ASQ Section 0511 Newsletter
Please visit us at http://www.asq0511.org/

February 2004

Volume 20, Issue 3

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Board Members for the 2002-2003 Membership Year

Chair:	Bill Eastman
Chair-elect:	Bob Zimman
Immediate Past Chair:	D.J. Law
Secretary:	Yvonne Fernandez
Treasurer:	Jeff Parnes

Committee Chairs

Arrangements:	Marie Rondot
Auditing Committee:	Bill Casti, D.J. Law, Hilary Benoit
Authorized CQManager Trainer:	Frank Hutchinson
Certifications Chair:	Bill Eastman
Database/Electronic Media:	Bill Casti
Education Chair:	Frank Hutchinson
Examining & Recertification:	Bill Casti
Finance Committee:	Jeff Parnes & Joe Tullington
Historian:	Walter Mendus
Internet Liaison:	Bill Casti
Koalaty Kid Program:	Christine Kurowski
Membership:	Bill Eastham
Newsletter Editor:	Ron Marafioti
Nominating Chair:	Bill Eastman
Placements Chair:	Bill Casti & Sue McArthur
Programs:	Sue McArthur
Publicity:	Ron Marafioti
Recertifications Chair:	Bill Eastman

Section Management Plan: VACANT

Special Interest Groups (SIG)

Standards SIG   Joan Dandurand, Positive Impact, and
                                 Ray Crawford, Parsons Brinckerhoff (co-chairs)
ISO 17799 / BSI 7799 SIG   Bill Casti, EDS

2. Education Update/Certification Training

From our Education Chair, here is an article everyone should find interesting. Enjoy!

Why Would I Want To Be Certified?
By Frank E. Hutchison, Ph.D., Certified Quality Manager, CQIA
Section 0511 Education Chair and Authorized CQM Trainer

As of 2000, there were more than 85,000 individuals who have received certifications
from the American Society for Quality (ASQ). In ASQ member surveys, certification
consistently ranks at or near the top in benefits of membership (see note at end of article).
But why do ASQ members want to be certified?

Of course, everyone who gets a certification has their own reasons, but here are a few
reasons why you might want to be certified:

10. It's proof. Whether you want to prove it to yourself or to others, certification is
proof that you have an acceptable understanding of the particular recognized body of
knowledge. The ASQ certification exams are developed and administered under rigorous
procedures to ensure they represent the true requirements for present day quality jobs.
Obtaining an ASQ certification is not a slam dunk unless you really know and understand
the required body of knowledge.

9. It's a mark of excellence. Certification represents a significant investment of time,
effort and money. Only those individuals who are willing to push themselves to do better
will obtain ASQ certifications.

8. It's a mark of professionalism. Engineers earn the coveted PE, *Professional Engineer*,
after their names to distinguish them as professionals and are recognized as such by the
public and their peers. Quality professionals have ASQ certifications and should use
them in the same way.

7. It helps you stand out. There were approximately 85 million workers in the American
workforce in 2000 and only 85,000 individuals with ASQ certifications, meaning that for
every 1,000 workers only one had an ASQ certification. That's the equivalent of the
proverbial needle in the haystack!

6. It gives you credibility and increases your influence. When I decided to obtain the
Certified Quality Manager certification, I asked my company to pay for the exam
preparation course offered by Section 0511. I had one manager tell me, "We don't need a

Certified Quality Manager. We've never had one called for in a contract!" I persisted and obtained my certification. Two years later I was in the CEO's office being asked to write the corporate quality manual mostly because I had the certification.

5. It is being asked for: On 14 October 2003 I checked www.monster.com and found 151 positions that mentioned ASQ certifications. Were all the positions requiring ASQ certifications? No, mostly the ASQ certifications were *preferred* but certification increases your marketability even in bad job markets. And remember that Deming said to increase your investment in the bad times. Invest in yourself by getting an ASQ certification.

4. It increases promotability and pay! Every annual salary survey by ASQ shows a marked difference between the salaries of those who have and those who haven't a certification with certification providing a several thousand dollar bonus.

3. It increases your job security. Just as ASQ certification increases your value in the marketplace, so it also increases your value to your current employer. And retaining your job may come down to who has an ASQ certification and who doesn't.

2. You will learn new things. In preparing for the certification exam, you will have to have a systematic review of the particular body of knowledge including reading quality classics and Quality Progress. Exam preparation classes are offered by ASQ and by Section 0511 and other sections. You are bound to learn something from your studying.

1. It broadens your perspective. Quality is a unique profession in that continuous improvement is its primary purpose. As we practice our profession, we can't help but to see better ways of doing things and more things that we can do. ASQ represents this progression with its name change from the American Society for Quality *Control* to the American Society for Quality to the present shift from a mainly manufacturing focus to an encompassing focus including services.

In conclusion, there are these statements from the ASQ website (www.asq.org):

"It's important to understand that ASQ certification is not a license or registration. It is peer recognition that an individual has demonstrated a proficiency in and comprehension of a particular quality area at a specific point in time. ASQ certification is offered to those who meet three sets of criteria. Candidates must show that they have a specified level of education and/or experience, provide proof of professionalism and pass a standardized exam. "

 "In today's world, where quality competition is a fact of life and the need for a work force proficient in the principles and practices of quality control is a central concern of many companies, certification is a mark of excellence. It demonstrates that the certified individual has the knowledge to assure quality of products and services. Certification is an investment in your career and in the future of your employer."

If you would like more information about pursuing certification through Section 0511, contact Frank Hutchinson, Education Chair, at Education@asq0511.org or visit the section's web site at http://www.asq0511.org/educ.html .

Note: ASQ Certification Program Gains Wider Recognition *by* John W. Moran and Patricia C. La Londe, Quality Progress, April 2000

Frank E. Hutchison, Ph.D., Certified Quality Manager, CQIA, has been the Section 0511 Authorized CQM Trainer for the past six years. He has over 30 years experience in a wide range of technical, industrial, and managerial positions working with government and private industry including four years directing major research and development programs and over ten years of technical instructional experience. He is currently employed by Analytic Services Inc. (ANSER), Arlington, VA, a public service research institute dedicated to serving the national interest. You can contact him at hutchisn@bellatlantic.net.

3. The Quest for Excellence® Conference XVI, The Official Conference of the Malcolm Baldrige National Quality Award, 28-31 March 2004

Learn from the Best in Business, Education, and Health Care in March 2004!!!

For more than fifteen years, The Quest for Excellence has provided a forum for the recipients of the Malcolm Baldrige National Quality Award to showcase their exceptional performance practices. Role model organizations in manufacturing, service, small business, education, and health care have shared their journeys to excellence with the nation.

This year we welcome Award recipients from all five categories: Medrad, Inc. (manufacturing); Boeing Aerospace Support (service); Caterpillar Financial Services (service); Stoner, Inc. (small business); Community Consolidated School District 15 (education); Baptist Hospital, Inc. (health care); and Saint Luke's Hospital of Kansas City (health care).

Whether your organization is large or small, is involved in service, manufacturing, education, or health care, or has one office or multiple sites around the globe, you can benefit from the knowledge and experience of the 2003 Baldrige Award recipients. Plan to attend The Quest for Excellence XVI, March 28-31, 2004 in Washington, DC.

For more information and registration forms, visit Web site http://www.quality.nist.gov/Quest_for_Excellence.htm.

4. Virginia SPQA Still Needs Volunteer Examiners

Although the original deadline has passed the U.S. Senate Productivity and Quality Awards (SPQA) for Virginia to train Examiners, Virginia is still looking for people willing to serve the program as Examiners for the 2004 SPQA cycle. Virginia has received 18 notifications of intent to apply for the 2004 Award, which far exceeds any

previous year, so they are still looking for 30 - 40 additional Examiners to help fill out the examiner teams to help improve the quality of the feedback reports provided to applicants, and to ensure a solid and robust examination cycle.

This is a great opportunity for ASQ members to network with peers, enhance your own personal growth, and attract new members to our quality professional society.

If you are interested please review the information attached to this Newsletter, the Application and Information Guidelines available on the SPQA Web site (http://www.spqa-va.org/quality/), and contact either Eileen Van Aken, PhD. (mailto:evanaken@vt.edu) or Mr. Mark Smith (mailto:smith_dmark@bah.com).

5. 31st Annual Delaware Quality Conference...The Reality Continues!!!

Don't miss this once-in-a-year experience to network with local & regional ASQ members !!!

For 30 consecutive years, the Delaware Section and the University of Delaware have been bringing you quality conferences featuring business leaders, MBNQA Award Recipients, State Award Recipients, outstanding speakers and workshops.

Registrations Are NOW Being Accepted!!! The complete conference program, including registration forms, may be obtained through the ASQ Delaware Section web site (www.asqdelaware.org) or directly at http://www.continuingstudies.udel.edu/special/dqc/index.html

6. Industry and Application Specific Networking Groups

Divisions and Interest Groups serve the needs of members involved in specific industries and applications, reflecting the scope and depth of ASQ's leadership in the quality movement. As an ASQ member, you can customize your membership by joining Divisions and Interest groups and benefit from opportunities to:

- Focus your professional development resources through industry-specific courses, conferences and certifications.
- Expand your network of quality professionals in your field.
- Gain valuable information, via newsletters delivered to your mailbox or desktop.

There are 22 ASQ Divisions, any of which you can add to your membership for a nominal fee or join any Interest Group at no additional charge. Learn about ASQ Divisions and Interest Groups by calling 800-248-1946 or at www.asq.org.

7. February Dinner Meeting

The presentation for the dinner meeting on 11 February will be "The need for benchmarking within the healthcare/hospital industry", presented by Chip Hussion. The deadline for reservations is noon on Wednesday 4 February.

The discussion will focus on some of the reasons for the need to benchmark within the healthcare/hospital industry. These will naturally be linked to the use of Solucient's product-ACTION OI, while also making note of some of the competitor products as well. Chip will utilize a typical customer executive orientation presentation to cover analysis and process improvement strategies developed through improved internal dialogue and/or external networking across the industry.

Chip Hussion has been active in the healthcare industry since 1977. His healthcare experience includes management engineering, decision support, operational analysis, organizational development and other internal consultative activities. Formal education includes a Bachelors of Science degree in Business Administration from The State University of NY at Buffalo. He is also certified as a Quality Manager (CQM) with the American Society for Quality & completed General Electric Company's Six Sigma Green Belt training. Chip has also attended several seminars with the Juran Institute, Prism, Inc & PQ Systems focusing on process performance improvement, the cost of poor quality, & statistical process control.

Chip's current responsibilities as an Account Manager with Solucient include assisting and supporting customers with the ACTION O-I operational improvement tool. Chip is responsible for directly engaging the executives and managers within client organizations. He works with the client executives to insure that appropriate training needs are met within the organization and also to develop a partnership for strategy in the proper utilization of the benchmark information. Chip has been directly involved with the collection, training, analysis, and presentation of operation benchmark information to healthcare organizations since 1997.

Between 1991 and 1997, Chip was the Coordinator of Management Engineering at Good Samaritan Hospital in Dayton, OH. He was responsible for leading the Management Engineering function at Good Samaritan and the department's work with Organizational Development in creating a facility-wide focus on continuous quality improvement. He was also involved in the development & implementation of bi-weekly productivity monitoring, a position review process, and partnering with the COO to effectively managed labor resources. At Good Samaritan Hospital, Chip led a team that reviewed, presented, & implemented a large-scale computerized pneumatic tube system.

Chip has also held similar roles with St John's Regional Medical Center in Joplin, MO ('83-'90) & Winchester Memorial Hospital in Winchester, VA ('77-'83).

Between 1965 and 1976, he also served in various industrial engineering & supervisory positions within the tire, foundry, and apparel industries. Locations included Buffalo, NY; Huntsville, AL; Coshocton, OH; & Edinburg, VA.

This dinner meeting will also be held at the Marco Polo Restaurant in Vienna, VA 22182.

8. March Dinner Meeting

The presentation for the dinner meeting on March 10th will be "Deming in Love: Quality Principles of a Great Relationship". The presenters will be the partners in the Hutchinson Family, Frank E. and Mary Lynn Hutchison.

Quality is well established as a help on the factory floor and people are beginning to apply quality in service industries, but can Deming's 14 Points be applied to love?

This non-traditional topic will be discussed by Frank and Mary Lynn Hutchison, who have over 60 years combined experience in marriage. They will address questions such as how can you apply Deming's 14 points to personal relationships? What is the definition of a quality marriage? Who is the customer? How do you define leadership in a relationship? Does TQM really stand for Total Quality Marriage? Or is it Total Quality Mess?

Frank E. Hutchison is the Section 0511 Education Chair and Authorized Certified Quality Manager Trainer. He has a Ph.D. in Physics from Utah State University, Logan, UT, and is employed by ANSER, a public service research institute dedicated to serving the Nation's interests. He is a senior member of the American Society for Quality, an American Society for Quality Certified Quality Manager, an American Society for Quality Certified Quality Improvement Associate, and a certified Level III Acquisition Professional in Program Management.

Mary Lynn Hutchison is a private tutor in physics and mathematics. She has done graduate work in nuclear physics and thermal-acoustics. Besides practicing quality principles with her husband, she has served in a variety of volunteer leadership positions in both church and community, while rearing four children, including the youngest person ever to receive an ASQ certification.

This meeting will be held in the Marco Polo Restaurant in Vienna, VA.

9. April Dinner Meeting

This month's dinner meeting will be held on Wednesday, 14 April, at the Marco Polo Restaurant in Vienna, VA. The presenter will be Lawrence Feinstein, and his presentation will be "DoD Information Technology Security Certification and Accreditation Process (DITSCAP)".

The presentation will provide an overview of the concepts, players, roles, process flows, and documentation/testing/validation requirements underlying the DoD Information Technology Security Certification and Accreditation Process (DITSCAP), which since 1997 has been the mandated Department of Defense (DoD) methodology for performing certification and accreditation (C&A) of production systems.

Since the 911 incident, information assurance considerations in the DoD and Federal environments have grown exponentially in scope and force. The presentation will therefore be of particular interest to professionals who currently provide technical support for government systems, or anticipate having to do so in the near future. Professionals

concerned about the effective application of information assurance and quality control principles within a contemporary government or enterprise context may also find the presentation useful and relevant.

Mr. Feinstein's educational background includes an MBA complemented by undergraduate degrees in political science and computer science. His work background encompasses over twenty years of progressive experience addressing systems engineering and information assurance issues within a variety of companies and business sectors. Since February 2002, he has worked as a Senior Systems Engineer for TeAM, Inc. Mr. Feinstein's current job with TeAM entails providing information assurance and security engineering support for the Clinical Information Technology Program Office (CITPO), which, as a component of the DoD Military Health System (MHS), manages a portfolio of tri-Service clinical systems supporting 20 million plus DoD beneficiaries worldwide. Since July of 2000, he has held the Certified Information Systems Security Professional (CISSP) designation from ISC(2).