



# A.M.P.A.

Association For Merchandise Planning and Allocation

February 15, 2001

**To: All AMPA Members**

**Subject: AMPA Business Meeting - 1/16/01**

An AMPA Business Meeting was held on January 16, 2001 at the offices of Lerner New York in New York City. There were 10 people present including 2 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.

***Since the NRF refused to support AMPA during their Annual Conference we arranged to hold our January meeting at the offices of Lerner New York in NYC. We wish to express our special thanks to Karen Montgomery for coordinating the effort and arranging the meeting. We also would like to thank Lerner New York for providing a facility for the meeting and their support at the meeting.***

## **AMPA Review and Business Discussion Highlights**

The key highlights from our business meeting included:

### **1. Executive Committee**

Executive Committee members Frank Zarrello, Robin Gray and Terry Donofrio met prior to the meeting to discuss the role of the Executive Committee in administering AMPA and providing support in considering various association issues (details of association issues follow in this document).

We will continue to work with the committee 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. Last year AMPA had 4 sponsors (Retek, MarketMax, STS/MMS and Planalytics) in addition to the support provided by RS&S and RSAG (now 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.

## **AMPA January 16, 2001 Meeting Highlights**

- In 2000 expenditures exceeded income by \$9677.64 not including maintenance of the AMPA web-site by RS&S as well as Terry Donofrio's time.
- Prior to 2000 our cumulative loss is \$3966.00 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 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 in 2001.
- A budget will be prepared to determine the cost of running the association and help us address the issue of sponsorship vs. dues. **(Terry Donofrio task)**
- We will work with Peggy Rowland and MoonWatch Media Marketing to get new sponsors. Peggy Rowland/MoonWatch Media Marketing will send AMPA Sponsorship Program Guidelines to the Executive Committee. **(Peggy Rowland task; Regina Beischer follow up)**
- Members and the Executive Committee will contact potential sponsors with AMPA information to solicit their support for the association. Some potential sponsors and members who will make contact include:
  - ♦ JDA/ARTHUR - Frank Zarrello/Robin Gray
  - ♦ Spotlight Software - Jon Beck
  - ♦ E3 - Karen Montgomery
  - ♦ Khimetrics (Brent Lippman) - Terry Donofrio
  - ♦ Net Perception - Terry Donofrio
  - ♦ Compass Systems (Ian Bowater) - Terry Donofrio
  - ♦ GERS - Terry Donofrio
  - ♦ I2 - (Dan Moran) - Terry Donofrio
  - ♦ Mercari - Jon Beck (telephone number given to 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.
- Executive Committee will follow up to see how the sponsorship marketing by MoonWatch Media proceeded.
- AMPA members that secure a sponsor will get free admission to the Merchandise Planning Symposium.

## **AMPA January 16, 2001 Meeting Highlights**

- In an effort to improve access to members, sponsors will be more involved in the Annual Luncheon. The luncheon will include a roundtable 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:

- New Forum Time: All Forums starting with the March 23<sup>rd</sup> session will begin at 2:00 p.m. EST. The February 16<sup>th</sup> Forum will be held at 12:00 p.m. EST as in the past.
- All AMPA members should receive a Forum flyer for all Forums. Please contact Regina Beischer if you are not receiving these flyers.
- MoonWatch Media is checking their database to make sure all AMPA members and support personnel are getting the Forum flyer. **(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 2001 has been established. The new 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 has been updated 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:

- 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.

## **AMPA January 16, 2001 Meeting Highlights**

- 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. 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. Karen Montgomery will prepare a write up based on web-site home page for Regina. This document will be sent to all AMPA members and to sponsors for their clients. **(Karen Montgomery/Regina Beischer task)**

In order to better promote the association, it was decided that everywhere we display our logo or mention AMPA, we should have Merchandise Planning and Allocation spelled out. We should emphasize Allocation as well as Planning in communication and documentation.

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 2001/AMPA Booth/Annual Meeting & Luncheon**

- **Annual AMPA Meeting and Luncheon:** Will be held on Tuesday, June 26<sup>th</sup> at Retail Systems 2001 in Chicago.
- **AMPA Luncheon:** The Luncheon is scheduled for 12:00 noon until 2:30 p.m. We will have a roundtable discussion between AMPA members and sponsors. The sponsors will also give a 3-5 minute presentation on what's new with their company/product and answer questions.
- **AMPA Meeting:** The meeting is scheduled for 2:30 p.m. until 6:00 p.m. The discussion topic for the AMPA meeting is "*Integration of Store Planning, Assortment Planning and Allocation*". We will have three speakers to lead the discussion and give a short presentation covering a segment of the process. An announcement/registration will be sent to all members well in advance of the meeting.

## **AMPA January 16, 2001 Meeting Highlights**

- **AMPA Booth at Retail Systems 2001:** AMPA will have a booth to promote the organization and recruit new members. In the past we have had a booth with a high table in the front for materials. This format is not good for discussions and interaction. To have the members address interaction and conversation with retailers, it was suggested that we have several low chairs (3-5) around a low circular table (normal desk height) where AMPA members and booth visitors could sit and discuss AMPA and Merchandise Planning and Allocation. We are considering having coffee in the booth for guests so we can create a discussion atmosphere.

In order to improve the effectiveness of the AMPA booth, we have requested a larger booth in the center of the expo hall possibly near MoonWatch Media and MPCC. Sponsors can continue to have their material in the booth on a table along the back wall. We have also requested a sign at the booth with 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.

- The group felt all AMPA meetings should always be the day after the Merchandise Planning Symposium.

### **7. AMPA Planning Systems Survey**

The hardcopy results of the updated Planning Systems Survey and addendum were reviewed. The survey included results from 33 companies from February 2000 to December 2001. All current members (167 representing 97 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.

Regina will be contacting those companies that completed the first survey but did not prepare an addendum. Once complete we will prepare the final survey summary.

### **8. AMPA Directory**

- A new hardcopy directory will be produced after new contacts are added from the NRF trade show.
- The new directory will include new sections added at the Annual Meeting
- The new directory will be available as a PDF file only to reduce costs.

### **9. Other Topics**

- **AMPA as a Legal Entity** - RS&S and the AMPA Executive Committee will continue to consider making AMPA a formal trade association. Considerations include:

## *AMPA January 16, 2001 Meeting Highlights*

- ♦ 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

Terry J. Donofrio and the Executive Committee will consider the AMPA status sometime beyond 2001.

In 2001, 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 2001 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 7-9):

- Attendees at January 16, 2001 AMPA Meeting
- Merchandise Planning Forum Schedule
- AMPA Information Page



## *Merchandise Planning Forum Schedule*

### Merchandise Planning Forum Schedule for 2001

Access the forum at [www.retailsystems.com](http://www.retailsystems.com) or [www.rs-s.com](http://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.

- \*Feb 16<sup>th</sup> - "Planning Systems: A Review and Opinions"
- Mar 23<sup>rd</sup> - "Merchandise Planning Best Practices"
- April 20<sup>th</sup> - "The Planning and Allocation Organization"
- May 18<sup>th</sup> - "Integration of Store Planning and Allocation"
- June - No Forum - RS2001**
- July 20<sup>th</sup> - "The Planning and Allocation Process and Culture"
- Aug 17<sup>th</sup> - "Integration of Assortment Planning and Allocation"
- Sept 21<sup>st</sup> - "Integration of Key Items and Financial Planning"
- Oct 19<sup>th</sup> - "Allocation Process, Methods and Issues"
- Nov 9<sup>th</sup> - "Expanding the Use of Planning Systems - Other Applications"
- Dec 14<sup>th</sup> - "Planning and Allocation - What's Next"

*\*Note: Forum begins at 12:00 p.m. est.*

## **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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### **4. AMPA Executive Committee:**

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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:**

Peggy Rowland

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