

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

February 2005

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#### 1. Board Members, Committee Chairs, and Special Interest Groups

Board Members for the 2004-2005 Membership Year

Executive Board Officers			
Chair	Robert Zimman	2004Chair@asq0511.org	
Chair-Elect	Ron Marafioti	Chair-elect@asq0511.org	
Secretary	Yvonne Fernandez	Secretary@asq0511.org	
Treasurer	Joe Tullington	Treasurer@asq0511.org	
Immediate Past Chair	Bill Eastham	PastChair@asq0511.org	

Committee Chairs					
Arrangements	Marie Rondot Arrangements@asq051				
Auditing	Christine Kurowski	Auditing@asq0511.org			
Authorized CQManager Trainer	Frank Hutchison	Education@asq0511.org			
Certifications/Recertifications	Bill Casti	Certifications@asq0511.org			
Database/Electronic Media	Bill Casti	E-media@asq0511.org			
Education Chair	Frank Hutchison	Education@asq0511.org			
Examining	Bill Casti	Examining@asq0511.org			
Finance	Jeff Parnes & Joe Tullington	Finance@asq0511.org			
Historian	Walter Mendus	Historian@asq0511.org			
Membership	Bill Eastham	Membership@asq0511.org			
Newsletter Editor	Ron Marafioti	Newsletter@asq0511.org			
Nominating	Bill Eastham	Nominating@asq0511.org			
Placements	Robert Wilson	Placements@asq0511.org			
Programs	Sue McArthur	Programs@asq0511.org			
Publicity	Ron Marafioti	Publicity@asq0511.org			
Section Management Plan	Roger Watts	SMP@asq0511.org			
Special Interest Group (SIG)					
Standards (ISO9001 / BS7799)	StandardsSIG@asq0511.org				

## 2. Message from our Chair - A New Year

By Robert Zimman Chair, Northern Virginia Section

As we start a new year I'd like to take this opportunity to tell you about some things that have recently taken place as well as some exciting opportunities for our members in the coming year.

Your Section Board has nominated Bill Casti to be the Regional Director for Region 5, which is our region of ASQ. Regional Directors sit on the ASQ Board of Directors and act as the voice of the sections for the Society. In addition, they direct section policy on the Section Affairs Council and provide assistance, mentoring, and training to section volunteers. Bill is a long time member and past chair of our section as well as currently chairing our Examining, Recertification, and E-media committees. Each section in

Region 5 has one vote. We wish Bill the best of luck and hope that he will win the election. The ASQ National office will announce the results of the election in March

As I write this our section Nominating Committee, chaired by Bill Eastham, is putting together a slate of nominees for next year. The slate will be announced at our February meeting and the elections will be held at our March meeting. If you are interested in serving as a section officer, as a section committee chair, or as a member of a section committee now is the time to contact either me at 2004Chair@asq0511.org or Bill Eastham at Nominating@asq0511.org.

Although I'm still waiting for the exact number, Mark Smith, the Chair of the 2005 U.S. Senate Productivity and Quality Awards for Virginia (SPQA-VA), has extended his thanks to all our members who have volunteered to serve as examiners for the awards program this year. Examiner training has already started and the examiners will soon be reviewing their assigned application. Sight visits will follow for selected organizations and the awards will be made in October 2005.

Finally, this October 25 - 27, in Williamsburg, Virginia, we will be co-sponsoring the 2005 Annual Virginia Quality Conference. The other sponsors will be the SPQA-VA, the Virginia Manufacturers Association (VMA), as well as several other ASQ sections. The SPQA-VA awards for 2005 will be presented during the conference and there will be additional presentations regarding quality. We will be looking for volunteers to help with the conference. Please put the dates on your calendar and plan on joining us for this exciting event.

## 3. 2005 Certification Exam Preparation Courses by Frank Hutchison

ASQ members rate certification as the single most important benefit of the American Society for Quality. How you taken advantage of this benefit? ASQ Section 0511 sponsors several certification preparation courses, usually scheduled adjacent to an upcoming local certification exam.

This is the latest schedule for the Certification Refresher courses offered by our section in 2005:

	Start	Application	Exam		
Class	Date	Deadline	Date	Location	Instructor
CQManager	Jan 29	Jan 7	Mar 5	Shirlington	Hutchison
	Sep 10	Aug 19	Oct 22	Shirlington	Hutchison
CQA	TBA	April 1	Jun 4	TBA	Mills
	TBA	Oct 7	Dec 3	TBA	Mills
CQSE	Mar 7	April 1	Jun 4	TBA	Klipp
	Sep ??	Oct 7	Dec 3	TBA	Klipp

TBA will be announced as the information becomes available. Other classes will be held as interest and instructor availability dictates.

**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:** Contact: Frank Hutchison at 703-425-5192 or Education@asq0511.org To request to be contacted about current or future education training opportunities, please contact our education chair at <u>education@asq0511.org</u>

**Cost:** The cost for any course is \$275.00. In addition, if you don't have the Quality Council of Indiana primer, it is an additional \$75.00. Please note that 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**. To pay by credit card, please contact the Education Chair or instructor.

**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 <u>www.asq.org</u> 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.

### ASQ Certification Rates Have Gone Up January 1, 2005 On January 1, 2005, the following new certification exam fees went into effect: CQA, CSQE \$210 ASQ Member Fee / \$360 Non-Member Fee / \$160 Retake Fee Certified Quality Manager \$270 ASQ Member Fee / \$420 Non-Member Fee / \$220 Retake Fee ASQ's current certification exam fees *remain in effect* at this time.

**Location:** To be announced by each instructor as details are worked out. The Certified Quality Manager course is held in Shirlington at the ANSER Conference Center, 2900 S. Quincy St., Arlington, VA 22206.

**Hours:** CQA and CSQE class times are once per week 3 hours a night usually starting at 6:30pm for eight to ten weeks. The Quality Management class is on three Saturdays from 8:00 to 5:00 pm.

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, visit the ASQ web page (<u>www.asq.org</u>) under Certification.

<u>Certified Quality Auditor</u>: 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.

<u>Certified Quality Manager</u>: Designed for those who understand quality principles and standards in relation to organization and human resource management.

<u>Certified Software Quality Engineer:</u> 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.

For other certifications, see the ASQ web page (<u>www.asq.org</u>).

ASQ National also provides numerous education and training courses. The <u>ASQ Training</u> web page contains public courses provided nationwide as well as computer based training.

**Frank E. Hutchison, Ph.D.,** holds both the ASQ Certified Quality Manger and Certified Quality Improvement Associate certifications. He is the Education Chair for Section 0511 as well as the ASQ Authorized Certified Quality Manager Trainer. He is currently employed as the Quality Manager of the Homeland Security Institute, a Federally Funded Research and Development Center for the Department of Homeland Security. Frank can be reached at 703-425-5192 or education@asq0511.org.

# 4. The Quest for Excellence ® XVII, 10-13 April, Washington, DC

The Quest for Excellence ® XVII is the Official Conference of the Malcolm Baldrige National Quality Award, and will be held 10-13 April at the Marriott Wardman Park Hotel in Washington, DC.

If you want to improve your organization's performance results, stay abreast of the competition, create an environment that fosters social responsibility and ethical behavior, and increase your organization's effectiveness, this is a MUST ATTEND conference! Learn about the tools used by business, education and health care leaders to evaluate and focus their efforts on performance results, leadership effectiveness, customer and employee satisfaction, and process management. Meet the 2004 Baldrige Award recipients at The Quest for Excellence XVII, where they will share their exceptional performance practices, their journey to performance excellence, and their lessons learned. Discover how senior leaders sustain their focus on excellence during fundamental shifts in economic and social frameworks. This conference is designed to maximize learning and networking opportunities.

For more information about the conference, its pre-conference workshops ("Getting Acquainted with Baldrige" and "Moving from Interest to Action"), registration, and accommodations, visit <u>http://www.quality.nist.gov/Quest\_for\_Excellence.htm</u>.

## 5. ASQ's 12th Annual ISO 9000 Summit Conference 4-5 April, Atlanta, GA

Here is your opportunity to capitalize on three quality events in one:

## 1. 12th Annual ISO 9000 Conference

Case study presentations review the transition and function of quality management systems relative to auditing, process approach, construction, automotive, aerospace, medical device, law enforcement, agriculture and more.

## 2. U.S. Standards Group Meeting

ASQ is the administrator for the U.S. Technical Advisory Groups (TAGs) 176 and 207, the individuals who help draft the ISO 9000 and ISO 14000 standards. These folks also serve on our ISO Conference Planning Committee. The U.S. Standards Group Spring Meeting is held at the ISO Summit site, affording you the unique opportunity to schedule a one-on-one meeting with the experts.

## 3. Summit Course Clusters

For your convenience, we offer our public course clusters all in one venue. Our standards, auditing, lean manufacturing, quality engineering and process improvement courses are scheduled at the ISO 9000 Summit.

In addition, there will be:

a) Featured panel discussions:

- ISO Credibility & Future led by Jack West, chair, US TAG to TC 176
- Assuring Auditor Competence led by Paul Scicchitano, Editor & Publisher of "Quality Systems Update"

b) Keynote speaker:

• Robert King, President, ANAB (ANSI-ASQ National Accreditation Board)

# EARLY BIRD RATES AVAILABLE - save \$100 by Registering before March 10,

2005. For more information, visit

http://www.asq.org/ed/conferences/iso/2005/index.html.

# 6. 2005 Delaware Quality Conference - Moving from Conformance to High Performance, 4-5 March, Newark, DE

If you are in the neighborhood of Newark, Delaware on 4-5 March, 2005, you are invited to attend the Delaware Quality Conference. This year's theme is "Moving from Conformance to High Performance". The Conference will be held on the campus of the University of Delaware, in the John M. Clayton Hall. The conference is cosponsored by the ASQ Delaware Section and ASQ Region 5, and will emphasize practical application of measurement techniques and management systems such as the balanced scorecard, Six Sigma, ISO standards, and the Baldrige National Quality Criteria for Performance Excellence.

Details are available on <u>http://www.continuingstudies.udel.edu/special/dqc</u>, or you can phone (302) 831-2741 for advisement on program selection

## 7. Online Black Belt Training

There is a new and exciting online Black Belt training opportunity available to any interested member! The University of Colorado (CU) in association with Boulder ASQ Section 1313 is offering Six Sigma Black Belt training starting February 7th, 2005. One of the unique aspects of this training is that in addition to face-to-face classes, it is being offered internationally via an online multimedia capture. The online version features a small lecture recording, a content slide with real-time annotations, a text and audio chat feature, and the ability to pause or browse individual slides in the lecture. This same format is captured for on-demand attendees who can view the course lectures and discussions on their schedule. All attendees will be given copies of interactive video sessions so that topics covered in class can be studied again as needed – a huge benefit for these advanced topics! Licenses for the statistical analysis software used will be provided for the duration of the course. CU will soon be posting the details of a tuition discount for people registering by January 28, 2005. In addition, if three or more ASQ members register, there will be an additional 10% reduction in the tuition, so make sure you mention that you are an ASQ member when you register!

To learn more, **\*and to see an online demo\***, visit the course website at: <u>http://www.colorado.edu/ContinuingEducation/sixsigma/</u>

To register, call 303-492-5148 in the USA or visit

<u>http://www.colorado.edu/ContinuingEducation/images/Noncreditregistrationform.pdf</u> to obtain a form for faxing. The course ID is CASP4000, and section information is available here: <u>http://www.colorado.edu/ContinuingEducation/sixsigma/schedule.htm</u>.

#### 8. Successful 2004 Certification Examinees

Please join our Section Management Team in congratulating the following members who were successful in their December 2004 ASQ certification exams!

Exam	Member
Certified Calibration Technician	Thomas R. Hettenhouser
Certified Calibration Technician	Chad A. Dodds
Certified Calibration Technician	Dennis E. Taylor
Certified Quality Auditor	H. Clark Leiphart
Certified Quality Auditor	Michele Byman
Certified Quality Auditor	John R. Snyder
Certified Quality Auditor	Katherine Gayle Barefoot
Certified Quality Auditor	Sarah D. Makin
Certified Quality Auditor	Gwenaelle S. Chamousset
Certified Quality Auditor	Michelle F. Shirkey
Certified Quality Auditor	Sandeep Narang
Certified Quality Auditor	Karen C. Whilden
Certified Quality Auditor	Jason M. Swistak
Certified Quality Auditor	Vincent Colbert

Certified Quality Auditor	Kathy A. Kenepp	
Certified Quality Auditor	Karen A. Fioravanti	
Certified Quality Engineer	Wade Mangum	
Certified Quality Engineer	Matthew R. Byrd	
Certified Quality Engineer	Joan M. Perkins	
Certified Quality Improvement Associate	Raymond Blehar	
Certified Quality Improvement Associate	David Samuel Hills	
Certified Quality Improvement Associate	Jessica Lawless	
Certified Quality Improvement Associate	Kyle E. Johnson	
Certified Software Quality Engineer	John T. Seger	
Certified Software Quality Engineer	Pankaj Giroti	

The next scheduled ASQ Certification Exam date is Saturday, March 5<sup>th</sup>, and will encompass the following certifications:

- Certified Quality Technician (CQT)
- Certified Reliability Engineer (CRE)
- Certified Mechanical Investigator (CMI)
- Certified HAACP Auditor (CHA)
- Certified Quality Auditor Biomedical (CQA Biomedical)
- Certified Quality Manager (CQM)
- Six Sigma Black Belt (SSBB)

The application deadline for the March 5<sup>th</sup> exams has already passed.

For the exam schedule and application deadlines for the remainder of the exams in 2005, and for information about ASQ Certifications, go to <a href="http://www.asq0511.org/Certification/cert.html">http://www.asq0511.org/Certification/cert.html</a>

For more information about the ASQ Certification pre-exam refresher courses offered by our section, see <u>http://www.asq0511.org/educ.html</u> or contact our Education Chair, Frank Hutchison, at <u>Education@asq0511.org</u>

## 9. Ten Signs of Job Dissatisfaction—Don't Ignore Them! by Deborah Walker

The new year is a great time to analyze your job satisfaction. As you make your new year's resolutions, include career fulfillment as a top priority.

There are ten sure signs that you are experiencing job dissatisfaction. If you:

- Dread Mondays or coming to work
- · Can't wait for Friday
- · Are often bored at work
- Feel tired or chronically fatigued
- Avoid your boss and dread meetings
- · Have no enthusiasm or sense of self-worth

- Feel like you are getting nowhere in your job
- Take work stress home
- Question your choice of industry or occupation
- · Can't think of a way out

Any of the above signs indicate a need for change. The biggest career mistake is to ignore those indicators. A head-in-the-sand mentality can lead to a downward career spiral that ends with disappointment and "what if" regrets.

Here are three great ways to facilitate positive change.

#### • Analyze your career choice.

Is the problem your boss or employer—or is it that you have chosen the wrong occupation? Before you take any action, make sure you know what needs to change.

Don't make the mistake of throwing away a good career (ex. accounting, sales, finance) when the problem is really the person you work for. On the flip side, if you're not cut out for sales, then changing employers isn't going to help the problem.

A career coach can guide you to determine which of these problems is causing your unhappiness and give you ideas for your next career move.

#### • Update your resume.

Updating your resume can give you a great confidence boost. You'll feel better immediately if you know you are ready whenever opportunity knocks.

Be careful, however, that your resume doesn't resemble a house with too many additions, each resembling a different style. If you have simply added to the same old resume job after job, it's time to "tear down that old shack" and rebuild your resume from the ground up.

If your old resume format doesn't live up to your professional image, you may want to consult a resume writer. You'd never wrap a ruby ring in old newspaper, and you should never present your career with anything less than professional polish.

#### • Brush up your interview skills.

If you have been on the job for a couple of years, your interview skills are probably rusty. Don't make the mistake of blowing off the first few interviews as practice. They might be the perfect jobs for you!

You'll feel much more confident and comfortable if your interview skills are honed before you step into the first interview. To determine your current level of interview expertise, answer the following questions:

- Do you know the toughest interview questions—and how to answer them?
- Can you answer the salary question without compromising the level of starting salary at offer time?
- Can you recognize the most common interview styles—and respond without showing stress?

If you aren't sure, then it may be time to visit with a career coach who can help you prepare to WOW them in every interview.

Job dissatisfaction is an indication of needed change. Take the steps of change by investing in the appropriate job-search skills and tools, and you will be in a position to change your job-and your life-for the better.

Deborah Walker, CCMC Resume Writer ~ Career Coach To see resume samples and read more job-search tips visit www.AlphaAdvantage.com Email: Deb@AlphaAdvantage.com

#### **10. Job Openings**

The below list of job opening have been provided for your information and use:

#### **DATA ANALYST / TESTER**

Job ID CKEHFM **Position Type** Full-Time Company Name TestPros, Inc. Locations Herndon, VA Salary OPEN **Date Posted** December 3, 2004 **Experience** Mid to Senior Level

## **Job Description**

TestPros is currently seeking multiple Data Analysts /Testers with 3+ years of applicable experience for a 1+ year contract opportunity in Herndon. The consultants will ensure all data elements of the mainframe system are captured and carried over to the new Client Server based system. Consultants will write and execute test cases and test scripts for data conversion analysis.

## **Required Experience:**

- 3+ years of background in a data analyst role.
- Demonstrated background in data mapping and data conversions.
- Demonstrated ability to write functional specifications for data conversion efforts.
- Familiarity with mainframe and client server systems.

- Structured testing (test case creation, test execution, etc.)
- Financial applications experience a plus

## About Us

Established in 1988, TestPros is a test engineering organization providing trusted, confidential, independent testing, quality assurance, verification, and validation services to software and systems development organizations. TestPros' mission is to help our customers get the highest quality software possible to market quickly and efficiently. We bring the latest relevant software life-cycle process methodologies, test/QA methodologies, tools and industry best-practice testing knowledge to our customers.

Please submit your resume to **ckeady@testpros.com**. If you have any questions regarding this or other test opportunities, please contact me at (703) 787-7600 x127.

# **QUALITY ENGINEER**

### Thales Communications

We have an opening for a Quality Engineer here at Thales Communications Inc (TCI) in our Clarksburg, MD facility. We design and produce ruggedized two-way radios for Special Ops and the Safety sector (fire and park police). The candidate should have at least 5-10 yrs Quality experience. RF communications experience is a plus. Experience in chairing MRBs, reviewing drawings, organizing product reviews, operational testing and evaluation, and concurrent engineering approaches is required.

Please have resumes sent to Steve Britton at below contact points. Thanks. Steve Britton Principal Quality Engineer Thales Communications Inc. Tel: 240-864-7486 Fax: 240864-7832 Steve.britton@thalescomminc.com

# ELECTRONIC CALIBRATION TECHNICIAN C

SIMCO Electronics, a California Corporation is the quality leader in calibration and repair services for scientific test and measurement instruments. With a nation-wide network of calibration laboratories throughout the US, SIMCO provides ISO 9002 and A2LA certified calibration services for high technology markets with the most demanding quality standards. SIMCO Electronics' primary market focus includes Life Sciences instrumentation and product manufacturing, RF/Telecommunications, and Semiconductor/Electronic Components customers.

We currently have an immediate opportunity for an Electronic Calibration Technician C at our Sterling, VA lab. The ideal candidate will perform Electronic calibrations and/or

repairs on general purpose and or specialized measuring and test equipment. This is a team atmosphere primarily in a laboratory or manufacturing environment at a SIMCO location and or customer sites and the position could require some domestic travel. This is a regular full time position.

## RESPONSIBILITIES

Responsibility, Accountability and Decision Making - Normally receives no instruction on routine work; general instructions on new assignments; applies job skills and company policies and procedures to complete a wide range of difficult tasks; works on assignments that are moderately complex in nature where judgment is required in resolving problems and making routine recommendations.

## ESSENTIAL EXPERIENCE

Technical - Performs calibrations and repair in the following skill areas, as applicable:

• bio-med instrumentation • electronic standards • fiber optics • LCR and impedance • nuclear and radiation physics • oscilloscopes • particle counters • photo/radiometric optometry • RADAR • RF/microwave power, frequency, and impedance • sound pressure level • spectrophotometry (including standards) • spectrum and network analysis, time interval and frequency • vibration • video • voltage & current • waveform analysis, phase and distortion

Communication and Interaction - Trains others in basic calibrations; writes coherent calibration procedures; regularly interacts with other technicians, CSRs and Purchasing; interacts often with customers; interaction normally involves exchange or presentation of factual information, often as the specialist in a particular technical area.

Leadership - Acts on important opportunities as they arise; willing and able to act with a minimum of planning; translates ideas into actions; does not hesitate to pursue a sound, innovative idea; works quickly; enthusiastic about assignments and self-initiated tasks, encourages colleagues to also be excited about their work; acts ethically and honestly; confronts others whose behavior is not in line with the organization's convictions; words and actions are consistent; strives to excel; follows instructions accurately and in a timely manner; initiates many actions independently; takes responsibility for assigned and initiated tasks and completes them as expected.

## DESIRED EXPERIENCE

• TMDE/PMEL certified or Associates degree in Electrical Technologies • Minimum of 5 years experience • Strong knowledge of electronic circuit theory • Advanced soldering training • Must be able to read circuit schematics and identify components within those schematics • Must be able to life up to 65 pounds without assistance; occasional standing and bending required. SIMCO provides employees with a complete salary/benefit package starting the 1st day of the month following hire, including Medical, Dental, Life, Vacation, PTO, Short Term Disability and Long Term Disability insurances, Educational Assistance and 401(k) w/matching.

SIMCO Electronics is proud of our diversity and equal opportunity employment practices.

Colleen Maxwell SIMCO Electronics <u>http://www.simco.com</u> Staffing Manager 408-548-4577 (Office) 831-462-5618 (Home Office) Hours: Monday 12:00-6:00 PM, Weds. 10:30 AM-3:30 PM, Tuesday - Thursday - Friday 7:00 AM-1:00PM.

# **QUALITY ASSURANCE MANAGER**

Innovative Logistics Techniques, (INNOLOG) has an immediate opening for a Quality Assurance Manager. We are seeking an individual with a strong knowledge of quality management systems, ISO 9000 preferred, process improvement and business process reengineering, metrics and performance measurement, configuration management, and technical documentation. Individual will require strong leadership, program management, and interpersonal skills. Familiarity with strategic planning and balanced scorecard techniques a plus.

Required Skills: At least 5 years of business/program analyst work with experience in quality assurance and process improvement. At least 2 years experience providing quality assurance or business process re-engineering services. Education: Bachelors degree To apply please send resume to resumes@innolog.com EOE/M/F/D/V

# **QUALITY CONTROL SPECIALIST**

## Job Responsibilities –Description

Structure and deliver training in quality control processes and procedures. Instruct FAA groups in ISO 9000 philosophy. Support the creation and structuring of organizational groups in ISO 9000 disciplines. Perform audits of existing processes and procedures to identify the accuracy and completeness of relevant paperwork.

## Qualifications

Bachelor's Degree in a technical field. Ten years or more experience in Quality or a relevant field. Of this, at least three years must be associated with implementing and auditing ISO 9000 in a large and dispersed organization.

## **Desired Qualifications**

Experience in a Quality organization associated with manufacturing, construction, aviation, and electronics or related fields. Background in generating, critiquing, editing, and formatting processes and procedures for various disciplines.

Location Washington, District of Columbia Classification Reg F/T Name Larry Wheeler Email lwheeler@icfconsulting.com Title TPM Human Resources Manager Address 9300 Lee Highway Fairfax, Virginia 22031

**11. February Dinner Meeting -** Wednesday February 9, 2005 at the Marco Polo Restaurant in Vienna, VA

Silver and Gold: Key Attributes of Leaders & Managers by Dave Wessel

This session will focus on the key attributes of successful leaders and effective managers, allowing participants to compare and contrast these two critical roles. Participants will begin a self-assessment of their own personal development needs – and the particular leadership/management development challenges they face on an organizational level.

In Part 1 - Mining for Silver, we will see how some "experts" distinguish between the leadership and management, explore the lessons to be learned from a variety of role models, and begin a personal self-assessment.

In Part 2- Panning for Gold, we'll focus on organizational aspects of leadership and management, using the Malcolm Baldrige National Quality Award criteria as both a discussion guide and an organizational assessment tool.

Dave Wessel is the Quality Manager for NISH East Region. Prior to joining NISH in January of this year, Dave spent 15 years as a consultant and partner with Kepner-Tregoe, providing clients in all sectors with strategy formulation, leadership development, quality improvement and project management training and consulting. He was also the founder and senior partner of RPM Training & Consulting, focused on employee engagement processes and quality problem solving methods. Dave is a Certified Quality Manager and a Project Management Professional who has spoken at numerous professional society meetings and has been published in Quality Progress, The Wall Street Journal, and other publications.

**12. March Dinner Meeting -** Wednesday March 9, 2005 at the Marco Polo Restaurant in Vienna, VA.

Strategy Development with the Balanced Scorecard by Douglas Mark Gaskell

Successful organizations place strategy at the center of the management process. However, research shows that many organizations do not succeed in achieving their strategic goals because:

- Less than 5% of the organization understands the strategy. An even smaller percentage is involved in formulating the strategy.
- Less than 25% of the leadership has personal objectives and rewards tied to organizational strategy.
- Less than 60% of organizations link the strategy to the budget.
- 85% of the leadership spend less than one hour per month discussing the strategy.

The Balanced Scorecard provides a process and a format to remove these impediments and achieve strategic focus throughout all levels of an organization. Originally developed as a performance measurement tool, organizations found that the true value of the Balanced Scorecard was to develop and implement a concise and understandable strategy. First created for commercial business, the Balanced Scorecard is now commonly used by commercial, government and non-profit organizations.

The Balanced Scorecard process facilitates the success of the organization by requiring all levels of personnel to work "on" rather than "in" their organization. This process provides an opportunity to step back from day-to-day operations and focus on the larger strategic issues that are usually neglected in the daily crush of events. This strategic focus is coupled with key measures of performance to facilitate organizational success. The final product is a strategically focused organization from top to bottom with functions that are aligned supporting a coherent mission and measures that focus the organization on mission accomplishment.

Doug Gaskell, a Management Consultant with Booz Allen Hamilton, has over 20 years of professional experience in the areas of Strategy Development, the Balanced Scorecard, readiness reporting / measurement and current operations. Using the Balanced Scorecard process, he has lead strategy development efforts for numerous organizations. At Booz Allen, Mr. Gaskell led the Scorecard Implementation Team for the Army's Strategic Readiness System, the largest Balanced Scorecard effort to date. In support of this effort, he worked extensively with Balanced Scorecard Collaborative Inc., the firm founded by Drs. Kaplan and Norton who developed the Scorecard process and organizational strategy maps for over 150 organizations within operational and institutional the Army

A member of the American Society for Public Administration, Mr. Gaskell currently supports the Headquarters, Army National Guard in the formulation of their strategy using the Balanced Scorecard methodology. As a part of this effort, he is assisting the Army National Guard in revitalizing their Balanced Scorecard process providing expertise in strategy development for the Federal, State, and Transformation missions.