

APICS NWA Quarterly Newsletter

Purpose: To inform our affiliates, members, and interested parties of recent chapter activities. Could also be used to recruit new members and generate buzz for our chapter.

Format: PDF (e-Newsletter)

Projected release date: December 8, 2014

Recurrent Article Ideas:

- Message from the President
 - Would Richard be willing to commit to this once or twice a year? Message could be any interesting or significant topic
- *Welcome New Members
 - David to send me updated list monthly
 - This list can also be used to identify members on social media
- *Board Member/Chapter Member Spotlight
 - Brief bio of member and their involvement with APICS, motivation to join APICS, accomplishments, etc.
- *Upcoming Events
 - Tours, classes, volunteer opportunities
- *Connect with Us
 - Reminder to connect on Facebook, LinkedIn, Twitter
- Trivia Question/Answer
 - All BM's encouraged to submit trivia question/answer that may be of interest
- Feature Subject Area (Human Interest)

Upcoming Article Ideas:

- The Value of CPIM Certification
- Adopt-A-Highway Day
- Manufacturing Day
- Kata Tour
- APICS Education
- Membership Information
- Supply Chain Management Lecture

To do:

- Jane
 - Complete 1st official newsletter by December 1 and submit to Kim, Joan, and Richard for approval

- Responsible for all upcoming articles but will welcome article submissions from other BM's
 - Submit all newsletter drafts to Kim, Joan, and Richard for approval by 1st week of last month of quarter-end (March, June, September, December)
 - Joan
 - Post final newsletter PDF on website on December 8
 - Richard
 - Message from President submitted to Jane by November 24
 - Email members to notify them of new quarterly newsletter after publication
 - All members
 - Suggestions for improvement
 - Article ideas
 - Event photo submission to Jane as they come up
-

Social Media

Purpose: To inform and remind our affiliates, members, and interested parties of upcoming tours, classes, events, etc. Could also be used to recruit new members and generate buzz for our chapter.

Facebook

- "APICS Northwest Arkansas Chapter" page officially published and updated with new photo, bio, and contact information
- Link: <http://www.facebook.com/apicsnwa>

Twitter

- @APICSNWA page updated with new photo
- Link: <http://www.twitter.com/apicsnwa>

LinkedIn

- "APICS Northwest Arkansas"
- Currently Members Only
- Need password and email to access page

To do:

- Jane
 - Maintain all social media pages and update as necessary for upcoming events, add photos, etc.

- All members
 - “Like” us on Facebook and follow us on Twitter!