



ASQ SECTION 0511  
DRAFT BOARD MEETING MINUTES  
18 August 2010

Location: Amphora Diner, Herndon VA

Attendees: See attachment 1

1. Lacking a quorum, Mike Coleman, Treasurer, convened an ad-hoc meeting to order at 5:55 PM
2. Officer Reports/Announcements
  - a. Chair – Not in attendance.
  - b. Chair Elect – Not in attendance.
  - c. Treasurer – Mike presented the July monthly financial update (attachment 2), his first, and announced that with Joe's help the formal Treasurer transition had processed smoothly. The report indicated that the section has total assets of \$27,120.33
  - d. Secretary – Not in attendance. The board attendance sheet that Marie generates needs to be updated to reflect additional board positions. This month's sheet (attachment 1) was updated to reflect the changes and should be provided to Marie to make the necessary changes.
3. Committee Reports/Announcements
  - a. Arrangements – Marie was not present.
  - b. Audit – Paul reported that the committee reviewed the audit package provided by the outgoing Treasurer in a timely fashion and Bill submitted it to National within by the proscribed date. He indicated that as the years progressed, the audit committee had noticed that each succeeding audit package was better documented, and with their better understanding of the treasurers' process, the committee was able to conduct the audit with fewer questions and in a timelier manner. It was also reported we had received an email from National approving the Audit submittal.
  - c. Certification & Recertification – Bob indicated that due to his frequent travel last month he may have fallen behind in package review, but as he expected less travel for the next month, he should be back on schedule.
  - d. Education – Larry was not present.
  - e. Electronic Media – Bob received a proposal (attachment 3) to redesign the website. Two options were offered, the first, a complete redesign in four steps: A – Site architecture wireframe, B – Design comps, C – template coding, and D– CMS integration/page integration; and the second, a home page design comp. The two options were priced at \$15 and \$1 thousand, respectively. After a brief discussion, the unanimous recommendation of those present was to go with option 2. Mike suggested that the board select other section or other sites they like/dislike to help in the design.
  - f. Examining – Kathy had nothing to report.
  - g. Finance –
    - i. Jeff requested a new bank credit card for the treasurer and a replacement card for the Section Chair. When the cards are received he will forward the cards to the individuals' preferred address. In response to a Costco advertising circular he inquired the cost for a portable credit card processing machine, and was told the unit could be purchased for \$800. It was decided not to pursue the upgrade.
    - ii. Joe stressed the need for the section to have better processes regarding the handling of section credit card expenses. He recommended that both credit card receipts and purchase justifications need to be provided to the treasurer in a more timely fashion. The members of the board recommended that we should set a 30-day turn around for both items and that card holders who cannot conform to that standard should have their cards rescinded. Jeff thought that the section might already have a policy on that subject and he would report to the board on his findings.

- h. Historian – Rick was not in attendance. At least one member submitted a response to the challenge to identify the most Quality Practitioners included in the home page collage.
  - i. Lean Six Sigma SIG – Norma was not present.
  - j. Membership – Bill was not present.
  - k. Newsletter – Christine was not present due to a death on the family. She reported that the very late newsletter is half finished, but it could wait another week or two. If people send additional input to my e-mail over the next week, she'll add it in to freshen up the content.
  - l. Nominating – Larry was not present.
  - m. Placements – Vacant position. Two positions posted to the web over the last month
  - n. Programs – Dale reported that there were 27 attendees at last month's social gathering, and much positive feedback was received. The board discussed rotating meetings in either three or four month cycles, alternating outside events, social meetings and presentations. Dale was asked to develop a proposed cycle schedule for the board to consider. Dale reported that he had received several speaker recommendations. Jeff agreed to contact the Air and Space Museum annex in Chantilly to explore the possibility of holding a meeting there. The possibility of holding a meeting in conjunction with a Potomac Nationals baseball game was raised and tabled.
  - o. Proctor – Kathy had nothing to report.
  - p. Publicity – Christine was not present but Bob indicated his contact at BSI is currently on maternity leave, so he will not be able to get the post-card meetings announcements going again until she returns. But if the section is to issue the cards we will need to know the next meeting's topic a month before the meeting so that it can be sent in a timely fashion (with preferred delivery a fortnight before the meeting). Dale indicated that the notices should indicate that the proposed topic is always subject to change. If the meeting topic is available a month in advance it should also be included in the current monthly meeting announcement. Board members indicated that the last two meetings had been relatively well-attended. Reasons for that were suggested, with the June's meeting change of location, and the fact that the list-serves were again functioning as possible reasons for the increases in attendance.
  - q. Section Management Plan – Larry was not present.
  - r. Voice of the Customer – Vacant position.
  - s. Webmaster – Jeff reported that he is working with section member Stefan Maier to install a Word Press open source content management backend to our website. Jeff also circulated a spreadsheet (Attachment 4) with Board contact information and asked the board to update or confirm the data
  - t. Volunteer Coordinator – Christine was not present.
4. Items for Next Month's Meeting – None.
5. Unfinished and New Business –
- a. Jeff to provide annotated attendance roster to Marie
  - b. The full board will vote via email to determine whether to implement option B in the web site redesign
  - c. Jeff will report on whether the section might already have a policy on timely submission of credit card paperwork.
  - d. Christine to generate next newsletter.
  - e. Dale to develop a proposed meeting cycle schedule for the board to consider
6. Adjournment – 6:20 pm

Attachment 1 – Attendance Roster

Attachment 2 – July Monthly Financial Update

Attachment 3 – Proposal to Redesign the Website

Attachment 4 – Board contact information (not distributed with the minutes)

**ASQ Section 0511 Board Meeting**

**Date: 8/18/2010**

*Herndon Amphora Diner, Herndon VA*

**Event ID: 377**

Name	Office	Attendee
Michael Coleman	Treasurer	<i>Michael W. Coleman</i>
<i>Norma Myers</i> <del>Willie Davis</del>	<i>Cerinda Sigma</i>	
Bill Eastham	Section Chair	
Yvonne Fernandez	Secretary	
Christine Kurowski	Newsletter Editor	
Paul Mills	Auditing Chair	<i>Paul Mills</i>
Jeff Parnes	Webmaster	<i>Jeff Parnes</i>
Marie Rondot	Arrangements Chair	
<i>Trish Selcher</i>	<i>UOC</i>	
Dale Shaffer	Programs Chair	<i>Don Shaffer</i>
Joe Tullington	Finance	<i>Joe Tullington</i>
Rick Wells	Historian	
Larry Wilkins	Chair Elect	
Robert Zimman	Certification Chair	<i>Robert Zimman</i>

**Total Attendees 0**

*Kathleen Eaves*

*Kathleen Eaves  
Proctor*

**American Society for Quality Section 0511  
Balance Sheet**

**July 2010**

**ASSETS****Current Assets****Checking/Savings**

000.1001 BBT Checking5139159863 27,090.65

000.1050 Petty Cash 29.58

**Total Checking/Savings** 27,120.23

**Total Current Assets** 27,120.23

**TOTAL ASSETS** 27,120.23

**LIABILITIES & EQUITY****Equity**

Opening Bal Equity 16,468.49

Retained Earnings 10,240.46

Net Income 411.28

**Total Equity** 27,120.23

**TOTAL LIABILITIES & EQUITY** 27,120.23

**American Society for Quality Section 0511**  
**Deposit Detail**  
July 2010

<u>Type</u>	<u>Date</u>	<u>Account</u>	<u>Amount</u>
Deposit	07/01/2010	000.1001 BBT Checking5139159863	80.00
		001.4320 Dinner Meetings	-80.00
TOTAL			-80.00
Deposit	07/16/2010	000.1001 BBT Checking5139159863	1,854.00
		001.4000 Membership Dues	-1,854.00
TOTAL			-1,854.00
Deposit	07/30/2010	000.1001 BBT Checking5139159863	0.42
		001.4871 Interest	-0.42
TOTAL			-0.42

08/15/10

**American Society for Quality Section 0511  
Check Detail  
July 2010**

Type	Date	Num	Name	Memo	Account	Paid Amount
Check	07/06/2010		Merchant Fee - American Express	June Collection Fee	000.1001 BBT Checking5139159863	
			Treasurer	Credit card processing fee	001.5511 Bank Services	-7.95
TOTAL						-7.95
Check	07/15/2010		Merchant Fee - Credit card processing	monthly processing fee	000.1001 BBT Checking5139159863	
				monthly processing fee	001.5511 Bank Services	-11.64
TOTAL						-11.64
Check	07/24/2010		Verizon	July payment	000.1001 BBT Checking5139159863	
			Publicity	Infoline	001.6101 Base/local Rates	-58.51
TOTAL						-58.51
Check	07/24/2010		B. Casti	Annual Fee	000.1001 BBT Checking5139159863	
				Contribution for maintenance of hosting facility	001.6220 Hosting	-15.00
TOTAL						-15.00
Check	07/24/2010		Michael Coleman	March Examination Fees	000.1001 BBT Checking5139159863	
				June Certification Examinations	001.5361 Certification	-438.30
TOTAL						-438.30
Check	07/26/2010		Platinum Plus For Business	July dinner mtg; Conf hotel and taxi	000.1001 BBT Checking5139159863	
				July Dinner Meeting	001.5803 Dinners	-986.84
				Recertifications	001.5405 Postage	-4.90
TOTAL						-991.74

## Zimman, Robert

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**From:** Robert Zimman [robert.zimman@gmail.com]  
**Sent:** Wednesday, August 18, 2010 12:05 PM  
**To:** Zimman, Robert  
**Subject:** Website Redesign Estimates

Hi Mr. Zimman,

Good speaking with you Monday. As we discussed, here are two possible avenues to go down for your website redesign.

### OPTION A

This option would be a full redesign including site architecture and content management system (cms) integration.

#### 1. Site Architecture/Wireframes - 3k

- This phase includes a site map plus 4 - 5 template wireframes with up to 2 rounds of revisions.

Approx Time: 2 weeks

#### 2. Design Comps - 4k

- This is the phase where the site begins to come alive. It includes 4 - 5 template comps with up to 2 rounds of revisions.

Approx Time: 2-3 weeks

#### 3. Template Coding - 4k

- This phase builds out the design comps into HTML/CSS templates. Any additional technologies such as Flash, Javascript, or AJAX are added during this time. Up to 2 rounds of revisions are included.

Approx Time: 2-3 weeks

#### 4. CMS Integration/Page Population/Training - 4k

- This is where the coded pages are integrated into the selected CMS system, actual content is brought over from the existing site and training set up to educate staff on the system.

Approx Time: 2 weeks

### OPTION B

This option would consist of a concept design that could be taken and implemented by your staff into a full site or you could continue to work with me to carry out the rest of the site.

#### 1. Home Page Design Comp - 1k

- This would include 3 rounds of revisions.

Approx Time: 2 weeks

### Here are some examples of my recent work:

Ocean Conservancy

<http://www.oceanconservancy.org>

Ocean Conservancy Newsletter

<http://www.cordyack.com/projects/oc/newsletter/>

Alliance for Climate Protection Newsletter

<http://www.cordyack.com/projects/acp/newsletter/comps-v3/newsletter.html>

The Atlantic Magazine

<http://www.theatlantic.com/>

GW Woman's Leadership Program

<http://wlp.gwu.edu/>

McLean Baptist Church

<http://mcleanbaptist.org/>

Innovectra

<http://www.innovectra.com>

Pesner Kawamoto Conway Law Firm

<http://www.pkc-law.com/>

Please let me know if you'd like to discuss anything further.

Thanks,  
Brian

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