

## Members of Tri-City APICS,

Greetings and wishing you a fun-filled summer! It's been quite some time since I last wrote you; so long I cannot recall.

On May 25<sup>th</sup>, the chapter held an "Apics Networking Dinner". This "speaker-less" PDM was attended by thirteen people, most of whom were members or former members. We enjoyed a great meal at the BelleView in Falconer, NY along with a good helping of fellowship. It was the only chapter meeting conducted in the program year, now concluded.

The "down" economy affected us all in varied ways; and many still, in fact. However, the chapter's directors have faithfully met each month and will all continue to support the chapter into the next program year (Sept 2010 – June 2011). Board members have made a commitment to plan two plant tours and at least two "topic oriented" PDM's for the future program. Additionally, the chapter will continue to offer CPIM review classes in the fall and spring.

Viewing the membership roster published within this newsletter, you can see that our ranks continue to shrink. No doubt the economy, available time, and work load are partially to blame. Most Apics chapters are experiencing the same. However, we remain committed and share the vision of "Success Through Life Long Learning" (yeah, that's really our vision statement...see for yourself at the chapter's website [www.tricityapics.org](http://www.tricityapics.org)). We value having an Apics chapter within reach of those in southwestern New York and northwestern Pennsylvania.

Many things happening around here this summertime! The chapter's finances need auditing, Federal tax returns prepared, insurance renewed, preparation and submittal of Apics' Chapter Minimum Standards Report (CMS/CBAR), updating the chapter's internet-based information, and the planning and development of new programs/classes. Oh, and by the way, I'm also getting married at the end of July; lot's to do indeed!

Finally, I'd like to give special thanks to: Beth Woodward, Brenda Gray, Bill Kuppinger, and Bill Widell for their continued support and dedicated volunteerism. Without which none of this would be possible. And recognize those members who remain with us and perhaps had to pay membership dues without employer support during difficult financial times; thank you.

Yours in Apics,

**Todd Eggleston**

## 12 Favorite and Little Known Tips for LinkedIn

Most business professionals are on LinkedIn at this point. LinkedIn tells us that: -LinkedIn has over 65 million members in over 200 countries. -A new member joins LinkedIn approximately every second, and about half of our members are outside the U.S. -Executives from all Fortune 500 companies are LinkedIn members.

To me that states clearly that if you have almost ANY kind of business and are prospecting, LI will be a good resource for you. But just setting up a profile and dabbling once a week or so is not going to do much for your prospecting efforts. Below are a few tips that not many folks know about, but are powerful techniques for increasing your visibility and maximizing that "inbound marketing" that Social Media is known for.

1. Create 3 saved searches. If you are doing a search on a company, person, industry or whatever, save your searches. At the top where you see the number of records in your search you'll see a "save this search" button - you get 3 if you are at the basic level. LI will send you a weekly email, if you want, to get updates to your search.

2. Recommendations are important, so ask for them. But make it easy. I first call or email my contact and ask if they will recommend me. If so, write the recommendation yourself - so you are sure that you are sending the right message. Be sure to talk about the problems you solved - that's really the point, isn't it?

3. Use the Question and Answer area to gain more visibility on the Internet. On the question that you answer you will see a "share this" with a drop down menu. You can email your network, Digg it, Bookmark the question on Delicious, or use the link provided in your answer and link to your one of your blog posts, or somewhere else on your site to pull in traffic.

4. Join groups that are in line with your business, your objectives or your hoped for job. Fish where the fish are. The more "on target" the group, the more valuable the content they provide, and the networking opportunities will be

5. Use groups to expand your network, but be selective. In the groups tabs, you will see one called "other" with a drop down menu. Select members and you will see a list of all of the member in that group. Offer to connect with the ones that make sense. You might evaluate based on the size of their network, the type of company or industry they are in or how much interaction they have had with the group.

6. Did you know you can export your connections? Go to "Contacts." Then "Connections." At the bottom of your Connections box is "Export Connections." Export the connections and import them into your preferred address book. Do this frequently so you are consolidating all of your contacts in one spot (might be Outlook, Act, Salesforce)

7. Refer to both the LinkedIn Learning Center and their blog. The Learning Center is full of great tutorials and blog has info on updated and new features with full explanations.

8. For better and more valued networking, when you invite someone to join your network, don't use the canned LinkedIn message. Say something about who you are and why you want to connect with that person.

9. To really maximize your profile, find one or two LinkedIn specialists (Google that phrase, or check Amazon for authors) and look up their profile. Study carefully and learn by example

10. Be creative about how you use the Answers section. It can be used to ask for solutions to problems, for resources, for vendors, for processes. But it can also be used to find good connections, or find other groups you may want to join, to deliver information on your products or services, IF it provides an answer to the question. Sometimes you've got the perfect solution!

11.You can share a group with your connections - more value added to your community. When you are in a specific group, on the Overview tab you will see an option to "share group" and you can send an email to 50 of your connections

12.Don't hop over the "People You May Know" suggestions that appears in the upper right corner of your home page. Expand the box and start connecting with people on an ongoing basis. This is a great way to widen your circle.

LinkedIn is a powerful tool for almost any social media objective - branding, lead generation, or job searching. Invest some time in learning the finer points - you will be glad you did.

### About the Author

Elyse Tager is a social media strategist and founder of Elymedia. Elyse develops effective marketing strategies to help the small business grow significantly.nWant to learn more about growing your business with Social Media? Sign up for Elyse's free introductory teleseminar available at =>nhttp://www.elymedia.com

### June 2010 Membership roster

1503651	Mr	James	E	Barnes	Zippo Manufacturing	Bradford	PA
1628214	Mr	Ross	J	Beveridge	Bush Industries	Apollo	PA
1525890	Mr	Guy	H	Buchanan	Zippo Manufacturing Co.	Coudersport	PA
1014668	Mr	Ronald	J	Calanni	Cummins Inc	Lakewood	NY
1717204	Mr	Tommas		Callen	Cooper Power Systems	Olean	NY
1580521	Mr	Jean-Mark		Carney	Dresser Rand	Olean	NY
1630628	Mr	Daniel	J	Coletti	Dresser Rand	Olean	NY
1208151	Ms	Lori		DAngelo	The Resource Center/ Allied Ind.	Jamestown	NY
564741	Mr	Todd	F	Eggleston	Bush Industries	Dunkirk	NY
1343427	Mr	Robert	A	Evertsen	Cummins Inc	Lakewood	NY
401850	Mr	Neil	J	Garner	Pure Carbon Company	Saint Marys	PA
1217662	Ms	Brenda	L	Gray	Cummins Inc	Lakewood	NY
113788	Mr	Daniel	T	Imfeld		Lakewood	NY
337629	Mr	Robert	J	Jones	Betts Industries Incorporated	Warren	PA
341456	Mr	Mark		Kneidel	Luminite Products Corporation	Salamanca	NY
1566242	Mrs	Linda	A	Kottwitz	Morgan AM&T	Saint Marys	PA
285267	Mr	William	A	Kottwitz	Pure Carbon Company	St Marys	PA
1008141	Mr	Keith	A	Lecker	Pure Carbon Company	Saint Marys	PA
450232	Mrs	Linda	M	Mc Master	Cummins Inc	Lakewood	NY
1655711	Mr	Christopher	S	Mincemoyer	Federal Prison Industries	Bradford	PA
1545029	Mr	Nikethan		Nariguddemanjunatha	Dresser-Rand	OLEAN	NY
1309911	Mr	Dwarakanath		Parvatam		Sugar Land	TX
336585	Mr	John	J	Petrucci		Saint Marys	PA
307453	Mr	Donald	R	Schaut		Saint Marys	PA
1717209	Mr	Joel		Simpson	Cooper Power Systems	Olean	NY
1535597	Mr	Mark	D	Vitale	Dresser Rand Company	Olean	NY
281430	Mr	William	D	Widell	Jamestown Advanced Products	Lakewood	NY
1731557	Mr	Don	K	Wood	Cliffstar Corporation	Dunkirk	NY
1364491	Ms	Beth	L	Woodward	Jamestown Advanced Products	Jamestown	NY
1698691	Mr	Brian	R	Zampogna		Salamanca	NY
239628	Ms	Stacey		Zetterlund	SKF Aeroengine NA	Falconer	NY

The following is a capsule summary of the 06/08/10 meeting of the Tri-City Board of Directors:

- \* The minutes of the May meeting were reviewed and accepted.
- \* The financial reports were reviewed and accepted.
- \* Todd will write a message to the chapter for inclusion in the next newsletter.
- \* The Spring CPIM review class was cancelled due to low student interest. We will offer the Basics course in the fall of 2010.
- \* Membership fell to 31 active members.
- \* We are still looking for a volunteer to join the board and help out with our website maintenance and content.
- \* The next scheduled board meeting is July 13th, at Honest Johns restaurant on East 2nd St. at 6:00 PM. Attendance by members is welcome. Please contact Todd Eggleston.

## Tri-City Board of Directors

	Name	Phone	E-mail Address
<i>President, Treasurer</i>	<i>Todd Eggleston, CPIM</i>	<i>(716) 665-2510 Ext. 3210</i>	<a href="mailto:Tfe1965@yahoo.com">Tfe1965@yahoo.com</a>
<i>Vice President - website -</i>	<i>- open -</i>		
<i>Membership</i>	<i>Brenda Gray</i>	<i>(716) 456-2318</i>	<a href="mailto:Brenda.L.Gray@cummins.com">Brenda.L.Gray@cummins.com</a>
<i>Secretary</i>	<i>Bill Kuppinger</i>	<i>(716) 763-2214</i>	<a href="mailto:kupp67@gmail.com">kupp67@gmail.com</a>
<i>Education</i>	<i>Beth Woodward, CPIM</i>	<i>(716) 483-3406</i>	<a href="mailto:bwoodward@jamestownadvanced.com">bwoodward@jamestownadvanced.com</a>
<i>Programs Arrangements</i>	<i>Bill Widell, CPIM</i>	<i>(716) 450-1533</i>	<a href="mailto:wwidell@stny.rr.com">wwidell@stny.rr.com</a>
<i>Newsletter</i>	<i>Bill Kuppinger</i>	<i>(716) 763-2214</i>	<a href="mailto:kupp67@gmail.com">kupp67@gmail.com</a>
<i>Publicity / Marketing</i>	<i>Beth Woodward, CPIM</i>	<i>(716) 483-3406</i>	<a href="mailto:bwoodward@jamestownadvanced.com">bwoodward@jamestownadvanced.com</a>