

BOARD MEETING AGENDA

Location: Amphora Restaurant, Vienna, VA

20 June 2012

- A. Call to Order (1730Hrs)
- B. Expected absences: Bob Orkin, Jeff Parnes
- C. Reading & Approval of Minutes ([minutes201205draft.pdf](#))
- D. Officer Reports/Announcements
 - a. Chair – Jeff Parnes – (absent)
 - b. Chair Elect – Melissa Butler
 - c. Treasurer – Michael W. Coleman
 - d. Secretary – Yvonne Fernandez
- E. Action Items
 - a. Certification Chair (Bob Zimman), Voice of the Customer Co-chair (Arnold Pachtman) and Education Chair (Gregg Monaco): Develop a survey for the membership to identify needed training.
 - i. See Attachment 2 on page 4 provided by Si Weaver, Paul Mills and Gregg Monaco relative to ASQ Certifications (It's in 3 interconnected parts: Certifications desired; Certifications members would be willing to teach; and Venues to stage on-ground classes)
 - b. Membership Chair: Provide three concrete choices to hold Special Membership function and email the Board with the details of each so the Board can make a choice within the next week.
 - c. VOC Co-chair provide webmaster wording to publicize the fact that the next meeting will be held in Vienna versus Herndon
 - i. Incorporated in June announcement
 - d. Board members:
 - i. Provide input for Business Plan and Budget templates to Secretary
 - ii. Provide input for Newsletter by May 21 to Newsletter chair
 - iii. Familiarize themselves with the procedures that have been established by National when the link is distributed
 - e. Secretary:
 - i. Provide Business Plan and Budget templates softcopies to Webmaster
 - ii. Develop the Business Plan using input from Board members for presentation to the Board each subsequent mtg for review and input until complete.
 - f. Webmaster:
 - i. Post Business Plan and Budget templates on our site.
 - ii. Develop a Google calendar and send it out to the Board members to populate and maintain with activities that are required on an annual basis. (invitations were sent to the board's [asq0511.org](#) aliases for both 12 and 12)
 - iii. Post copies of National procedures on the section site and send the links to the board
 - g. Chair:
 - i. Contact the Programs Chair (John Mullins) and request he respond to the person who has volunteered to be a speaker but had not heard back from anyone on the Board.
 - ii. Investigate any associated requirements from National to hold a Joint meeting with International Council for Systems Engineering, Wash Metro Area.
 - h. Lean Six Sigma SIG Chair:
 - i. Provide a draft for topics on seminars and courses.
 - ii. Contact ASQ 0509 to determine if they are still looking to host joint events
- F. Old Business - Items from last month's meeting
 - a. Section Management Plan – Secretary

- b. Awards Program – Historian and Membership Chair
 - c. Special Membership function – Membership Chair
 - d. Automating Recertification Process – Recertification Chair
 - e. Newsletter – Newsletter/Publicity Chair (Next issue)
 - f. Instructor validation – Michael Coleman (see ASQ National webpage - <http://asq.org/member-leader-community/initiatives/education-training/instructor-validation>)
 - g. Membership survey –The Certification Chair, Voice of the Customer Co-chair (Arnold Pachtman) and Education Chair (Gregg Monaco) to develop a survey for the membership to identify needed training.
 - h. Responding to speaker offers –Programs Chair
 - i. Joint meeting with International Council for Systems Engineering, Wash Metro Area – Chair
 - j. Organizational matters –Both Past Chairs
- G. New Business
- H. Committee Reports/Announcements
- a. Arrangements – Marie Rondot
 - b. Audit – Paul Mills
 - c. Education – Gregg Monaco
 - d. Examining/Certification – Kathleen Eaves
 - i. See Attachment 3 on page 6
 - e. Finance – Jeff Parnes
 - f. Historian – Rick Wells
 - g. Lean Six Sigma SIG Chair – Sion Weaver/ Norma Myers
 - h. Membership – Bill Eastham
 - i. Newsletter/Publicity – Christine Kurowski
 - j. Nominating – Bill Eastham
 - k. Placements – Sion Weaver
 - l. Programs – John Mullins
 - i. See Attachment 1 on page 3
 - m. Recertification – Robert Zimman
 - n. Section Management Plan – Yvonne Fernandez
 - o. Voice of the Customer – Bob Orkin/Arnold Pachtman
 - i. May analysis Previously furnished
 - ii. Survey methodology- see Attachment 4 on page 7
 - p. Webmaster/Electronic Media – Jeff Parnes
- I. Adjournment

Attachment 1 Prospective Speakers

Did you get my last message? I will be at this month's meeting next Wednesday. I'll be happy to talk to you then about possibilities for future presentations.

Best regards,

Rip

Rip Stauffer
Manager, Quantitative Analysis and Improvement
Whitney, Bradley and Brown, Inc.
11790 Sunrise Drive

I am not sure that August will work for the speaker. The proposal was for July. I will have to check with him if July is out. Can you let me know.

Rachel Strother, MT(ASCP), CQM/OE(ASQ), CSSBB(ASQ), CQA(ASQ)
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Attachment 2 Certification Questionnaire

Certification(s) You Desire		Check
BA	Biomedical Auditor	
CT	Calibration Technician	
HA	HACCP Auditor	
LC	Lean Certification (AME/SME/Shingo Prize/ASQ Partnership)	
MOQ	Manager of Quality/Organizational Excellence	
MBB	Master Black Belt	
	Pharmaceutical GMP Professional	
QA	Quality Auditor	
QE	Quality Engineer	
QIA	Quality Improvement Associate	
QIA	Quality Inspector	
QPA	Quality Process Analyst	
QT	Quality Technician	
RE	Reliability Engineer	
SSBB	Six Sigma Black Belt	
SSGB	Six Sigma Green Belt	
SQE	Software Quality Engineer	

Certifications you can instruct/facilitate		Check
BA	Biomedical Auditor	
CT	Calibration Technician	
HA	HACCP Auditor	
LC	Lean Certification (AME/SME/Shingo Prize/ASQ Partnership)	
MOQ	Manager of Quality/Organizational Excellence	
MBB	Master Black Belt	
	Pharmaceutical GMP Professional	
QA	Quality Auditor	
QE	Quality Engineer	
QIA	Quality Improvement Associate	
QIA	Quality Inspector	
QPA	Quality Process Analyst	
QT	Quality Technician	
RE	Reliability Engineer	
SSBB	Six Sigma Black Belt	
SSGB	Six Sigma Green Belt	

Venues:

Alexandria - Old Town
Alexandria - Shirlington
Arlington
Dumfries / Quantico
Fairfax / Fairfax Circle
Falls Church / Annadale
Manassas / Gainesville
Reston/Herndon
Rosslyn
Springfield / Lorton / Fort Belvoir
Stafford / Quantico
Tysons Corner / McLean
Vienna / Merrifield
Woodbridge / Dale City

Attachment 3 Certification

Results for the March 2012 exams

The certification results are in for the March 2012 exams. It looks like there might be an opportunity for a Six Sigma Black Belt training course.

Kathy

Exam	Participants	Passed
Certified Manager of Quality/ Organizational Excellence	4	4
Certified Six Sigma Black Belt	14	8
Certified Quality Technician	2	1
Certified Reliability Engineer	1	0
Totals	21	13

June 2, 2012 Certification Examinations Report

Section 0511 proctored certification exams on June 2, 2012. The breakout of the exams taken was as follows:

Exam	Participants	No Shows
Certified Quality Improvement Associate	9	1
Certified Six Sigma Green Belt	16	4
Certified Quality Engineer	2	0
Certified Software Quality Engineer	1	0
Certified Quality Auditor	11	0
Totals	39	5

The assistant proctors were David Falletti, Muzaffar Zaffar, Stephen Santa Ana, Anna Conlin, and Arnold Pachtman. The registration assistant was David Falletti.

Attachment 4 **Survey methodology**

On Sun, May 20, 2012 at 2:26 PM, DJ Arnoldo wrote:

I plan to add new questions to the survey asking which venue people prefer, Vienna or Herndon, and whether people come to the event from work or from home, if we can work those in.

As Chair, there are a few things that you should understand about the VoC survey that I did not have time to explain during the Board meeting.

1. Work vs. home location: The argument is that the ASQ member map shows that members live uniformly distributed throughout the Metro NoVA area, so it doesn't matter where we have the event. This is wrong for two reasons.

a. By rotating the venue we engage different geographical member segments, which broadens participation in ASQ even if we get the same headcount at a specific event. For example, last time in Vienna I counted 13 new faces that were not Herndon regulars.

b. The data suggests that more people come to the event from work, not from home (we need to test this hypothesis). If true, then the home member distribution is not as relevant as the work member distribution, which is surely concentrated around the Beltway. The challenge for attendees is getting to the event in rush hour traffic, not getting home at 9 PM. This may be why members consistently request that we find a venue closer in.

2. Statistical validity of the VoC analysis: Some people say that VoC survey results are not valid because the sample size is small. That is absolutely not true for the following reasons.

a. Descriptive vs. Inferential Statistics: The stats we present each month are Descriptive, not Inferential. That is, the purpose of the analysis is to probe the needs and preferences of the survey respondents, not use the sample to infer characteristics of the population of "All Section 0511 ASQ members". The VoC survey observations absolutely are valid for the population of "People who attend ASQ Section 0511 events" because nearly everyone who attends the events has taken the survey.

b. "Lead User" Market Research Methods: Something very important differentiates the VoC survey respondents from the broader ASQ membership: they actually attend Section 0511 events. It is well known in market research that to understand your market, study your customers. That is, your customers appreciate the benefits of your product more than non-customers, and through them you can understand your value proposition and how to present it most effectively. For this reason, "lead users" get invited to focus groups because their preferences teach you the most about your target market. Even when designing new products, focus group members are screened based on fitting the "lead user" profile. There is value to studying the general population, but studying and understanding your customers' preferences should be done before "prospecting" in other market segments.

Here is my proposal for the VoC objectives for the coming year.

Goal: Understand the needs and preferences of the broader population of ASQ Section 0511 members, and compare these to VoC data on event attendees.

1. Conduct an email/online "2012 Section 0511 Membership Survey". We can only do one email/online survey a year, so let's incorporate Si Weaver's and Bob Zimman's questions into the survey to be sent out in June. (Bob and Si are CC'd on this email.) I also plan to have another look at last year's online survey results, and compare this to the aggregated event VoC survey results.

2. Analyze the event VoC survey responses for the past year in aggregate. This should be more informative than the single event data, and provide ideas for events and ways to reach a broader segment of the membership.