



**HAMPTON  
ROADS, VA  
SECTION 1114**

**Mission Statement**

Our mission is to promote interest in the quality profession within the local community and support the continued professional development of our members through education, networking and sharing of resources.

**Section 1114  
Executive Board  
2010-2011**

**Chair:** Mike La Dolcetta  
chair@hamptonroadsasq.org

**Vice Chair:** Tanya Jeliaskova  
vicechair@hamptonroadsasq.org

**Secretary:** Jeff McCurry  
secretary@hamptonroadsasq.org

**Treasurer:** William Blackwell  
treasurer@hamptonroadsasq.org

**Audit Chair:** Jeff McCurry  
secretary@hamptonroadsasq.org

**Certification:** Gus Gustafson  
hdguss@cox.net

**Membership:** Alan Campbell  
alan.campbell@liebherr.com

**Education Chair:** Nick Nunes  
nick@tmgva.com

**Internet:** Mike La Dolcetta  
webmaster@hamptonroadsasq.org

**Newsletter:** Tanya Jeliaskova  
comments@hamptonroadsasq.org

**We are here for you!  
Contact us with ideas,  
questions, and requests.**



**AMERICAN SOCIETY FOR QUALITY  
Section 1114 Hampton Roads Newsletter  
SUMMER 2010**

**CONGRATULATIONS...**

**YVONNE MACK**

Yvonne is the Winner of our 2010 Frank G. Stegall Quality Scholarship. She was awarded \$750 for college and a student membership in ASQ for her outstanding academic performance and her comprehensive essay on Dr. Deming's Seven Deadly Diseases of Western Management!



**...AND TO OUR MEMBERS WHO SUCCESSFULLY  
CERTIFIED AND RECERTIFIED!!**

**Certified Manager of Quality/Organizational Excellence (CMQ/OE):**

**Virginia Fabian**

**Bruce Lenzer**

**Certified Quality Auditor (CQA):**

**Virginia Fabian**

**Rudolf Gustafson**

**Naoko Tollefson**

**Certified Quality Engineer (CQE):**

**Louis Gomez**

**Naoko Tollefson**

**Certified Software Quality Engineer (CSQE):**

**Margery Cox**

**Certified Six Sigma Green Belt (CSSGB):**

**Kermit Hobbs**





## ASQ World Conference Provides a Multitude of Opportunities

By Nicholas Nunes, ASQ Section 1114 Education Chair



From May 24<sup>th</sup> through the 26<sup>th</sup>, 2010, I was privileged to attend the ASQ World Conference on Quality and Improvement in St. Louis. The theme of this year's conference was "The New Role of Quality: Tomorrow's Applications of Proven Quality Tools." I was also able to attend the Community Leadership Institute taking place just before the conference. Both events were exceptional and showcased ASQ's offerings to its membership and the world of quality improvement.

The Community Leadership Institute was a one day summit of section and division leaders that focused on increasing collaboration between sections and divisions, recruiting and retaining ASQ members, and maximizing the value each member receives from his or her ASQ membership.

Much of our focus was on finding ways to maximize the value that the industry places on ASQ's various certifications. It was posited that by maximizing industry's value of an ASQ certification, ASQ members will receive greater value from their memberships. Although we had hundreds of people discussing these issues, the main conclusion was that our members hold the key to improving the membership experience – The Voice of the Customer.

Because our members hold the key to improving ASQ, we are asking that you provide us with some feedback so that we can focus on the Voice of the Customer. We want to know what you like about your ASQ membership, and more importantly, what you don't like. We want to know what you want more of, and what you think we can do away with. What interests you most: case studies, tours, certification? We need to hear from you so that we can improve your membership experience.

As far as the World Conference was concerned: I highly recommend attending future conferences. The keynote speakers, case studies, and presentations all were world class. The event was kicked off by Ford CEO Alan Mullaly. In an interesting twist on the traditional keynote speech, Mullaly spent most of his time on stage utilizing a question and answer format. Numerous members had the opportunity to ask Mullaly tough questions on how he approaches continual quality improvement at Ford.

Other keynote speakers included Robert Stevens, the Founder and Chief Inspector of Geek Squad, and Terry Jones, the founder of Travelocity. Stevens focused much of his speech on identifying new trends in quality and finding ways to meet the ever rising demands of customers. He envisions a world where every appliance in our house has a Wi-Fi connection and uses that connection to note and report minor anomalies that can turn into major repair problems. Stevens believes that addressing minor problems before they become appliance killers would result in increased appliance life and increased long-term quality. Jones focused on innovation, even in the face of an economic downturn. Although Jones acknowledges that quality and innovation can sometimes butt heads, he believes that innovation is going to be essential for companies to survive the recession and thrive in the post-recession economy.

Though keynote speakers provided difference insights and viewpoints in quality, no conference is complete without those speakers that leave you feeling energized and excited about the challenges ahead. The recipient of a log standing ovation, Sister Mary Jean Ryan, Chair and CEO of SSM Healthcare, fought through a tough case of bronchitis to deliver a message of maximizing potential. She focused on unlocking the potential of our people by making them feel connected to our mission and making them feel like they are making a difference. She recounted a story of a janitor at NASA in the 1960's. When someone asked the man what he did at NASA, he replied, "I'm putting a man on the moon." Though this man had no part in solving the science and engineering challenges with landing a man on the moon, he felt that his role in keeping the facility clean allowed others to do what they needed to do to put a man on the moon. This man felt he was making a difference and was connected to the mission at hand, and thus, was maximizing his potential.

Another interesting speaker was Bob Langert, Vice President of Corporate Social Responsibility at McDonald's Corporation. Langert admitted that McDonald's was not without their battles and faults, but pointed out that in recent years, McDonald's has made significant efforts to enhance their social standing. A great example was a video on the devastation in South Central Los Angeles following the riots after the Rodney King case. Throughout South Central, entire blocks had been burned down and destroyed, but not a single McDonald's was damaged. McDonald's was spared because it was viewed as a pillar in the community. For years, McDonald's was one of the few companies that would provide jobs to young people who were looking to leave constant the battle of gang membership and life on the streets. By becoming part of the community in which it did business, each store was spared. Though not your traditional story of corporate responsibility makes good, it showed how giving back to a community leaves a lasting impression on the community.

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## ASQ World Conference Provides a Multitude of Opportunities

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Although the speakers provided great insights and motivation, the case studies and learning sessions provided the real meat and potatoes of the event. I was able to attend sessions on numerous topics including: Strategic Planning, Lean, Root Cause Analysis, Metrics, Improving Quality in Education, and Using Lean in Healthcare. Rarely does one have the opportunity to attend so many educational sessions on so many topics on such a short time span. I left each session having learned numerous techniques that I could apply at my own company.

In sum, I strongly recommend that you take the opportunity to attend a future ASQ conference. The keynote and inspirational speakers, coupled with the educational sessions, provide a fantastic learning opportunity.

### **“So Why Should We Hire You?” by Deborah Walker**

If you are currently in a job search chances are you've been asked that question already. Undoubtedly, it is the most feared interview question, but one of the most common. It pays to be ready to answer it. helps to understand that the question is an invitation for you to sell yourself. This is a good thing. No one is going to hire you until they have been sold on you. This is your chance to state your value to the prospective employer. The best way to answer this question is to prepare for it like a sales person. There are three steps to selling yourself with confidence.

#### **1. Know your product “YOU.”**

Every successful salesperson knows their product inside and out. They understand the benefits of each product feature. In like manner, you must be able to articulate your transferable skills. First, take inventory of your skills. Make sure the skills you focus on are in demand for the position you seek. Next, take stock of the times of crisis when you've used those skills to solve problems. Finally, ask yourself what your employer got out of your successes on the job. Did you save time or money, increase revenue, improve service or increase productivity? Your success stories carry more weight when you can quantify the results. These success stories make up your selling points.

#### **2. Know the challenges of the position.**

Before you can tell them why they should hire you, you must understand their current challenges. After all, you couldn't sell a car unless you knew understood how it was to be used. Until you know what challenges go with the position you won't know which of your selling points to talk about. To learn about their challenges you must ask them.

In the beginning of the interview ask your interviewer, “What challenges do you see as most significant for this position in the first six months?” Take careful note of his/her response. You will learn the “hot button” issues that you must sell you.

#### **3. Match your skills to their challenges.**

Here is where you get to sell yourself. Once you understand the critical skills they need for the job you simply share with them your success stories of when you have faced similar problems and how you solved them. Be sure to include the all-important benefit your company received. Start off your value statements with phrases like:

“I found a significant savings opportunity when...”

“My team gained efficiency when I discovered how to...”

“My boss achieved his quarterly objective when I...”

Remember, even if you don't get asked “why should we hire you” it is the underlying question and the point of the whole interview. Job interviews are your chance to sell your skills, talents and expertise. Before your next interview practice good salesmanship and prepare to sell yourself like a pro.

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Deborah Walker, Certified Career Management Coach

Read more career tips and see sample resumes at: [www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)



# “GOT POINTS?”

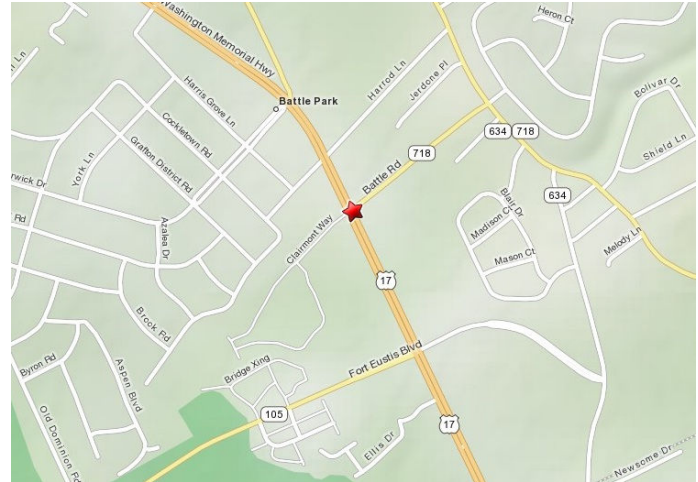
Hello everyone,

I am Gus Gustafson and I will be proctor for the upcoming ASQ exams on Saturday, Oct 02, 2010.

The exams will be given at:

York Co Public Library  
8500 George Washington Memorial Hwy  
Yorktown, VA 23692

<http://www.mapquest.com/mq/3-KhPaCPiqRhdQ>



It is just off Hwy 17 in York County heading north about 1/2 mile past Ft Eustis Blvd on the right at the corner of Hwy 17 and Battle Rd.

If anyone needs directions or has any questions please email me or call me. Be sure to come to the **Yorktown Library** NOT the Tabb Library.

If any of you need points for recertification here is your chance to earn 0.5 points just by sitting. Assistant Proctor’s earn 0.5 points each time they assist. There are 4 exams scheduled each year so you have the potential to earn 2 points per year just for sitting around and watching others take their exams. If interested please email me at [certificationchair@hamptonroadsasq.org](mailto:certificationchair@hamptonroadsasq.org).

Rudolf "Gus" Gustafson

## QUALITY QUOTES

***“The bitterness of poor quality remains long after low pricing is forgotten!”***

-Leon M. Cautillo, American Author and Nobel Prize winning physicist



***“Be a yardstick of quality. Some people aren’t used to an environment where excellence is expected.”***

-Steve Jobs, American Inventor and Co-founder of Apple Computer

***“Quality means doing it right when no one is looking.”***

-Henry Ford, American Industrialist and Founder of Ford Motor Company



## WERE YOU THERE ON 6/23/10?

ASQ Hampton Roads and ASQ Tidewater  
Jointly invited and welcomed

Michelle Mason, ASQ Managing Director, CAE, who gave a presentation on  
ISO 26000 — the ISO Standard for Social Responsibility.

### ASQ Expands Social Responsibility Portfolio

#### *In Advance of Fall 2010 ISO 26000 Standard Release*

A new international standard on social responsibility (SR), ISO 26000, Guidance on Social Responsibility, will be made available this fall through the American Society for quality (ASQ). ASQ serves as the U.S. TAG (Technical Advisory Group) secretariat to ISO Working Group 26, developers of ISO 26000. Specific information about ISO 26000 can be found at [www.asq.org/social-responsibility-standard/index.html](http://www.asq.org/social-responsibility-standard/index.html).

The standard focuses on seven key aspects of social responsibility: organizational governance, community involvement and development, environment, fair operating practices, consumer issues, labor practices and human rights. While ASQ embodies and supports all seven subjects, it initially is concentrating on the areas that will deliver the greatest value to the quality community: organizational governance; environment; and community involvement and development. "Stakeholders are looking for a transparent, credible yardstick to determine how an entity measures up to its social responsibilities," said Dorothy Bowers, past chair of the U.S. TAG for ISO 26000. "ISO 26000 will not only fulfill that need, but should, at the same time, help entities achieve their missions and enhance their organizational strengths."

Recognizing that organizational leaders increasingly seek to practice and demonstrate social responsibility, ASQ began working with leading advocates of SR to partner on building an infrastructure to enable others to embrace and produce socially responsible practices in all areas of human endeavor. SR is an ideology. Quality is the methodology to achieve sustainability and measure impact from existing organizational strategies, systems, practices and processes. ASQ is developing concepts, tools and techniques to help organizations achieve SR business results. And as part of its growing effort to assume a leadership role locally and internationally in the SR movement, ASQ created the **Socially Responsible Organization (SRO)** initiative, [www.TheSRO.org](http://www.TheSRO.org).

#### **SR Product Portfolio**

To assist organizations with implementation of the new SR standard, ASQ has also developed a portfolio of products and services. Access to this information can be found in the ASQ Knowledge Center's Standards Central, <http://www.asq.org/standards/>, and in the Hot Topics of Quality, [http://www.asq.org/social\\_responsibility/index.html](http://www.asq.org/social_responsibility/index.html).

#### **Resources include:**

- **A free webinar on ISO 26000, including an overview of SR by ASQ SR Discussion Board Moderator Chad Vincent. Future webinars will be produced throughout 2010.**
- **Case Studies on SR including *Pathways to Social Responsibility*.**
- **The 2011 ASQ International Social Responsibility Conference.**
- **ASQ Quality Press books currently including the following titles with more to be published this year:**
- ***Corporate Sustainability Planning Assessment Guide* (View the free webinar with the authors here.)**
- ***Managing With Conscience for Competitive Advantage***
- ***Bringing Business Ethics to Life***
- ***Corporate Social Responsibility Excellence Criteria***
- ***Public Health Quality Improvement***

Individuals and organizations interested in becoming a part of ASQ's SRO initiative are encouraged to contact Sarah Tillmar at [stillmar@asq.org](mailto:stillmar@asq.org) or visit [www.TheSRO.org](http://www.TheSRO.org).



## UPCOMING PROFESSIONAL DEVELOPMENT & EDUCATIONAL EVENTS



### Certified Quality Auditor (CQA) Refresher Course — Live Webinar Format

If you are interested in becoming a Certified Quality Auditor, the next exam date is Saturday December 4, 2010. To help you pass the exam on the first try, ASQ Olde Colony Section 0111 ( <http://www.asqoldecolony.org/> ) is offering a virtual Certified Quality Auditor Course.

This course will be presented by an experienced live instructor, on-line, via the internet. Being an on-line (or virtual) course, you can conveniently participate and interact in the training from any location in the world that has broadband internet access. No driving is necessary.

#### Course Summary:

- 1) Instructor Lead
- 2) Online (virtual) Course, thus instructor and students can be anywhere, as long as they have a computer with broadband access.
- 3) Begins Tuesday, September 21, 2010, and conducted for ten, 1.5 hour sessions. Thus this course will end before the Saturday, December 4, 2010 Exam Date.
- 4) The course will be held Tuesday evenings, from 5:00 p.m. to 6:30 p.m. E.T. The time permits one to start the training session right at the end of the work day from their desk, and the one and a half hour duration allows the student to absorb the material without being overwhelmed, and get home at a reasonable time.
- 5) The **CQA Primer** will be the primary text for the course. Please order it directly from them <http://www.qualitycouncil.com/> and they will ship it directly to you, because this complete course is virtual and there will not be a central physical location to hand out hard training materials. The price of the course takes into consideration that the student is responsible for the purchase of the Primer.
- 6) Throughout the course, the instructor will send out handouts in the form of Adobe PDF files. Please note: There is homework, and completing it as scheduled increases the success rate of passing the exam.
- 7) ASQ Olde Colony discounted member price is **\$300** and can be paid via a major credit card via PayPal. ASQ members outside of the Olde Colony Section 0111 are also invited to take advantage of this discount.

#### Instructor Bio:

Anthony DeMarinis

Tony holds BS degrees in Biology and Microbiology from Penn State University and a MS degree in Total Quality from The National Graduate School. Tony is currently employed as Quality Manager for Alga Plastics, a manufacturer of custom thermoformed packaging. Previously he was Quality Systems Manager and Division Microbiologist for Davol, Inc a medical device manufacturer. He is a Certified Manager of Quality/Organizational Excellence, Certified Quality Auditor-Biomedical. Tony has over 20 years experience using various Quality Management tools and techniques, including direct involvement with FDA and ISO compliance audits and value added auditing for improved performance.

#### For registration or more information, please contact:

Rochelle Jones, Education Chair, at [rjones@eiclabs.com](mailto:rjones@eiclabs.com) or,

Demetrios Venetis, Chair, at (978) 821-9734 [Demetrios\\_Venetis@Entegris.com](mailto:Demetrios_Venetis@Entegris.com)



ASQ

Quality Body  
of Knowledge  
(QBOK®)

*Everything good begins with Quality. You can't build a safe, reliable house on a faulty foundation, and Quality is the foundation for all human endeavors. To this end, ASQ has taken the initiative and framed the Quality Body of Knowledge (also known as the QBOK®).*

*The QBOK® is comprised of all information relating to or concerning Quality. Creating such a BOK is an ambitious endeavor, to be sure, but one that squarely places ASQ as both the foremost global champion of, and authority on, knowledge to achieve and sustain meaningful Quality.*

## THE ASQ QUALITY BODY OF KNOWLEDGE (QBOK)

In the previous issue we presented highlights of the second part of the QBOK framework: 2. PURSUIT OF OPERATIONAL EXCELLENCE

Here is a summary of the third part:

### 3. Pursuit of Organizational Excellence

#### Leadership

- Organizational structures
- Organizational culture
- Roles and responsibilities
- Change management
- Participative management
- Empowerment
- Reward and recognition / motivation
- Corporate ethics

#### Teams

- Types of teams
- Team development, team building
- Team roles and responsibilities
- Employee involvement and facilitation
- Team performance and evaluation

#### Infrastructure

- Knowledge management
- Technology
- Financial management

#### Organizational Analysis

- ISO certification
- Industry certifications
- Organizational performance measurement
- Benchmarking
- Assessment models
- Quality / performance excellence award criteria
- Comprehensive / holistic measurement systems
- Competitive analysis

#### Strategic Planning

- Vision, mission, and values
- Strategic planning models
- Strengths, weaknesses, opportunities, threats (SWOT) analysis
- Market Analysis
- Stakeholder analysis
- Internal capability analysis
- Regulatory factors
- Resource allocation

#### Human — Social Systems

- Culture and diversity
- Social Darwinism — rigidity
- Human Resource management
- Performance management
- Behavioral modification
- Education and training needs analysis
- Instructional design and delivery
- Communication effectiveness and efficiency — information systems
- Safety

#### Quality Philosophies — Principles and practices

- Crosby's absolutes of quality management
- Shewhart cycle
- Deming's 14 points
- Feigenbaum's management fundamentals
- Ishikawa's total quality control and quality circles
- Juran trilogy
- Taguchi methods

**Download your free copy of the ASQ Guide to the QBOK® at**

<http://www.asq.org/2009/04/guide-to-the-QBOK.pdf>



# TAKE NOTE!



## FIRST HAMPTON ROADS

## REGIONAL PROFESSIONAL SOCIETY CONFERENCE!

Attendance is **FREE**

**When:** 10 September 2010      **Where:** Norfolk, VA

**Keynote Speaker:** Jeff Brooks, Chief Operating Officer, Earl Industries

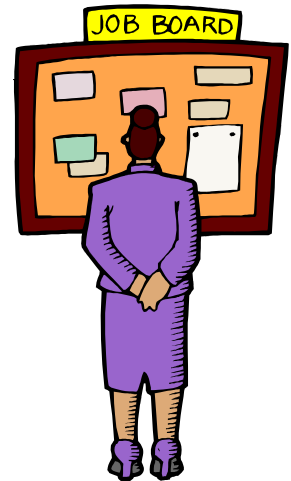
**Workshops:** Leadership and CI Practitioner tracks

**To learn more and to register, go to:** <http://www.hrqmc.com>

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## EMPLOYER IS LOOKING FOR A QUALITY MANAGER PLANT QUALITY CONTROL MANAGER

MAPEI Corporation is seeking an exceptional Quality Control Manager in our Fredericksburg, VA, plant. We invite you to explore a dynamic and rewarding future with the world's top provider in reliable, easy-to-use, technologically advanced systems for tile and stone floor-covering and concrete restoration.



The qualified candidate will be responsible for managing and coordinating activities of the Plant Quality Control laboratory according to the directions from the Unit Manager, Manager of Quality Control MAPEI Americas while adhering to all policies, procedures and instructions as defined in our Quality Management System. Other responsibilities include: directly managing employees in the Quality Control Department, carrying out managerial responsibilities in accordance with the organization's policies and applicable laws, managing all aspects of Quality Control in the plant, including safety in the laboratory, control and calibration of the laboratory equipment, updating of the working instructions, forms and specifications, analyzing results of Quality Control test results in order to propose optimization of the testing plans, formulas, testing methods and also specifications for production processes, products and tests, including temporary modifications to the frequency of testing, conferring with R&D regarding the necessary research related to preliminary evaluation of the alternative raw materials and any other issues related to the quality of finished products, and other additional duties.

Technical skills (preferred but not required): Proficiency with Viscometer (*Brookfield*), Sieve Analyzer, Compression & Flexural Testing Equipment, Vicat, pH Meter, Spectrophotometer (*Minolta*), Linear Movement (*Shrinkage bars*), statistical software experience and AS400. The position requires a Bachelors' degree (B.S.) in a Scientific or Engineering field from a four-year college or university, plus a minimum of 5 years supervisory experience or equivalent combination of education, experience and/or training.

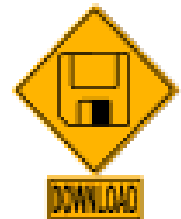
Send resumes to [hr@mapei.com](mailto:hr@mapei.com).

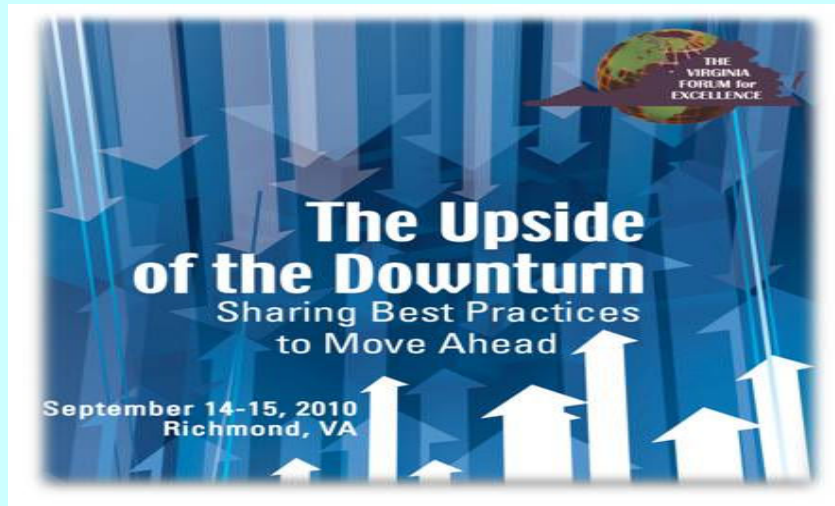
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## IN CASE YOU MISSED IT...

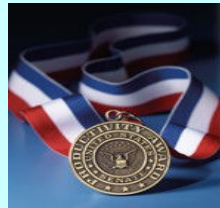
Our section website, [www.hamptonroadsasq.org](http://www.hamptonroadsasq.org), now includes a files download area. Included are

- Interesting documents
- Useful spreadsheets
- Presentations from past speaker events
- Links to Excel statistical analysis tutorials made available by Dr. Don Wardell of the University of Utah





## Mark Your Calendar: 2010 Virginia Forum for Excellence



Join Us for the 28th Annual Virginia Forum for Excellence presented by the United States Senate Productivity and Quality Award Program for Virginia. This year's theme is "The Upside of the Downturn: Sharing Best Practices to Move Ahead." Come, learn and participate in discussions around how high performance organizations use the nation's Baldrige Criteria for Performance Excellence to move up during downturns.

Start with attending one of our pre-Forum workshops on September 14. Then join us for the Forum kick-off at the early evening networking reception with our Sponsors, Examiners and Partners

On the 15th, help us welcome John Fitzgerald, CEO of INOVA Fair Oaks Hospital, a 2006 VA SPQA Medalion winner. Attend incredible workshops. Have lunch with your new friends; hear from our featured and nationally acclaimed speaker, Larry Potterfield, CEO of MidwayUSA, a 2009 Baldrige Award winner. Then join Virginia's LT Governor, Bill Bolling and Bernie Niemeier, Publisher of Virginia Business Magazine, for the Awards ceremony as we recognize the 2010 Program participants.

The Virginia Forum for Excellence is a great networking opportunity to meet individuals interested in performance excellence. Visit with individuals from the education, government, service, manufacturing, healthcare, and non-profit communities and learn just how solutions apply to all.

### **When**

September 14—15, 2010 (Tuesday and Wednesday)

### **Where**

Holiday Inn Select Conference Center  
1021 Koger Center Boulevard, (10800 block of Midlothian Turnpike), Richmond, VA 23235

**To learn more and to register, go to:** <http://guest.cvent.com/EVENTS/Info/Summary>