



The Global Voice of Quality™

69th ASQ World Conference

Perspectives and Insights

3-6 May 2015

Prepared for Section 0511



Northern Virginia
Section 0511



Nashville Venue Overview

- Gaylord Opryland Convention Center & Resort
 - America's largest meeting structure outside Las Vegas
- 5 Keynote speakers
- Over 100 specialized seminars across the entire ASQ quality spectrum



Gaylord Opryland from outside AND inside view from our meeting area

Gaylord Opryland as a Case Study

- Flexible agility and rapid delivery is their mantra
- Excellent Guest experience is their key focus
 - All employees embody the importance of a 1st impression
 - Check-in / Stay / Check-out
- Guest facing components – 24/7
 - Housekeeping
 - Dining and beverages
 - Security
 - Convention engineers
- Management and staff meet regularly and walk a consistent *gemba* making adjustments for continuous improvement



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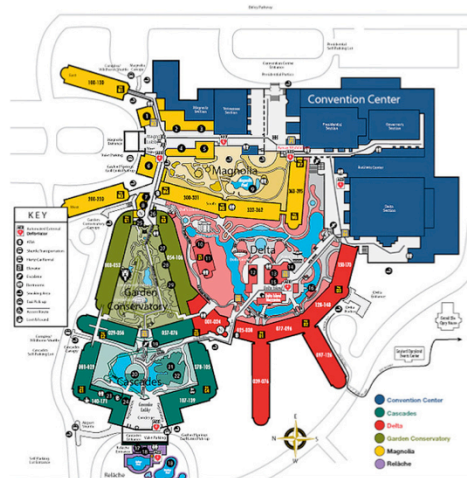
Slide developed from interviews with staff and management

Gemba walk provides 3 actuals – Place, People, and Process – in operation
Gemba is a key ingredient in the Gaylord brand

Employees and managers walk – and more importantly – deliver on their talk

Thanked for choosing Gaylord brand at check-in, thanked for using Gaylord brand at check-out... and invited to return!

Gaylord Opryland Floor Plan



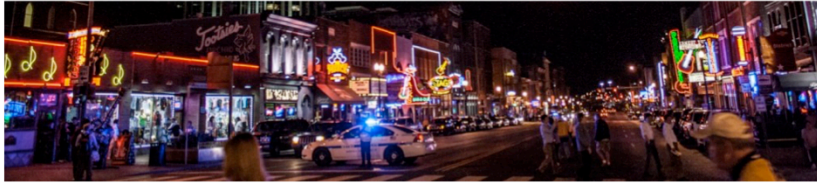
ASQ used the “blue” areas and Delta Island (“pink”) areas on multiple levels

Briefing “filler” to showcase complexity of our Conference and its infrastructure

Your Section Colleague Presenters



- Ellen Quinn
- Bob Orkin
- Barbara McCullough
- Ray Crawford
- Gregg Monaco



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Nashville's Centennial Park is home to the only fully complete, 100% scale Parthenon
Erected 30 years after the Civil War to show Tennessee as "rebuilt",
new, and recovered from Civil War ravages
Downtown Nashville and "Broadway"

Ray – National Board Member

- National Board spent 3 extra days after World Conference working strategic vision
- Quality Performance that can be quantified is a key metric measurement focus
 - Continuous Improvement at the Section level is the emphasis
 - Section's measure themselves against their past performance NOT against sections in different regions
- Will speak at a future Section Dinner Meeting

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Ray Crawford's "national director" perspective

Ray's background comes from many years in the Design and Construction Division

Gregg Items – Chair/Vice-Chair Sessions

- Many U.S. Sections face challenges similar to us
 - Tremendous willingness to share ideas and successes
- Section 0511 is viewed as having the best potential speaker base given our unique metropolitan area
 - We garner respect because Dr. W. Edward Demings wanted a section closer to his “home office” in the twilight of his career and started “0511” to fulfill that goal
- Western States experimenting with live Internet broadcast of dinner meeting speakers
- Map of American Regions/Sections is being sent to us for Web Site inclusion

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Highlights from Chair/Vice-Chair sessions that occur on Saturday and Sunday before the official Conference begins

Barb Photos

Gaylord Opryland Resort Vignettes

EXHIBIT HALL AND SPECIAL EVENTS

Exhibit Hall Hours
Sunday, May 3 6:30 p.m. – 8:30 p.m.
Monday, May 4 9:00 a.m. – 5:00 p.m.
Tuesday, May 5 9:00 a.m. – 4:00 p.m.

Sunday, May 3
Opening Reception with Exhibitors
6:30 p.m. – 8:30 p.m.
Location: Ryman Hall C1

Monday, May 4
Quality for Life Video Interview Sessions
10:00 a.m. – 4:00 p.m.
Location: Delta Island D

Book Signing
10:00 a.m. – 10:45 a.m.
Shawn Achor, Author of
The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work
Location: Ryman Hall C2



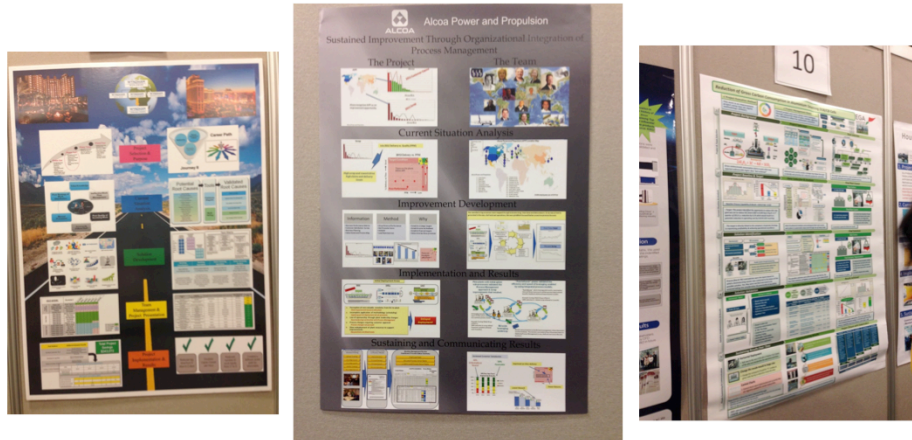
Team Excellence Award Posters



Haier's management and quality professionals are "All-In" as evidenced by winning 6 awards

Haier is a large China company dominating household consumer goods
As is typical for Chinese, they are very competitive and strive for "gold medal" performances

Team Excellence Storyboard Posters



More winning storyboards

Keynote Speakers

Charles Best



Donor's Choose

\$322 million given
14 million students
1.7 million supporters
64% of public schools



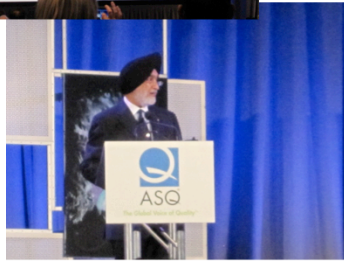
JoAnn Sternke



Afternoon Keynotes book-ended morning keynotes

Keynote Speakers

Analjit Singh – Max India Limited

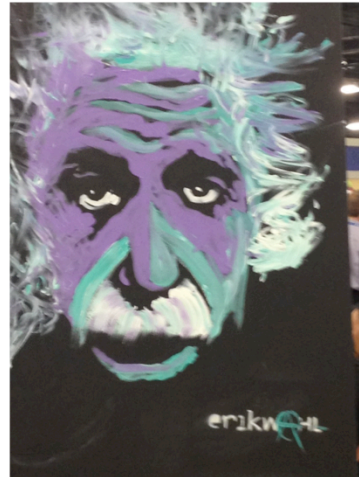


Janet Raddatz – Introductions
Chair of ASQ Conference Board

Closing day

Collecting Donations

With the donation of Erik Wahl's "live in real-time" painting from last year's conference, the ASQ Emerging Quality Leaders Program collected thousands of dollars and one lucky winner took home this painting.
(I saw Erik paint it last year and it was amazing! 😊)



The actual Einstein painting on display

Faces and Places

Bob Orkin, Barb McCullough and Gregg Monaco

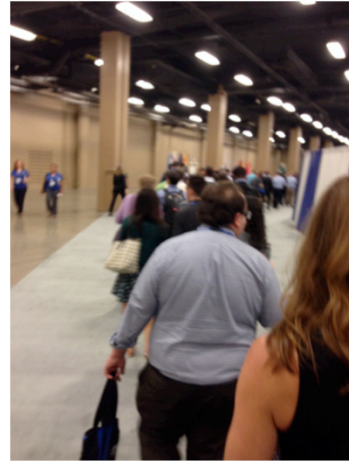


Dolly & Garth & Minnie in the Exhibit Hall

Group “selfie” and candid opportunities

Exhibit Hall

Entertainment – Nashville Style and Beat



The Lunch Line
(which went extremely fast!)

Exhibit Hall and Dining “flowed” into one another
Exhibitors arranged in rows 100 through 900

Bob Orkin – ‘Volunteer’ in Blue & White



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The University of Tennessee Volunteers are known for “Orange and Cream” colors on their uniforms... Volunteer Bob models ASQ Blue and White
ASQ pays the \$95 registration fee for volunteers and World Conference cannot run without volunteers
Volunteers handle the dynamically evolving changes, provide directions in the “Opryland Labyrinth” and do what is necessary
Bob’s background and specialty is “Design and Construction Division”... and yes, he did a lot of booth duty!

Ellen Pix

- Ellen is Vice Chair for the Quality Management Division (QMD)
 - Largest Division in ASQ
 - Touches every other division
 - Impacts
 - National Headquarters (Milwaukee, WI)
 - Individual Sections
- QMD subsidizes full-time students to attend ASQ World
- Enterprise Sponsor corporations (employers) significantly subsidize employee ASQ memberships

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Ellen arrived on Thursday night to supervise the 7 kits required to assemble the QMD booth AND participate in QMD meetings on Friday through Sunday

Benefits of attending WCQI

- Hear from industry experts (keynotes)
- Team competition
- Attend a selection of sessions
- Network with your peers



Thanks, Ellen, for pix and recognizing your booth-mates

QMD at WCQI

Events:

- Member breakfast
- Booth
- Hospitality Suite
- Session speakers
- CMQ/OE certification prep class
- Pre-conference training sessions



Just the tip of the iceberg of QMD touch-points with the larger ASQ audience

2015 WCQI (Continued)

- Member Breakfast
 - Monday morning – JR McGee sponsor and speaker; combined with annual QMD meeting (over 500 people using a room for 300)



This is one place where some 3,000 people actually know and understand what you as an individual do in your daytime job!

WCQI and QMD Is a People Business



Booth-duty “warriors” and visitors

ASQ WCQI



Portal to the Exhibit Hall

Scenes from the Keynote Room – easily held 3,000+ people

Gregg – New Guy Experience

- Many participants have deep connections from 6-25 years of attendance
- “Welcome” mat is out for the new guy
- 100 Seminars across 2.5 days on quality topics
- Fresh ideas and observations not only welcome but highly desired
- Keen desire to receive (and share) Section process and methodologies
 - Most Sections face similar challenges in our all-volunteer network
 - Section 0511 known for consistently featuring National/International speakers at or dinner meetings

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70th ASQ World Conference

Milwaukee: 15-18 May 2016
Home Town Images



ASQ
The Global Voice of Quality™

National and Division Leaders begin assembling Friday, May 13

Things relevant to Milwaukee:

Harley Davidson Motorcycles

Lite Beer from Miller

Baseball – Milwaukee Brewers

Basketball – Milwaukee Bucks

Football – Green Bay Packers

Milwaukee International Airport named after General Billy Mitchell

Father of American Airpower and a true, original American Hero

Trained folks like Hap Arnold (5 Star Chief of Staff) and

Fiorello LaGuardia – WWI fighter pilot and Ace; later Mayor of NYC

B/G Robin Olds sat by his fighter pilot dad's knee as a lad (became a triple ace

– WW2, Korea, 'Nam) and listened to then Major Mitchell

Milwaukee Hotel Space Limited

- Hilton and Hyatt are the main hotels adjacent to the Milwaukee Convention Center
 - Book a room in December 2015 when May 2016 meeting opens for web Registration
 - Leaders should be in place Friday/Saturday
 - Attendees should be in place Sunday
 - Can always cancel room at a later date without penalty
 - Other hotels require cabs/significant walks
- If able, Thursday departures avoid pandemonium associated with thousands of people converging on an airport

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Try to make at least one (1) ASQ World Conference in person during your ASQ affiliation

ASQ is our professional “quality union”

Milwaukee is in Central Time

Available airports include:

Milwaukee International (General Billy Mitchell Field)

Chicago O’Hare

Chicago Midway