

Highlights

- **Chair's Corner**
- **Four for Three dinner program**
- **American Customer Satisfaction Index Report**

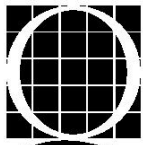
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- **ASQ Certification and Training Schedule**

QualityMatters September 1999

American Society for Quality Northern Virginia Section 0511 Volume 16 Issue 2

American Society for Quality



Section 0511

VIRGINIA

A Tradition Revisited

By Don Burke

Recent memories of members of ASQ Section 0511 does not include plant visits. Plant visits are an important part of many programs for ASQ Sections. Of course many sections operate in an environment that is much different from ours in Northern Virginia. We do not have manufacturing entities as a major force in our economy. That is not to say that we are devoid of opportunities to have meaningful visits at locations where our interests can be satisfied.

Many years ago, the Heinz company, purveyors of pickles, ketchup and varieties that now far surpass the revered "57 Varieties" began the institution of plant visits. They wanted to give their employees an opportunity to show off the work, the equipment and the process controls that were utilized in their manufacturing plants. So a tradition was born and the instances of plant tours are now beyond counting.

Section 0511 Executive Board recently discussed the issue of re-instituting plant tours. We decided to begin with a visit to a United States Postal Service facility in the region. USPS has invested billions of dollars to upgrade its infrastructure, over the last couple of years. Automating the mail processing function has been a focal point in the process. The various mail processing equipment and their interplay with each other portrays a fascinating story combining individual machine design and systems engineering.

We are hoping to schedule the tour in the late October timeframe. So be watching for additional details as they develop. New developments will be shared at our upcoming dinner meetings and on our Internet site.

Make your plans now to join us and gain the answer to the question, "How does USPS do it for the bargain basement price of thirty-three cents?" -QM

Where's my dinner meeting card?

The familiar dinner meeting card which you all have been receiving monthly will be discontinued. Intertek, one of our long standing corporate sponsors, will discontinue this service in the next few months. We would like to thank them for this service and their continued support to the section.

On page 3 of the newsletter you will find a dinner meeting schedule for the remainder of 1999. You can also visit our website at: <http://www.quality.org/asq0511.htm> for the

**Buy 3 dinners, get 1 free !!!
See details on page 5**

latest information. Also, don't forget the InfoLine. -QM

American Society for Quality



Northern Virginia Section 0511

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From the Editor...

Are you ready for ISO:Y2K? Be sure to mark your calendar for the special dinner meeting at JR's in Tyson's on Thursday the 9th. If you have any contributions of quality - related news in the Northern Virginia

area or just comments in general, they would be greatly welcomed and appreciated. Please feel free to e-mail them to me at: Newsletter@asq0511.org or fax to my attention at (703)208-1214.

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Volunteers always needed!!!

Additional volunteers are also needed for varying numbers of hours each month as committee-members of all standing

INFO LINE was started by section 0511 as a publicity outreach activity. INFO LINE is not only intended for our members but for anyone interested in quality principles, methods, and techniques. The section's board of directors decided to set up a local phone number to publicize the different activities sponsored by the section. INFO LINE is one of three methods employed by the section to get the word out on quality activities. We also have a Newsletter and a Website. INFO LINE changes monthly to coincide with our monthly dinner/speaker meetings. INFO LINE also posts information on training and educational activities such as refresher courses for ASQ certification exams, the ISO 9000 users group, and the Measuring Organizational Performance group. We are constantly adding additional information to INFO LINE to increase its value to our members and other interested persons. INFO LINE is maintained by our Publicity Chair, Tim Gavagan. He may be reached at 202-268-3050 for any suggestions to improve INFO LINE or to review and accept your quality-related materials for publication.

Visit us online at: <http://www.quality.org/asq0511.htm> Call INFO LINE now and stay smart

section committees. Contact the Chair of the committee you'd like to volunteer some time with. -QM

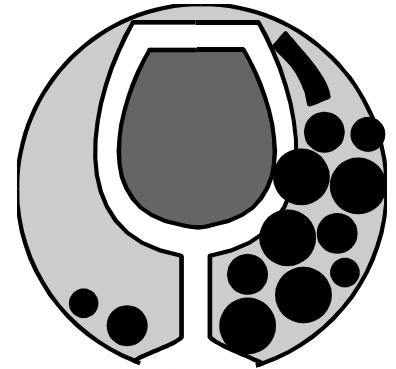
703-757-1732

WHAT IS INFO LINE?

Join us !

ASQ Section 0511 holds monthly dinner meetings with guest speakers

The cost for the dinner is \$20.00 and reservations must be made. You may call Intertek at (703) 818-8500 ext. 0., or visit our website at <http://www.quality.org/webdebit/ASQckcc.htm> You do not have to come to the dinner to hear the speaker.



ASQ SECTION 0511 DINNER MEETING SCHEDULE

Thursday, September 9, 1999

Presentation: "ISO 9000 in the New Millennium"

Speaker: Ira Epstein

from 6:30 to 9:00pm at **J.R.'S STOCKYARDS INN**, 8130 Watson Street in Tyson's Corner, Virginia

Note: Due to our contract with JR's, the deadline for reservations is 12 Noon, Thursday, September 2nd! Please get your reservation in before that time, if you want to have food waiting for you at JR's.

An overview of the major changes to the requirements of the ISO 9001 standard, the reasons for the revisions, the implications for ISO 9000 registered organizations, what registrars are doing, and the schedule for revising the standards and publication of the new standard.

Ira Epstein teaches and provides consultation on ISO 9000, continuous process improvement and other quality approaches. He was also the Vice President of STAT-A-MATRIX Consulting Inc. and is retired from the DoD after 32 years of experience primarily in the fields of quality and manufacturing management and procurement. At the Pentagon, he was the Assistant Director for International Quality Assurance and was responsible for adoption and implementation of ISO 9000 in the DoD as a replacement standard for MIL-Q-9858A. Ira is the Current chair of ISO working group on ISO 10013 standard, in addition to being a current member of the US Technical Advisory Group for ISO/TC 176, and American National Standards Institute Quality Committee.

--Wednesday, October 13, 1999

Presentation: "Fuel Quality - Is There a Difference?"

Speaker: Win Gardner

from 6:30 to 9:00pm at the **MARCO POLO RESTAURANT**, 245 Maple Ave. West, Vienna, VA 22180.

Explanation of the quality assurance system in place for the development of new fuels, through production, distribution, and consumer feedback. Discussion of the similarities and differences among the various fuel brands available in the marketplace, and the importance of protecting the brand.

K.W. "Win" Gardner has been with Mobil Oil for 31 years, on both the fuels and lubricants side. In the mid-80s, he led Mobil's efforts to gain Ford Q1 approvals for their factory fill engine oil business, an effort which led to supplying the big three with approximately 95% of their lubricant needs. That effort soon afterwards expanded into a full-blown TQM culture change. Since 1991, Win has been Mobil's Fuels Quality Assurance Manager in charge of product specifications, quality assurance procedures, and technical and regulatory support. He has a BS in Chemistry from MIT and an MBA from Rider College. Win has been an ASQ member since 1988. Join us!

Other Speakers for the upcoming months and their topics are as follows:

Wednesday, November 10, Red Fox Inn, Middleburg, VA

Speaker: Bob Bowles, Chairman, Board of Governors, US Senate Productivity and Quality Award for Virginia Visit: www.spqa.org

Note: Dinners at this venue REQUIRE pre-registration, with a specific "drop dead date"; all reserved "no-shows" will be invoiced by the Section, since the Section will have to pay for the dinners they reserved but didn't show up to pay for.

Thursday, December 9 (tentative), JRs, Tysons Corner, VA

Speaker/Topic TBD

Recent Dinner Meeting Highlights By Don Burke

On July 14, 1999, members and guests of ASQ Section 0511 met at Marco Polo Restaurant for our monthly dinner meeting. The evening was full of fun, camaraderie and learning.

After the networking social time and dinner, Section Chair Don Burke pointed out that in the July 11, 1999, Washington Post (p. 17), a story about Skyrocketing Demand for Software Quality Assurance Professionals appeared. The article mentioned the financial impact of \$11,388 higher salary for certified ASQ Software Quality Engineers.

Eight new ASQ Certified Quality Managers were recognized. They are: David W. Hsiao; R. Dennis Lasley; Renee T. Lyles; James H. McPheeters; Michael J. Novak; Daniel A. Reichmann; Keith A. Ryan; and Wayne J. Trujillo. Two new ASQ Certified Quality Technicians were also recognized. They are Joseph J. Gearhart and Roger L. Godlove.

CONGRATULATIONS to all of these accomplished professionals!

Paul Mills gave a short briefing on our efforts to start a Special Interest Group (SIG) devoted to Energy and Environmental Division issues. Give Paul a call if this is your special interest, check for the numbers on the Web Page.

Jim Kasab addressed Improved Government Efficiency and Effectiveness. Jim traced efforts at this objective from 1982 with A-76 activity to the present with the focus on measurement of agency efforts. Jim's wide experiences in the federal government helped to guide his leadership in the discussions of this important and timely subject.

Our next dinner meeting was at the Red Fox Inn, located in beautiful Middleburg, VA, on August 11. Again the attendees were treated to friendly networking and a stimulating program.



Chairman Don Burke presented Bill Casti with a lapel pin/tie tack, which commemorates his being a past chair of the section. One more time, **thanks** to Bill for his service!



The Speaker was Marie Miller-Whitehead and the topic was "Educating At-Risk Students: How Quality Methods Help Provide Answers." Dr. Miller-Whitehead focused on the Plan-Do-Check-Act methodology to attack some very challenging problems. As one of the members said on the way out of the restaurant, "her ideas were provoking and I like to be provoked."

You too can be provoked (in a very positive way) just plan on attending our upcoming dinner meetings, where some very interesting topics will be introduced. And you can introduce yourself to your colleagues in arms from the section. **-QM**

If you'd like to join the ASQ Section 0511 email distribution list for announcements of interest to local quality professionals, send an email to: asq0511@asq0511.org and ask to be added to the list. Be sure to also let us know when your email address changes, or when you need to leave the list. We want to be one of your key "informed sources" for this area!

The next issue of
QualityMatters will be
November 1999.

The deadline for submissions is
October 22.



The Chair's Corner

By Don Burke

The last time in this space we posed the question: "How do we perform, in the trenches, to support the lofty vision that ASQ has promulgated?"

We found that this audience (our readers/members) will determine if, on the local level, ASQ 0511 is the "best resource... provider of learning... deliverer of customer value... and an advancer of excellence."

Clearly, we will not advance these themes by merely using the "think system" as promoted for the marching band in the classic musical, *The Music Man*. Rather we must think about and project desirable outcomes and then identify the steps to get to them.

"I have always thought that one man of tolerable abilities may work great changes, and accomplish great affairs among mankind, if he first forms a good plan, and, cutting off all amusements or other employments that would divert his attention, make the execution of that same plan his sole study and business."

Benjamin Franklin (1706–90), U.S. statesman, writer. *Autobiography*, ch. 7 (written 1771–90; published 1868).¹

Benjamin Franklin was a man of many habits, mostly those that we want others to emulate; and some that offer perhaps a little bit of embarrassment. It is the positive ones on which we will concentrate. It is no mere coincidence that many executives and professionals live and function through their Franklins (now Covey-Franklin)

We intend to fulfill the vision identified above. Towards that end we have begun a process of strategic planning. We are looking at ways that we can contribute to the success of our customers in a more meaningful way.

Examples include some ongoing approaches, like the rotation of location for our dinner meetings. We will examine if other options to these meetings can draw larger crowds, thusly serving more of our constituency. We will undertake a review of our current educational offerings. The primary focus presently is Certification Review Courses – a very worthy endeavor. Perhaps we can sponsor some workshops on Saturdays that aim at current quality management issues, which touch subject matter beyond the certification process. Another target that we intend to pursue with a vengeance is to spread the word on our existence to the corporate community. We want to acquaint them with our available support resources like certification, training, our meetings, personal networking, newsletter and ties to ASQ National.

Additionally, we will forecast and publish a calendar that will communicate the important events and dates for our members to track and commit their time. We have prepared an incentive to attract members and guests to our monthly dinner meeting and program presentation. Effective in September, participants will "earn" a free dinner by attending (and paying for) three dinner meetings – a Four for Three program. Attendance will not have to be consecutive and the program goes to the end of the operating year. Attendees are not limited to one free entrance, so come and earn as many as you can! The section will maintain the records necessary to implement the program so it will be easy as pie (a common dessert at our meetings) for you to participate.

Another important initiative will be to review the design and editing of our Web Page. The digital age is upon us – which means among other things that our communications practices will change. We will become more dependent on email and the Web Page to announce important happenings and update membership on progress that is accomplished on initiatives. We will strive to make these devices as attractive and positive as possible.

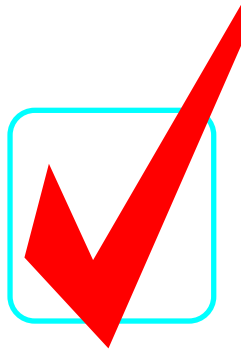
¹The *Columbia Dictionary of Quotations* is licensed from Columbia University Press. Copyright © 1993, 1995 by Columbia University Press. All rights reserved.

The success of these initiatives will to a large degree depend upon the level of planning that we generate to get them accomplished. We must muster the dedication to follow through on the plans we lay – this becomes a challenge, since these actions will compete with the other factors in our lives – like family and jobs!

Again, to the reader - Make ASQ 0511 as strong a community as possible. Be part of the excellence, help in the learning, be the resource that translates to customer value. Also, contribute to the development of our strategy and then help to implement the strategy. Share any ideas, suggestions, or concerns that you may have with me at Chair@asq0511.org

I believe that we can and will do Ben Franklin proud by putting the appropriate plans in place and executing them to the betterment of the society – stay tuned!! –QM

Decline in Satisfaction with Automobiles Drives Slight Drop in American Customer Satisfaction Index



MILWAUKEE, August 16, 1999 –

Customer satisfaction with manufactured durables has fallen slightly, according to the most recent findings of the American Customer Satisfaction Index (ACSI). The first drop in satisfaction with automobiles, vans and light trucks in over three years helped push down both the manufacturing durables index and the national index, which are reported on 0 to 100 scales. Nationally, ACSI dropped 0.6 of a point during the first six months of 1999 – from 72.6 to 72.0. The decline offset gains in customer satisfaction made in 1998. ACSI for manufactured durables has gone from 77.9 to 77.3 (-0.6).

The ACSI manufacturing durables index includes results from the personal computer, automobile/van/light truck, household appliance and consumer electronics industries. While the automobile industry experienced a slight drop in customer satisfaction, household appliances held steady and both the consumer electronics and personal computer industries enjoyed increases in customer satisfaction.

VW's new bug scores, but luxury leads the way. Service satisfaction lags product satisfaction. Automotive sales are good despite the slight downturn in satisfaction. Volkswagen demonstrated what a hot new product that catches on with the public can do. VW made the major gain in satisfaction of any automotive manufacturer (+5.1%). The satisfaction of Saturn customers, with no recent major changes in its product, went the other way (-5.9%).

Although production technology is closing the gap between economy and luxury cars in terms of defects per car, luxury brands such as BMW, Mercedes Benz, Buick and Cadillac lead the way in overall customer satisfaction. "These vehicles offer sophisticated systems that create a greater sense of safety, pleasure and reliability, while simultaneously reinforcing the value proposition that buyers are getting more for their money," said Joe O'Leary, partner, Arthur Andersen Business Consulting's Integrated Customer Solutions. "Because of significantly larger margins in the luxury car market, customer loyalty is more important in this segment. Accordingly, luxury car manufacturers tend to have stronger customer management programs in place."

ACSI measures customer satisfaction with both the service and product components of manufacturing durables. "With service quality trailing product quality by four points, it's imperative that manufacturers and dealers, in particular, step up their customer management programs," according to O'Leary. "Dealers need to build lasting, trusting relationships with their customers, starting with the sale and carrying through to ensuring the reliability of after-sales service and the convenience of recall management programs."

Personal computers continue resurgence. After an eight-point drop in the industry's customer satisfaction ratings from 1994 to 1997, personal computer manufacturers responded with an increased commitment to long-term relationships with customers and improved perceptions of value. Like Volkswagen in the automotive industry with a popular new product, Apple Computer scored with its iMac, helping to push company satisfaction up 4.3%.

Led by manufacturers such as Dell and Gateway, the industry has since enjoyed a two-year rise in customer satisfaction. "Lower prices across the board have increased perceptions of value, and the ability to order customized computer products and to access convenient technical support have increased customer loyalty and retention," said Claes Fornell, professor, University of Michigan Business School. "This scenario should only improve as computer manufacturers continue to expand service offerings with Internet access and software bundling."

"These results provide another indication that the competition in quality is increasingly being waged in the service arena" said Jack West, American Society for Quality, "and that companies can capture increased market share and margins by offering enhanced services."

Electronics manufacturers offer more choice, better value to customers. An increase in the availability of diverse, high-quality products at reasonable prices has led to a four-point increase in the ACSI for the consumer electronics industry, the biggest improvement throughout the manufactured durables sector.

"Technology continues to improve, bringing with it better products and more choices for the consumer," said Jack West. "Combined with improved customer service at the retail level, these trends have led to a relatively large increase in the American public's perception of value offered by consumer electronics." The four-point increase restores the consumer electronics industry to its previous ACSI high of 83, recorded in 1994.

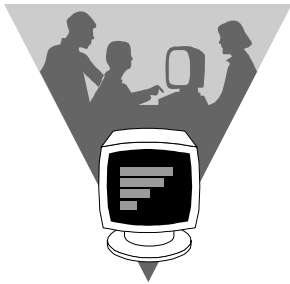
Household appliances maintain a high standard. With relatively high overall product quality and consistently superior service quality, the household appliance industry continues to enjoy exceptionally high overall customer satisfaction levels. While customer satisfaction is often affected by changing consumer needs and higher expectations that lead to increased product customization, price fluctuations and

ACSI, fragmentation of buyers, these trends have yet to take hold in the household appliance industry.

The American Customer Satisfaction Index is the only uniform, cross-industry indicator in the United States that links customer satisfaction of U.S. household customers with company performance. The index measures the satisfaction of U.S. household customers with the quality of goods and services available to them – both those produced within the U.S. and those imported from foreign firms that have a substantial market share of dollar sales. This key economic indicator, produced through a partnership of the University of Michigan Business School, the American Society for Quality (ASQ) and Arthur Andersen, helps companies determine and understand what drives customer satisfaction and loyalty, and their relationship to bottom-line financial results. Using information derived from ACSI data, companies can focus initiatives that will have an impact on and improve customer satisfaction.

The American Customer Satisfaction Index is updated on a rolling basis with one or two sectors of the economy measured each quarter.

All company scores from 1994 through the second quarter of 1999 are available on the following websites: <http://acsi.asq.org> and <http://www.bus.umich.edu>. –QM



ASQ Opposes Law on Computer Software Transactions

In a letter to the president of the National Conference of Commissioners on Uniform State Laws, American Society for Quality President Ron Asbury and Software Division Chair Jayesh Dalal asked the commission to table action on

proposed legislation governing commercial transactions in computer software.

Background

For some time now, the Software Division has been following proposed changes to Article 2B of the Uniform Commercial Code that relate to contracts for the sale, licensing, development, documentation, support, and maintenance of computer software. The Uniform Commercial Code (UCC) governs most contracts for the sale of goods in the United States. Although it is state law, not federal, it lays out a consistent set of rules for doing business throughout the country.

The UCC is co-maintained by the National Conference of Commissioners on Uniform State Laws (NCCUSL), a legal drafting organization funded by the 50 states, and by the American Law Institute (ALI), a non-profit body of senior lawyers. The work of the NCCUSL is not binding on the states, but it carries a great deal of influence. Bills submitted to state legislatures based on NCCUSL drafts often pass into law. NCCUSL's Article 2B writing project began in about 1995, although the original interest in this subject first surfaced a decade ago within the American Bar Association.

The outcome of the Article 2B writing project is the Uniform Computer Information Transactions Act (UCITA). If UCITA is approved by NCCUSL at its annual meetings at the end of July, it could then go to the state legislatures within a few months.

Pro and Con

Uniformity in commercial law has inherent appeal to quality professionals, accustomed as they are to dealing with national and international product and quality systems standards. Proponents of UCITA and the Article 2B revisions point out the benefits of creating a uniform legal system for software products and services that applies across all the states. The Article 2B transactions deal with intangibles, i.e., information and the rights to its use, which have not largely been covered by the UCC. The proponents maintain that it is time to adapt a rational legal framework to the digital era and the new information products and services that increasingly drive global commerce.

Critics of UCITA maintain that, as written, the proposed legislation is anticompetitive and anticonsumer, and it would have a probable long-term adverse effect on software quality. They say it is unbalanced – in favor of a few large commercial software publishers over consumers – extending the intellectual property rights of software publishers while reducing the quality-related rights of software customers. In addition, they claim that it appears to lower the minimum quality standards for software and for computers that are sold bundled with software. The bill is criticized for being permeated with the attitude that software defects are so acceptable that they should always be at the consumer's risk, even when they are easily prevented or are known and simply not fixed.

The Federal Trade Commission has expressed serious reservations about the proposed model legislation. Its Bureau of Consumer Protection and Competition and its Office of Policy Planning called certain provisions of UCITA a serious departure from an important principle of consumer protection, a restriction on consumers' rights, and a potential obstacle to competition. Furthermore, the American Law Institute, one of the original drafting parties, has withdrawn its support and participation in the project.

Quality Professionals Weigh In

The potential impact of UCITA on the proliferation of bad software prompted software quality professionals to react to the proposed model legislation.

Members in the American Society for Quality's Boston Section and the Software Division who had followed the progress of the writing group pointed out that there are many facets of software quality that must be addressed outside the framework of contract law. They expressed alarm that UCITA appears to be shifting the necessary focus away from product quality to product liability. And they felt that action on the proposed legislation should be tabled in order to bring these considerations into the dialogue.

These viewpoints were presented in a position statement that was approved by the Software Division Council in its May meetings in Anaheim. They form the basis of the position that ASQ laid out in its letter to NCCUSL.

For more information about the ASQ Software Division, visit www.asq.org or call 1-800-248-1946. –QM

Free Rental !!! ASQ Section 0511 would like to make available to it's members, free rental of a Sharp LCD Projector, Overhead Projector and Projection Screen. A nominal damage deposit is required. Non-members can also rent for a daily fee. Contact Bill Casti for details.

Have you seen these mugs ?



Yes, Section 0511 now has Travel Mugs (\$2.75) and Coffee Cups (\$4.50) for sale. You can purchase them at the dinner meetings or online at the address below. They make great gifts for the holidays! Get yours today!

Upcoming Professional Meetings and Events in the Baltimore-Washington Area



The following is a service of the Baltimore-Washington Partnership for Learning and Cooperation (BWPLC). Member organizations: Association for Quality and Participation (AQP) Capital and Chesapeake Chapters; American Society for Quality (ASQ) Sections 502/Baltimore, 509/Washington, and 511/Northern Virginia; Quality Assurance Association of Maryland; and the Washington Deming Study Group. For more information about the BWPLC, contact any member organization.

Area Software Process Improvement Network (SPIN)
September 8 "Unnatural Evolution of Process Assets", Suzanne Garcia
When: 7 p.m. Refreshments and Networking
7:30 – 9:30 p.m. Meeting

Cost: Free and open to the public.

SPIN meetings are usually held on the first Wednesday of each month.

For information or to RSVP to attend meetings contact Kathy Ditchkus at 703-641-2141 or kditchku@cscmail.csc.com.

Upcoming SPIN meetings>>>

October 6 "Automated Testing", Elfriede Dustin
November 3 "Assessment and Lessons Learned", Dana Roper, at Lockheed Martin Undersea Systems, Manasas, VA
December 8 "Combining the PERT Chart and Organization Chart to Obtain a Powerful Method of Organizing and Managing Software Projects", Stan Rifkin

American Society of Training and Development, DC Metro Chapter

For more information visit www.dcastd.org, or email ASTDmetro@aol.com

ESi International with The George Washington University

Seminar: "Managing Projects in Organizations" September 13 – 17.

Where: Washington, DC Cost: \$1495

For more information phone 1-888-ESI-8884 or visit www.esi-intl.com

ISO 9001 User's Group sponsored by American Society for Quality (ASQ) Section 509

When: 5:30 p.m.

Where: Allied Signal, 7515 Mission Drive, Lanham, MD

The ISO 9001 User's Group meets every second Wednesday of the month.

For more information contact Vinod Maheshwari 301-249-3300, Syed Ali 240-228-6130, Vinod Sarin 301-428-2786, or Norman Moreau 410-857-1383.

Americans Communicating Electronically (ACE)

When: 10 a.m. - Noon

Where: Small Business Administration, 8th Floor Conference Room
409 3rd Street, SW, Washington, DC

Cost: Free and open to everyone.

ACE meets on the third Thursday of every month. For more information call 202-720-2727 or visit www.sba.gov/ace.

Northern Virginia ISO 9000 User's Group – ASQ Section 511, sponsor

Meetings are held every month, on the third Thursday, from 6:30 - 8:30 p.m.

For more information contact Quentin Conroy at ISO9000@asq0511.org
Wednesday, September 8 – HR Alliance

Topic: "Renewing Yourself, Your Work, and Your People: How to Coach Yourself and Others through the Process of Self-Transformation and Worklife Renewal"

Speaker: Frederic M. Hudson, Ph.D.

When: 6 – 7:15 p.m. Registration, heavy hors d'oeuvres/dessert buffet, speakers books for sale
7:15 – 8:30 Speaker's presentation
8:30 Book signing

Where: Tysons Corner Marriott

Cost: \$40 for members belonging to any HR Alliance participating group and for students, \$45 for non-members

For more information, please call 202-496-6115. Registrations must be mailed in by August 27th and will not be accepted over the phone.

Saturday, September 11 – Chesapeake Bay Organizational Development Network Event: "Career Resources Workshop on 360 Degree Assessment"

Sept. 25 "CBODN Membership Meeting".

Information about these events is forthcoming.

More CBODN Special Interest Groups (SIG):

NW Breakfast Special Interest Group - contact Marylyn Weinstein at 301-530-4668 or marylynweinstein@juno.com, or contact Bill Tilles at 301-468-4835 or WRTilles@aol.com

Downtown DC SIG – contact Sharon Newman at 202-663-5802 or email cfinewman@aol.com.

Diversity SIG – contact Bob Greene at 301-270-1512 or bgreene@erols.com, or contact James Alexander at 301-916-9004 or halex@erols.com

New Sciences SIG – meets monthly, contact Jim White at JimW339@aol.com or Bill Smith at aic@odii.com.

People of Color SIG – contact Trudy Perry at 202-483-7550 or Tkayperry@aol.com

For more information about CBODN visit www.concentric.net/~cbodn. To receive job announcements via email contact Sharon Newman at cfnewman@aol.com

Monday – Tuesday – September 13 – 14 – Quality Assurance Institute

Seminar: “Risk Assessment and Risk Management in the Software Development Process”

Instructor: Carolyn Fairbank

Cost: \$595 member, \$695 non-member
For more information phone 407-363-1111 or visit www.qaiusa.com

Additional seminars>>>

September 15 – 17 “Process for Quality Control Walkthroughs, Reviews and Inspections”, cost \$845 member, \$945 non-member

October 11 – 14 “Measurement (Management by Fact)”, cost \$1095 member, \$1195 non-member

November 8 – 11 “Effective Methods of System Testing”, cost \$1095 member, \$1195 non-member

Tuesday, September 14 – Society for Software Quality, Washington, DC, Chapter

Topic: “Capability Maturity Model: Level 4 & Level 5 – Managed & Optimizing”

Speaker: Al Florence

When: 7 p.m. - Networking and Refreshments
7:30 – 9 p.m. - Meeting

Where: American Management Systems, Fairfax, VA

Cost: Free

Meetings are generally on the second Tuesday of each month. All are invited. SSQ membership not required for attendance.

For further information call Chris Dryer 202-767-2894, Steve Leydorf 410-573-7286, or Brad Schwartz 703-205-3230, or email dryer@bdcmail.nrl.navy.mil, or visit www.ssq.org

Upcoming SSQ Meetings>>>

Oct. 12 “Software Cost Reduction” or “Practical Formal Methods”, Constance Heitmeyer, at American Management Systems, Fairfax, VA

Nov. 9 “National Software Quality Experiment: A Lesson in Measurement 1992 – 1998”, Don O'Neill, at Software Productivity Consortium, Herndon, VA

Dec. 14 TBA

Tuesday, September 14 – Association for Quality & Participation, Chesapeake Chapter

Where: The Johns Hopkins Applied Physics Laboratory, Laurel, MD.

More information about this meeting is forthcoming.

Upcoming AQP Chesapeake Chapter meetings>>>

December 7 and February 1

For more information about the Chapter, call 410-342-4909, visit www.jhuapl.edu/aqp or write to AQPEmail@aol.com

Tuesday – Wednesday, September 14-15 – International Quality & Productivity Center

Seminar: “Implementing, Managing, and Reporting Performance Measures in Government Agencies”

Where: Sheraton National Hotel, Arlington, VA

Cost: \$1295 and up
For more information call 800-882-8684 or visit www.igpc.com

Upcoming IQPC Seminars:

September 28 & 29 “Government Service Delivery Online”, Alexandria, VA

October 26 & 27 “Linking Strategic Planning to Budgeting for Government”, Sheraton National Hotel, Arlington, VA.
Cost is \$1,295 and up.

Wednesday, September 15 - American Society for Quality, Baltimore, Section 502

Topic: “Quality Improvement in Healthcare”

Speaker: G. Stephen DeCherney, MD, Region 5 Councilor for Health Care Division

Where: Rothwell's Cafe

For more information about the Section call 410-347-1453, write Asq0502@asq.org, or visit www.quality.org/ASQC_Sections/Section_0502/index.html

>>>1999 – 2000 Proposed Section Program:

October 12 “Making a Quality Choice in Investments”, Mary Beth Newman, Financial Consultant with Merrill Lynch

November 10 “ISO 9001 – The Y2K Revision” – Steven Zakrzewski, RAB Lead Assessor, SGS International Certification Services, Snyder's Willow Grove

December 7 “Metrology in the ISO/QS Decade” – Phil Stein, P.G. Stein Consultants, Chair, Measurement Quality Division

January 12 “Statistics Night: Applied Statistical Applications”, Kymm K. Hockmann, PhD, DuPont Research & Technical Center, Snyder's Willow Grove

February 16 Software Quality: Joint Meeting with IEEE, Linda Rosenberg, Goddard Space Flight Center, Howard County Community College Gateway Center

March Spouse Night – Tour of Camden Yards/Ravens Stadium

April Inspection Division topic

May “Applying Baldrige Criteria to the Manufacturing Sector”, Howard Butz, AAI Corporation - Tentative

Thursday, September 16 – American Society for Training and Development

Topic: “Training and Development Roundtable”

When: 6 – 9 p.m.

Where: Rothwell's, Timonium Road

For more information about ASTD visit www.astdmaryland.org

Upcoming ASTD meetings/events>>>

October 12 "50th Anniversary of Maryland ASTD" with Bob Pike, 4:30- 9 pm

November 10 "Skills and Imaging", Karen Story and Judy Pressman, 6 – 9 pm

Wednesday, September 29 – U.S. Office of Personnel Management

Topic: "A Taste of Learning: Tips, Tools, and Techniques for Developing the Workforce"

When: All day, begins at 9 a.m.

Where: 111 South George Mason Drive (but no parking is available). Park 3 blocks away at the Arlington Assembly of God Church, 4501 N. Pershing Drive or take a short cab ride from Ballston or Rosslyn Metro Centers.

Cost: Free

To register fax or email the following information to 202-606-2394 or hrdleadership@opm.gov -- name, title, agency, address, phone, fax, and email address. If you have questions please call 202-606-2721.

Wednesday, October 6 – Association for Quality and Participation Capital Chapter

Event: Chapter Conference

For more information, please call the AQP Capital Chapter hotline at 703-532-9440. Capital Chapter meetings are generally conducted on the first Wednesday of odd months.

Saturday – Sunday, October 16 – 17 – The W. Edwards Deming Institute

Event: Conference & Community Symposium

Where: Georgetown University Conference Center, Washington, DC

For more information visit www.deming.org, call 301-299-2419, or email staff@deming.org.

Upcoming WEDI Events>>>

October 18 – 21 Four-Day Video Seminar, Georgetown University Conference Center, Washington, DC

Thursday, October 21 – The University of Maryland Center for Quality and Productivity

Event: "1999 Maryland Excellence Conference: A Collaborative Celebration of Organizational Excellence"

When: 8 a.m. to 4:30 p.m.

Where: The Kossiakoff Center at the Johns Hopkins University Applied Physics Laboratory

Cost: \$100 per person

For more information about the Senate Productivity and Maryland Quality Awards call the Maryland Center at 301-403-4413, visit www.bsos.umd.edu/mcqp, or call Nellie Freeman at Senator Sarbanes' office 202-224-4524.

Monday – Wednesday, October 25 – 27 – IMPAQ and Association for Quality and Participation

Seminar: "Teams 2000 -- Team-Based Leadership and Measurement Symposium: Advanced Strategies for Leading and Expanding the

Team Culture"

Speakers include: Richard Hackman, Edward Lawler, John Schuster, Debra Boggan, Kimball Fisher, Mareen Duncan Fisher, Marie McIntyre.

Where: Omni Shoreham Hotel, Washington, DC

Cost: \$895 member, \$1065 non-member before August 27.
\$995 member, \$1165 non-member after August 27.

For more information call 800-733-3310 or visit www.aqp.org

Monday – Wednesday, October 25 – 27 – Linkage, Incorporated

Seminar: "Executive Leadership Development Program"

Where: Washington, DC

Cost: \$1995 per person, group discounts available

For more information call 781-862-3157 or visit www.linkageinc.com

Wednesday – Thursday, October 27-28 – Efe Quality House

Event: "Third Annual World Customer Service Congress"

Where: Ritz-Carlton Hotel, Tysons Corner, VA

Cost: \$995, \$895 gov't rate. Other rates and discounts available.

For more information call 703-359-5969 or email jjamktg@erols.com

Tuesday, November, 23 – State of Maryland Center for Continuous Quality Improvement

Event: Governor's Quality Achievement and Employee Recognition Conference

For information contact Tina Romanowski at 410-767-4751 or Andrea Sutton at 410-767-4754.

Quality Assurance Association of Maryland
QAAM Meetings will resume in September.

For more information about QAAM contact Eve Firmani at 301-352-6442, Susan Burgess at 301-352-6449, or visit the QAAM home page at www.iti-inc.com, click on the QAAM icon.

Association for Quality and Participation, Cumberland Valley Chapter
Meetings will resume in September.

For more information call Thelma Diehl 717-267-7912 or Marian Witherow 717-762-9699.

American Society for Quality, Northern Virginia, Section 511

For more information contact Sue McArthur at 703-363-4860 or Programs@asq0511.org, or visit www.quality.org/ASQC_Sections/Section_0511

Washington Deming Study Group

For more information about the Study Group contact Patricia Clark at 202-663-7585, or Kate Fenton at 703-415-1011, or email Phil_Landesberg@prodigy.com

Strategic Leadership Forum, Washington Metro Chapter

For information, please contact the chapter administrator at 202-244-6045 or email summs@ix.netcom.com

AQP Capital Chapter Facilitators Workshop

For more information, call the AQP Capital Chapter hotline at 703-532-9440 or Wayne Vick at 703-913-6513.

American Society for Quality, Washington, Section 509

For information contact Tony Schieck at 703-941-5916, extension 30, or
aschieck@cencor.com, or contact Joe Ludford at 301-870-5691 or
jludford@radix.net, or visit

www.quality.org/ASQC_Sections/Section_0509/0509.html

The Association for Quality and Participation, Richmond Chapter

For more information contact Wes Clark at 804-383-2620.

Strategic Leadership Forum, Washington, DC, Chapter

For information please call 202-244-6045 or email summs@ix.netcom.com

Reinvention Express Calendar

Visit the reinvention express calendar for information on additional events at
www.npr.gov/calendar -QM

ASQ Section 0511 Education and Training - Fall Courses 1999

This is the latest schedule for the Certification Refresher courses offered by our section.

- Deadlines extended to Sept. 3 for CMI, CQT, CRE and CQM exams to be held in October -

Class	Start Date	Application Deadline	Exam Date	Location	Instructor
CQManager	July 27	Sep 3	Oct 8	TBA	Hutchison
CQE	Sept 1	Oct 8	Dec 4	TBA	TBA
CQSE	Sept 15	Oct 8	Dec 4	TBA	TBA
CQA	Sept 29	Oct 8	Dec 4	TBA	TBA

Registration: Registration is formal on the first night of the class, however, preference is given to those who sign up ahead of time. Please help us ensure a class is presented (minimum student number achieved) by pre-registering.

Pre-register: Can be achieved through the ASQ 0511 web page (w/payment) or by contacting:
Frank Hutchison 703-425-5192 HutchisonFE@asqnet.org
Don Hendrix 703-803-3554 Education@asq0511.org

Cost: The cost for just the course is \$275.00 + \$75.00 for the book (if you don't have the QCI Primer) for a total of \$350.00. This does not include the fee assessed by ASQ to take the exam (see below). Payment can be via check/invoice or through the ASQ credit card system on the 0511 web page: http://www.quality.org/ASQC_Sections/Section_0511/education. Checks/invoices are to be made out to ASQ Section 0511. The official mailing address is: **ASQ Northern Virginia Chapter 0511, P.O. Box 1867, Herndon, VA 20172-1867**

Exam Fee: The course fee does **NOT include the exam fee!** The registration for the exam must be completed through ASQ Headquarters. Call ASQ Headquarters at 1-800-248-1946, and request a certification exam **Registration** package. They will send you an exam registration booklet that includes the application form, the exam body of knowledge, code of ethics, outline of the test, references, and sample test questions.

Location: To Be Announced **Hours:** Class times are once per week for 3 hours a night starting at 6:30pm. First class is a Tuesday Night.

For the latest information about Certification Requirements, Body of Knowledge, Study Guide, References, and Register for the exam on-line, go to the ASQ web page below for that certification.

Certified Quality Auditor <http://www.asq.org/standcert/certification/cqa1.html>

Designed for those who understand the standards and principles of auditing and the auditing techniques of examining, questioning, evaluating, and reporting to determine quality systems adequacy.

Certified Quality Engineer <http://www.asq.org/standcert/certification/cqe1.html>

Designed for those who understand the principles of product and service quality evaluation and control.

Certified Reliability Engineer <http://www.asq.org/standcert/certification/cre1.html>

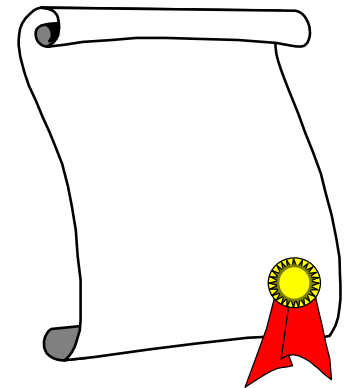
Designed for those who understand the principles of performance evaluation and prediction to improve product/systems safety, reliability, and maintainability.

Certified Quality Manager <http://www.asq.org/standcert/certification/cqm1.html>

Designed for those who understand quality principles and standards in relation to organization and human resource management.

Certified Software Quality Engineer <http://www.asq.org/standcert/certification/csqe1.html>

Visit us online at: <http://www.quality.org/asq0511.htm>



Designed for those who have a comprehensive understanding of software quality development and implementation; have a thorough understanding of software inspection and testing, verification, and validation; and can implement software development and maintenance processes and methods.

Certification training at Qwest

This is not the same as the ASQ Section 0511 class (although the materials are the same). The training covers the CQManager, CSQE, and QAI's CQA exams. These are at the Qwest office - 4250 N. Fairfax Drive, Arlington, VA, from 12:00 - 1:00pm. The next session will start on Tuesday, July 13; with sessions mostly on Tuesdays and Fridays, with some additional sessions, until the ASQ exam dates. The cost is free. RSVP No later than COB, July 1, 1999 via: E-mail preferred to both Sue & Marie, send: Name, company name, which site (Ballston, San Antonio, etc), work phone number, e-mail address to: Sue McArthur, CQMgr, CSQE, CQA 703-363-4860 sue.mcarthur@qwest.com and Marie Rondot, CSQE, CQA 703-363-4118

ATTENTION!, ATTENTION !

Members are encouraged to participate in all Section 0511 activities. This includes providing articles and information to the Newsletter, serving on committees and being Board officers. This is your opportunity to make the Newsletter informative with items you think are important. Committee chairs are always in need of new ideas and assistance. Board meetings are held on the first Thursday of the month and dinner meetings on the second Wednesday. All members are encouraged to participate. Attendance and participation in these meetings and committees is acceptable for recertification credit. If you want to improve Section 0511, the opportunity is there. Let us hear from you! Contact any Board or Committee member.

A well deserved thank you for all of you who volunteered your time and resources to make ASQ Section 0511 activities a success. Your contributions are greatly appreciated by all section members.

**A SPECIAL THANK YOU TO
ADI TECHNOLOGY
CORPORATION FOR
PRINTING AND ASSEMBLING
THIS NEWSLETTER.**

American Society for Quality



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