



IIE Connection

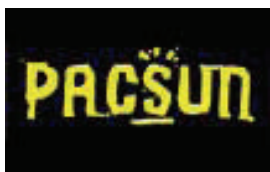
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APRIL 2010

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1. April Meeting - PacSun DC tour



Rooted in teen culture, surfing, the beach and SoCal girls and guys fashion, Pacific Sunwear of California (PacSun), a popular Anaheim, CA-based casual apparel, accessories and footwear retailer, knows that teens want “swag” that's all good. The company operates more than 800 mall-based clothing shops in all 50 states, Puerto Rico and online and 123 PacSun Outlet stores for a total of 938 stores under the names Pacific Sunwear and Pac-

Sun Outlet. The Olathe distribution center is an impressive exercise in materials handling with its maze of conveyors briskly shuttling cases within 425,000 sq ft of production space. In it, the myriad of conveyors are used for all apparel shipping-case movement throughout the huge distribution center. The PacSun DC ships direct to store, but also direct to consumers who order off of their website.

Note: Tour attendees cannot work at a competitor of PacSun.

When:
Tuesday, Apr. 27^h, 2010
9:00 am

Where:
21800 W. 167th St.
Olathe, KS 66062

Cost:
Free for IIE Members
\$10.00 for NonMembers

RSVP:
By April 23rd via
[http://
www.surveymonkey.co
m/s/GLHDMHM](http://www.surveymonkey.com/s/GLHDMHM)

2. May Meeting Preview

Every year, the KCIIE chapter has a workday at Union Hill cemetery. We are continuing that tradition

with a cleanup day on Saturday, May 22, 2010 from 9:30am —11:30am. Stay

tuned for more details in the May newsletter!

3. President's Message

KC IIE Chapter Members,

I am happy to report that our chapter saw a strong turnout over the first three monthly events of this year. In addition to the turnout, the survey results have been very positive. We note this as being an indication that the monthly activities planned align with the chapter membership's interests. We will continue to endeavor to provide relevant and diverse monthly events that have a broad interest. I think you will find this month's event at PacSun no different. In addition to attending this event, I encourage you to consider inviting a co-worker and/or friend who may

find this tour of interest. We are always happy to welcome those outside of the IIE community.

In thinking of events this time of year, none is bigger than March Madness. This event captures the interest of both basketball fans across the U.S. and alums that have the opportunity to cheer on their alma mater. If neither of these categories fit you, you still very likely filled out an NCAA bracket to try your hand at predicting the results throughout the tournament. You can find various degrees of complexity for how individuals pro-

ject winners throughout this six (6) round tournament. Some individuals use their vast knowledge of basketball and the games throughout the year to project winners while others make their selections solely based on team colors or mascots. In reality, these individuals are looking to solve similar problems to those that IEs deal with on a regular basis.

How does one forecast the future based on past performance and knowledge obtained?

3. President's Message cont.

No matter your method or approach to solving the March Madness Bracket problem, no one individual predicted the correct outcome of each game throughout this year's tournament. Some were more accurate than others, but unfortunately, we all fell short. Does this mean that the models were wrong? "Yes". Does this mean that the models were not useful? "No".

It is important to understand our ultimate object in modeling. It is not to foretell the future but rather to provide insight into the problem and develop good solutions that when pursued will yield better results over time. Many systems modeled have high degrees of variation. Such is the case with March Madness; hence the use of the word "Madness!" In cases as these, the solution

obtained from a "good" model may yield very different results from the actual outcome. However, it is important to stay the course and not alter your strategy based on natural variation of the system. Therefore, your method/model for predicting game results may still be very valid. This year may just be an outlier.

Kyle Grabill, KC IIE Chapter President

4. News from Headquarters

Technical Societies and Divisions

Did you know that IIE's industry and discipline specific groups allow members to network and benchmark with others. As an IIE member, you can identify and contact members of the various groups using the online member directory. For more info, go to <http://www.iienet2.org/Landing.aspx?id=928>

IIE Divisions:

- Applied Ergonomics
- Computer & Information Systems
- Construction
- Engineering Economy
- Lean
- Operations Research
- Process Industries

- Quality Control and Reliability Engineering

IIE Societies (\$35, in addition to IIE membership):

- Society for Engineering and Management Systems
- Society for Health Systems

5. Membership Update

South Central Region
Chapter 92 Membership 81

Jennifer Hedberg is serving as our chapter's current President Elect. Jennifer is a Senior Strategic Buyer at Hallmark Cards, Inc. In this position, she is responsible for sourcing providers and negotiating contracts for 3rd party logistics warehousing, general warehousing, and facility services. Previously, Jennifer worked as a sec-

tion manager and engineer at Hallmark's Liberty Distribution Center.

Jennifer is originally from Grand Forks, North Dakota. She holds a Bachelors of Science in Industrial Engineering from the University of Missouri and will be graduating in May with her MBA with emphasis in Finance from Rockhurst.

Jennifer currently lives in Prairie Village with her maltipoo, Daisy, who has modeled for Hallmark Cards! Jennifer enjoys scuba diving all over the world, including the Bahamas, Florida Keys, California, Italy, and several Missouri lakes. She is looking forward to diving in Cancun after attending the IIE annual conference.

6. Career Development

Enrich your career while enriching the lives of others! At Hallmark, our mission is to Enrich Lives by helping our consumers communicate, connect and celebrate. By working at Hallmark you will be helping people express their feelings and enhance their relationships, while at the same time building your career with one of the world's most trusted and recognized brands.

Hallmark has an immediate opening for a Package Engineer in our Kansas City Headquarters within our Creative Engineering Group.

Department Description Creative Engineering includes product and packaging engineers as well as package planning specialists supporting all product formats at

Hallmark. Creative Engineering works within the Creative Product Development Division to provide technical support in the development of products and packaging. The Product Engineering staff works with product creation teams to develop unique product solutions that involve technologies (such as electronics and mechanics), paper mechanics and formats as well as new materials. Package Engineers work with product creation teams to develop new solutions for retail, wholesale and shipping packaging that support design and marketing direction. Package Planning Specialists provides technical information using Hallmark systems to ensure product lines are packaged and produced accurately.



External Description: The Package Engineer has the rewarding opportunity to see his/her work in thousands of retail stores and impact our business at retail and with the consumer. As a Package Engineer, you will work in a team environment with our Innovation Creative and Marketing product and packaging creation teams. The Package Engineer is considered the primary resource responsible for providing the technical expertise needed to develop new packaging solutions. Specifically, the Engineer:

- Works with creative and marketing teams to develop unique packaging solutions for the variety of products in Greetings, Party, Gift Presentation, and Merchandising.
- Provides engineering guidance and direction

6. Career Development cont.

to Package designers in the development and implementation of unique retail packaging concepts to achieve a specific look or function.

-Has a working knowledge of packaging materials that includes the manufacturing, converting and decorative processes that can be used for those packaging materials

-Designs solutions to overcome technical challenges in package development and execution throughout the internal and external (domestic and foreign) manufacturing and distribution processes.

-Develops specifications and directs the completion of technical drawings and prototypes based on criteria provided by the product development team.

-Champions innovations that are guided by consumer insights.

-Develops and implements new ideas to measurably grow revenue and earnings.

-Does so in close collaboration with all business partners to meet requirements for functionality, quality, cost and design integrity.

-Possesses a thorough understanding of the dependencies of retail to wholesale and shipping carton solutions. The Engineer is required to work with Distribution and be able to simulate shipping conditions to effectively test solutions for effective protection of the product.

This position will support innovative package development in a variety of product areas within Hallmark. There also may be opportunities for infrequent international travel.

REQUIREMENTS

To be considered an applicant for this position you must show how you meet the basic qualifications of the job in a resume or document you upload, or in the application fields. Acceptable file types are: .doc, .docx, .htm, .html, .pdf. Unacceptable file type is: .wps.

Basic Qualifications – applicant must have to be considered

- Bachelor of Science (BS) in Engineering
- 3 years of work experience; 1 year in packaging
- In compliance with the Immigration Control and Reform Act of 1986, Hallmark Cards, Inc. and its subsidiary companies will hire only U.S. citizens and aliens lawfully authorized to work in the United States. Hallmark does not generally provide sponsorship or employment visa status. Employment by Hallmark is contingent upon the signing of the Employment Agreement, completing Form I-9 Employment Eligibility Verification, passing the urinalysis drug screen, education verification, and satisfactory reference and background checks.

Additional Qualifications Needed – ideal candidate will have:

- BS in Packaging, Industrial or Mechanical

Engineering

- Strong materials knowledge
- 3 years packaging experience in consumer products
- Successful experience as a project leader demonstrating initiative and leadership
- Strong communication, problem-solving, and decision-making skills
- Ability to travel 5-10% of the time to manufacturing plants and supplier facilities
- Three or more years of related work / packaging experience

To be successful in this role, the incumbent must demonstrate strong interpersonal skills and ability to work collaboratively within a team of people with diverse skill backgrounds. Short deadlines are common; must be able to work under pressure. Interface with vendors may involve infrequent foreign travel. Energy and enthusiasm for new product and package development is essential.

This position is location in Kansas City and relocation will be provided.

To apply for this job, go to hallmark.com/careers. Click on search jobs and then on “search headquarters and manufacturing jobs” to enter our on-line application area. Please enter IRC76325 in the keyword search to find this job.

Hallmark is an Equal Opportunity Employer; Principles Only Please w/m/v/d

7. Chapter Update

CAR Update

CAR stands for the IIE Chapter Activity Report. IIE uses it to track the progress and trends of all chapters. Each month, we will take a look into what the CAR program means to our local chapter.

This month, we take a look at the Chapter Program section of the CAR by reviewing the points awarded for 2009 and discussing the impact that each member has on this important section. Chapter Programs are important for the viability of our chapter and for our members to network with other IIEs, attend local tours and our annual conference. Another important aspect about our programs is that the revenue from the meetings and programs helps our senior chapter provide support to our area student chapters.

Local chapters are measured based on the number, quality and attendance of their programs. As a chapter, we can only count a program if it is accompanied by a survey to collect attendee feedback. These surveys are important for us to measure our meeting quality and make improvements for upcoming meetings. And finally, attendance points are awarded based on a ratio that measures the percent improvement over the previous year in both member and non-member attendance.

In the 2009 CAR, KC IIE earned 13 of a possible 20 points in Section 2: Chapter Programs. The results are listed below:

Number of Programs – Points 6/6; *The KC Chapter held 8 events in 2009*

Quality of Programs – Points 4/5; *Survey results indicated an average response of 4.2 on a point*

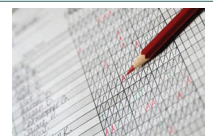
scale.

Attendance for Programs – Points 3/5

Member – Points 3/5; *Experienced ~9% increase in member attendance from 2008*

Non-Member – Points 0/4; *Experienced ~32% decrease in non-member attendance from 2008*

Our chapter has an excellent opportunity to improve our score in the 2010 Chapter Activity Report, but we need every member's help. Please help us find quality tours, suggest a networking event or invite a colleague to an IIE meeting or tour. Suggestions are always welcome by emailing any member of our KC IIE leadership team. Thanks for your continued support of our Gold Award winning Senior Chapter!



7. Chapter Update

Children’s Mercy Tour — Mar. 26th

On March 26th, the KC IIE chapter sponsored a tour of the Children's Mercy Hospitals & Clinics (CMH) Emergency Department in KCMO. After a quick check-in with the hospital security, twenty-one participants were welcomed with early morning refreshments and mingling before the tour began.



The tour kicked off with a speech discussing general history (ED treats approximately 75,000 patients per year) and layout of the hospital, which seems like a maze from the constant expansion and the merging of new construction with old construction. The ED

has been moved many times over the years and is now located at the back of the hospital, which sometimes requires a longer than desired distance in order to transport a patient to different areas of the hospital.

Automation that is in place to support ED staff care for a trauma patient was highlighted in detail with one of the trauma bays. During the tour it was easy to notice the construction that is occurring

in order to expand the number of examination rooms from twenty-four to thirty-four.

Survey Results

	5	4	3	2	1	Response
Overall event experience	35.7% (5)	50.0% (7)	14.3% (2)	0.0% (0)	0.0% (0)	14
Location of event	64.3% (9)	35.7% (5)	0.0% (0)	0.0% (0)	0.0% (0)	14
Day of the event	50.0% (7)	35.7% (5)	14.3% (2)	0.0% (0)	0.0% (0)	14
Presentation by the event leader	42.9% (6)	42.9% (6)	14.3% (2)	0.0% (0)	0.0% (0)	14
Length of event	50.0% (7)	42.9% (6)	7.1% (1)	0.0% (0)	0.0% (0)	14
Ability to ask questions	50.0% (7)	42.9% (6)	7.1% (1)	0.0% (0)	0.0% (0)	14
Networking opportunities	28.6% (4)	50.0% (7)	14.3% (2)	7.1% (1)	0.0% (0)	14
Informative	53.8% (7)	38.5% (5)	7.7% (1)	0.0% (0)	0.0% (0)	13

Would you participate again?

Yes	14
No	0

8. Officer Listing

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