



# Buylines

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Volume 2, Issue 2

January 2013 Quarterly Newsletter

## Everything Counts - a New Years Greeting from Nick Kousma

You have heard it said "Don't sweat the small stuff" and you are probably familiar with the Pareto Principle (often referred to as the 80/20 rule). Wikipedia says "It is a common rule of thumb in business; e.g., '80% of your sales come from 20% of your clients'". The point again is you need to focus on the big stuff and the little stuff will take care of itself.

However, Gary Ryan Blair in his book **Everything Counts** (John Wiley & Sons, Hoboken NJ, 2010) challenges us with the principle that everything counts, and details matter.

True customer satisfaction is felt when all the little things are attended to. He shares examples of a detailer of automobiles that gets everything "detailed" just properly. Or the server in the restaurant who assures that every last item on the menu when delivered to the table is perfect.

Admit it, we love to be served. We love the finer details. We relish and praise outstanding attention to detail.

In fifty-two short chapters Blair shares his insights on everything from customers to characteristics; professional and personal strategies to universal concepts such as truth and diversity.

Here at PMAC, we believe that *everything* counts.



To learn more about "Everything Counts" go to [www.everythingcounts.com](http://www.everythingcounts.com)

It matters that we can provide an atmosphere that supports our mission "...to provide value, leadership opportunities and education while promoting a higher level of performance for Purchasing and Supply Chain Management professionals...".

Every detail matters, from providing a professional meeting place, to a quality meal, to hosting meaningful speakers and events.

And it especially matters that our members are well served by being members of PMAC.

Please join us in making PMAC, and the future *ISM - Cleveland*, the premier affiliate of the Institute for Supply Management (ISM). Bless us with your attendance, your feedback, your suggestions, and your volunteerism.

Let's join together in agreement that "everything counts" and let's begin today!

## Upcoming Events - For more info, visit [www.PMAC.org](http://www.PMAC.org)

**CAREER FAIR:**  
Cleveland State University  
Friday, March 8, 2013

**DEVELOPMENT:**  
*Purchasing IT: Understanding Sales Techniques and Negotiations Strategies* (ISM Affiliate Webcast)  
February 7, 2013

*Public Procurement Professionals Meet & Greet* (CO-OPP event in Independence, Ohio) February 7, 2013

*Managing Indirect Spend: Its Rise to Prominence* (ISM Affiliate Webcast)  
April 25, 2013

*ISM's 98th Annual International Supply Management Conference and Educational Exhibit* (Dallas TX) ~ April 28 - May 1, 2013

**DINNER MEETING TOPICS:**  
*Legal Challenges & Opportunities in Supply Chain Management* ~  
February 21, 2013

*Continuous Improvement* ~  
March 21, 2013

### SPECIAL EVENTS:

*Lean Six Sigma Certificate Courses* ~  
multiple launch dates

*PMAC Trade Show* ~ March 21, 2013

*Vitamix Tour* ~ May 6, 2013

*PMAC Golf Outing* ~ June 2013  
Coppertop at Cherokee Hills Golf Club, Valley City, Ohio

**PURCHASING  
MANAGEMENT  
ASSOCIATION OF  
CLEVELAND**

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**NEW MEMBERS**

Maxwell Dunlop, PolyOne  
Kimberly Miyoshi, Forest City  
Enterprises  
Kristin Sparks, PolyOne

**NEW STUDENT  
MEMBERS**

Malana Bey  
Carla Chaney  
Ritu Chaubey  
Tony Cummings  
Lale Demirezen  
John Forde  
Christopher Guy  
Stephen Hauton, Jr.  
Chandra Jackson  
Terrence Jones  
James Pickett  
James Randolph  
Almamy Seydi

**MEMBERS CERTIFIED  
DURING 2012**

Renee Napier Drummer,  
CPSM  
Danhao Song, CPSM  
Nancy Romance, CPSM  
Christine Lowdermilk, CPSM  
Amy Gress, CPSM  
Melinda Boykin, CPSM

**Purchasing  
Management  
Association of  
Cleveland**

[www.PMAC.org](http://www.PMAC.org)

## Student Member Spotlight: Olga Nagdaseva

**How did you become interested in your major?**

During my undergraduate years at Cleveland State University (CSU), I discovered my passion for sustainability and supply chain management. I was selected by the college administration to represent the Monte Ahuja College of Business at Crain's Cleveland Business Emerald Awards, the Corporate Sustainability Roundtable and the Net Impact National Conference. As the President of the CSU Net Impact Society, I networked with global operations executives, and through the Institute for Supply Management (ISM) I gained insight into supply chain management (SCM). Each experience elevated my personal interest in the field. As soon as I graduated with my Bachelor of Business Administration degree in Management and Labor Relations, I enrolled in the MBA in Operations and Supply Chain Management program at CSU.

**What influenced your choice of this major?**

Supply Chain Management and Operations are global in nature. Because of my international background, I gravitated toward this career path. Moreover, the faculty at CSU had a strong influence on my career decision.

**What do you think will be the 'next big thing' in your field in the next 10 years?**

A focus on sustainable business practices will have a continually expanding role and significant impact in my field. Sustainability is a key component of corporate social responsibility and will gain considerable attention and high visibility over the next ten years. I believe there will be increasing pressure on companies to become more transparent. In the age of the Internet and nearly instantaneous communication, it will be more important than ever that companies are diligent with sustainability reporting because there will be greater scrutiny at many levels.

**How did you become interested in your focus area?**

One of my passions is to read. I became even more interested in SCM and sustainability as a result of my academic research work.



*"...my degree is not the end, it's just the beginning."*

To read Olga's award winning paper, visit the [Buylines](http://www.PMAC.org) page at [www.PMAC.org](http://www.PMAC.org)

**You received an award from the Midwest Decision Sciences Institute's for your academic paper "Corporate Social Responsibility & Sustainability Reporting: Creating Value for Shareholders and Society." Why did you choose that topic?**

At the time, I was the President of Net Impact Society at CSU. I noticed that not all companies were making a commitment to social and environmental sustainability, but I believed that there was value benefit to companies that did. I created an experiment to measure the impact of corporate social responsibility and sustainability reporting on a company's reputation and financial value. The sample represented public companies listed on the NYSE. In my research, I interviewed sustainability executives at leading global companies. I found that companies that were more progressive with sustainability and who also publically disclosed their efforts formally had better financial performance than those that did not. In April 2012, as the only undergraduate student, competing against PhD and MBA students at the Midwest Decisions Sciences Conference, I won a Best Paper

Award for my academic publication. Disney is an excellent example of a company that formally reports their sustainability efforts. Locally, Eaton Corporation is committed to making sustainability a part of their culture and is actively engaged in global sustainable business practices.

**What have you learned about yourself as a student at CSU?**

As a student from another country, I tried to get involved in as many CSU student organizations as possible to intimately learn about American culture and business. I learned from students, faculty, business professionals, and ultimately assumed leadership roles in Society for Human Resource Management (SHRM) and Net Impact at CSU. During my academic career, I realized the importance of strong academic credentials, hard work and continuous self-improvement.

**What are your educational goals? Future career plans? What will you do with your degrees in the long run?**

My immediate academic goals include pursuing dual MBA/J.D. degrees at CSU. I am already working on the MBA, and want to further enhance my business skills. More importantly, I always strive to advance my knowledge beyond the classroom (and am presently a Sourcing Co-Op at Ridge Tool Company). I plan to continue active involvement in ISM, PMAC, and earn the CPSM certification.

Earning my degree is not the end, it's just the beginning. I want to apply the experience I gained in my academic career to the "real world."

In 10 years, I will be in a management leadership role within a global organization and want my employer to consider me a valuable asset to the organization. My long-term goal is to apply my passion for supply chain management and sustainability to improve the Northeast Ohio region and benefit the local business community.

