



**institute for
supply management**



“The Purchaser”

**Oregon Mid-Valley Purchasing and Supply Management Association, Inc.
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Oregon Mid-Valley's mission is to provide continuing education in the best purchasing and supply management techniques available, enabling members to utilize this knowledge while practicing the highest ethical standards to maximize the profitability of their employers.

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From Regan Dugger, Your 2008-2009 OMV President

I'd like to introduce everyone to someone very special. She is 57 years old and will never age another day! She was born into a young family and had a hard time finding her place in life. After high school, she had a short, six (6) month marriage that ended in divorce. In spite of this early setback, she went on to become an excellent paralegal and worked for some very high profile lawyers in the Tacoma/Seattle area. Her mother loved her unconditionally and supported her in any and every way possible. You would expect such a skilled and much loved person to be quite successful, however her life was filled with turmoil.

She had a difficult time keeping any job and was frequently collecting unemployment or on welfare from time to time. Although she was the second of four children, she didn't get along with her younger sister or her older brother. She loved her little brother, though, and he loved her back even though there was well over 15 years age difference between them. Over time, even he found his relationship with her strained. This lady made an art out of unemployment benefits, finding ways to stay at home as long as possible without having to work to earn a living. Such meager pay led to a very simple life that consisted of small apartments and a parade of cats that she showered with love and affection.

Unfortunately, life had other things in store for her other than strained relationships and a poor work ethic. Drugs and alcohol became the way she would escape the pain of this daily life. A child of the early 60's, it seem that society taught her how to live in an altered mental state and throughout her adolescence, and into adulthood, she found it impossible to resist. Unable to afford "hard" drugs, she found a way to use pain killers, prescribed by her doctors, to keep the high going. Even through this pitiful, daily existence, she found love from her mother to be unyielding. Alas, that wasn't enough to keep her from harm.

You see, this story is about my sister, Jody, who some of you may have heard passed away in early February. I am her little brother and I admit that her behavior was disappointing considering I was the little kid that looked up to her for so long. Never did my love dissipate, but over the passing of time I found myself angry at her on a regular basis. When I would speak with her by phone, she would slur her speech and use foul language. At family gatherings, I would watch her dive into the alcohol until it was time to go home. There were many times I drove her there myself. The only thing that troubles me about her passing away is the missed opportunities I could have had with her, which brings me back to the world we live in today.

I'm not looking for sympathy or condolence. I am talking about the possibility of losing something else that has always "been there" and yet I never gave a second thought about the chance of it going away... forever. Oregon Mid-Valley has been a close friend of mine since the mid-1990's and it was instrumental in helping me advance my career. Whether it was keeping my skills up to date, networking with other Purchasing Professionals, or helping me achieve the status of Certified Purchasing Manager (C.P.M.), OMV played an important part in the process. Now, I serve on the Board and as your affiliate's President for a couple of reasons.

The greatest thing man can do is serve others. I believe this is true for many things and OMV is no exception. I serve on the Board as a way of giving back what I have received from the years of help and support by the OMV Board and membership. Without them, I never would have made it all the way through the certification process for my C.P.M. credentials. My career would have taken a different turn and I would

not be in the secure, successful job I have now. Most of the time I've been associated with our affiliate, I've taken for granted that it would always be there, whatever the time or need. Now I see that OMV may disappear and too many people will be feeling the same thing I feel with the loss of my sister. The opportunity is here and the time is now! We need YOU! Our membership is the only thing that keeps us running and everyone should be willing and able to serve on the Board.

My time as your President is coming to an end and I hope, with all my heart, that someone has the courage to step up and take my place as well as any other open positions that need to be filled. I will offer to serve on the Board as a Director at Large next year, too. The only reason I am not considering a second term as President is due to some pending surgery. I value the membership so much that I'm not willing to jeopardize it by missing too many meetings as an Officer of the Board. Therefore, I will step down, but continue to serve in any capacity that I can. Please, give it some serious consideration and be the one to step up. It isn't that hard and it is well worth it for the payback you receive in experience and in serving others. Don't let OMV pass away. Don't live with the regret of not having done something...anything. Keep our affiliate alive by participating and serving and I guarantee you'll never live to regret it.

Regan Dugger, President
Oregon Mid-Valley Purchasing & Supply Management Association, Inc.

April Dinner Meeting:

**4/14/09: "Financing in the New Capital Markets Age"
Presentation by Mark Burriss of Key Bank**

**The April dinner meeting will be held at Brices (2560 19th Street—Salem)
Please RSVP to rich.palmer@holidaytouch.com by Friday April 10th.**



Dr. Ross Reck presents the topics "Taking Charge! A New Way to Negotiate That Guarantees Your Success!" and "Choosing To Succeed" at the Oregon Mid Valley Seminar March 10th.

Communication Tips

(Reprinted from the Purchasing/ADR website)

Ten Commandments of Listening

Mastering the art of effective communication in today's business climate is a challenge. In both leverage and strategic negotiations, supply-management professionals must be aware of both the intended and unintended signals being given to the other party.

One can become a better listener and negotiator by following the "Ten Commandments of Listening." These are:

- Stop talking
- Create a comfortable environment for the speaker
- Show interest
- Remove distractions
- Empathize, seek to understand
- Show patience
- Avoid criticism
- Avoid arguing and anger
- Ask questions
- STOP TALKING

Empathetic Listening

Understanding someone is not the same as agreeing with him/her. This is a very powerful difference. Here are examples of the "do and don'ts" of good empathetic listening:

Do

- Listen with the eyes as well as the heart
- Have a sincere desire to understand
- Seek to understand before being understood
- Be open and honest

Don't

- Listen with the intent to reply
- Project yourself

Communication pre-planning and preparation.

An individual who has a written framework of what he/she is trying to achieve specifically from a customer or supplier negotiation can visualize how the conversation might flow back and forth. Verbal statements should be positioned carefully or deliberately to evoke emotional or logical thoughts. It allows the person across the table to understand that this meeting is of a great importance to the other party. Non-verbal methods such as body language and eye movement can be just as effective if used to express any number of a wide range of reactions to information such as approval, understanding, confusion, excitement, indifference or disagreement.

Strategic Negotiations

The ability to move a supplier from a leverage position to a strategic relationship is not easy. It requires a thorough understanding of the relationship over time as well as the ability to know and listen to the supplier's business needs. For strategic negotiations to be successful, both parties must be effective and solid communicators.

In conducting strategic negotiations, effective communications are just as essential, but the focus is different compared to tactical or short-term negotiations. In a strategic situation the relationship is expected to last for years, so sound communications are essential. Your goals in strategic negotiations will include:

- Building trust and showing integrity
- Clearly identifying your company's needs
- Being open and encouraging the other party to be open
- Being willing to share information

By collaborating and building trust in the long-term buyer-supplier relationship, you gain the respect of the partner company and can work together effectively. As the collaboration continues the two companies can take advantage of the linkage between them. This is far different from a short term tactical negotiation that involves a one-time purchase and is over the minute an agreement is reached.

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