

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 FALL 2009

FROM THE CHAIR...



“Everything is cyclical... or should I say nearly everything. The one constant that we know is that quality lives forever. The recognition of that is the most significant moment in any company’s history.” — Ca. Ugo Gussalli Beretta, President, Beretta Corp.

Fellow ASQ Section 1114 Members,

The quote above is something I read in a recent catalog from Beretta. It struck a chord with me not just because of my ASQ affiliation or Quality background, but also because of the man who wrote it and the time in which it was written.

These are turbulent times, indeed. But Ugo Beretta is the president of a company that has seen much worse, and not only survived but thrived. Beretta has been a family run business for almost 500 years. That’s right, close to five centuries.

As one of the world’s oldest corporations, Beretta has been owned by the same family since its creation in 1526. Ugo Beretta is a direct descendent of the company’s founder, Maestro Bartolomeo Beretta. They manufacture, among other things, the official side-arm of the U.S. military: the M9 pistol. Their contract for the M9, which began in 1985, was renewed in early 2009. Again, a testament to their devotion to quality.

Beretta is a prime example of the kind of corporate sustainability that Quality can help provide. Their products are by no means always defect free, but speaking from substantial direct experience as well as from historical evidence, they are of the utmost and enduring quality. This is the kind of sustainability that ASQ strives to help create through initiatives such as *Social Responsibility* and the *Quality Body of Knowledge*.

Yes, consumer products come and go, and everything eventually “wears away into the ultimate and universal ash.” But the flame of Quality burns in hearts and minds, and quality passion and knowledge can be transferred to our heirs. In this sense, Quality truly does live forever!

Yours in Quality,



Mike La Dolcetta
Chair, ASQ Section 1114



Mike and the Feigenbaums at the 2009 WCQI

SOCIAL RESPONSIBILITY AND ASQ

ASQ is both a proponent of and a resource for organizations adopting a culture of social responsibility. Is your organization keen to the long-term impacts of their business practices that affect the local community, society as a whole, our environment, and even future generations?

As an ASQ member, you can help your organization adopt a culture of social responsibility. As a quality professional, your role is often that of a trusted guide or internal consultant. ASQ has prepared material to help you get up to speed on Social Responsibility, so you can help your organization do the same.



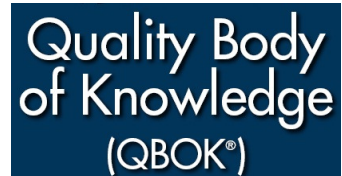
For more details, check out the page at: http://www.asq.org/social_responsibility/index.html

The term "social responsibility" has come to stand for a broad collection of organizational concerns, including environmental impact, corporate citizenship, ethics, stakeholder accountability, and community relations.

THE 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®).

While you may have one or more ASQ certifications (CQE, CQA, CQIA, etc), each of which with its own distinct "Body of Knowledge", the QBOK® is comprised of all information relating to or concerning quality. Creating such 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.



Consider what the Project Management Institute has done with their creation of the PMBOK, which documented and standardized generally accepted project management information and practices. Their work has become a continually evolving global standard, benefitting everyone who works with or is impacted by projects guided by the PMBOK. Now think of how a similar achievement would benefit Quality: that's what the QBOK® is all about!

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

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

The sum of all information relating to or concerning quality, the QBOK® contains practical and academic content and data on defining, achieving, measuring, controlling, and improving quality...



“Recruiters are usually your first contact with a potential employer. And they often decide whether your resume lands on the hiring manager's desk or in a far-off filing cabinet”



FOUR DON'TS WHEN DEALING WITH RECRUITERS

By Erin Hovanec — As read on Yahoo!

What's the first step to getting a job interview? Getting past the recruiter.

Recruiters are usually your first contact with a potential employer. And they often decide whether your resume lands on the hiring manager's desk or in a far-off filing cabinet.

While it's important to know the basics of what recruiters do, you also need to know what they DON'T do. After all, you don't want an inappropriate request to ruin your chances for an interview. Here are four things you shouldn't ask of a recruiter.

Don't Be Overly Friendly

Sure, recruiters are usually warm, friendly and helpful. After all, it's

company or industry in general, but try to relate your questions to the job you're being considered for. And save your best, most thoughtful questions for the hiring manager -- that's who you need to impress most.

Don't Ask for Insider Information

There's only one job candidate you really need to worry about: You.

Though it may be hard to resist, don't ask about who you're up against for a job. Recruiters generally won't share information about other candidates. And asking for specific details about the competi-

tion makes you look insecure in your own skills. Instead of saying, "Tell So-and-So it was very nice to meet him ...," send a thank you note.

tion makes you look insecure in your own skills. However, questions about the hiring process or the position itself are fair game. Here are a few questions you can feel comfortable asking:

Are you still interviewing candidates?
How large is the current pool of candidates?
How would you describe the ideal candidate for the job?
Is there anything I can do to make myself a stronger candidate?
The best way to get an edge on the

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or do anything in front of a recruiter that you wouldn't say or do in front of your boss (or your mother).

Don't Expect Career Coaching

The recruiter's goal is not to help you get a job. It's to help you navigate the hiring process at one specific company.

Recruiters aren't career coaches. It's not appropriate to ask them to help you craft your cover letter, edit your resume or plan your career path.

You can ask questions about the

competition? Make yourself a more competitive candidate.

Don't Request Special Treatment

Although you may wish you were, you're probably not the only candidate for the job.

And, while recruiters are often happy to help, their aim is not to be your advocate to the hiring manager. Their aim is to fill a position.

Never ask a recruiter to put in a good word for you with the hiring manager. If they think you're a strong candidate, they'll probably sing your praises anyway. Also, don't ask them to relay a message

...while recruiters are often happy to help, their aim is not to be your advocate to the hiring manager.

STIHL INC. PLANT TOUR SUMMARY

By Pete Johnson and Mike La Dolcetta



The Tidewater and Hampton Roads ASQ Sections met at STIHL Inc. in Virginia Beach on May 28th for a tour of its manufacturing facility. Our STIHL tour guides were ASQ Tidewater members Dieter Wolff and Kevin Dooley. We assembled in the museum area just inside the security gate. The displays in the museum represent STIHL's over 80-year history in the outdoor power equipment industry. The displays also reflected the company's commitment to innovation and quality. In an area adjacent to the museum, the company has its "concept store," which is used to show the network of STIHL dealers how to merchandise their products. The displays in the concept store highlighted the range of small engine handheld outdoor power equipment the company manufactures. We spent about half an hour in the museum area networking while we waited for the rest of our group to arrive.

We started our tour in the shipping and receiving area, where we met ALGVs (Autonomous LASER Guided Vehicles). We encountered these robot forklifts throughout our tour; they would go from place to place picking up and dropping off pallets, automatically going to recharging stations when needed. When an ALGV encountered our group it would sense the obstruction and stop, after a short while it would flash lights to let us know we were in the way; when we moved it would continue on its mission.

The next stop on our tour was an explanation of a robotic palletizer affectionately called "Big Bird" (must be the yellow color). We assembled our group in a theater near the cafeteria for an official welcome by the STIHL Inc. manager of quality, Mr. Andreas Garstenauer, P.E. We watched a short video which provided an overview of the company's history and the Virginia Beach facility.

The tour was then split into two smaller groups to go onto the manufacturing shop floor. We saw nylon extrusion, plastic extrusion molding, piston machining, crankshaft machining – pressing and grinding, parts washing, metal hardening, and of course final assembly. STIHL seems to have a philosophy regarding materiel and specialized operations: whenever it makes sense in terms of price, quality and/or availability, they make their own components and perform their own specialized operations, maintaining tight controls on quality throughout, rather than deal with outside suppliers or farm-out specialty work. There were numerous inspection stations throughout the plant. The approach to ensuring product quality was multilayered, having inspections at the parts level by doing complete dimensional checks on parts from every machine at intervals not to exceed two hours. These measurements were taken by a computer controlled CMM (coordinate measuring machine) which could measure to the micron level allowing STIHL to hold dimensional tolerance to in some cases 4 micrometers. Please note a human hair is about 50 micrometers. The Quality folks at STIHL also randomly select completed product from the shipping area for a quality audit. The audit consists of a complete disassembly and measurement of all critical dimensions, as well as visual and cleanliness criteria. Strict testing to EPA and STIHL standards is also conducted regularly on combustion engines. Beyond that, STIHL headquarters in Germany obtains finished units from dealers for complete disassembly audits, as well.



The STIHL commitment to quality was evident at every stage of our tour from the cleanliness of all the work and storage areas to the efforts to ensure that scrap from machining processes are recovered and recycled. Every small engine is run in a special test cell before it leaves the assembly line. The Virginia Beach facility, which opened in 1974 with about 50 employees, currently employs nearly 2,000. The facility is ISO 9001 and ISO 14000 registered.



SECTION 1104 “CAREER STRATEGIES” OPEN TO REGION 11

Topic: "Career Strategies in Today's Economy: Securing New and Current Employment"

Who: Karen C. Gulliford, Career Management Consultant, Right Management

When: November 10th, 5:30 pm

Where: Chadar Thai Restaurant, 8030 W. Broad Street, Richmond

Map/Directions: <http://www.google.com/search?q=Chadar+Thai+Restaurant+Richmond+Virginia>

If you plan to attend, contact Luisa White at Luisa.S.White@altria.com, or by home at (804) 335-2452 or (804) 398-0299 (cell). The cost of dinner is \$20, but you can attend the presentation without having dinner.

UPCOMING PROFESSIONAL DEVELOPMENT & EDUCATIONAL EVENTS

SPQA Examiners - The Senate Productivity and Quality Award (SPQA) for Virginia is recruiting Examiners for the 2010 Award Cycle. Being an SPQA Examiner offers a unique opportunity to gain in-depth knowledge of the Baldrige Criteria, sharpen your analytical skills, and Network with other quality professionals. To learn more about SPQA for Virginia, or apply to be an Examiner for the 2010 Award Cycle, go to <http://www.spqa-va.org/examiners.html>. The deadline to apply is December 1, 2009.

Root Cause Analysis Seminar - The Blue Ridge Section is hosting a Root Cause Analysis Seminar on Wednesday, November 18th, 8:00 a.m. to 4:30 p.m. Location: Plecker Workforce Center, Room P126-B, Blue Ridge Community College, Weyers Cave, Virginia. The instructor will be Duke Okes, and attendees will receive a copy of his book entitled "*Root Cause Analysis: The Core of Problem Solving and Corrective Action.*" The cost is \$100 for ASQ members, \$125 for non-members, and a special discount rate of \$50 for ASQ members currently unemployed. Cost includes lunch. Make checks payable to ASQ, Section 1108. To register, contact Don Roderick at donroderick@mcquay.com or (540) 248-9428 no later than **November 11**. Cash or check payments (sorry, no credit or debit cards) accepted at day of seminar. Registration begins at 7:30 a.m.

WORTH NOTING

Unemployment Member Dues Program - ASQ offers a reduced dues program for members who have lost their jobs. Participating members receive a discount on their membership renewal based on consecutive years of membership. To enroll and to check out other resources available, visit <http://work.asqquality.org>.

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>

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

Quality: The Cause of Good Things in the World

Quality techniques from ASQ enable doctors like Dr. Manu Vora, an ASQ Fellow - and the Blind Foundation for India, which he co-founded-to help cure and prevent blindness for approximately 90,000 people in India.

"The quality discipline has helped us manage the foundation from the beginning," said Vora. "By implementing the PDSA model at BFI, we were able to hit the ground running."

Using the plan, do, study, act cycle, a basic quality tool, Vora also played a major part in providing vaccinations and vitamin A to tens of thousands of children in India.

With your ASQ membership, you belong to an organization of continuous learning and improvement, making Quality the cause of good things in our world.

The ASQ Learning Institute™ will help you to plan, manage, schedule, and track ALL of your professional development needs anywhere in the world while guaranteeing the same high-quality training and instructors you expect from ASQ.

The ASQ Learning Institute™ allows you to create a user profile so you can build your learning plan, track your success, and boost your career-all starting today.

These tools are available to Full, Senior, Honorary, and Fellow members now:

- ASQ Course (Learning) Catalog - Compiles a list of available training, including instructor-led, online, and document-based training. Allows users to browse and locate catalogs very quickly by subject areas or calendar date.
- ASQ Learning Institute™ Calendar - Provides a clear view of all the professional development opportunities over an 18-month period. The calendar allows users to view upcoming learning offerings that include all courses, seminars, and conferences in multiple modalities.
- Learning History - Displays the entire history of learning events for a learner-including components assigned and completed. The learning history can be thought of as the learner's "transcript."
- Competency Assessment - Provides a structured list of knowledge, skills, and abilities that serves as a foundation for users to map the level of competencies needed for various job functions.
- Career Planner - The Career Planner helps you manage your career by mapping your future career path and assessing the difference between your current abilities and the abilities (called competencies) required for the job to which you ultimately aspire to.
- Learning Plans - This personalized plan provides a detailed description of user activities to help learners achieve their education goals. The learning plan can be thought of as the "to do" list.

[Visit the ASQ Learning Institute™ and set up your profile now!](http://www.asq.org/learninginstitute/mylearning.html)

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