



NAPM-NM Inc.  
PO Box 99  
Albuquerque, NM 87103

November 2010

## NAPM-NM Newsletter

Volume 5, Issue 5

### President's Corner

by Eugene Ruff-Wagner

Even as an adult, it is hard for me to get out of the mode of thinking about "the year" in terms of a "school year." The fact that NAPM-New Mexico takes July and August off only reinforces that for me. Anyway, here we are on the backside of October already and "the year" is in full swing. We have had two monthly education meetings and our Fall Seminar already. So, we are doing what we do - and doing it well, judging from the feedback from our events. You can see that for yourself elsewhere in this newsletter.

Coming up in the remainder of 2010? Two events you won't want to miss (or more, if you count any of the seasonal holidays) - our November education meeting (November 15) and our December charity event (December 15), both to be announced soon. I hope that everyone in the membership will seriously consider attending one or both of these events, and then continue attending our events throughout the year. After all, one of the most important offerings from ISM and its affiliates is educational opportunity. While no one seminar or meeting will

give you everything you need to be successful in your career, each small tool and nugget you pick up along the way will help you on that journey to success. It is our mission to provide many of those tools and nuggets. So - stay tuned and we'll see you in November!

#### In This Issue:

- PRESIDENT'S CORNER
- THE SOCIAL MEDIA REVOLUTION
- NAPM's Fall Seminar: Smart Negotiating for Supply Chain & Business Management Professionals
- UPCOMING EVENTS & SEMINARS
- PROFESSIONAL ACCREDITATION



Eugene Ruff-Wagner, CPSM, C.P.M.  
NAPM-NM, President

### The Social Media Revolution – A Two Part Presentation By Kurt Von Ahnen

by Bill Norman

The future of PR and marketing is here today. . .and NAPM-NM got a small taste of "*The Social Media Revolution.*" NAPM-New Mexico kicked off the 2010-2011 season with Kurt Von Ahnen of Von Ahnen Design and PR (VADPR), an Albuquerque firm specializing in Social Media as well as conventional Public Relations. Believing that Public Relations is not for just the wealthy or large company to consider, but a facet of *EVERY* business that needs attention, VADPR maintains PR items for clients that don't have the time or - quite frankly - don't care to manage - things like Twitter, Facebook, YouTube and Craigslist - modern marketing tools that are very cost effective for clients.

At the September dinner meeting we received a brief overview of some of the better known social media channels and their impact and implications for society and for business. Today many Americans use these social media outlets as

their primary form of communications. A few interesting statistics:

- The average social network user is 37 years old.
  - LinkedIn, with its business focus, has a predictably high average user age; 44.
  - The average Twitter user is 39 years old.
  - The average Facebook user is 38 years old.
- The average MySpace user is 31 years old.

. . . and you thought it was just for kids!

Our September dinner meeting concluded with Kurt challenging the audience to: "jump in" to a social media site - meet someone - and bring that new "Social Media" acquaintance to the October meeting.

## NAPM's Fall Seminar: Smart Negotiating for Supply Chain & Business Management Professionals

In your life as a supply chain professional, and particularly if you are in Procurement, you will likely attend many seminars on negotiation. Understanding that negotiation is a very important skill both in the profession and in life, NAPM-NM has endeavored to offer a number of these seminars over the last several years, each one different and each one excellent in its own way.

This year was no exception, when on October 7 NAPM-NM hosted a full-day negotiations seminar by Michael Geraghty, Master Negotiator and Storyteller Extraordinaire. After moving to the United States from Ireland in 1983 and spending many years as an up-and-coming Procurement executive at Amdahl, a Fortune 500 company in Silicon Valley, Michael decided to strike out on his own and fulfill his passion for teaching. That passion came through in the presentation, which was one of the high-

est-rated ever for NAPM-NM.

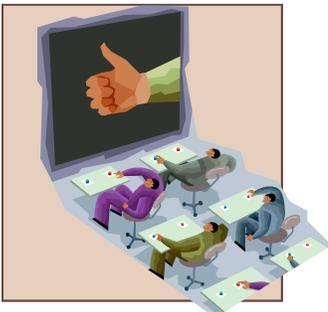
One might expect that when negotiation is the topic, you will learn about things like price and cost analysis, using such analysis for target setting, drawing your "opponent" toward your position, and perform lots of mock negotiations. Such seminars are out there, and NAPM-NM has hosted several. But - once you go to the table, loaded with your information, what sorts of things actually influence your outcome? What do you personally bring to the table? What kind of rapport have you established with - not your "opponent" - but your "counterpart" - prior to the negotiation? Have you been paying enough attention to your kids to learn their very powerful techniques of persuasion? These were the kinds of issues discussed in Michael's seminar, and he imparted all of them through personal stories that kept the attendees' attention and focus the entire time.

Many of Michael's ideas came from simple observations of life, and others were imparted to him by very successful people he met along the way. Some examples: We learned that the best negotiators are those with the highest self-esteem. We learned to write our goals, because you can't hit a target you can't see. We even learned to recognize the four characters that show up in every negotiation and the roles they play: Power, Information, Time, Iceberg.

Say what? Iceberg? Well - you had to be there, but doesn't that make you curious? If so, you are in luck! Each seminar attendee received a copy of Michael's book "Anybody Can Negotiate - Even You!" This book includes many of the stories and concepts from the seminar, and if you would like to know more, we do have a few copies of the book left and will sell

-continue on page 3

## Calendar of Events



**Nov 17, 2010:** General Meeting

**Location:** Golden Corral

Central & Eubank

ABQ, NM

**Time:** 5:30pm

**Dec 17, 2010:** Charity Event

**Location:** to be announced

**Links:** Here are some helpful sites!

[NAPM-NM](#)

[ISM](#)



[PASBA](#)

[NCMAHO](#)

[CABO Business](#)

[ABQ Journal](#)



## Upcoming Events & Seminars

by Dan Arroyo

As your newly elected Program Chairperson I look forward to introducing supply chain topics at our monthly general meetings. I'm going to start off November with a presentation about Value Analysis. The company I work for - Owens-Minor Solutions provides advanced supply chain management services to Presbyterian Healthcare Services and I thought I could share with you the value analysis process we go through to research, pursue, and validate savings for the

hospital. Hope to see you at the November General Meeting. It will be held on Wednesday, November 17<sup>th</sup> at 5:30pm at the Golden Corral (Central & Eubank).

With the holidays approaching it's time to think about our Charity Event for December. I'm working on a couple of ideas which I'll present to the group on November 17<sup>th</sup>. If you have any suggestions on a family/organization that would benefit from our Charity Event please let me know before our meeting on November 17<sup>th</sup>.

As always if you have suggestions/ideas on topics that you would like presented or have an expertise in a supply chain area please let me know.

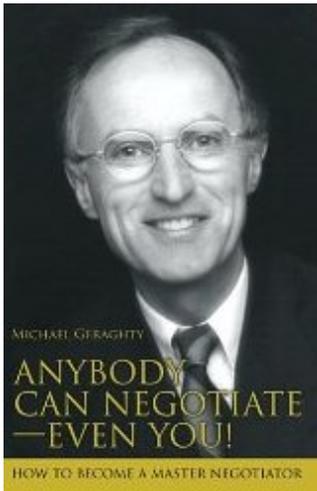
Dan Arroyo  
Program Chair  
[Daniel.arroyo@owens-minor.com](mailto:Daniel.arroyo@owens-minor.com)

Check the NAPM-NM site for updated information on upcoming seminars and training activities.

[For more information click here.](#)

-cont from page 2

them for \$10.00 per book to interested members.



NAPM-NM Fall Seminar Evaluation		
"Smart Negotiating" by Michael Geraghty		
October 7, 2010 at ASRT		
Satisfaction		Comments
Speaker:	98%	<ul style="list-style-type: none"> <li>• I got great actionable items I will start work on right away.</li> <li>• I love Michael's strategy. He's delightful!</li> <li>• Always enjoy coming to these seminars - thank you.</li> <li>• Expected more transfer of knowledge (exercises/case studies); too much time going around room to hear from everyone.</li> <li>• Michael kept the class involved.</li> </ul>
Topic:	98%	
Met Expectations:	96%	
Usefulness at work:	91%	
Location:	95%	
Facility:	100%	
Program Schedule:	97%	
Food/Beverages:	91%	
E-mail announcement:	91%	
Overall:	97%	

## Social Media Revolution

—continued from Page 1

The October dinner meeting brought much more interactive discussion. A few NAPM-NM members had met the September challenge of "jumping in," but the key question of the group remained - how social media can be utilized to help in the procurement function? That gap was bridged a bit with different scenario discussions. A few take-aways by the end of the meeting were:

- The basis of all of these social media channels is communication. Not like e-mail... It's evolved to a new level of collaborative communication. Social media is pub talk, e-mail is letter writing.

Social Media allows new creative communication outside the normal channels. Tweets can be re-tweeted and so on exponentially that drive customers into or push them away from a business at an unprecedented pace.

Interesting social media sites that were discussed:

- LinkedIn.com – more importantly the NAPM-NM group of professionals in LinkedIn. It's free to join and reach out to procurement professionals in our area.
- Facebook.com - Facebook has more than 500 million active users, which is about one person for every fourteen in the world. Users may create a personal profile, add other users as friends and exchange messages, including automatic notifications when they update their profile. An

NAPM-NM group is coming soon.

- Google Alerts - Google Alerts are e-mail updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.
- Google docs – free online document storage that can be shared with many users for group collaborations and file sharing.

Hootsuite.com and tweetdeck – sites that help users manage multiple social media sites from one application.

By the end of the evening, we all took away something that helped us all understand this "revolution" a little better. Many members now have more confidence to "jump in" to one or more social media networks. With so many networks currently available, there's something for everyone. Most of them are free, easy and if you don't like one, you can always opt out and try another.

Do you use social media to enhance the way you do your job? If so, we would like to hear about it. Please send your stories or suggestions to Bill Norman, NAPM Marketing Chair, at William537@hotmail.com.





Eugene Ruff-Wagner  
President

Email: [eruffwa@sandia.gov](mailto:eruffwa@sandia.gov)

We are your local affiliate of ISM in the State of New Mexico. NAPM-NM's mission is to lead Supply Management in New Mexico. We offer the follow services to our membership:

- Dinner Meetings for Professional Development
- Educational Opportunities
- Employment Opportunities (Local)
- Employment Opportunities (National)
- Professional Development—CPSM Certification Classes
- Community Projects
- Training through Educational Seminars

We're on the web!

### ISM's 96th Annual International Supply Management Conference & Educational Exhibit



96<sup>th</sup> Annual ISM International Supply Management Conference Registration, May 15-18, 2011 in Orlando, FL

Register by December 31, 2010 for the best discount.

[Register Now!](#)

### Myths about Energy, Energy Fallacies & Weird Energy Facts

Click on the icon below to access site:



<http://www.consumerenergycenter.org/myths/>

Have a story idea or you would like to contribute to newsletter? How about a picture of NM scenery that you would like us to use in our banner. If so, contact Jackie at [jdassler@asrt.org](mailto:jdassler@asrt.org) for more information.

## Professional Credentials

## ISM Site Info



The Certified Professional in Supply Management® (CPSM®) designation was launched in 2008. It is the credential that surpasses the demands of the international marketplace with multi-faceted skills in areas such as *finance, supplier relationship management, organizational global strategy and risk compliance*. Get the CPSM® to acquire an integrated skill set that sets you apart from the competition.



The Certified Purchasing Manager (C.P.M.) is no longer available for testing and is moving toward recertification-only status. You must have already successfully passed all four modules of the C.P.M. in order to apply and achieve the designation. Remember, your exam scores expire five years from the date the earliest exam was taken or by December 31, 2013, whichever comes first.

The Certified Purchasing Manager (C.P.M.) program covers the operational aspects of purchasing, but also includes supply functions such as agreements, negotiations, technology and relationship management. Those already holding the C.P.M. designation may continue to apply for recertification or lifetime recertification.



The Accredited Purchasing Practitioner (A.P.P.) designation is no longer available for testing and is in recertification-only status. Individuals already holding the A.P.P. designation may still apply for reaccreditation. The A.P.P. designation focuses on entry-level purchasing functions for those primarily engaged in the operational side of the supply chain.

For more information go here: [Professional Credentials](#)