



To kick off the New Year, the PMAC Partnership, a partnership between the National office and the Provincial and Territorial Institutes of the Purchasing Management Association of Canada, invites you to participate in the following national webinars (online conferences):

- “The Evolution of Communication: Integrating social media into the supply chain”, by Shawn Casemore, Certified SCMP, on Wednesday, January 11th, 2012, 12:30pm-1:30pm, Eastern Time
- “Value Analysis with Procurement Webinar” and “Creating Competition in Sole Source Relationships”, by Robert Greene, MBA, on Wednesday, January 18th, 2012, 12:30-1:30pm, Eastern Time
- “Creating Competition in Sole Source Relationships”, by Shawn Casemore, Certified SCMP, on Wednesday, January 25th, 2012, 12:30-1:30pm, Eastern Time

To be presented in January 2012, these webinars touch on a variety of topics, from social media to streamlining procurement activities. Educating through lectures, discussion and best-practice case studies, each webinar provides valuable information and tools to help supply chain practitioners develop their competencies.

About The National Webinars

1. The Evolution of Communication: Integrating social media into the supply chain

Social media platforms such as Facebook, LinkedIn, YouTube and Twitter continue to dominate online communications. With more than 500 million users on Facebook, and nearly 50 million Tweets sent each day, businesses can no longer afford to ignore social media as the primary communication tool in today’s world.

Although social media has yet to become fully integrated into supply chain management, there are numerous opportunities to become early adopters and build social media presence, resulting in improved communication and enhanced supplier and customer relationships.

During this webinar we will:

- Identify the key social media platforms that have been widely accepted for use in business settings.
- Outline means by which these platforms can be integrated into the supply chain, with minimal investment and maximum return
- Provide examples of social media application, and the results achieved.
- Discuss future trends and the continuing evolution of social media into the supply chain.

About the Speaker



Shawn Casemore, CSCMP, has been helping companies increase their profitability, improve return on capital investment, and build collaborative and transparent supplier relations for nearly 20 years. His experience includes supply chain leadership roles within Magna International, Arvin Meritor, N.C.R. and Bruce Power, among others. Shawn is a recognized speaker and writer, appearing in print and online in several industry publications. He has presented to senior leaders at major conferences, and to diverse supply chain audiences. Shawn currently serves on the Board of Directors of the Ontario Institute of PMAC, and continuously contributes to the advancement of the profession through his teaching and leadership activities.

Information and Registration

This webinar costs \$120 for PMAC members, and \$145 for non-members, plus applicable sales tax. If you are a Supply Chain Management Professional designation holder with PMAC, you may be eligible for continuous professional development maintenance credits.

To register, please [click here](#)

OR

Contact Bria Weaver, Assistant, Professional Programs, at bweaver@oipmac.ca for more information.

If you would like to see a listing of all the webinars offered by the PMAC Partnership, please visit <http://www.pmacpartnership.ca>

2. Value Analysis with Procurement

The premise of value analysis with procurement is that an individual, team, or organization can identify potentials for efficiency gains. Value can be added to the procurement process through a series of questions and strategic actions.

During this webinar we will explore and discuss:

- Contributing strategic value with organizational procurement processes
- Are procurement costs proportionate and relevant to business needs?
- Analyzing if a firm's procurement requirements have changed
- Can procurement activities be streamlined or eliminated?
- Is there more viable procurement process substitutes?
- Are procurement requirements more stringent than currently needed?
- Is it better done by our organization or by a supplier?
- Can minor enhancements improve procurement processes?
- Can cost savings be achieved without substantial reductions in quality?
- Have supplier and user suggestions been sought to improve procurement?
- Commitment and culture to continuous improvement with procurement

About the Speaker



Professor Robert Greene is a tenured business professor at Niagara College, who has successfully obtained two business diplomas from Seneca College, a Bachelor of Commerce Degree from Ryerson University and a Master of Business Administration (MBA) Degree from the University of Calgary.

Professor Greene also runs his own consulting practice providing operations management solutions, seminars and workshops for domestic and international firms. Having had the great fortune of travelling and working abroad, Professor Greene has enjoyed working with clients across Canada and in the People's Republic of China. He has also gained recognition

as an enthusiastic and progressive facilitator, demonstrating his skills at workshops and courses for the Ontario Institute of The Purchasing Management Association of Canada.

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3. Creating Competition in Sole Source Relationships

Supply Chain professionals are often caught in a paradox between meeting highly technical and specialized specifications (of which often only one source of supply exists) while reducing the total cost of ownership. This webinar discusses means to increase collaboration and competition in sole source relationships.

During this webinar we will explore:

- Developing competition in sole source relations
- Strategies to reduce costs in sole source scenarios
- How to rebut Engineering objections and share the same view
- How to manage sole source relationships over the long-term

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