

# Q-Messaging

The Newsletter of the Washington DC ASQ Section 509

Volume 6, Issue 3

3rd Quarter 2004

## From Bob Scanlon, Section Chair

### Attending the AQC in Toronto:

In May, I attended my first-ever American Quality Congress in Toronto Canada. I was proud to represent Section 509 at this event. It was a very enjoyable and educational experience. Attendance was up dramatically (more than 30%) from last year and there were numerous signs of a new energy and vibrancy to the national organization.

Attending the AQC brought to life the international reach our Society has. Members from some 30 countries were present at this event. And, major new alliances were announced. The most notable being one with the Chinese who had a delegation present.

We, as Quality professionals, should be more aware than most people of the need for continual change. To stay abreast of changing customer and market needs, new technologies, and the ever-changing business landscape. ASQ is changing and that was evident at this Congress.

To that end, ASQ is launching a new campaign to enhance the image of quality professionals and of ASQ. One element of that campaign is a video entitled, *The Faces of Quality*. This video is part of a new campaign to enhance the image of the quality professional and of ASQ. It is just one element in a broader strategy to “sell” Quality and ASQ to the world. We will put this video on our website so you can experience it and get a sense of where we as a Society are headed. I’m sure you’ll enjoy it.

### New Executive Committee Members:

In our last newsletter, I made an appeal for members to step forward to assume roles on the Executive Committee. I am very pleased to report that the response was outstanding. So, I want to extend my personal thanks and appreciation to:

**Mike Cantwell** who has agreed to assume the role of Arrangements Chair;

**Charles Snipes** who stepped forward to take on the role of Treasurer;

**Veryl Frahm** who has agreed to serve as Secretary; and,

**Jordan Munn** who will be serving in a yet to be determined position, most likely Education.

I am delighted to see these four individuals joining the Executive Committee and am sure they will be a great asset to our Section.

We still have opportunities available if anyone out there still has an interest. Just let me know.

### Passing The Torch:

Finally, I must note that somehow another year has passed and my year as Chair has, all too soon, come to an end. I want to thank all of the members of the Executive Committee for their contributions to our Section this year. And, all of our members as well for their interest and participation. I pass on the “gavel” to Suzi Wesch who will provide excellent leadership for our section. I know she can count on our support. Let’s keep working to make Section 509 continuously better.

## Our Mission

To provide professional opportunities for members and nurture a vibrant network of quality professionals who serve the quality community.

## Opportunities

The Washington D.C. ASQ Section provides members with the opportunity to meet others interested in quality, to discuss common issues and concerns, and to share ideas. Section 509 holds monthly meetings that are open to non-members as well as members.

## Quality Buzz.....word

### **Voice Of the Customer (VOC)**

The "voice of the customer" is a process used to capture the requirements/feedback from the customer (internal or external) to provide the customers with the best in class service/product quality. This process is all about being proactive and constantly innovative to capture the changing requirements of the customers with time.

The "voice of the customer" is the term used to describe the stated and unstated needs or requirements of the customer. The voice of the customer can be captured in a variety of ways: Direct discussion or interviews, surveys, focus groups, customer specifications, observation, warranty data, field reports, complaint logs, etc.

This data is used to identify the quality attributes needed for a supplied component or material to incorporate in the process or product.

# Welcome



# Members

|                        |                            |                        |                      |
|------------------------|----------------------------|------------------------|----------------------|
| Al-Dheeb, Hashim       | Flack, Gerald              | Moore, Valerie         | Smith, Marva         |
| Ambrosio, Annette      | Gallant, Fredrick          | Morgan, Jason          | Smith, Robert        |
| Baryshev, Klara        | Groah, William             | Page, Wanda            | Snyder, Sally        |
| Becker, Sunny          | Hagans, Robert             | Pandit, Kapil          | Starbuck, Octavia    |
| Bowersox, Alexandra    | Hamilton, Linda            | Pauley, Judith         | Stashick, Joseph     |
| Burrell, Marsha        | Jackson, Laurel            | Phyllis, Chan          | Tan, Andrew          |
| Carter, Paulette       | Kailey, Sukhwinder         | Pruessner, Armin       | Tartakovsky, Yevgeny |
| Cedeno, Ruben          | Kim, Minyoung              | Ratliff, Amozetta      | Tarter, John         |
| Chamousset Gwenaelle   | Kirk, Gary                 | Ricklin, Michelle      | Torres, Gerardo      |
| Chapman, Jennifer      | Klatt, Kimberly            | Rivas, Rebecca         | Tucker, James        |
| Chiang, Shih-Liang     | Kolatch, Erica             | Rivera, Ervin          | Valenzuela, Erick    |
| Collado, Miguel        | Kumar, Preveen             | Robinson, Keith        | Van Hoose, Katherine |
| Collazo-Velez, Vanessa | Lakshminarayana, Dathathri | Robinson, Edward       | Waack, Ronald        |
| Cunningham, Marcus     | Lawless, Jessica           | Rozhdestvenskiy, Vadim | Walker, Ronald       |
| Dale, Tara             | Lee, S.C.                  | Rutkowski, Paul        | Watkins, Jules       |
| Davis, Antonio         | Lipski, Vi                 | Salters, Constance     | Williams, Dauphine   |
| Dedrick, Victoria      | Lismore, Martina           | Saunders, Kate         | Windmueller, Rolland |
| Dimmick, Winnie        | Loboda, Raisa              | Schaaff, Kevin         | Wright, Jeff         |
| Dow, Jeff              | Lulu, Menberu              | Senan, Anish           | Yates, James         |
| Duffield, Cynthia      | Malizio, Andrew            | Simpson, James         | Zdral, Eugene        |
| Fauntleroy, Carla      | Martin, Rosemary           | Smith, Shannon         |                      |

**New Sustaining Member:** Electronic Corporation

## Section Notes:

### Placement/Professional Development

Whether you are a career professional or a student or new to our environment, note that the American Society for Quality Washington Metropolitan area has the information you need to power your job search free of charge. Please add your email address, email a copy of your resume to: [\[redacted\]](#) for posting in situation wanted under the Employment section of our website: [\[redacted\]](#) and lookup various recruiters and opportunities listed in the Employment section on our website.

Finally if you are in the area, please come to our monthly membership meeting that are announced on our website. Explore training certification and improve your skills. Join us and network with us and earn continuing education units. Contact members of the executive board if you wish to join the executive board and would like to share some of your experiences with us. We have several Users Groups that are active and looking for volunteers. You may want to form and lead a Users Group. These activities will help to increase your professional development.

### ISO 9000 Users Group

The purpose of the ISO 9000 Users Group is to exchange ideas and experiences among ASQ and non-ASQ members who use ISO 9000 in their organizations. Regular meetings of the ISO 9000 Users Group are held every month on the 2nd Wednesday of the month (unless otherwise announced)

*\*Looking for a Vice-Chair of Programs and Vice-Chair of Communications*

### Software SIG

The purpose of the Software Special Interest Group is to provide software quality professionals and software professionals interested in quality with an opportunity for growth and exchange of ideas with other software professionals, and to facilitate growth in the number and expertise of the ASQ membership.

## Section Members Attend 10<sup>th</sup> Annual Research Seminar at Fordham University in New York City

Past Chairs Joe Ludford of White Hart Associates and Norm Moreau of Theseus Professional Services, LLC attended the 10<sup>th</sup> Annual Research Seminar, which was held at the Fordham University Lincoln Center Campus in New York on February 23-24, 2004. The two-day seminar was sponsored by various organizations including the Deming Institute, which is based in Potomac MD, . Fordham University hosted the event because of its Deming Scholars MBA program, (search for GBA Deming Scholars).

Norm was impressed by a presentation on the organizational transformation of the "World Famous Pike Place Fish" [PPF] company ( ) in Seattle WA. Cindy Crother presented the results of her research on organizational transformation at PPF, which is contained in her book, "Catch! A Fishmonger's Guide to Greatness." Other notable presentations emphasized the point that the P-D-C-A model is still alive and kicking in both the academic and practical environment.

Joe was impressed by a presentation on the dramatic recovery of Hillerich & Bradsby Company, the manufacturer of the famous Louisville Slugger baseball bats described in "The Social Systems Model: Building on Deming's Foundation". The president of the company and his consultant jointly presented the story of what happened after the aluminum bat factory manager retired at a time in the mid-1990s when there were serious business problems at the factory. The factory manager was not replaced. Instead a process-based organization with decentralized control was established, and process ownership was transferred to the workers. A unified vision of the need to change was created, and management focused on the needs of workers to enable them to operate the business successfully. Workers were taught team-based problem solving and decision-making, lean manufacturing was instituted, and cycle time reduction was defined as the performance objective. Work in process was reduced 65%, cycle time was reduced 58%, product returns were reduced 75%, direct labor was reduced 5%, capital expenditures approached 100%, time to market reduced by one year, and joy was created in the workplace. Remember this story next time you see a Louisville Slugger aluminum bat.

If you missed this seminar keep the February 21-22, 2005 dates in mind for next year's seminar. If you can't get away to New York, the Deming Institute is sponsoring a similar program locally in Georgetown ( ). Joe and Norm invite you to ask them questions about the conference and any of the papers presented.



- **For information on re-certification**, please contact Adam Shirvinski at 301-279-7336. Send your Re-certification Journal Application to Adam at 1897 Milboro Drive, Potomac, Maryland 20854.
- **Industry and Application Specific Networking Groups**  
There are 22 ASQ Divisions, any of which you can add to your membership for a nominal fee or join any Interest Group at no additional charge. Learn about ASQ Divisions and Interest Groups by calling 800-248-1946 or at .

Mr. Ray Crawford was our guest speaker at the June meeting. He is currently the Chair of the Design and Construction Division. This division exists to advance *QUALITY* in the design and construction industry and to provide meaningful information that will enable you and your organization to function with quality principles that have proven successful for others.

- **You can get your ASQ Washington D.C. 509 newsletter faster by email!**  
Contact Rob Lee at 240-228-4008 or to learn more.



AMERICAN SOCIETY  
FOR QUALITY™

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## 3rd Quarter 2004 Newsletter

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*For further information please visit us on the Internet at: <http://www.asq509.org>*

### Executive Committee Contacts

|                                   |                 |              |
|-----------------------------------|-----------------|--------------|
| ❖ <b>Section Management</b>       |                 |              |
| Chair                             | Suzi Wesch      | 301-816-8396 |
| Chair Elect                       | Scott Ankrum    | 703-883-6127 |
| Treasurer                         | Charles Snipes  |              |
| Secretary                         | Veryl Frahm     |              |
| Past Chair                        | Bob Scanlon     | 571-227-1803 |
| Membership Chair                  | Open            |              |
| Nominating Chair                  | Bob Scanlon     | 571-227-1803 |
| Database Chair                    | Weimin Ji       | 202-261-9316 |
| Auditor                           | Adam Shrivinski | 301-279-7336 |
| ❖ <b>Educational Development</b>  |                 |              |
| Student Affairs                   | Norm Moreau     | 410-857-0023 |
| Placement Chair                   | Wilfred Amisial | 301-681-7366 |
| Recertification                   | Adam Shrivinski | 301-279-7336 |
| ❖ <b>Professional Development</b> |                 |              |
| Programs                          | Bob Scanlon     | 571-227-1803 |
| ISO 9000 UG                       | Eugene Kirsch   |              |
| Software SIG                      | Scott Ankrum    | 703-883-6127 |
| Arrangements                      | Mike Cantwell   | 703-786-3922 |
| ❖ <b>Communications</b>           |                 |              |
| Newsletter Editor                 | Suzi Wesch      | 301-816-8396 |
| International Chair               | Joe Ludford     | 301-870-5691 |
| Publicity Chair                   | Carlos Castillo | 240-228-7007 |
| Electronic Pubs Chair             | Rob Lee         | 240-228-4008 |
| Webmaster                         | Open            |              |

### Upcoming Events

- ❖ **Executive Board Meetings**  
(1<sup>st</sup> Tuesday, 6-9pm, \$0) FDA Tech Center  
16071-B Industrial Dr., Gaithersburg, MD  
  
Jul 6    General Progress Update  
Aug 10    General Progress Update  
Sept 14    General Progress Update
- ❖ **General Member Programs**  
(3<sup>rd</sup> Thursday, 6-9pm, \$20)  
Golden Bull, #7 Dalamar St., Gaithersburg, MD  
  
Meeting dates: **No meetings in July and August**  
September 16
- ❖ **ISO 9000 UG**  
(2<sup>nd</sup> Wednesday, 5:30-8:30pm, \$4.50 optional)  
Honeywell, 7515 Mission Dr., Lanham, MD  
  
Meeting dates: Jul 14, Sept 8  
**No meeting in August**
- ❖ **Software SIG**  
(4<sup>th</sup> Tuesday—every other month, 6-9pm, \$5)  
  
Meeting dates: July 27 at Mitre in McLean, VA