



Hamilton Chapter

Happy New Year! Do you believe that success comes from continuous learning and adapting to changing times? Well, we all are students in our own journey of personal lives and professional careers ... and we must always adapt to stay competitive in who we are and what we do (both personally and professionally).

With that, please join us at our "Student Night" PDM Event on [Wednesday January 30th](#) for a great presentation to learn about creating sustainable competitive advantage.

[WEDNESDAY January 30, 2019](#)

Professional Development Meeting (& Student Night)

PDM Topic: [Purpleocity – Creating Sustainable Competitive Advantage](#)

"No two species can coexist that make their living in the identical way", an observation by Professor G.F. Gause, and this may be analogy to dinosaurs becoming extinct because they didn't adapt. We sometimes forget to apply this important concept to our professional and personal lives.

[Purpleocity](#), which is loosely based on Seth Godin's *Purple Cow* theories, takes a light hearted and interactive look at the art of determining, developing and leveraging **your** core competencies and creating a sustainable competitive advantage.

This high energy session promises to get **your** creative juices flowing and send **you** home with dozens of ideas on how to become **PURPLE** and stand out from the competition!!!

The audience will be engaged in two specific exercises:

- (1) Identifying an example of a leader who motivated people to produce results, and how they did it
- (2) What competitive factor will they compete on, i.e. how will they be **PURPLE**.

NOTE: attendees are strongly encouraged to dress in [PURPLE](#) for this event!

Speaker 1: Michael D. Ford, CFPIM, CSCP, CLTD, COA, CRE, COE, ACPF, CPSM, CSSGB



Michael is Principal of TQM Works Consulting, for which he is widely recognized as a premier provider of corporate training across a wide array of subjects. He provides innovative solutions based on 30 years of experience in retail, distribution, manufacturing, and consulting. His work history includes software implementation, business planning, inventory management, distribution planning and education. This includes a broad range of experience from ETO to MTS, as well as non-profits, service, and Department of Defense.

He has presented at over 330 industry events throughout the U.S., Canada, Japan, Nigeria, S. Africa and Australia, and has provided over 5,000 hours of classroom training. He specializes in delivering training that is “edu-taining” and as a result averages 4.7/5.0 on evaluations.

Ford is a 2016 graduate of Binghamton University, earning a M.S. in Industrial & Systems Engineering. He continues to pursue “lifelong learning for lifetime success” and has participated in over 160 professional development activities beyond his formal education, and has additionally acquired 9 internationally recognized professional certifications.

Recognized as a “subject matter expert” (SME) within the field of operations management and Michael has served on the review team for APICS CPIM courseware updates and as an SME for the APICS Principles courseware.

He has also served as an Adjunct Professor for Penn State University, Binghamton University, Morrisville State College and Elmira College. Mike has as well instructed continuing education classes for campuses throughout Penn State University (Mont Alto, Scranton, Wilkes-Barre, Hazleton, Abington) and State University of New York (Binghamton U., Broome CC, Tompkins-Cortland CC, Morrisville College, Finger Lakes CC).

Ford has provided training for multi-national corporations such as IBM, Pfizer, Lockheed Martin, BAE, BorgWarner, BASF, Crestron, Aeroflex, Cargill, Mallinckrodt and Proctor & Gamble. He has also provided training to federal government agencies such as FEMA/DHS, the Defense Logistics Agency and multiple army depots. Ford combines his technical expertise with personal skills to develop a unique “outside the box” approach to life’s challenges.

Michael Ford is proud to declare his curricula vitae as diverse as any other trainer on the planet, including: instructor development, night shift strategies, leadership, calculus tutoring, engineering drawings, critical thinking, change management, organization skills, forklift operator training, family fitness, automotive maintenance, OSHA safety training, English Second Language tutoring, social responsibility, technical writing, work center setup reduction, machine maintenance, financials, motivational speeches and many more topics!

Contact information: michaelford@earthlink.net or 607-624-4853 (cell).

Location: [Main Office of ArcelorMittal Dofasco](#)
(1330 Burlington Street East Hamilton)

Cost: \$25 – *Members*

\$30 – *Non-Members*

Free – Students and Academic Advisors (Member & Non-Member)

Time: *Doors open at 6:30PM (for networking ... and of course [pizza & wings](#))*

Please RSVP to events@apicshamilton.org by January 25, 2019

