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

August 2004

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1. Board Members, Committee Chairs, and Special Interest Groups

Board Members for the 2004-2005 Membership Year

Executive Board Officers		
Chair	Robert Zimman	2004Chair@asq0511.org
Chair-Elect	Ron Marafioti	Chair-elect@asq0511.org
Secretary	Yvonne Fernandez	Secretary@asq0511.org
Treasurer	Joe Tullington	Treasurer@asq0511.org
Immediate Past Chair	Bill Eastham	PastChair@asq0511.org
Committee Chairs		
Arrangements	Marie Rondot	Arrangements@asq0511.org
Auditing	Christine Kurowski	Auditing@asq0511.org
Authorized CQManager Trainer	Frank Hutchison	Education@asq0511.org
Certifications/Recertifications	Bill Casti, CQA	Certifications@asq0511.org
Database/Electronic Media	Bill Casti, CQA	E-media@asq0511.org
Education Chair	Frank Hutchison	Education@asq0511.org
Examining	Bill Casti, CQA	Examining@asq0511.org
Finance	Jeff Parnes & Joe Tullington	Finance@asq0511.org

Historian	Walter Mendus	Historian@asq0511.org
Membership	Bill Eastham	Membership@asq0511.org
Newsletter Editor	Ron Marafioti	Newsletter@asq0511.org
Nominating	Bill Eastham	Nominating@asq0511.org
Placements	Christine Kurowski	Placements@asq0511.org
Programs	Sue McArthur	Programs@asq0511.org
Publicity	Ron Marafioti	Publicity@asq0511.org
Section Management Plan	Roger Watts	SMP@asq0511.org
Special Interest Group (SIG)		
Standards (ISO9001 / BS7799)	Bill Casti, CQA	StandardsSIG@asq0511.org

2. Message from our new Chair - The Year Ahead

I would like to thank each and every one of you personally for electing me to be your section chair for the coming year. I am honored that even though I have been a member for only a relatively short period you have chosen to place your trust in me to lead the section. I hope that I can live up to your expectations.

I have three primary goals that I will try to accomplish with your help during the coming year. My first goal is to increase the participation of our members in our section events. Our section is one of the largest in the country with almost 800 members, but we rarely have more than 5% of our members attend our section events. I'll be looking at all aspects of our events to try to determine what we can do to increase the participation level.

My second goal, which is closely tied to the first, is to make membership in our section more valuable to our members. I will be asking you on every occasion that I can for your input on what we can do to make your membership more valuable to you. And I believe that if you perceive that membership in the section is valuable then you will be more likely to participate in section events.

Finally, I have set a goal to review all our section processes and procedures to identify opportunities for improvement. Each of you, as a professional in the quality field, recognizes the importance of continuous improvement. You are probably as aware of and frequently more practiced with the tools of our trade than I am. I therefore ask you to offer your assistance in working to improve our section during the coming year.

I look forward to the coming year and with your help we can make it a great one.
Robert Zimman
Chair, Northern Virginia Section

3. Education Update/Certification Training - Courses 2004

This is the latest schedule for the Certification Refresher courses offered by our Section:

Class	Start Date	Application Deadline	Exam Date	Location	Instructor
CQManager	Aug 28	Aug 20	Oct 16	Shirlington	Hutchison
CQA, CQE, & CQSE	TBA	Oct 1	Dec 4	TBA	Mills

Registration: Registration is formal on the first night of the class; however, preference is given to those who sign up ahead of time. Please help us ensure a class is presented (minimum student number achieved) by pre-registering. **If you do not contact the Education Chair or instructor prior to the class start, the class materials may not be ready for you.**

Pre-register: Contact: Frank Hutchison, phone 703-425-5192, email Education@asq0511.org

Cost: The cost for any course is $275.00. In addition, if you don't have the QCI Primer, it is $75.00.
This does not include the fee assessed by ASQ to take the exam (see below). Checks/invoices are to be made out to ASQ Section 0511. You can pay by credit card at www.asq0511.org.

Exam Fee: The course fee does **NOT include the exam fee**! The registration for the exam must be completed through ASQ Headquarters. Register online at www.asq.org or call ASQ Headquarters at 1-800-248-1946, and request a certification exam **Registration** package. They will send you an exam registration booklet that includes the application form, the exam body of knowledge, code of ethics, outline of the test, references, and sample test questions.

Location: To be announced by each instructor.

Hours: Class times are once per week 3 hours a night usually starting at 6:30pm for eight to ten weeks or
two or three Saturdays from 8:00 to 5:00 pm depending on the class.

For the latest information about Certification: Requirements, Body of Knowledge, Study Guide, References, and Register On-line, for each of the ASQ certifications listed below, click on the specific URL and you will go to the ASQ web page for that certification.

Certified Quality Auditor   http://www.asq.org/standcert/certification/cqa1.html

Designed for those who understand the standards and principles of auditing and the auditing techniques of examining, questioning, evaluating, and reporting to determine quality systems adequacy.

[**Certified Quality Engineer**](http://www.asq.org/standcert/certification/cqe1.html)   http://www.asq.org/standcert/certification/cqe1.html
Designed for those who understand the principles of product and service quality evaluation and control.

[**Certified Reliability Engineer**](http://www.asq.org/standcert/certification/cre1.html)
        http://www.asq.org/standcert/certification/cre1.html
Designed for those who understand the principles of performance evaluation and prediction to improve product/systems safety, reliability, and maintainability.

[**Certified Quality Manager**](http://www.asq.org/standcert/certification/cqm1.html)
        http://www.asq.org/standcert/certification/cqm1.html
Designed for those who understand quality principles and standards in relation to organization and human resource management.

[**Certified Software Quality Engineer**](http://www.asq.org/standcert/certification/csqe1.html)
        http://www.asq.org/standcert/certification/csqe1.html
Designed for those who have a comprehensive understanding of software quality development and implementation; have a thorough understanding of software inspection and testing, verification, and validation; and can implement software development and maintenance processes and methods.

4. 13th Annual Service Quality Conference , September 13-14, 2004 in San Antonio, Texas

Moving Forward Through Service Quality... Leadership, Innovation and Results

You're invited to join ASQ's Service Quality Forum/Division for the 13th Annual Service Quality Conference. Learn from innovative business leaders and service quality practitioners who will show you and your organization how to succeed in an ever-challenging business environment.

This year's event features several speakers to address hoe the healthcare industry affects each of us. ASQ's Service Quality Forum/Division extends an invitation to all ASQ Healthcare Forum/Division members and encourages you to join us at this year's event, which is proving to be one of the strongest programs we've created. Attendees will hear from business leaders who have initiated significant culture change, and service quality and healthcare improvements.

Discover how to...
• create customer-focused cultures
• plan for the future

• identify and integrate performance measurements to manage your organization
• form stronger relationships with customers and suppliers
• examine innovative tools and techniques for performance excellence
• enhance service quality to significantly impact your bottom line

Conference speakers include...
Dr. Len Berry , Ph.D.
Enduring Lessons from My Journey in Services Research
Mays Business School, Texas A&M University

Joseph A. DeFeo
The Breakthrough Road Map for Sustaining Service Quality
President and Chief Executive Officer, Juran Institute, Inc.

Richard Hastings
Integrating the Baldrige Management Model in a Healthcare Setting: Our Journey to Performance Excellence
President and CEO, St. Luke's Health System, Baldrige Award Winner

William P. Thompson
From Continuous Improvement to Baldrige Award Winner-SSM Health Care's Quality Journey
Senior Vice President, Strategic Development, SSM Health Care, Baldrige Award Winner

Learn more about these conference speakers and others.

The event features many unique sessions including...
• The Twelve Voices of the Customer
• Quantifying the Output of the Voice of the Customer Process to Drive Quality and Six Sigma Priorities
• Driving Operational Results Through Improved Service Quality: A Service Industry Example
• Achieving Measurable and Sustainable Business Process Improvement Through People, Process, and Goal Alignment
• Six Sigma in Service: A Marketing Study
• Creating the Ideal Customer Service Experience
• The Breakthrough Road Map for Sustaining Service Quality
• The Quality Convergence: An Enterprise Model to Enable Performance Improvement
• Cat Financial's Journey to Business Excellence
• Process-centric Organization Design: Integrating Structure and Process Redesign Methodologies for Improved Organizational Performance

Healthcare Forum/Division may be interested in these sessions...
• The Baptist Health Care Journey to Performance Excellence
• Integrating the Baldrige Management Model in a Healthcare Setting: Our Journey to

Performance Excellence
• Quality Management in Ambulatory Surgery
• The Use of ISO in Improving Durable Medical Equipment Services

Download the conference program to learn more about the sessions offered at this event as well as pre- and post- conference tutorials.

Conference fee
ASQ Members - $525, Non-member - $575

Groups of three or more receive $50 off each registration. All registrations must be received at the same time to qualify for group discount.

Registration includes admission to all sessions, one copy of the conference proceedings, two continental breakfasts, two lunches, and Monday Reception.

Don't miss out on the service quality event of the year - register online today!

5. Become a Sponsor! by Frank Hutchinson

*Do you remember the first time you came to a Section dinner meeting? Were you a little uncertain where the meeting was located? Were you wondering if you would know anyone there? Won't it have been great if you knew someone before the meeting? How would you like to offer someone a FREE dinner? **And get recertification points!!***

Each month the Section gains 8-15 new members. The Chair has been sending a letter to these new members inviting them to the monthly dinner meeting and offering them a free dinner if they attend. The response has been underwhelming! So the Board is looking for a few members who are willing to devote just a few minutes a month to invite new Section members to the monthly dinner meeting in a more personable fashion. If you agree to become a sponsor, you will be expected to personally contact no more than one new member each month.

The process will work like this:
1. The Membership Chair gets the list of new members from National.
2. The Membership Chair will assign each new member to a sponsor providing the appropriate contact information.
3. The sponsor is expected to contact the new member at least one week before the next dinner meeting.
   a. Identify yourself as a member of ASQ Section 0511.
   b. Tell the new member that the Section just got their membership.
   c. Tell the new member that we're glad they have joined the Section.
   d. Extend a personal invitation to be your personal guest for the next dinner meeting. Provide information about the next meeting (Date, Location, Speaker and Topic). (Note: The Section will pay for the dinner.)

e. Tell the new member about the Section web site (www.asq0511.org), the newsletter and E-mail distribution list.
f. If the member agrees to come to the dinner:
    i. Get some personal information for the introduction at the dinner.
    ii. Notify Programs@asq0511.org that the new member will attend.
g. Thank the new member for their time and tell them how much you and the Section look forward to seeing them at the dinner meeting.
4. Attend the dinner meeting and be prepared to introduce the new member to other members of the Section.

WII-FM (What's In It For Me?)
Why would you be willing to be a sponsor?
1. You're helping the Section attract and keep new members.
2. It's a great networking opportunity.
3. You're helping a fellow ASQer feel welcomed to the Section.
4. You may gain a friend.
5. You get to be generous at the Section's expense.
6. You get recertification points because, as a sponsor, you will be a member of the Membership Committee and receive 0.125 Recertification Units (RU) each month you contact a new member up to 1.5 RUs for one year of service.

To become a sponsor, send an E-mail to Membership@asq0511.org with the Subject line of New Member Sponsor and in the body of the E-mail stating you wish to be a new member sponsor and providing your contact information as shown in the sample email below:
To: Membership@asq0511.org
From: SusieQuality@company.com
Subject: New Member Sponsor
I wish to be a new member sponsor for Section 0511.
You can contact me by
E-Mail: SusieQuality@company.com
Business phone: 703-123-4567
Business Fax: 703-986-5432
Home E-Mail: SusieQuality@home.net
Home phone: 703-765-4321
Cell phone: 703-987-6543
Sincerely,
Susie Quality

6. August Dinner Meeting

This month's dinner meeting will be held on Wednesday, 11 August, at the Marco Polo Restaurant in Vienna, VA. The presenter will be Dan Navarro, and his presentation will be "The Influence of National Culture and Other Independent Variables on Leadership Perceptions: An Exploratory Study of Mexico, Poland, and the United States of America".

In today's highly competitive business environment, there is a trend for corporations to expand beyond domestic markets and extend operations into foreign locations. This is particularly true in the case of the United States. Corporations in the U.S. have continued their expansion around the globe becoming in many cases the biggest business partners for countries in Latin America and post-communist Europe. Unfortunately, quite frequently, these corporations find it difficult to implement successfully their organizational and management practices in the new countries. One of the reasons for this is the underlying assumption that management practices are universal and may be applied globally. Nevertheless, there is strong evidence that global solutions to organizational and managerial problems do not exist. Furthermore, empirical evidence shows that whereas national cultures differ in their values, organizational cultures differ in their practices.

The purpose of the presentation is to discuss the findings of a study that explored the relationship between elements of national culture and followers' perceptions of leader behaviors, comparing leaders from Mexico, Poland, and the United States that belong to the same U.S. based multi-national corporation. Specifically, the study has as an objective to use Conger and Kanungo's (1998) charismatic leadership model to estimate, evaluate, and explain the relationship of followers' perceptions of leader behaviors and national cultural values, gender, age, number of years of work experience, and position in the organization.

Dan Navarro has studied, worked, lectured and researched in the software arena since 1983. He holds a Bachelors degree on Computer Science, a Masters degree on Business Administration and several post-graduate diplomas on Total Quality Management and Software Quality. He is currently an ABD doctoral student at the George Washington University. He is a founding member of the Mexican Association for Quality on Software Engineering (AMCIS, 1999) and has been a speaker at several conferences in Europe and North America. He has translated some English materials on Testing and Test Process Improvement into Spanish. Currently he is the Operations Director at Vastera in the United States.

7. September Dinner Meeting

The September dinner meeting will be held on Wednesday, 8 September, at the Marco Polo Restaurant in Vienna, VA. The presenter will be D. Mark Smith, and his presentation will be "The US Senate Productivity and Quality Award (SPQA) for Virginia and Organizational Performance Excellence".

Come learn about the program designed to help Virginia's organizations achieve performance excellence. The SPQA Criteria, based on the national Baldrige model, are the collective best practices used to manage world -class organizations. Mr. D. Mark Smith, an Associate from Booz, Allen, Hamilton and current board member for the SPQA, will be sharing this year's experiences and lessons learned as well as how the program can help you and your organization achieve performance excellence.

Mr. Smith has more than 8 years experience implementing the Malcolm Baldrige Criteria for Performance Excellence through programs such as the U.S. Coast Guard Commandant's Quality Award program, the SPQA for Virginia program and the Florida Governor's Sterling Award program. Mr. Smith has worked with clients in federal government, state and local governments, manufacturing, education, health care, and not-for-profit organizations.

Mr. Smith's practical experience in conducting organizational assessments and site visits has helped organizations improve their overall organizational performance. Mr. Smith designed and developed a collaborative organizational assessment for the United States Coast Guard based on the Criteria for Performance Excellence. The Commandant's Performance Challenge was eventually made mandatory for all Coast Guard Units and provides the Coast Guard with great organizational learning opportunities. Mr. Smith assisted in the design and managed the deployment plan that allowed the Coast Guard to assess 362 units in two years.

Mr. Smith is currently serving as a member of the Board of Directors for the Virginia program. Mr. Smith served as the training manager for criteria training and examiner training for the 2004 award cycle. He has also been an examiner in the program.