA Members

Subject: AMPA Annual Meeting and Luncheon Highlights

On June 26th the AMPA Annual Meeting and Luncheon was held at Retail Systems 2001 in Chicago. This document summarizes our annual meeting and luncheon activities, the new programs/activities suggested and the status of on-going AMPA programs.

Highlights

The following highlights key points from the luncheon and meeting. Details are provided in the balance of this document.

- **Annual Luncheon:** Thirty four people attended the AMPA Annual Luncheon including Peggy Rowland from MoonWatch Media and two support team members (John O'Leary from RS&S and Bob Affinito from Planalytics). Twenty retail AMPA members were present.
- **Luncheon Speaker:** Duncan Angove from Retek (a premier level sponsor) gave a short talk during lunch.
- **Sponsor Presentations and Roundtable Discussion:** After lunch six sponsor representatives from Retek, Planalytics, Spotlight Solutions, STS, Marketmax and JDA Software each gave a five minute overview on their company, their products and other relevant ideas or issues. Following the presentations a roundtable discussion with AMPA members was held discussing Merchandise Planning and Allocation topics and issues today. *The roundtable discussion was very successful and was extended one hour beyond its original time due to the quality of discussion and interaction.*

Note: At future AMPA luncheons it is very important that all members attending the luncheon stay for the luncheon speaker(s). The sponsors and speakers support AMPA both financially and with their time and preparation. Attending lunch and leaving before the luncheon talks/presentations does a disservice to the AMPA Organization and our sponsors. We lost 6-7 attendees after lunch and before the presentations.

- **Business Meeting/New Programs:** Terry Donofrio (Executive Director), Frank Zarrello (Executive Committee), Robin Gray (Executive Committee), Susan Gallego and several other AMPA members and advisors held a business meeting after the roundtable. The key points discussed were as follows.
 - ♦ The roundtable format with vendors was very successful and worthwhile. It should be expanded in the future.
 - ♦ Sponsors above \$5000 level should be allowed to participate in an expanded vendor - AMPA member meeting format (like 2001 meeting).

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- Our January AMPA meeting should be Internet based using the timeslot normally reserved for the Forum. We will begin to advertise the meeting in September.
- Sponsors should help with a membership drive by either providing potentials from their client lists or sending out a flyer for us.
- The next sponsor - member roundtable program at the 2002 Annual Meeting should function with each sponsor being given a topic or 2-3 topics for presentation before the open discussion.

Further details are provided in the balance of this document.

Annual Meeting/Luncheon

1. Annual Luncheon: Attendance/Speakers

- 34 people attended the AMPA Luncheon including 20 retail members, 4 support people and 10 vendors/sponsors.
- Duncan Angove, VP of Supply Chain Management; Retek (a premier level sponsor) gave a short talk during lunch.

2. Annual Luncheon: Presentations and Roundtable

- After lunch six sponsor representatives each gave a five minute overview on their company, their products and other relevant ideas or issues. The sponsor representatives are listed below:
 - **Christine Girodroux**, Sr Director of Product Mgmt, JDA Software Group
 - **Ken Brame**, Chief Technology Officer, Marketmax
 - **Steve Beck**, COO, Planalytics
 - **Kate Gorman**, Director Supply Chain Solutions, Retek
 - **Jim Kelly**, President & CEO, Spotlight Solutions
 - **Bill Robinson**, VP Product Marketing and Communication, STS Systems
- Vendors/Sponsors and AMPA members discussed various Merchandise Planning & Allocation topics during the roundtable which proved to be very successful. Due to the quality of the discussion and the lively interaction, the session was extended one hour beyond its original time.

3. Business Meeting/New Programs/Activities Suggested

- **Meeting Attendance** - A total of 8 people stayed for the meeting including Terry Donofrio (Executive Director), Frank Zarrello (Executive Committee), Robin Gray (Executive Committee), Susan Gallego and several other AMPA members and advisors.
- **Technical Discussions** - Due to time constraints the planned technical discussions were eliminated.
- **January AMPA Meeting** - It has been difficult in the past to secure space for the January meeting. Attendance has been historically low and the NRF has not been

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supportive. It was suggested that an on-line virtual meeting might be more practical.

- The January meeting would take the place of that month's scheduled Forum.
- The meeting will be advertised in advance beginning in September. Peggy Rowland (MoonWatch Media) will be contacted to implement this idea.
- As with past meetings we will provide a set agenda, topics and advanced registration.
- **Future Annual Meetings/Luncheons** - It was decided that based on the success of this year's program, we should continue the program with vendor presentations and the roundtable discussion. The following ideas were discussed:
 - Each vendor would be given a topic or 2-3 major topics to discuss.
 - The roundtable would replace the usual technical program by members.
 - Members or a panel would ask questions after all vendor/sponsor presentations.
 - Conduct a quick survey of AMPA members concerning what are the most important topics at roundtable.
 - Try to gather information on companies who have planning and allocation systems and those who don't.
 - This format would become the full meeting.
- **Mission Statement** - It was suggested that AMPA develop a mission statement which would include the overall objectives of the organization, the benefits of membership in the organization, what AMPA stands for and how AMPA functions.
- **Membership/New Members** - It was suggested that in addition to current AMPA member promotions we enlist the sponsors to get new members as follows:
 - Provide a list of sponsor clients for AMPA.
 - Provide AMPA promotional flyers to sponsors to send to their clients.
 - Establish links between vendor web-sites and AMPA web-site.
 - New member drives by MPCC, the AMPA booth at Retail Systems Conferences and current members would also continue.
- **Interaction with Sponsors** - Members discussed providing vendors with additional information concerning AMPA. The increased sponsor involvement at AMPA meetings and increased interaction with members would only be for those sponsors above the \$5000 level. This information would include:
 - Recap of AMPA meetings for the vendors.
 - User information on best practices that are needed.
 - Inform sponsors that we want their continued involvement at AMPA meetings - ask for their ideas.
 - In addition we would let other vendors know what is happening within AMPA with sponsors.
 - Also we should provide input to non-attending AMPA companies on interaction with sponsors and AMPA meetings.
- **On-Line Directory/Password** - It was suggested that the password for the on-line directory be changed periodically for security reasons.

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4. Status of AMPA Programs

The key ideas, AMPA programs and activities discussed include:

- **AMPA Status**
 - ♦ We have 188 members/109 companies.
 - ♦ The organization continues its steady growth through contacts at seminars, trade shows, mailings and sponsor programs.
 - ♦ Completed “Background Surveys” and “Planning System Surveys” are membership requirements.
- **Executive Committee/Advisors/Coordinator**
 - ♦ AMPA has an on-going Executive Committee that includes:
 - Terry Donofrio, President; Retail Systems & Services (Executive Director)
 - Frank Zarrello, Director of Planning & Allocation; Big M, Inc.
 - Robin Gray, Sr. Director Merchandise Planning & Control; American Eagle Outfitters
 - Bruce Aitken, Director of Merchandise Planning; Danier Leather, Inc.
 - Debra Glassburn, VP Planning & Allocation; Claire’s Accessories
 - ♦ AMPA has industry advisors that include:
 - Jon Beck, Consultant; Planalytics
 - Melanie Heilbronn, Consultant
 - ♦ The AMPA coordinator is Regina Beischer, Retail Systems & Services
- **AMPA On-Line**
 - ♦ AMPA Web-site
 - The AMPA web-site is regularly updated to provide first rate resources to the membership.
 - Table of Contents for AMPA web-site pages/sections includes:
 - **Overview:** What is AMPA?
 - **Contacts:** Executive Committee/AMPA Coordinator
 - **Information:** Surveys/Forum Access/AMPA Online Directory/MPCC Contact
 - **Meetings:** Past Meeting Summaries/Presentations
 - **Forum**
 - **Join AMPA**
 - The web-site functions as follows:
 - Is a dedicated resource for solutions, support and professional networking.
 - Provides AMPA information on forum access and session transcripts, online directory, MPCC, upcoming events and programs.
 - Provides meeting archives which contain past meeting summaries and speaker presentations.
 - Provides status updates.

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- Provides PDF capability for downloading presentations and corporate member directory.
- Provides links to updated technology through vendors and sponsors.
- Ideas and comments are welcome on how we can make the web-site more useful to the membership.
- ♦ Merchandise Planning Community Center (MPCC)
 - MPCC is supported through an alliance between AMPA and MoonWatch Media.
 - A Merchandise Planning and Allocation online Forum is held one Friday each month; session transcripts are available through MPCC.
 - A secure AMPA online member directory is maintained. A password is needed for access.
 - A Merchandise Planning & Allocation bulletin board is now maintained as part of MPCC.
 - Ideas and comments are welcome to improve the MPCC.
- ♦ Merchandise Planning and Allocation Forum
 - The Forum is an on-going on-line discussion session held one Friday each month at 2:00 p.m. EST.
 - Reminders are sent by U.S. mail and email each month.
 - Forum schedule with set topics is available on AMPA and MPCC web-sites.
 - Though Forum attendance has increased, greater participation is encouraged to provide a broader and more lively discussion.
 - Ideas for Forum topics and comments are welcome.
 - Upcoming Forum schedule/topics are available in the Support Material section of this document (page 11).
- ♦ On-Line Directory
 - The Online AMPA Directory available on MPCC is password controlled. Contact Regina Beischer for password and ID.
 - It was suggested that the password be changed periodically.
 - The Online Directory is updated regularly. Please contact Regina Beischer with any changes to your directory entry.
 - Ideas and comments for directory content are welcome.
- ♦ Hard Copy Directory
 - The annual AMPA Corporate Directory: A Guide to Members & Companies is being prepared.
 - The directory will be available to all current AMPA members in PDF format. There will not be a mailing just the electronic format.
 - Additional information has been included based on member feedback.
 - AMPA Corporate Directory Table of Contents
 - **The AMPA Organization:** History, Purpose and Scope of Activities, International AMPA, Past Meetings
 - **Administrative Contacts:** Executive Committee, AMPA Coordinator,

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Industry Advisors, MPCC Contact

- **AMPA Support Team**
- **Member Directory**
- **Company Directory**
- **Member Information:** Background Survey Data
- **Continuing Education:** AMPA Accreditation, Merchandise Planning and Allocation Courses
- **AMPA Online:** Web-site Information, MPCC, Online Forum
- **Vendor Information:** Merchandise Planning and Associated Products
- **AMPA Sponsors**
 - Please contact Regina Beischer with any additions or changes to your member status that will be included in the directory.
 - Ideas and comments are needed to make the directory more useful to membership.
- **Sponsorship/Budget/Finances**
 - ♦ Sponsors have been recruited to support AMPA.
 - ♦ Sponsors have been obtained by MoonWatch Media for AMPA/MPCC.
 - ♦ To date AMPA as secured 6 sponsors for 2001. They are:
 - JDA Software Group (Associate Level)
 - Marketmax (Associate Level)
 - Planalytics (Contributing Level)
 - Retek (Premier Level)
 - Spotlight Solutions (Associate Level)
 - STS Systems (Contributing Level)
 - ♦ Finances
 - From 1995 to 1998 \$14,227.18 was spent on AMPA - funded by RS&S (prior to sponsorship).
 - In 1999 sponsorship covered expenses (AMPA expenses - \$8230.01 vs. Sponsorship income -\$8850.00) however there were not any AMPA support activities performed.
 - In 2000 expenses exceeded sponsorship by \$9677.64 (expenses - \$16,502.64 vs. sponsorship income of \$8825.00). RS&S supported this shortfall.
 - In 2001 expenses are predicted at \$22,100.
 - ***Prior to 2001 (1995-2000) RS&S has contributed \$23,284 to fund AMPA.***
 - An on-going AMPA budget has been developed to facilitate necessary operating expenses and organization growth. This budget must be the basis for the AMPA sponsorship funds moving forward. The future AMPA budget is \$40, 200 per year. AMPA growth as an organization may require increased support from RS&S.
- **Planning System Survey**

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- ◆ Of the 51 companies that completed the original AMPA Planning System Survey:
 - 33 did not submit an updated survey or an addendum
 - 13 are no longer represented in AMPA
 - 17 did submit an updated survey and addendum
 - 3 did submit an updated survey without an addendum
 - 1 did not submit an updated survey but did submit an addendum
- ◆ To date we have received:
 - The original 51 surveys that were summarized in 1999
 - 31 surveys and 24 addendums after 2/29/00 that are not included in original survey but are included in 2nd summary 2000
 - Received 28 surveys and 27 addendums after 01/01 that are not included in either summary
 - Received 4 updated surveys from original companies and 5 addendums
 - Total surveys = 109 / Total addendums = 55
- ◆ We will now be producing a new AMPA System Survey based on the present returns.
- **On-Going/Future Activities**
 - ◆ Defined Roles and Responsibilities
 - ◆ Move AMPA from an informal association to 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
 - ◆ Develop future surveys to gather a set of standard information about membership.
 - Salary Survey
 - Planning Organization Survey
 - ◆ Develop Planning Courses to build a base of knowledge and communication about Merchandise Planning and Allocation
 - ◆ Encourage continuous communication between Executive Committee, Industry Advisors, Support Team, Membership, MPCC and Sponsors
 - ◆ Provide new and updated vendor system information.
 - ◆ Ideas and comments about future AMPA activities are welcome.

As we continue working together with the Executive Committee, AMPA Industry Advisors, Members and the MPCC, we will consider many of the activities discussed in this meeting update. In order to expand our scope of activities and get started on our new ideas, member involvement is essential. If you have any ideas or suggestions regarding this update, the next AMPA meeting, or

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AMPA in general please contact Regina Beischer or myself. We encourage all members to become actively involved and welcome your feedback. Your participation will enable AMPA to continue to grow and become a first rate organization.

Thank you.

Terry J. Donofrio

Terry J. Donofrio
AMPA Executive Committee
tdonofrio@compuserve.com

Regina M. Beischer

Regina M. Beischer
AMPA Coordinator
rbeischer@rs-s.com

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 9-12):

- Attendees at June 26, 2001 AMPA Annual Meeting & Luncheon
- Merchandise Planning Forum Schedule
- AMPA Information Page

AMPA: June 26, 2001 Session Attendees

Name	Company	Title	Lunch	Meeting
John Breitenbach	America Online	Dir Planning & Inventory Ctrl	X	X
Brian Hallagan	Bealls Dept Stores	Dir Planning & Allocation	X	X
Steve Cores	Bealls Outlet	Dir Planning & Distribution	X	
Frank Zarrello *	Big M, Inc.	Dir Planning & Allocation	X	X
Tom Harden	Dick's Sporting Goods	SVP Supply Chain	X	
Kara Phillips	Dick's Sporting Goods	VP Planning & Allocation	X	
Daemon Heydon	Disney Store	Merchandise Systems Mgr	X	
Jackie Nolff	Disney Store	Manager Info Technology	X	
Denise Peters	Disney Store	Dir Information Technology	X	
Marianne Sharpe	Disney Store	Dir Store Planning &	X	
Sue Gallego	Factory 2-U Stores Inc.	VP Planning & Allocation	X	X
Craig Hart	Family Dollar Stores	DVP Plan, Alloc & Replen	X	
Mitchell Major	Family Dollar Stores	Sr Mdse Planner/Analyst	X	
Lee Kramer	Harry & David	Dir Planning & Allocation	X	X
Emil Wepprich	Kitchen Collection Inc. (The)	Senior Planner	X	
Jim Oien	Limited Logistics Services	VP Distrib & Alloc Planning	X	X
Mike McCarty	REI	Director of Planning	X	X
Ronald Morse	Sears Roebuck and Company	Business System Manager	X	
Doug Tulloch	Sear Roebuck and Company	Business System Manager	X	
Marsha Lindstrom	Weathervane	Dir Mdse Planning & Alloc	X	X
John O'Leary >	RS&S	Senior Consultant	X	X
Terry Donofrio *	RS&S	President	X	X
Bob Affinito + >	Planalytics	VP Client Services	X	
Peggy Rowland >	MoonWatch Media	Internet Services Manager	X	
Christine Girodroux +	JDA Software Group	Sr Dir Product Management	X	
Marie Pouliot +	Marketmax	Dir of Strategic Alliances	X	
Ken Brame +	Marketmax	Chief Technology Officer	X	
Steve Beck	Planalytics	COO	X	
Duncan Angove +	Retek	VP Supply Chain	X	
Kate Gorman +	Retek	Dir Supply Chain Solutions	X	
Jim Kelly +	Spotlight Solutions	President & CEO	X	
Dale Achabal +	Spotlight Solutions	Consultant	X	
David Henning +	STS Systems	Enterprise Market Mgr NA	X	
Bill Robinson +	STS Systems	VP Product Mktg & Comm	X	
		Total # Attendees:	34	10

+ Invited Sponsor / * Executive Committee / AMPA Industry Advisor/Support Team >

AMPA: June 26, 2001 Session Attendees

- Of the 37 people who pre-registered, 3 did not show up
- 3 people from 2 companies did NOT attend
- Of the 20 people (retailers) registered 10 stayed for the meeting
- 12 people from 6 AMPA sponsors attended the luncheon
 - 2 JDA Software Group
 - 2 Marketmax
 - 2 Planalytics
 - 2 Retek
 - 2 Spotlight Solutions
 - 2 STS Systems
- 20 people from 13 companies did attend
 - 1 America Online
 - 2 Bealls Department Stores
 - 1 Big M, Inc.
 - 2 Dick's Sporting Goods
 - 4 The Disney Store
 - 1 Factory 2-U Stores
 - 2 Family Dollar Stores
 - 1 Harry and David Stores
 - 1 The Kitchen Collection
 - 1 Limited Logistics Services
 - 1 REI
 - 2 Sears Roebuck & Co
 - 1 Weathervane

Merchandise Planning Forum Schedule

Merchandise Planning Forum Schedule for 2001

Date	Topic
Sept 21st -	"Integration of Key Item and Financial Planning"
Oct 19th -	"Allocation Process, Methods and Issues"
Nov 9th -	"Expanding the Use of Planning Systems - Other Applications"
Dec 14th -	"Planning and Allocation - What's Next"

Access the forum at www.retailsystems.com or www.rs-s.com. All sessions begin at 2:00 p.m. EST unless otherwise noted. Transcripts of all forum sessions are available through the MPCC website.

AMPA Information Page

1. AMPA Website

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

2. MoonWatch Media Website

<http://www.retailsystems.com>

3. AMPA Coordinator:

Regina Beischer

Tel/Fax: 732-886-5935

e-Mail: rbeischer@rs-s.com

4. RS&S Support

Terry J. Donofrio

Tel: 201-652-4860

Fax: 201-447-2099

e-Mail: tdonofrio@compuserve.com

5. AMPA Executive Committee 2001:

Robin Gray

Tel: 724-779-5397

Fax: 724-779-5797

e-Mail: rgray@ae-outfitters.com

Frank Zarrello

Tel: 973-890-0021 x290

Fax: 973-890-5994

e-Mail: frank@bigminc.com

Debra Glassburn

Tel: 847-765-7129

Fax: 847-765-7138

e-Mail: debra.glassburn@claires.com

Bruce Aitken

Tel: 416-762-8175

Fax: 416-762-3075

e-Mail: brucea@danier.com

6. Forum Access

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

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

7. AMPA Directory On-Line

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

Contact Regina Beischer for ID and Password

8. MPCC Contact:

Peggy Rowland

Tel: 617-527-4626

Fax: 617-527-8102

e-Mail: prowland@moonwatchmedia.com