



Northern Virginia Section 0511



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

November 2005

Volume 22, Issue 2

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Board Members for the 2005-2006 Membership Year

<i>Executive Board Officers</i>		
Chair	Ron Marafioti	2005Chair@asq0511.org
Chair-Elect	Bill Casti	2005Chair-elect@asq0511.org
Secretary	Yvonne Fernandez	Secretary@asq0511.org
Treasurer	Joe Tullington	Treasurer05@asq0511.org
Immediate Past Chair	Robert Zimman	PastChair@asq0511.org
<i>Committee Chairs</i>		

Arrangements	Marie Rondot	Arrangements@asq0511.org
Auditing	Paul Mills	Auditing@asq0511.org
Database/Electronic Media	Bill Casti	E-media@asq0511.org
Education Chair	Larry Wilkins	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
Recertifications Chair	Bill Casti	Recertification@asq0511.org
Section Management Plan	Roger Watts	SMP@asq0511.org
<i>Special Interest Group (SIG)</i>		
Standards (ISO9001 / BS7799)	Bill Casti	StandardsSIG@asq0511.org
<i>Other Positions</i>		
SPQA Forum Liaison	Robert Zimman	ForumLiaison@asq0511.org
Volunteer Coordinator	Christine Kurowski	VolunteerCoordinator@asq0511.org

2. Education Corner

Definitions:

Education, n, The act or process of imparting or acquiring general knowledge and of developing the powers of reasoning and judgment.

Training, n, The *education, instruction*, or discipline of a person or thing that is being trained.

The benefit of ASQ membership that is most often listed as the top benefit in surveys of ASQ members is certification. To become certified, a member must have demonstrated at least 10 years worth of education/work experience, professionalism (membership in ASQ or other professional society), and must take and pass a certification test in their chosen area. Achieving a certification requires you to make a commitment of time and effort to prepare for the test. The most efficient way to do this is to take a course designed to prepare you for the exam.

Section 0511 provides training for Quality Auditor Certification (CQA), Software Quality Engineer Certification (CSQE), and the new Manager of Quality/Organizational Excellence Certification (CMQ/OE). Our section prides itself on the quality of instruction and in our success rate in certification training. As an example, the CQA course has a success rate of over 75% for students passing the exam on the first attempt.

Normally, we conduct classes about 6 weeks out from the exam date to ensure sufficient time to digest the course and perform individual and group study before the test, while keeping the end date of the course close enough to the test to minimize memory loss. Our instructors are certified in the subjects and are all experienced at teaching their course. Unlike on-line courses offered by ASQ, the section 0511 class allows for interaction between instructor and student as well as among the students who often have their own expertise that they can share with the class. In addition, the Section 0511 courses normally cost less than the ASQ on-line courses do.

CMQ/OE Course: This course is designed for the professional who is required to lead and champion process improvement initiatives, facilitate and lead team efforts to establish and monitor customer/supplier relations, support strategic planning and deployment initiatives, and help develop measurement systems to determine organizational improvement, etc. We tentatively plan to teach the CMQ/OE course in the mid January 06 timeframe for the March 06 CMQ/OE Exam. The course will be held from 8:00 AM to 5:00 PM on three successive Saturdays.

CQA Course: This course is designed for those who need to understand the standards and principles of auditing and the auditing techniques of examining, questioning, evaluating, and reporting to determine quality systems adequacy. The course will be taught starting in March 06 for the June 06 CQA Exam. The CQA course is taught in three-hour blocks, one night per week for 12 weeks.

CSQE Course: The CSQE courses is designed for those who are required to have a comprehensive understanding of software quality development and implementation; need a thorough understanding of software inspection and testing, verification, and validation; and will need to know how to implement software development and maintenance processes and methods. The course will be taught starting in March 06 for the June 06 CSQE Exam. This course is taught in three-hour blocks, one night per week, for 11 weeks.

Call For Black Belt Instructor: We are currently exploring the feasibility of starting up six-sigma training in the section. If you are a Six-Sigma Black Belt and desire to teach as part of the 0511 Instructor Team, please contact Larry Wilkins (education@asq0511.org)

Hope to see you in class!

Larry Wilkins, CQM, Education Chair

3. Job Opportunities

NISH Quality Manager, East Region

NISH is a national nonprofit organization that assists community-based programs that employ people with severe disabilities by helping them to obtain government contracts. NISH staff members identify federal government opportunities and match them with these rehabilitation programs.

The Quality Manager will provide support to key NISH quality strategies, objectives and initiatives. Responsibilities will include development and implementation/improvement of standard quality management systems through audits, on-site training and marketing. In addition, the selected candidate will develop and provide an internal quality management system for the region ensuring full and seamless integration with NISH QMS. Continuous improvement of programs and processes will be expected. Requirements include BA/BS and 10-12 years of experience in the Quality and Management fields. Familiarity with ISO, Baldrige and Six Sigma is preferred. Strong interpersonal, problem solving mentoring skills and proficiency in Microsoft Office are a must. Frequent travel is required.

In addition to making a difference for others, your efforts will be rewarded with an attractive salary and benefits package. To apply, submit both a resume and a NISH application (found at www.nish.org) and email to [NISH 10@nish.org](mailto:NISH_10@nish.org) or fax to 703-204-0236.

NISH

Equal Employment Opportunity Employer, M/F/V/D

DSP Systems Software Quality Engineer

Location: Germantown, MD

Group: DSP Systems

Degree Requirements: Bachelor's degree (minimum)

We're searching for a dynamic Systems Software Quality Engineer to support the quality system for our DSP Systems group (DSPS) in Germantown, Maryland. If you want to work across functional boundaries and serve as a leader in driving continuous improvement, this may be the ideal job for you!

Our group has a set of business processes and quality specifications that are used by several of the business and software development groups in DSPS. In this role, your specific responsibilities will include:

- Providing tactical support for the quality system.
- Ensuring the quality specs are followed and maintained to ISO 9000:2001 standards.
- Aligning a common set of specs across the entire DSPS organization.
- Leading efforts to establish a common software development process for DSPS.

- Working closely with the System Quality team to ensure the software process(es) are fully integrated into an overall process for developing system products that include silicon, hardware, and software content.

The ideal candidate will have 1-2 years of software development experience, along with process development, software metrics evaluation, and program management expertise. Familiarity with ISO and CMMI requirements for quality processes is needed. The ability to work effectively across functional boundaries, evaluate business and technical tradeoffs in meeting customer and quality requirements, and driving for results is a must.

Don't let this outstanding opportunity pass you by!

Please send your resume to dspjobs@list.ti.com and include only AIASQ in the subject line.

4. Letter from Clay Hodges concerning Baldrige Not-for-Profit Sector

Date: November 2, 2005

To: ASQ Section Chairs

From: Clay Hodges, Section Affairs Council (SAC) Chair

Subject: How you and your Section members can participate in ASQ's efforts to launch the Baldrige non-profit award category

URGENT: Action requested by **November 4**

Many of you are aware that ASQ has been working for several years to expand the Baldrige Award to include a non-profit category. Last October, we celebrated our first victory in this effort when President Bush signed legislation establishing the non-profit category. Since then, we have been working on the second phase of the effort to secure federal funding necessary for NIST to launch the non-profit category activities.

Grassroots contact by ASQ members and other individuals, and also by other organizations and companies that are supportive of Baldrige, are important and played a big role in getting the category established. I would like to thank those of you who contacted your senators and congressmen to make this happen. Once again we are counting on our members and others who believe in the value and the power of the Baldrige process to contact their legislators for the necessary funding.

How does ASQ become involved in the legislative process?

ASQ works through our government relations consultants—Sellery Associates of Washington DC—to track legislation of concern to ASQ and members. When the opportunity arises for ASQ members to contact their legislators in support of a specific piece of legislation, Sellery identifies those legislators who are key to achieving our

goals. These legislators may change as legislation works its way through the process. At various steps along the way, ASQ identifies members who are constituents of these key legislators and contacts them to alert them and to seek their help in contacting their legislators. Rather than use a scattered approach, we precisely target the key legislators.

The quickest and most cost-efficient way to do that has been by e-mail. (Some of you might have received these requests in the past, and you might soon receive another such request from ASQ President Jerry Mairani.) But that method does not reach all of our members who might like to be aware of the opportunity to participate in this effort. So I am asking you to help get the word out to your fellow members and to let them know about this opportunity to participate in ASQ's public affairs activities.

Where does the Baldrige non-profit funding stand now?

Funding to operationalize the Baldrige non-profit category activities is currently contained in a request to increase funding for the National Institute of Standards and Technology (NIST) by \$1.5 million. ASQ was successful in convincing the Senate to include this funding request in the appropriations bill that originated in the Senate Appropriations Subcommittee on Science, State, Justice and Commerce. However, the House of Representatives' appropriations bill did not contain this funding request. The Senate and House have appointed a joint conference committee that will soon begin reconciling differences between the Senate and House versions of the appropriations requests.

So the task for those of us who support the Baldrige program is to convince the Senate and House conferees to agree to the NIST funding increase that the Senate has supported.

The Senate conferees are:

Richard Shelby (R-AL)

e-mail: senator@shelby.senate.gov

telefax: 202-224-3416

Judd Gregg (R-NH)

e-mail: gregg.senate.gov/sitepages/contact.cfm

telefax: 202-224-4952

Ted Stevens (R-AK)

e-mail: stevens.senate.gov/contact_form.cfm

telefax: 202-224-2354

Pete Domenici (R-NM)

e-mail: domenici.senate.gov/contact/contactform.cfm

telefax: N/A

Mitch McConnell (R-KY)

e-mail: mccconnell.senate.gov/contact_form.cfm

telefax: 202-224-2499

Kay Bailey Hutchison (R-TX)

e-mail: hutchison.senate.gov/e-mail.htm

telefax: 202-224-0776

Sam Brownback (R-KS)

e-mail: brownback.senate.gov/CMEmailMe.cfm
telefax: 202-228-1265

Christopher Bond (R-MO)
e-mail: bond.senate.gov/contact/contactme.cfm
telefax: N/A

Barbara Mikulski (D-MD)
e-mail: mikulski.senate.gov/mailform.html
telefax 202-224-8858

Daniel Inouye (D-HI)
e-mail: inouye.senate.gov/webform.html
telefax: 202-224-6747

Patrick Leahy (D-VT)
e-mail: senator_leahy@leahy.senate.gov
telefax: N/A

Herb Kohl (D-WI)
e-mail: kohl.senate.gov/gen_contact.html
telefax: 202-224-9787

Patty Murray (D-WA)
e-mail: murray.senate.gov/email/index.cfm
telefax: 202-224-0238

Tom Harkin (D-IA)
e-mail: harkin.senate.gov/contact/contact.cfm
telefax: 202-224-9369

Byron Dorgan (D-ND)
e-mail: senator@dorgan.senate.gov
telefax: 202-224-1193

On the House side, the conferees are:

Frank Wolf (R-VA)
e-mail: <http://www.house.gov/wolf/email.html>
telefax: 202-225-0437

Charles H. Taylor (R-NC 11)
e-mail: <http://charlestaylor.house.gov/WriteMe/write.htm>
telefax: 202-226-6422

Mark Steven Kirk (R-IL 10)
e-mail: <http://www.house.gov/kirk/zipauth.shtml>
telefax: 202-225-0837

Dave Weldon (R-FL 15)
e-mail: <http://www.house.gov/writerep/>
telefax: 202-225-3516

Virgil Goode (R-VA 5)
e-mail: <http://www.house.gov/goode/write.shtml>
telefax: 202-225-5681

Ray LaHood (R-IL 18)
e-mail: <http://www.house.gov/lahood/emailray.htm>
telefax: 202-225-9249

John Culberson (R-TX 7)
e-mail: <http://www.culberson.house.gov/contactinfo.aspx>
telefax: 202-225-4381

Rodney Alexander (R-LA 5)
e-mail: <http://www.house.gov/writerep/>
telefax: 202-225-5639

Alan B. Mollohan (D-WV 1)
e-mail: N/A
telefax: 202-225-7564

Jose E. Serrano (D-NY 16)
e-mail: jserrano@mail.house.gov
telefax: 202-225-6001

Robert E. "Bud" Cramer Jr. (D-AL 5)
e-mail: budmail@mail.house.gov
telefax: 202-225-4392

Patrick J. Kennedy (D-RI 1)
e-mail: Patrick.Kennedy@mail.house.gov
telefax: 202-225-3290

Chaka Fattah (D-PA 2)
e-mail: <http://www.house.gov/writerep/>
telefax: N/A

What you can do

If you believe a Baldrige non-profit category would be a good thing and you live or work in a state represented by one of these senators, or if you live or work in one of these Congressional districts, please contact your legislators to let them know how you feel. It is important that you do this as soon as possible, as there is just a short window of opportunity left. Congressional staffs are already discussing the appropriations bill, so your letters should be sent by November 3 or 4.

I have attached a sample letter for you to use as is or modify. Since many of you have direct experience with the Baldrige Award process or with one of the state quality awards, some of you may have affiliations with non-profit organizations that could benefit from a Baldrige non-profit category. If you can personalize your letter to reflect these experiences or your own strongly held beliefs about the value of the Baldrige award, your letter will have an even greater impact on your legislators.

Where to send letters

Some members of Congress prefer e-mail for constituent contact, while others prefer telefax. (USPS mailing is not recommended due to the time it takes for letters to go through security screening.) See the contact information above.

Who to contact with questions

If you have any questions, I encourage you to contact John Ryan at ASQ headquarters (telephone 800-248-1946 ext. 7244 or e-mail jryan@asq.org). He can tell you the current status of the legislation. If you're not sure you are a constituent of one of the members of the House of Representatives listed above, John can help you verify that.

When you write....

Please also **send a copy** of your letter to Amy Kimball at Sellery Associates (akimball@selleryinc.com or telefax 202-296-7713).

If you have not already done so, please take a moment and contact one of these key legislators. Thank you, for your efforts on behalf of ASQ!

Sincerely,

/s/

Clay Hodges

Chair, ASQ Section Advisory Committee

5. Report on ASQ's Member Value Leadership Summit, 16-18 October 2005 by Ron Marafioti

Like many other professional organizations, the American Society for Quality (ASQ) has experienced a drop in membership...in recent years from 107,121 individual and corporate members in FY2002-03 to 94,055 in FY2004-05. This trend includes a drop in new Regular members between FY1997-98 and FY2004-05 (about 25,000 to 15,000). ASQ was concerned that these results are a reflection of the important being placed on "quality" (not defined in this article), in part, by the forces of business in America. These issues were the foundation blocks for the Leadership Summit sponsored by ASQ in Milwaukee between 16-18 October. About 200 ASQ leaders came together to discuss and hopefully resolve these key issues:

- How do we increase the importance of "quality" in corporate America?
- How do we provide more value to our membership?
- How do we strengthen our Sections and Divisions?

Café sessions were used to engage the member leaders in discussions to help shape the future state for ASQ. These working sessions are patterned after the European "café society" where friends, colleagues, and travelers would gather and participate in small, lively group sessions about important issues. Liberal use of butcher paper was used to capture problems, recommended solutions, related thoughts and tangents, and creative comments in designed, safe, and welcoming atmosphere. After these cafes were complete, results were briefed to the collective group, and the key issues and dialogue were captured in a graphic recording. Some of the observations made during these café sessions were:

- Over the course of the two-plus days, a somewhat disjointed group began to meld into a more cohesive community. A community committed to some specific actions aimed at enhancing member value and pointed in the same general direction towards a shared vision of the future.

- The café and dialogue format for the summit resulted in a high level of energy and engagement on the part of the participants; everyone had a role and every participant made significant contributions.
- There were some eye-openers and new understandings among the various members of the ASQ family about how each relates—and fails to relate—to the others. Most obvious were the examples of lapses in communication and failure of integration among Sections, Divisions, headquarters staff, and the Board. The general reaction was, “This doesn’t have to be. We can change it, and we can change it now.”
- There were revelations about what ASQ is as an organization and what it wants to be.
- There developed a shared realization that what we are is what we collectively know. And following from that, a further realization that developing and disseminating the collective Body of Knowledge (BoK) constitutes a very important key to the Society’s future. Not surprisingly, therefore, many of the specific proposals for enhancing member value fell under the umbrella of education and training.
- There was explicit affirmation that the ASQ vision is solid. It does indeed represent an appropriate statement for how ASQ views its place in the world.
- Participants made a commitment to get to know each other better and work together more effectively.
- Remaking the organization became a higher priority for participants than designing new programs or initiatives to carry the existing organization forward.
- A year from now, even if the ASQ organization doesn’t look a lot different, it will FEEL vastly different. The key point here is “It’s not the specific activities that matter as much as the way we act.”
- The summit succeeded in raising the overall level of hopefulness about ASQ’s future among member leaders.

The specific questions that the three café sessions dealt with, and the key points identified during those discussions were:

- 1. What do we know about what members expect of member units?**
 - a. Provide a purpose to participate
 - b. Be a part of quality as a strategic imperative, the greater good in order to elevate the profession
 - c. Be advocates for advancement
 - d. Provide member value (economic growth, training and education, networking, and ASQ benefits)
 - e. Make members more valuable to their organization
 - f. Provide opportunities for training, knowledge, telling war stories (vent), and networking
 - g. Future career trends
 - h. Comradeship
 - i. Be a source of problem solutions (knowledge, networking, affinity, be more efficient and effective)
 - j. Increase engagement with company CEOs to increase their support

- k. Become “go-to” organization for quality issues
- l. Stay connected to today’s quality issues - don’t live in the past
- m. Increase knowledge sharing of quality tools and methods
- n. Increase integration of Divisions and Sections.
- o. Divisions provide canned presentations for professional development
- p. Increase networking across industry sectors (healthcare, service, food, aerospace, education, software, etc.)
- q. Return to a society - people talking to people about ideas - anywhere and everywhere
- r. Refocus Society aim from organization needs to member needs
- s. ASQ train Section volunteers as ‘approved’ instructors for Body of Knowledge (BoK) course
- t. Provide courses to increase skills, not just theory and overview sessions
- u. Partner with other professional societies (like SME, PMI, IEEE, APICS, INCOSE, ASTD), even provide joint meetings
- v. Provide reasonably priced training and professional development
- w. Provide valued products, like information (both formal and informal), certifications, networking, contact information among members, search capability for quality information)
- x. Increase engagement of members throughout Society activities, and value their time and participation

2. What do we know about member participation?

- a. Members want interesting dinner meeting topics with ‘outgoing’ speakers
- b. Sections and Divisions engage and educate organizations on quality
- c. Keep volunteers fresh - rotation, different ‘set of eyes’ important
- d. Adopt ways to hold meetings virtually - use Webinars
- e. Market to organizations, not members
- f. Make participation fun - the more fun, the more likely for continued participation
- g. Partner with other professional societies, like PMI, and offer joint meetings
- h. Offer Special Interest Groups (SIGs)
- i. Collaborate with other Sections and Divisions
- j. Value comprises monthly meetings, conferences, and training
- k. Increase availability of Section demographics (industries, gender, positions, age ranges, etc.)
- l. Facilitate networking at Section meetings
- m. Market value of ASQ participation to organizations - revitalize recognition for participation
- n. Broaden engagement of non-traditional quality people/industries - Baldrige has helped
- o. Increase user-friendliness for obtaining ASQ and quality information - streamline ASQ Web site
- p. Provide cost-effective training and education that is easy to obtain
- q. Focus on improving quality of people/members vs. quality of product
- r. Increase student members and chapters

- s. Recognize that Sections have two types of members (people who want resources and information only, and those who want involvement (personal satisfaction))
- 3. What do we know about member leaders' satisfaction and experiences in their role in creating member value?**
- a. Identify member value (economic success, satisfaction with beliefs, networking)
 - b. Provide standard training packages for all Sections that are delivered locally
 - c. Increase training for tools
 - d. Mentoring is needed throughout the ranks and for various volunteer positions
 - e. Succession planning and cross-training is needed to keep volunteer positions fresh and aware of developing opportunities
 - f. Identify ways to use Sections as force multiplier for ASQ and Divisions
 - g. Increase communications (both formal and informal) between Headquarters and section leadership
 - h. Provide development opportunities for Section leadership
 - i. Partner with other professional societies (like SME, PMI, IEEE, APICS, INCOSE, ASTD), even provide joint meetings
 - j. Adjust to the shifting economy (1) manufacturing jobs along with related quality positions are leaving US, 2) expand quality in service, 3) show service industry value of ASQ membership, and 3) change ways to use tools
 - k. Provide easy communication methods among leadership; communicate key points to membership
 - l. Add value for volunteers (availability of statistical surveys, resources, best practices, and "what's new")
 - m. Provide knowledge to members in novel ways (case studies, new training introductions, additional sharing opportunities, company tours, job fairs, etc.)
 - n. Increase attractiveness of monthly meetings for membership - increase attendance and participation
 - o. Find ways to make quality essential to business success (e.g., make it a proactive career position vs. a reactive position, make quality a strategic initiative vs. tactical, 3) elevate quality positions in organizations)
 - p. Increase use of Division resources as meeting speakers

Based on these key points, my interpretations of the key actions that ASQ at all levels will pursue as a result of this Summit to address the three initial goals identified above are:

- **How do we increase the importance of "quality" in corporate America?**
 - Incorporate current "hot topics" in training offerings (like Six Sigma).

- Make the quality professionals more attractive to employers through education, certification, applications, networking, seminars, experience through participation, and cost savings.
- Ensure Google and like search engines have ASQ books and courses come up as the 1st choice place to go to get information on quality issues.
- Communicate availability of ASQ service/transaction-related metrics and methodologies to reflect growth for new areas of the economy.
- Provide quality help in dealing with Government agencies.
- ASQ become an open compass academy available to anyone to share experiences and knowledge related to quality, quality systems, and quality management.
- Improve the value of quality to:
 - For-profits, non-profits, government, education, health care, etc.
 - Clarify “Why quality”
 - Explain why reducing variation is important.
 - Explain why improving the ability to increase predictability is important.
 - Describe rationale for increasing availability of dependable people and processes.
 - Ensure understanding of waste reduction and its affects on cost of quality, rework, redo, cycle time, and productivity.
 - Ensure understanding of how customer values consistency.
- Consider taking on the role of international leader for quality (a la International Society for Quality).
- Recruit quality practioners from around the world, particularly India and China, to advocate current and leading edge quality practices.
- Develop training materials to nurture and develop emerging areas of quality applications, like Sarbanes-Oxley (SOX).
- Make BoK more relevant to the service industry, and easier to non-technical people to understand on a more globalized platform.
- **How do we provide more value to our membership?**
 - Provide a knowledge gallery to collect ideas that members can use and will value.
 - Improve timeliness and useability of information for members.
 - Rejuvenate ASQ with publicity or branding.
 - Ask members how to improve value of membership through open format discussions (beware of surveys).
 - Improve the delivery of learning opportunities from ASQ HQ to members to achieve consistency and excellence among Sections.
 - Attracting new members needs to be a priority, but keeping currently satisfied members (estimated at 20-25%) happy, even delighted, is just as important.
 - Improve education program offerings in the Knowledge base.
 - Increase our knowledge about what target customers want and need...in other words, increase our understanding of their value equation.

- Increase access to information (Web programs), to programs (right speaker/right audience), to education and training (ITV, online, partner with universities/community colleges/technical school), plus refresher courses.
- Create a roadmap for member processes, new member certifications, leader/mentor programs, etc.
- Build new model for member value based on current needs; build new ASQ image along with quality professional image (as an enabler); and clarify organizational membership benefits packages.
- Pool continuous quality materials at the local level so they can be loaned out as a library or purchased at discount prices.
- Refocus financial objective of ASQ on satisfying member value.
- Build trust between members, local leaders, SAC/DAC, and Board of Directors.
- Reassess member value (e.g., belonging to professional society, availability of products and services (books, conferences, training, certification, networking, knowledge, etc.)).
- Increase availability of knowledge to members, including:
 - Body of Knowledge
 - Articles and general descriptions
 - Blog/discussion methods
 - Network with experts
 - FAQ lists
 - Links to original sources
 - Better ASQ search engine
 - Section/Division information meetings, sources, reference materials, conference catalogs, training classes, historical materials
- Provide coaching for success sessions - transfer skills among industry experts
- Use member units to gather customer needs and to provide them up the chain.
- Expand resources available to offer training and education for certifications.
- Update definition of “member value” - performance excellence, timeliness, customer satisfaction, expectations of member units, and core fundamentals common to all sectors represented by members.
- Become recognized as the primary source for quality knowledge.
- **How do we strengthen our Sections and Divisions?**
 - Position ASQ as relevant to those outside traditional areas of the quality
 - Coordinate training activities at the regional level. Eliminate competition for training between Section and ASQ HQ. Provide appropriate numbers of students to allow courses to take place at the local level to limit cost and travel. Share income with Sections.
 - Provide a database to share information among Sections on topics presented by other member units.

- Provide a chat room or forum specifically for Section leaders to share experiences.
- Reassess delivery methods for information dissemination and educational opportunities.
- Improve Division/Section connection/integration.
- Improve use of local Division subject matter experts to help Section with training needs.
- Investigate segmenting Sections by forum type.

Bottom line is that this meeting was a positive experience for ASQ and its leadership cadre, and I have high hopes that constructive improvements will result for ASQ. I hope this article helps you understand the challenges ASQ faces to facilitate the value of your membership in the Society. If you have any ideas in how to help the Northern Virginia Section (0511) to better satisfy your needs, please make a reminder for yourself because we will be asking you for your input in the near future.

6. ASQ0511 training & support opportunities with NISH

The NISH East Region is interested in establishing a relationship with their local ASQ Sections. NISH's vision of this relationship is the utilization ASQ's technical resources in the fulfillment of their mission, developing and maintaining employment and training opportunities for people with severe disabilities. The use of these technical resources, both paid and volunteer, would primarily be in the arena of training and consultation.

NISH is a Central Not-for-Profit (CNA) agency incorporated to support the Javits Wagner-O'Day Act, a federal program. This federal program is managed by the government agency called "The Committee for Purchase from People who are Blind or Severely Disabled" (the Committee). The two CNAs (NISH & NIB) provide technical assistance to and develop federal contracts with approximately 2500 Non-Profit Agencies (NPAs) that employ people who are blind or have severe disabilities but are very able to produce many products and services the government consumes. The Committee reviews and approves the proposed federal contracts for purchase.

The Javits-Wagner-O'Day (JWOD) Program, created by the Javits-Wagner-O'Day Act, provides employment opportunities for nearly 45,000 Americans who are blind or have other severe disabilities. The JWOD Program uses the purchasing power of the federal government to buy products and services from participating, community-based nonprofit agencies dedicated to training and employing individuals with disabilities.

The JWOD Program is a coordinated effort between the Committee, National Industries for the Blind (NIB) and NISH. The Committee is the federal agency that administers the JWOD Program, designated NIB and NISH to provide the community-based nonprofit agencies with the tools necessary for successful contract management. NISH and NIB identify federal contracts for the network of community-based nonprofit agencies (NPA).

As a result, people who are blind or who have other severe disabilities receive the opportunity to acquire job skills and training, receive good wages and benefits, and gain greater independence and quality of life.

Program benefits to the Federal Government and the taxpayer include:

- * Quality products and services
- * On-time delivery
- * Fair market prices, best value procurement
- * Multiple distribution channels
- * Reduction of paperwork and pre/post-award costs through long-term contracts
- * Availability of products that meet the Minimum Recycled Content Standard for Printing and Writing Paper as specified by Executive Order 13101
- * Central points of contact that solve problems and facilitate action
- * Reduced Government entitlement payments and increased tax revenues.

Products and Services provided by the JWOD program can be found on the Committee's website at: www.jwod.gov, some of which are listed below.

- * Food and Flags
- * Lighting and Electronic
- * Aircraft/Vehicular Equipment
- * Office Equipment and Supplies
- * Tools
- * Military Unique Clothing and Equipment
- * Custodial Services
- * Grounds Maintenance Services
- * Administrative Support Services
- * Document Management Services
- * Laundry Services
- * Mail Center Services
- * Fleet Management Services
- * Warehousing Services.

If anyone is interested in supporting NISH and their mission, please indicate whether you are available for volunteer work, for-pay work only, or both. Please find contact information below.

John F. Huff
Quality Team Manager
Quality Team

Brooke Lynch
Operations Manager -

NISH East Region
571-226-4682
jhuff@nish.org

NISH East Region
571-226-4698
blynch@nish.org

7. Virginia and National Seeking Baldrige Examiners by Ron Marafioti

Interested in becoming a Baldrige-based Examiner? Well, the time is ripe for you to choose either to be an Examiner for the Senate Productivity and Quality Award (SPQA) for Virginia or the National Quality Award Program (NQP) sponsored by the National Institute for Standards and Technology (NIST).

The SPQA Program is soliciting for Examiners now. Applications are available on the SPQA Website (<http://www.spqa-va.org/index.html>). Examiner training will be held twice for the 2006 cycle:

February 3 & 4, 2006 in Central Virginia (Richmond/Chesterfield)

February 8 & 9, 2006 in Central Virginia (Richmond/Chesterfield)

Examiner applications must be received on or before **December 31, 2005** to be considered for the 2006 Award cycle.

The key dates involved with the Examiner selection and training process for the NQP are:

- **November** - Examiner applications available
- **January** - Examiner applications due
- **March** - Examiner selection letters mailed
- **April/May** - Examiner Preparation Course

The application for NQP Examiners is available at the NIST Quality Website:
http://www.quality.nist.gov/Whats_New.htm.

The benefits of becoming an experienced Examiner are as follows:

- Strengthen your ability to use the Criteria for Performance Excellence for organizational assessment.
- Network with some of the nation's foremost experts in the business, education, health care, and nonprofit fields.
- Learn how leading organizations achieve performance excellence.
- Use your expertise to improve America's competitive position.
- Receive valuable training and experience in understanding and
- Applying the Criteria to business, education, health care, and nonprofit organizations.
- Develop analytical and consensus-building skills and a systems perspective that can be applied at your home organization.
- • Attend the annual ceremony where the President of the United States presents the Malcolm Baldrige National Quality Award.

As noted in Clay Hodges letter above, the expansion of the NQP program into the not-for-profit sector has been authorized by Congress, but has not as-yet been appropriated. With our help (please write letters), this appropriation will pass for the next NQP cycle.

8. November Dinner Meeting

The November dinner meeting will be held on Wednesday, November 16, 2005 at the Marco Polo Restaurant in Vienna, VA. The speaker will be Robert Wise, Ph.D., and his presentation will be "*Measuring Organizational Performance: Seven principles that MUST be honored to avoid failure in managing with measures*".

Organizational performance measures (or metrics, if you are in the military) have been a key element of organizational change efforts at least since the TQM movement of the 80's. After 10 years of consulting on performance measurement, the presenter has identified 7 principles for success in using measurement to manage organizations. His claim is that if any one of these principles is not honored, the use of measurement in organizational management will fail. He will introduce the seven principles with a game and then discuss each principle in turn, inviting audience feedback on whether he is right in his claim.

Since 1995, Robert Wise has consulted with clients on the use of organizational performance measurement to improve organizational performance. He works with executives to develop a balanced scorecard strategy and with division and department managers to implement strategy and reengineer business processes using the right performance measures. He has facilitated the development of over 50 balanced scorecards for corporate, government and non-profit clients. In addition to designing measurement systems, his consultations have involved designing and conducting employee and customer surveys, analyzing and measuring work processes, and evaluating the effectiveness of corporate training. He is currently with SystemWise Consulting LLC.

Dr. Wise also speaks and writes on measuring organizational performance and how to align strategic and process measures. He is an adjunct professor for the USDA Graduate School where he teaches basic statistics and data collection and analysis. His one and two day seminars have included "Conducting Effective Customer Surveys," "Work Process Analysis," "Measuring Organizational Performance in the Public Sector," and "The Balanced Scorecard Approach to Strategy Management."

Before Dr. Wise became a consultant, his professional experience included twelve years in the business sector, eight years in the federal government, and seven years in academia. Dr. Wise obtained his Masters Degree in Statistics and his Doctorate in Education from Stanford University where he was a U.S. Office of Education Research Training Fellow. His Bachelors Degree in Mathematics is from Colby College.

Reservations:

Please register by sending an email to programs05@asq0511.org by Wednesday November 9 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 programs05@asq0511.org.

Schedule:

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

Address & Directions:

Marco Polo, 245 Maple Avenue, Vienna, VA 22182

- Take Interstate 66.

- Exit at Nutley Street Route 243 North. (Nutley is the exit just outside of the Beltway.)

- At the light at Route 123 Chain Bridge Road / Maple Avenue, turn right. (The right lane is right-turn only.)

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

9. December Dinner Meeting

The December dinner meeting will be held on Wednesday, December 21, 2005 at the Marco Polo Restaurant in Vienna, VA. The speaker will be Richard A. Litts, and his presentation will be “*ASQ: Make Good Great*”.

Learn more about ASQ and how to get the most out of your membership! Rick Litts is the Regional Director for ASQ Region 5 and he will be talking about how the local Section is managed, the benefits of becoming more involved, and the resources that are available to the local section and its members through ASQ National. Any members or non-members interested in hearing more about how we can all work to make the Northern Virginia Section even better are encouraged to attend this great networking opportunity!

Agenda

- Overview of Region 5
- ASQ Strategic Themes
- Society Update
- Bylaws
- Living Community Model (LCM)
- ASQ Communications & Resources for Section Volunteers
- Section Management Process (SMP)
- Volunteer Excellence Award (VEA) SAC-4
- Plan for Region 5 2005 – 2007
- What would Northern Virginia Section 511 like to see from ASQ National or the

Region?

Richard is the founder and president of Litts Quality Technologies, Inc. He is the 2005-2007 Regional Director of the ASQ Region 5 Sections. Richard is a Senior Member of the ASQ, a member of the Quality Audit Division, a member of the Measurement Quality Division, and a member of the Aviation/Space and Defense Division. He is an instructor for the Philadelphia Section, and an RABQSA International certified Quality Management Systems Lead Auditor.

In addition to hosting Rick for this special evening, ASQ Section 0511 will also be honoring our original, founding section members with a special presentation. Please attend and help us recognize our founding members!!

Marco Polo will provide an exceptional meal for this significant event at no additional cost to attendees. We look forward to seeing you there!

Reservations:

Please register by sending an email to programs05@asq0511.org by Wednesday December 14 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 programs05@asq0511.org.

10. Call for Speakers!!!

Would you or someone you know like to speak at a future ASQ meeting? We're always looking for volunteers. Be creative! Exercise your public presentation skills! Earn recertification credits! Get a free dinner! Please contact programs05@asq0511.org.

In addition, if anyone would like to have their name on the Region 5 speakers list, please let us know and we'll gladly submit your name to the Region for you.

11. Call for Volunteers!!!

The Section has plenty of opportunities to help members accumulate accreditation points...just volunteer to serve as Chair of a Committee, a committee member, or other selected activities. For a list of opportunities or simply to find out what is required, please contact Christine Kurowski at VolunteerCoordinator@asq0511.org.