

ASQ 0511 Newsletter  
Please visit us at <http://www.asq0511.org/>

June 2004

Volume 20, Issue 4

List of Contents:

1. Board Members, Committee and SIG Chairs
2. Education Update/Certification Training
3. Regional Activities
4. National Activities
5. Dinner Meetings
- 5a. June Dinner Meeting
6. Articles of Interest
- 6a. "Become a Sponsor!" by Frank Hutchinson
- 6b. "Three Things Every Recruiter Looks for in a Resume" by Deborah Walker

Contents:

**1. Board Members, Committee Chairs, and Special Interest Groups**  
Board Members for the 2003-2004 Membership Year

Chair	Bill Eastman
Chair-elect	Bob Zimman
Immediate Past Chair	D.J. Law
Secretary	Yvonne Fernandez
Treasurer	Jeff Parnes

Committee Chairs

Arrangements	Marie Rondot
Auditing Committee	Bill Casti, D.J. Law, Hilary Benoit
Authorized CQManager Trainer	Frank Hutchinson
Certifications Chair	Bill Eastman
Database/Electronic Media	Bill Casti
Education Chair	Frank Hutchinson
Examining	Bill Casti
Finance Committee	Jeff Parnes & Joe Tullington
Historian	Walter Mendus
Internet Liaison	Bill Casti
Koalaty Kid Program	Christine Kurowski
Membership	Bill Eastham
Newsletter Editor	Ron Marafiotti
Nominating Chair	Bill Eastman

Placements Chair	Bill Casti & Sue McArthur
Programs	Sue McArthur
Publicity	Ron Marafioti
Recertification Chair	Bill Eastman
Section Management Plan	Roger Watts

Special Interest Groups (SIG)

Standards SIG	Joan Dandurand, Positive Impact, and Ray Crawford, Parsons Brinckerhoff (co-chairs)
ISO 17799 / BSI 7799 SIG	Bill Casti

**2. Education Update/Certification Training**

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

<b>Class</b>	<b>Start Date</b>	<b>Application Deadline</b>	<b>Exam Date</b>	<b>Location</b>	<b>Instructor</b>
CQManager	Aug 28	Aug 20	Oct 16	Shirlington	Hutchison
CQA, CQE, & CQSE	TBA	Oct 1	Dec 4	TBA	Mills

**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. **If you do not contact the Education Chair or instructor prior to the class start, the class materials may not be ready for you.**

**Pre-register:** Contact: Frank Hutchison 703-425-5192  
Education@asq0511.org

**Cost:** The cost for any course is \$275.00. In addition, if you don't have the QCI Primer, it is \$75.00. This does not include the fee assessed by ASQ to take the exam (see below). Checks/invoices are to be made out to ASQ Section 0511. You can pay by credit card at [www.asq0511.org](http://www.asq0511.org).

**Exam Fee:** The course fee does **NOT include the exam fee!** The registration for the exam must be completed through ASQ Headquarters. Register online at [www.asq.org](http://www.asq.org) or 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 by each instructor.

**Hours:** Class times are once per week 3 hours a night usually starting at 6:30pm for eight to ten weeks or

two or three Saturdays from 8:00 to 5:00 pm depending on the class.

For the latest information about Certification: Requirements, Body of Knowledge, Study Guide, References, and Register On-line, for each of the ASQ certifications listed below, click on the specific URL and you will go to the ASQ web page for that certification.

**[Certified Quality Auditor](http://www.asq.org/standcert/certification/cqa1.html)** <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)** <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)** <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)** <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)**

<http://www.asq.org/standcert/certification/csqe1.html>

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.

### **3. Regional Activities - Senate Productivity and Quality Award (SPQA) for Virginia**

Virginia's SPQA received 16 applications for the 2004 award cycle, as compared to 4 application in 2003, and 11 applications in 2002. The SPQA is now in Stage 3 (site visit) of the award process. Site visit teams comprised of about 5 Examiners each are visiting 8 applicant organizations (as compared to 2 in 2003) during May and June to verify and clarify a variety of issues highlighted by the applicants in their award applications. The SPQA will announce this year's winners in mid-July.

### **4. National Activities - Statement for the Record Submitted by The American Society for Quality (ASQ) to the House Committee on Science Subcommittee on Environment, Technology, and Standards Hearing on NIST FY '05 Budget Request: Industry Perspectives**

May 10, 2004 - The American Society for Quality (ASQ) wishes to commend the Science Committee for holding hearings on funding for the National Institute of Standards and Technology, an agency that plays an important role in the American quality movement.

ASQ has worked closely with NIST since the mid-1980s. Our organizations came together due to our mutual interest in the need at that time to restore American competitiveness through product and service quality. The result of that interest and need was the establishment of the Malcolm Baldrige National Quality Award, which is administered by NIST's Baldrige National Quality Program office. ASQ has also maintained a close working relationship with NIST over the years on standards-related matters, including most recently standards related to homeland security. As the nation's leading quality improvement organization, ASQ has been closely involved with the Baldrige Award since its inception. The expertise of ASQ members was instrumental in formation and refinement of the highly acclaimed Baldrige Award Criteria. Furthermore, ASQ represents the primary network of quality professionals in the United States, who form the core of the extensive volunteer activity supporting the Baldrige process throughout the country.

The services provided by NIST in managing the Baldrige Award program are not available elsewhere—due to the unique nature of the Baldrige process and the roles that NIST plays in this unparalleled public-private collaboration.

NIST provides a safe forum for firms to share information about their quality models and processes, which normally would not be shared because of its proprietary nature. NIST has an impeccable reputation for high standards and objectivity, an essential condition for entities to reveal sensitive information about their programs. NIST brings national prestige to the quality improvement initiative.

NIST has proven to be very effective in leveraging the efforts of the private and voluntary sector organizations that provide extensive monetary, professional, and in-kind services and support for the Baldrige Award activities—organizations such as ASQ and the private-sector Foundation for the Malcolm Baldrige National Quality Award.

Baldrige has provided a rigorous, nonpolitical examination process for its applicants that has proven effective in understanding and recognizing those organizations that have achieved superior results because of quality management—and in sharing those results across all sectors. The Baldrige process is perceived as fair, and without its own agenda. In addition, the business, education, and healthcare communities have expressed the need for a NIST-managed Baldrige program that is independent of agencies with regulatory oversight.

None of these functions can be undertaken by the private sector alone or by another government agency; they are truly unique to NIST.

The Baldrige Award program, a key element in defining quality practices in all sectors of the economy, is affected by the reduction in NIST's funding in two primary ways.

Because of budget considerations, two positions (out of 36) in the Baldrige National Quality Program that have become vacant through staff departures will not be filled.

A second major impact is that NIST will delay its efforts in developing e-processes. These include distance and web-based learning modules for Baldrige Examiners, electronic submission of Baldrige applications, and secure web-based application review by Examiners. These e-processes represent potential cost savings in the administration of the award program and potential cycle-time reductions for applicant feedback. The greatest desire of Baldrige applicant customers is more rapid feedback.

ASQ supports an increase in funding for the Baldrige Award program of \$1.5 million for Fiscal Year 2005 that would fund activities related to the expansion of the Baldrige Award to cover the not-for-profit sector. This move will allow the Malcolm Baldrige National Quality Award to reach its full potential as a force for positive change within our nation's economy by permitting not-for-profit organizations, representing a significant portion of the U.S. economy, to apply for the Award and benefit from its assessment and feedback processes.

In addition to ASQ, the independent Foundation for the Malcolm Baldrige National Quality Award, the Baldrige Board of Overseers, the Secretary of Commerce, and the President have all endorsed the expansion, and the Foundation has indicated its willingness to determine additional fundraising that may be necessary to support a new not-for-profit category.

## **5. Dinner Meetings**

Our dinner meetings are held on the second Wednesday of every month. Reservations can be made in two ways: 1) either register at <http://www.asq0511.org/Forms/asqpayments.htm> or 2) send an email to [programs@asq0511.org](mailto:programs@asq0511.org) by the Wednesday before the meeting day indicating dinner and program, or program only. Cost for dinner is \$20 per person, payable at the door. Attendance for the program only is free. Once ASQ Section 0511 commits to a specific number of dinner reservations, these meals must be paid for. If your plans change, please contact [programs@asq0511.org](mailto:programs@asq0511.org).

The normal schedule for each meeting is as follows:

5:30pm - 6:30pm Section 0511 Board Meeting - All are welcome.

6:30pm - 7:00pm Registration & Networking

7:00pm - 8:00pm Dinner

8:00pm - 9:00pm Section Business & Program

Most of our dinner meetings are held at the Marco Polo Restaurant in Vienna, VA. The address for the Marco Polo is 245 Maple Avenue, Vienna, VA 22182; phone number is (703) 281-3922.

Directions to the Marco Polo are:

1. Take Interstate 66.
2. Exit at Nutley Street Route 243 North. (Nutley is the exit just outside of the Beltway).
3. At the light at Route 123 Chain Bridge Road / Maple Avenue, turn right (The right lane is right-turn only).

4. Marco Polo is on the left before you reach the next light, across the street from the Shell. The sign is green.

### **5a. June Dinner Meeting**

Many companies are seeking to implement or improve their metrics programs, seeking effective means to support decision-making, provide estimation data, and evaluate product and process quality. However, many are overwhelmed with the amount of available data, and end up with metrics reports, efforts, and presentations that may not actually meet their needs.

Sue McArthur, ASQ0511 Program's Chair, will discuss "***Magic with Metrics: How to Drive Decisions with Data***". This presentation will cover real-life examples of both effective and ineffective metrics in multiple areas including testing (predicting when testing will complete), resource management, CMMI status tracking, as well as operational availability from both a customer's and a producer's perspective. Key points in developing effective metrics – those that provide the information necessary for management by fact – will be discussed, as well as lessons learned concerning metrics collection and presentation.

Sue McArthur has been instrumental in implementing and supporting quality functions, such as Quality Assurance, Configuration Management, Change/Release Management, and Test Management at large companies and small start-up firms. She is currently a Quality Engineering Manager for Lockheed Martin Corporation, managing a team that provides software and data CM, testing, QA, and metrics support. She recently survived both a CMMI Benchmark and an ISO audit within a four-month timeframe, and significantly streamlined and revised the metrics program to produce data that actually met the customers' needs.

Ms. McArthur is the ASQ0511 Section Programs Chair. She has provided quality certification training classes since 1993 to over 600 professionals across the country. She holds several quality certifications, including the Certified Software Quality Engineer, Certified Quality Manager, and Certified Quality Improvement Associate from ASQ, and the Certified Software Quality Analyst from QAI.

The next meeting will be on Wednesday July 14, 2004 at the Marco Polo Restaurant in Vienna, VA.

**6. Article of Interest - This month we have two interesting articles. Our sincere thanks to Frank Hutchinson and Deborah Walker for their contributions. Enjoy!**

### **6a. Become a Sponsor!**

*Do you remember the first time you came to a Section dinner meeting? Were you a little uncertain where the meeting was located? Were you wondering if you would know anyone there? Won't it have been great if you knew someone before the meeting? How would you like to offer someone a FREE dinner? **And get recertification points!!***

Each month the Section gains 8-15 new members. The Chair has been sending a letter to these new members inviting them to the monthly dinner meeting and offering them a free dinner if they attend. The response has been underwhelming! So the Board is looking for a few members who are willing to devote just a few minutes a month to invite new Section members to the monthly dinner meeting in a more personable fashion. If you agree to become a sponsor, you will be expected to personally contact no more than one new member each month.

**The process** will work like this:

1. The Membership Chair gets the list of new members from National.
2. The Membership Chair will assign each new member to a sponsor providing the appropriate contact information.
3. The sponsor is expected to contact the new member at least one week before the next dinner meeting.
  - a. Identify yourself as a member of ASQ Section 0511.
  - b. Tell the new member that the Section just got their membership.
  - c. Tell the new member that we're glad they have joined the Section.
  - d. Extend a personal invitation to be your personal guest for the next dinner meeting. Provide information about the next meeting (Date, Location, Speaker and Topic). (Note: The Section will pay for the dinner.)
  - e. Tell the new member about the Section web site ([www.asq0511.org](http://www.asq0511.org)), the newsletter and E-mail distribution list.
  - f. If the member agrees to come to the dinner:
    - i. Get some personal information for the introduction at the dinner.
    - ii. Notify [Programs@asq0511.org](mailto:Programs@asq0511.org) that the new member will attend.
  - g. Thank the new member for their time and tell them how much you and the Section look forward to seeing them at the dinner meeting.
4. Attend the dinner meeting and be prepared to introduce the new member to other members of the Section.

### **WII-FM (What's In It For Me?)**

Why would you be willing to be a sponsor?

1. You're helping the Section attract and keep new members.
2. It's a great networking opportunity.
3. You're helping a fellow ASQer feel welcomed to the Section.
4. You may gain a friend.
5. You get to be generous at the Section's expense.
6. You get recertification points because, as a sponsor, you will be a member of the Membership Committee and receive 0.125 Recertification Units (RU) each month you contact a new member up to 1.5 RUs for one year of service.

To become a sponsor, send an E-mail to [Membership@asq0511.org](mailto:Membership@asq0511.org) with the Subject line of New Member Sponsor and in the body of the E-mail stating you wish to be a new member sponsor and providing your contact information as shown in the sample email below:

To: [Membership@asq0511.org](mailto:Membership@asq0511.org)

From: [SusieQuality@company.com](mailto:SusieQuality@company.com)

Subject: New Member Sponsor

I wish to be a new member sponsor for Section 0511.

You can contact me by

E-Mail: [SusieQuality@company.com](mailto:SusieQuality@company.com)

Business phone: 703-123-4567

Business Fax: 703-986-5432

Home E-Mail: [SusieQuality@home.net](mailto:SusieQuality@home.net)

Home phone: 703-765-4321

Cell phone: 703-987-6543

Sincerely,

Susie Quality

## **6b. Three Things Every Recruiter Looks for in a Resume**

If you are in the middle of a job search, recruiters can be either your friend-or your foe. They make the choice to keep you out of the hiring process or to introduce you to corporate hiring decision makers. The quality of your resume is a key factor in determining how recruiters will treat you in the job market.

There are three things every recruiter looks for in a resume:

- · Focus
- · Core competencies or transferable skills
- · Accomplishments

If your resume lacks any of these crucial elements, then you are probably not capturing the attention you deserve, and you are missing out on important interview opportunities.

### **1. Focus**

Since recruiters' time is at a premium, they must know your career focus within seconds of opening your resume. If your career focus isn't clearly stated, you can't assume the reader will take the time to search through your resume for clues. Most recruiters consider "Career Objective" statements worthless if they contain no real information about the specific position you are looking for and the industry expertise you offer. The best objective statements are concise and to the point.

### **2. Core competencies or transferable skills**

Once a recruiter understands your focus, he/she will want to know if you have the required core competencies or transferable skills to accomplish the job. A thorough research of employer job descriptions will help you identify the core competencies your resume must feature.

You'll capture and hold recruiter attention by including only those core competencies relating specifically to your focus. Be careful not to muddy up your personal marketing message by including extraneous skills. If you remember the all-important rule of relevancy, you'll go a long way toward keeping the reader's attention on your key skills.

### **3. Accomplishments**



Once your resume has made it through the initial screening for focus and skills, the recruiter will want to know how you stack up against other candidates. Remember, with record-high resume response to job openings, recruiters need good, solid reasons to recommend you for consideration over the mountain of other candidates. Clear, concisely stated accomplishments are the best way to distinguish yourself from your competition.

Whether the recruiter works for one corporation or represents many corporate clients as a third-party recruiting consultant, he or she must be able to give valid reasons for promoting you as a viable candidate. You can make their job infinitely easier by including the information they need-and bring your resume to the top of the candidate pile. When your resume sells itself, you gain advantage points, and make the recruiter look good as well.

For optimum impact, write accomplishments that illustrate the strength of your core competencies, transferable skills and focus. An accomplishment is only valuable to your resume if it promotes the skills your target employers are looking for. Remember the rule of relevancy as you craft each of your accomplishment statements.

In today's extremely competitive job market, employers rely heavily on recruiter to screen out the crowd of applicants. Allow them to present you as one of their best candidates by letting your resume present your best abilities.

~~~~~  
Deborah Walker, CCMC  
Resume Writer ~ Career Coach  
Find resume and job-search tips in the article archive at [www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)  
Email: [Deb@AlphaAdvantage.com](mailto:Deb@AlphaAdvantage.com)  
~~~~~