



**Hampton Roads
Section**

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
2009-2010**

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



**AMERICAN SOCIETY FOR QUALITY
Section 1114 Hampton Roads Newsletter
WINTER 2009-2010**

We wish you all the best in 2010!

Dear Friends in Quality,

May we all continue on our respective journeys together, with Quality in our work and our daily lives. It is empowering to feel welcome, respected, and valued by fellow Quality professionals. We understand each other so well – often without words...

We are helping make the world a little bit better every day. It is not easy, but we are persistent and passionate about Quality. It is great fun, too!

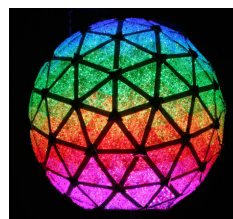
We will continue working to help you develop your professional careers with networking opportunities, dinner presentations, and other events.

We will continue to urge everyone to help their respective organizations grow through providing solutions and information that ASQ enables us to access.

We will also strive to expand our personal growth by becoming more socially responsible and by using Quality in our communities.

Let us continue to help each other build our own vision of Quality, while working towards something bigger than ourselves and, ultimately, making a difference!

Happy New Year!



From Your ASQ Section 1114 Executive Board

ASQ Hosts National Social Responsibility Think Tank: Thought Leaders Discuss Importance of Measuring Results

Milwaukee, WI, December 11, 2009 — Three key outcomes — including measuring results — were identified as part of a Social Responsibility (SR) Think Tank hosted by ASQ (American Society for Quality) November 16–17, at Discovery World in Milwaukee, WI. National thought leaders were invited to the event as part of ASQ’s ongoing SRO (Socially Responsible Organization) movement.

Facilitated by Clem Bezold, a world-renown futurist, and chair and founder of the Institute for Alternative Futures, Alexandria, VA, the Think Tank was a high-level, open conversation that provided insights on how organizations can create a sustainable future and discuss how SR impacts bottom-line results.

Participants decided on three key activities to be advanced by ASQ that will help other organizations meet their SR goals:

- **Research:** ASQ would facilitate research on how corporate social responsibility (CSR) is measured and linked to shareholder value and other stakeholder outcomes.
- **Partnering:** By creating a network of partners willing to share their approach, outcomes and lessons learned on social responsibility, ASQ could bring together thought leaders to strengthen the connection between quality and social responsibility.
- **Measures:** Develop a system and tools for improvement of metrics on core subjects such as ISO 26000, a new standard to be released next year. ASQ would link SR to bottom-line business results.

These ideas and other suggestions will be reviewed by the ASQ Social Responsibility Advisory Committee for prioritization before being implemented. The committee will discuss and approve these outcomes in January.

“The quality field has tools and techniques that can make SR more effective and powerful,” said Daniel Aronson, a business strategist for IBM’s Global Business Services. “ASQ’s experience assisting organizations integrate new included representatives from organizations such as IBM, Aurora Healthcare, and Manpower, Inc., used scenario planning exercises to examine what SR would look like in the next 20 years, and the challenges it will face.

Following the Think Tank, ASQ also hosted a Social Responsibility Executive Roundtable November 18 to engage Milwaukee area businesses on how they can implement SR within their organizations. The roundtable addressed why it is critical for organizations to bring the measurements, processes and rigor of their social responsibility efforts up to par with other aspects of their business.

“One realization that came out of the roundtable discussion was that you get what you measure,” said John Miller, president and CEO of Goodwill Industries of Southeastern Wisconsin. “Without proper measures, organizations and companies may be unaware of the impact that their socially responsible efforts have on the local community.”

Potawatomi Bingo Casino, Milwaukee, WI, sponsored the SR Think Tank and the Executive Roundtable.

As part of its ongoing commitment to social responsibility, ASQ is offering a four-part Webinar series on the importance of social responsibility and how organizations can build business value by improving environmental and societal outcomes over the long term. The second webinar in the series, Seeking Sustainable Success — Use and Applications of Social Responsibility Measures, will be available January 28, 2010, and will explore the resources, finance and return on investment of socially responsible efforts. Those interested can register for the webinar on the ASQ Learning Institute, www.asq.org/learninginstitute.

THE ASQ BODY OF KNOWLEDGE (QBOK*)

1. Pursuit of Personal Excellence

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.

ASQ emphasizes personal excellence as a valuable part of driving excellence.

The personal excellence building blocks identified in the QBOK* are:

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| <ul style="list-style-type: none"> • Personal mastery:
Personal vision, purpose | <ul style="list-style-type: none"> • Interpersonal and social skills:
Emotional intelligence (EQ) |
| <ul style="list-style-type: none"> Life planning, fulfilling a specific life purpose | <ul style="list-style-type: none"> Verbal / written communication and listening skills |
| <ul style="list-style-type: none"> Personal enjoyment, satisfaction in personal and professional life | <ul style="list-style-type: none"> Persuasion / influence |
| <ul style="list-style-type: none"> Commitment and accountability | <ul style="list-style-type: none"> Conflict resolution |
| <ul style="list-style-type: none"> Self-knowledge and self-assessment | |
| <ul style="list-style-type: none"> • Professional development:
Leadership training, evaluation, and skill demonstration | <ul style="list-style-type: none"> • Underlying quality philosophies:
Personal improvement |
| <ul style="list-style-type: none"> Continuing education | <ul style="list-style-type: none"> Seeking mutually beneficial solutions |
| <ul style="list-style-type: none"> Quality certification | <ul style="list-style-type: none"> Quality of decisions —data, emotions, values, decision-making approaches |
| | <ul style="list-style-type: none"> Error awareness and prevention —
“Do it right the first time” |

Download your free copy of the ASQ Guide to the QBOK® at
<http://www.asq.org/2009/04/guide-to-the-QBOK.pdf>



UPCOMING PROFESSIONAL DEVELOPMENT & EDUCATIONAL EVENTS

World Conference on Quality and Improvement

May 24-26, 2010 . St. Louis, MO . America's Center

Featuring: + Institute for Software Excellence / + Quality in Sustainability / + Institute for Continual Quality Improvement

Join us at the WCQI in St. Louis to meet today's challenges and build tomorrow's confidence.

- Learn new and classic quality tools, methodologies, and techniques.
- Network with more than 1,500 attendees and exhibitors.
- Benchmark best practices in the International Team Excellence Award Process.

Think about it. Mandatory quality practices and methodologies could:

- Prevent food recalls by requiring HACCP certifications and ISO standards.
- Save lives by reducing patient errors.
- Save jobs by reducing waste and the costs associated with it.
- Increase student achievement by implementing continuous improvement tools.

Are you ready to meet your challenges?

Hear about more results like these at the conference:

- A rapid response team approach and tools reduced scrap caused by process damage, leading to an annual capacity increase of over 14 million goods.
- Lean Six Sigma techniques eliminated patient bottlenecks, provided timely treatment of high acuity patients, and provided safe management of increased patient volumes - all at a cost avoidance of \$1.5 million.

Keynote Speakers:

Alan Mulally, *President and CEO, Ford Motor Company*

Robert Stephens, *Founder and Chief Inspector, Geek Squad*

Terry Jones, *Founder and Former CEO, Travelocity*

The ASQ Career Fair will take place on May 25!

For more information and to register, go to: <http://wcqi.asq.org>

ANYTHING IS POSSIBLE IF WE EXPAND THE REACH OF QUALITY...



WORTH NOTING

Member Feedback Survey

How can your ASQ local section enhance your member experience? Take our survey and let us know. Your input provides guidance for creating opportunities focused on your needs. This allows us to provide the products and services that are most important and beneficial to you. Your answers will be kept confidential and reported only in the aggregate. The study will be open through February 28. Participants will be entered into a drawing to win one of eight \$25 ASQ Bucks. ASQ HQ will provide local section leaders with results early spring. Take the survey here: <http://www.marketprobe.com/svy/ASQ/ASQsurvey.asp>

Career-Focused Podcasts

ASQ has designed three free podcasts to help quality professionals seeking employment or transitioning careers. These include *Tips on Making a Career Transition*, *Volunteering During a Job Transition*, and *The Value of Certifications*. See <http://www.asq.org/career/resources/interviews.html>

Free Outsourcing and Supply Chain Webinars

With the economy driving organizations to slash budgets, ASQ is offering an opportunity to continue professional growth with two new free on-demand webinars. The webinars, titled *Quality in Outsourcing*, and *Improving Supply Chain Management*, are available for downloading in the Manufacturing section of the ASQ Web site: <http://www.asq.org/manufacturing/why-quality/overview.html>

Certification Exams

If you plan to take a certification exam on March 15th, 2010, please note the application deadline is January 15, 2010, unless you will be taking it at the 22nd Quality Management Conference for which the deadline is January 29th, 2010. <http://www.asq.org/certification/dates.html>

The ASQ Learning Institute™ is now live

Learn Skills That Will Help Make Your World Better: www.asq.org/learninginstitute

CONGRATULATIONS!!!

TO OUR MEMBERS WHO

SUCCESSFULLY CERTIFIED OR RECERTIFIED

IN DECEMBER 2009:

Certified Quality Auditor: William Blackwell; Anthony Burger

Certified Quality Engineer: Anne McEwen

Certified Six Sigma Green Belt: Jeffrey Baker



Dinner Presentation 12/10/2009

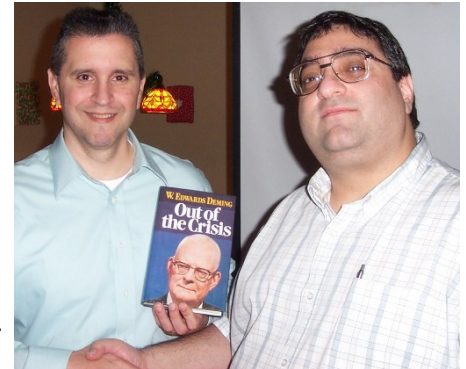
Our last dinner presentation for 2009 was given by Vincent Araujo, an International Society for Performance Improvement (ISPI) Certified Performance Technologist (CPT), on the topic of Human Performance Technology (HPT). Those who attended enjoyed a unique and enlightening presentation. Vincent shared his vast real-world experience influencing executives and spearheading performance improvement initiatives using the 10 HTP Standards. For those members who were not able to attend, you can download the presentation and a free copy of the 10 HPT Standards using the following links:

http://www.hamptonroadsasq.org/documents/Intro_to_HPT-Vincent_Araujo_CPT.pdf
<http://www.ispi.org/content.aspx?id=418>

Attendees also participated in a free book raffle which included multiple titles by Quality Gurus W. Edwards Deming and Joseph M. Juran. Our guest speaker himself drew a winning number!

Section events such as these are a great way to learn something new, network with Quality peers, and gain Recertification Units (RUs) for your professional certifications. Be sure to check your email and the section website for upcoming events!

like



Mike La Dolcetta (right) thanks and congratulates Vincent Araujo (left) for giving a spectacular presentation and on drawing a winning raffle ticket!

(Lack of) Quality!

Here's an actual quote from a recent article by the Associated Press:

"Cities around the country that have installed energy-efficient traffic lights are discovering a hazardous downside: The bulbs don't burn hot enough to melt snow and can become crusted over in a storm – a problem blamed for dozens of accidents and at least one death."

This is a perfect example of where the proper use of quality tools could have made a difference and saved life, limb, and loss of property. Effectively applying these tools to improve society is our special talent... and indeed our mission! Leveraging the voice of the customer for the creation of design specifications in a Quality Function Deployment (QFD) House of Quality matrix, or utilizing a Design Failure Mode and Effects Analysis (FMEA), could have identified the unfulfilled need in the "green" traffic lights noted above that ultimately led to a loss of property and tragically, death.

Challenge yourself, both in your professional and private life, to find ways to make the world better using your special Quality skills and knowledge. Make good great!™

