



Northern Virginia Section 0511



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

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Board Members for the 2005-2006 Membership Year

<i>Executive Board Officers</i>		
Chair	Bill Casti	Chair2006@asq0511.org
Chair-Elect	Bill Eastham	Chair-elect2006@asq0511.org
Secretary	Yvonne Fernandez	Secretary@asq0511.org
Treasurer	Jeff Parnes	Treasurer06@asq0511.org
Immediate Past Chair	Ron Marafioti	PastChair@asq0511.org

<i>Committee Chairs</i>		
Arrangements	Sue McArthur	Arrangements@asq0511.org
Auditing	Paul Mills	Auditing@asq0511.org
Database/Electronic Media	Bill Casti	E-media@asq0511.org
Education Chair	Larry Wilkins	Education@asq0511.org
Certifications Exams	Dave Clark	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	Robert Wilson	Placements@asq0511.org
Programs	Marie Rondot	Programs@asq0511.org
Publicity	Ron Marafioti	Publicity@asq0511.org
Acting Recertifications Chair	Robert Zimman	Recertification@asq0511.org
Section Management Plan	Roger Watts	SMP@asq0511.org
Six Sigma SIG Chair	Minh Tran	SixSigmaSIG@asq0511.org
SPQA Forum Liaison	Robert Zimman & Ron Marafioti	ForumLiaison@asq0511.org
Volunteer Coordinator	Christine Kurowski	VolunteerCoordinator@asq0511.org

2. Education Corner by Larry Wilkins



Developing a Methodology for Passing an ASQ Certification Test

So, you have decided to go after an ASQ certification. Hopefully it was not a decision made lightly. Certification exams are not easy and require a great deal of preparation to pass. Thorough preparation tends to ease pretest anxiety, a major cause of poor performance on the exam. Good preparation starts with a good plan. James J Rooney in his article “*Certification Exam Tips, Trips and Traps*” Quality Progress, October 2004 <http://www.asq.org/pub/qualityprogress/past/1004/qp1004rooney.pdf> has provided us with an excellent methodology for preparing for a certification exam. First, he recommends that you read all of the certification material available to include certification brochures/insets and web sites. Pay particular attention to the certification

brochure/inset as it is full of valuable information about the test. Next study the Body of Knowledge (BoK) for your certification carefully. This sets the scope for the test. To fully understand the BoK, it is necessary to become familiar with Bloom's Taxonomy. This taxonomy indicates the level of comprehension required for each section of the BoK. This will assist you in the development of your review schedule as it reveals the level of complexity for the questions on each section of the test. The next step is to set up a schedule for the review and preparation for the exam. It is important to stress that you should not simply accept the next exam date as the date you will take the certification test and then backward plan to the present to determine the amount of time you should spend studying. This method assumes that your goal is to take the test on a certain day when in fact your goal is to pass the test! Therefore the proper way to plan is to determine how much time is needed to prepare and then to select the first available test date that occurs after you have finished your review. To develop the review plan, Rooney recommends that you take the main sections of the BoK and assign a 1 to the section that you know best and an "n" ($n =$ to the total number of sections in the BoK) to the section that you know least. Then, rank order the remaining sections from the most familiar to the least familiar. Next determine the percentage of questions on the test for each of the sections of the BoK. Once this is done add up the percentage of questions for each of the sections you scored the lowest until you reach 50% of the test. This is the area that will require an in depth review of the study material. In-depth reviews require about 8 hours of study per 10% of the certification exam. For instance, if you rated the quality tools section of the BoK as your lowest section and the BoK says that 20% of the questions on the certification exam will come from the quality tools section, you should plan to spend at least 16 hours reviewing the material covered in this section. For sections that you know well, Rooney recommends that you spend 4 hours per 10% of the certification exam questions. This methodology assumes that you are working in the quality field associated with this certification. If you are not, and you are not that familiar with the BoK, you should plan to spend more time than Rooney suggests in order to ensure that you will pass the exam. The next planning step is to determine what references you will need and how you will go about procuring them. You must have all of the references handy before you start your review. An excellent reference for any of the certification exams is the Quality Council of Indiana certification primer for your particular certification. These primers have been designed expressly for the purpose of passing a certification exam. In addition, there are CD's available that contain practice multiple choice tests to aid in your preparation. ASQ offers many excellent references for test taking that include "Handbooks" for most certification areas as well as Memory Joggers and other books keyed to specific sections of your BoK. Next, you need to determine how you will conduct the review. This is totally dependent upon how you best study. Some people like to study on their own, some enjoy a virtual/on-line course and still others prefer a certification review course where they can team with other students and interface with an instructor. Section 0511 currently offers Certification Exam Preparation courses for the Certified Manager of Quality and Organizational Excellence, the Certified Quality Auditor and the Certified Software Quality Engineer. Check with the Section website to determine the next available course. Depending on the certification, ASQ as well as some commercial establishments also offer classroom training. Remember that no matter what method you choose, the responsibility to properly prepare for the certification test

rests squarely on your shoulders. Once you have completed your review, the next step is to prepare for the exam. You should read the exam instructions carefully and ensure that you bring all of the required items to the test (e.g. pencils, calculators, test registration letter, etc.). Most of the certification tests are open book. It is important that you select the correct references to bring with you. Bring too many references and you may overwhelm yourself. Bring too little and you risk not bringing the one reference that will have the answers you need. Ensure that you bring the references that thoroughly cover the areas of the BoK that you are weakest in. For each reference you bring, tab, mark, highlight and/or develop an index that will help you find the answer to the questions you are having difficulty with. There is simply not enough time during the test to reread a reference. Finally, please take the time to read the complete Rooney article. Mr Rooney goes into more detail and provides examples of what was discussed here. In addition, he also talks about how to take a multiple choice test.

Good Luck!

Larry Wilkins, Education Chair

Applicable Quote: Learning is not compulsory... neither is survival. -- W. Edwards Deming

3. 2007 VIRGINIA FORUM FOR EXCELLENCE

The Virginia Forum for Excellence will be held at the Hilton Crystal City, Arlington, VA., September 18 -21. Virginia's U.S. Senate Productivity and Quality Award Program is celebrating its 25th Anniversary. The 3-day event will provide opportunities to hear outstanding keynote speakers, participate in 24 workshops that carry the theme *Navigating Your Journey to Performance Excellence*. VASPQA and ASQ will coordinate efforts in selecting the various workshop presenters and keynote speakers. The U.S. Senate and Productivity Award for Virginia (SPQA) is the Commonwealth's premier awards program for performance excellence. Virginia's program was established immediately following the U.S. Senate's Resolution 503 (1982) which established the United States Senate Productivity Award. Virginia's is the longest continuously running awards process and this state has served as a model and a resource for other state programs. The SPQA performance criteria and core values are adapted from the Malcolm Baldrige National Quality Award and are used by many top public and private institutions as a proven business model. . VASPQA helps business service, manufacturing, government, education, and healthcare organizations cultivate continuous performance improvement. VASPQA is proud to have VMA and ASQ as primary partners. Other partners are the Virginia Association of School Superintendents, Virginia Municipal League, Virginia Hospital & Healthcare Association, and Virginia Chamber of Commerce.

SPQA is a 501(c)3 charitable organization staffed by a core of dedicated volunteers and is funded by financial contributions from generous Virginia organizations that support performance excellence.

The current version of the agenda for the Forum is as follows:

Tuesday, September 18, 2007

Pre-Conference Workshops

8:00 - 5:00 – Understand the SPQA Criteria

12:00 - 1:00 - Lunch

8:00 - 5:00 – Preparing the SPQA Application

6:30 - 8:30 - Opening Reception

- *All Day Registration*

Vendors and Bookstore may be set up on this day.

Wednesday, September 19, 2007

7:30 – 8:30 – Registration (Continental Breakfast)

8:30 – 8:45 – Opening Remarks (Joe, Mark, & Bob)

8:45 – 9:30 - Keynote Speaker (TBA)

9:30 – 9:45 - Break

9:45- 10:45 4 Concurrent Sessions (Themes/Presenters 2 provided by SPQA & 2 by ASQ)

Track 1 Nuts and Bolts (ASQ – TBA)

Track 2 Regulatory Issues (ASQ – TBA)

Track 3 Insights for Leadership (SPQA – TBA)

Track 4 Journey to Outstanding Performance Excellence/ Results-

SPQA (TBA)

10:45 11:00 - Break

11:00 -12:00 4 Concurrent Workshops

Track 1 Nuts and Bolts

Track 2 Regulatory Issues

Track 3 Insights for Leadership

Track 4 Journey to Outstanding Performance Excellence/Results

12:00 - 1:45 Lunch w/Keynote Speaker (TBA)

1:45 - 2:30 Break Ice Cream, Cookies, etc., Dewey Room

2:30 - 3:30 4 Concurrent Workshops (TBD)

Track 1 Nuts and Bolts

Track 2 Regulatory Issues

Track 3 Insights for Leadership

Track 4 Journey to Performance Excellence/Results

3:45 – 4:45 4 Concurrent Workshops

Track 1 Nuts and Bolts

Track 2 Regulatory Issues

Track 3 Insights for Leadership
Track 4 Journey to Performance Excellence/Results

5:00 – 6:00 Reception for Award Recipients and Guests
6:00 – 8:00 Awards Ceremony/Celebration Dinner (Guests & Speakers will be honored guests, i.e., Senators, Governor, Senators, past SPQA chairs, etc.)
**Vendors and Ice cream and coffee bars will be in the Dewey Room all day.
Bookstore may be in area in Dewey as well.*

Thursday, September 20, 2007

7:45 – 8:30 Registration and Continental Breakfast
8:30 – 8:45 Welcome (Room –
8:45 – 9:30 Keynote Speaker (TBA)
9:30 – 9:45 Break
9:45 10:45 4 Concurrent Workshops
Track 1 Nuts and Bolts
Track 2 Regulatory Issues
Track 3 Insights for Leadership
Track 4 Journey to Performance Excellence/Results
10:45 – 11:00 Break
11:00 – 12:00 4 Concurrent Workshops
Track 1 Nuts and Bolts
Track 2 Nuts and Bolts
Track 3 Insights for Leadership
Track 4 Journey to Performance Excellence/Results
12:00 – 2:00 End of Regular Conference – Lunch on your own. (Good time for SPQA Board to have lunch and gather initial reactions or **SPQA host luncheon with 15 CEOs from NOVA, i.e., top military leaders, business leaders, past SPQA winners – Crystal Room)*

Friday, September 21, 2007

Post Conference Workshop(s) set up by ASQ (Fees, lunch, etc., to be determined.
9:00 – 4:00 (1 breakout room)

4. What can we from Northern Virginia do to help with the FORUM??

As you can see from the above agenda, we have taken an aggressive stance for putting together a high quality program that will bring value to our potential audience. We need help...for sure...to make this FORUM a success. Here are some things you can do to help us in this effort:

1) Advertise the FORUM in your workplace, professional forums and societies, and in your other communities of interest.

2) Contact one of us and volunteer to do some specific activities that I will address later in this list. If you wish to offer your services for the ASQ pieces, contact Bob Zimman or Ron Marafioti in Section 0511 (email addresses in Section 1 of this newsletter), or Jerry Clarke or Gordon Demeritt in Section 1131 (emails jerryvpmp@comcast.net and demeritt@shentel.net). If you wish to support the FORUM directly through SPQA, please contact Judy Little (email jmlittle731@earthlink.net).

3) If you have any ideas about a senior leader who can be the keynote speaker for the FORUM, let one of us know. We are looking for a leader who has used the Baldrige Criteria in his business, and can relate how this business model has helped his organization improve and exceed expectations.

4) Contact the senior leaders and quality practitioners in your organization and ask them if they are willing to make a presentation on your organizations quality successes and lessons learned.

5) The tracks that ASQ is responsible for are "Nuts and Bolts" and "Regulatory Issues." If you know of anyone who can address topics in either of these tracks, please contact them and ask them to contact Bob, Jerry, Gordon, or Ron.

6) Keep 18-21 September free on your calendar and attend the 2007 FORUM for Excellence in Arlington, Virginia. Registrations will be open soon...watch <http://www.spqa-va.org/> for registration announcements and information on the FORUM.

5. The Quest for Excellence® Conference XIX, April 15-18, 2007

Do you want to improve your organization's performance results, increase organizational innovation to gain and sustain competitive advantages, create an environment that fosters social responsibility and ethical behavior, and increase organizational sustainability?

Learn about the tools used by business, education, health care, and nonprofit leaders to evaluate and focus their efforts on performance results, leadership effectiveness, customer and employee satisfaction, and process management. Meet the **2006 Baldrige Award recipients** at The Quest for Excellence XIX, where they will share their exceptional performance practices, their journey to performance excellence, and their lessons learned. This conference is designed to maximize learning and networking opportunities.

General Information

Date and Location

The Quest for Excellence XIX will be held April 15-18, 2007 at the Hilton Washington, 1919 Connecticut Avenue, NW, Washington, DC. It is easily accessible by taxicab and shuttle from Ronald Reagan National Airport, Dulles International Airport, and

Baltimore-Washington International Airport. It is also accessible by Metro, at the Dupont Circle Metro stop, from Reagan National Airport.

Accommodations

Rooms have been reserved at the Hilton Washington at the special conference rate of \$214.00 standard single or double or \$265.00 towers single or double. The tax rate is 14.5%. In order to receive these special rates, please reserve by March 16, 2007, and be sure to mention “The Quest for Excellence Conference”. You may reserve rooms by calling the Hilton Washington at 1-888-324-4586 or (202) 797-5755. Reservations can also be made [on-line](#).

Pre-conference workshops

Three concurrent pre-conference workshops will be held Sunday afternoon, April 15, 2007. The workshops are designed to address the needs of individuals with different levels of experience and exposure to the Baldrige Program and the Criteria for Performance Excellence. The workshops are available with or without a conference registration. Each workshop has limited space- register early as they can fill fast! Pre-registration is required. No on-site registrations will be allowed. Choose the workshop that best matches your experience level. Here are the descriptions of the workshops:

Workshop 1

Getting Acquainted with Baldrige

- Designed for those who have had little or no exposure to the Baldrige Criteria for Performance Excellence
- Participants will learn the history and structure of the Baldrige Program, the benefits of self-assessment and feedback, the structure of the Criteria, how to focus improvement and communication efforts, how to use the Criteria and the Award recipient application summaries to enhance learning from the QE sessions

Workshop 2

Intermediate Baldrige – Moving from Interest to Action

- Designed for those who have begun to use the Baldrige Criteria or self-assessment tools and are ready to learn more – not for experienced Criteria users
- Participants will learn the benefits of conducting a self-assessment using the Organizational Profile, an approach for managing an initial organizational self-assessment, and the value of using the Criteria to more fully articulate an organization’s attributes, challenges, and needs.

Workshop 3

Take Action Now: An Advanced Workshop on Using Your Assessment for Improvement

- Designed for learners from organizations that have at a minimum completed an organizational self-assessment using the Baldrige Criteria for Performance Excellence
- Participants will learn how to evaluate and score an assessment, as well as how to use that information for organizational improvement

Registration Fees

Registration fee includes the Monday evening banquet, breakfast Monday-Wednesday and lunch Monday-Tuesday. An additional fee applies to the pre-conference workshops.

Registration Type	Advance <i>(by March 26, 2007)</i>	Regular <i>(after March 26, 2007)</i>
QE XIX Conference		
Individual	\$1100	\$1250
Faculty Discount	\$775	\$925
Group <i>(10 or more)</i>	\$1000 <i>per registrant</i>	\$1150 <i>per registrant</i>
Pre-Conference Workshop		
Pre-Conference Workshop with QE XIX registration	\$100	\$100
Pre-Conference Workshop Only	\$150	\$150

Note: The faculty discounts cannot be combined with the group discounts.

Four Ways To Register

1. Register [on-line](http://registration.expoexchange.com/ShowATD073/) at <http://registration.expoexchange.com/ShowATD073/>.
2. Call Experient at **866-229-2386** and use your MC, VISA, AMEX, or DISCOVER card.
3. Print the registration form from the brochure pdf, complete it, and fax your complete registration form with credit card payment to Experient at 301-694-5124.
4. Print the registration form from the brochure pdf, complete it, enclose payment, and mail to:

The Quest for Excellence XIX
c/o Experient (ATD073)
PO Box 3370
Frederick, MD 21705-3379

Sponsor

Baldrige National Quality Program
National Institute of Standards and Technology

Co-sponsors

American Society for Quality (ASQ)
American Society for Training and Development (ASTD)

6. March Dinner Meeting

Our March meeting will be held at the Marco Polo Restaurant in Vienna Virginia on Wednesday, 21 March. The presentation is entitled “Leadership: Building Your Capacity to Drive Change” and the presenter is Jill Hinson.

Whether you are a leader changing culture or simply changing the tools that employees use, you will surely encounter resistance. How do Leaders best navigate this challenge? What should a Leader embarking on change expect? We will discuss these questions and more. I will present a simple change formula that will help you increase the likelihood of successful change initiatives in your organization.

Jill Hinson is an internal organizational development consultant at SWIFT, a global cooperative in the high tech, financial industry. In this role, her client is the IT/Operations division with 700 employees in Europe and US. Key focuses are managing various leadership development programs, supporting cultural change initiatives and coaching. For the enterprise, she facilitates the employee engagement survey process, and leads the performance management process. Prior to SWIFT, Ms. Hinson held leadership positions at Nordstrom in Marketing and Internal Communications. She holds a Masters Degree in Organizational Behaviour from American University/NTL and an undergraduate business degree.

Ms. Hinson’s prior speaking engagements include: Media spokesperson for Nordstrom, the Communication Leadership Summit, May 2005, New York City, and the International Association of Business Communicators 2006 International Conference, Canada

Our monthly meetings are always open to the general public as well as to all members.

Address & Directions:

Marco Polo, 245 Maple Avenue, Vienna, VA 22182

- Take Interstate 66.
- Exit at Nutley Street Route 243 North. (Nutley is the exit just outside of the Beltway.)
- At the light at Route 123 Chain Bridge Road / Maple Avenue, turn right. (The right lane is right-turn only.)
- Marco Polo is on the left before you reach the next light, across the street from the Shell. The sign is green.

7. Call for Speakers!!!

Would you or someone you know like to speak at a future ASQ meeting? We're always looking for volunteers. Be creative! Exercise your public presentation skills! Earn recertification credits! Get a free dinner! Please contact programs05@asq0511.org.

In addition, if anyone would like to have their name on the Region 5 speakers list, please let us know and we'll gladly submit your name to the Region for you.

8. Call for Volunteers!!!

The Section has plenty of opportunities to help members accumulate accreditation points...just volunteer to serve as Chair of a Committee, a committee member, or other selected activities. For a list of opportunities or simply to find out what is required, please contact Christine Kurowski at *VolunteerCoordinator@asq0511.org*.