



Quality Audit

Newsletter of the Rochester Section 0204

Volume 41 Issue 6 February 2004

60th Annual ASQRS Quality Conference: An Opportunity to Change

In his closing remarks at the 59th ASQRS Quality Conference last year, Stevan Ramirez addressed the excitement we all feel about new ideas taken away from the Conference, yet how frequently our learning does *not* end up being implemented. How can we seize the **opportunity to change** that is provided by attending the conference? The key is **great execution** and the first step is learning the vocabulary.

OPPORTUNITY means favorable circumstances, and ours are favorable because we attended the Conference. **CHANGE** means building on the favorable circumstances—the opportunity, in order to cause something to be different. To achieve change requires **great execution**. **GREAT** means a powerful; influential or remarkable magnitude or extent. **EXECUTION** means “Get it done!” To achieve great execution requires specific actions:

- **Focus on the right things**, not all of the things we heard at the Conference.
- **Align with our organizational strategies** and know how the learning will help the organization better implement those strategies.
- **Decide here we want to go and how we will get there:** understand the current state, map where we need to be and then develop a plan that will ensure we reach our destination.
- **Execute flawlessly:** measure and follow through; communicate very clearly the goals, dates, key success metrics, and who will do what by when and how; stay constant in intent and purpose; stay on track in the face of conflicting demands; pay relentless attention to the details that matter and, if resources are necessary, consume them efficiently.

Flawless execution requires the **DISCIPLINE** of structure and process, **SIMPLICITY** from eliminating actions that will not help us move fast and deliver high quality, and **EXTERNAL FOCUS**, intense concentration on creating value for external customers. Whatever we take back from the Conference and teach must be relevant and people must be able to see how it will help them create additional customer value. We must distill the learning into specific actions that will make a difference and will be easy for people to understand and internalize.



60th Annual ASQRS Quality Conference

The Many Facets of Quality

March 30, 2004 at the RIT Inn and Conference Center

If you would like to be an **exhibitor** please contact Bill Jackson, wjackson@harris.com. To volunteer to be a **host** contact Dermot Healy, healy_dermot@hotmail.com, 585-256-2001. For Conference information see page 3 and visit www.asqrs.org.

Next dinner meeting

February 19, 2004

Program: The Compliance Aspects of Validation

Details on page 4

Employment

Employers please send notices of job openings to our Placement chair, Mary Tyler,

mary.c.tyler@delphi.com.

Members, please ask Mary to forward the notices to you. Find additional Job Resources on

www.asqrs.org.

Volunteer opportunities

To **volunteer to serve on a committee**, contact Volunteer chair Kathy Bannon, 585-453-4629, kbannon2@ocdus.inj.com.

Education and networking

RIT's Master of Science in Manufacturing Leadership is a two year, 48 credit hour program with classes late afternoons and evenings two days a week. Find more information at www.mml.rit.edu. Please tell the editor about local programs of potential interest to our members.

On our web site

Check our web site often for the latest ASQRS seminar offerings. You will also find the schedule of section meetings, certification exams for the year, and meetings of related organizations.

Thank you

To **Rich Henderson** and **Dave Schreiber** for planning two ASQRS seminars for this spring. Details are on page 3.

Quality Audit

American Society for Quality Rochester
Section newsletter

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Send submissions to the editor,
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www.asqrs.org.

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Message from the chair

by *B.J. Coons*

This year we are holding our 60th Annual Quality Conference. It is a tribute to our volunteer conference committee that we have sustained the tradition of our Conference in the most difficult economic times since 1945. It is also a demonstration of our community's dedication to quality.

We have always looked forward to having our Conference in the convention center, a perfect venue for big events. This year we have moved to a great venue for events of a moderate size—the RIT Inn and Conference Center.

In 1997 Conference attendance peaked at around 700, and we had almost 1400 members. Now we have 720 members and we hope to see at least half that number at the Conference. Last year attendance was around 200. More participants mean more learning and networking, and more opportunity for our members to benefit from the Conference.

The conference committee has planned a stellar program. The keynote speaker is the Lieutenant Governor of New York State. Stevan Ramirez of Eastman Kodak Company will open the Conference. Nancy Rees of Xerox is our closing speaker. The educational sessions are relevant, varied, and in-depth, provided by experts from many companies.

The educational value of our Conference is very high and the cost is very reasonable. Please register for the Conference, attend, and participate—learn from others, share your knowledge, and meet new people. The benefits will return to you and your company many times over, and we will all join in sustaining our community's dedication to quality.

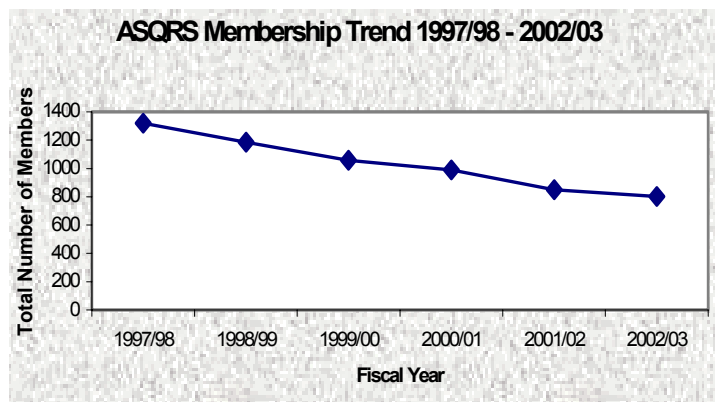
Message from the editor

by *Ann L. Wiley*

We appreciate the material provided by Stevan Ramirez for the feature article on the front page. Please send articles and letters to the editor, ann@annlwy.com.

Are we reaching everyone?

In researching past attendance at our Conference we realized membership in ASQRS was nearly 1400 in 1997, and is half that now.



Do you know people who are working in quality and process improvement in our high tech sector and growing small companies? Please **invite them to join** and share in the learning and sustaining our community's dedication to quality.

Dinner meeting report

At the January 21 meeting, 50 people heard Judd Prozeller of Veeco and Nola Pearce of Microwave Data Systems describe the customer satisfaction measurement system they worked on together at Veeco.

Of particular interest was the method of identifying “moments of truth” and gathering data to measure satisfaction at those times. Judd and Nola’s presentation is posted on the Dinner Meetings page of our web site, www.asqrs.org.

All of the recent dinner meeting presentations have been outstanding, and we encourage members to attend.

Executive Committee report

The Executive Committee met on January 20. The focus was on the Conference and education. Two new seminars have been planned and are announced in this issue. All members are welcome to attend meetings of the Executive Committee, which are now held in various locations. Please contact the Chair, B.J. Coons, BJ53@rochester.rr.com.

60th Annual Quality Conference

The 60th Annual ASQRS Quality Conference registration form is now available on the ASQRS web site www.asqrs.org and has been mailed to members. The deadline for early bird registration is March 2 for a reduced fee of \$145. Make your reservations early to reserve your spot.

Last year as closing speaker Stevan Ramirez challenged those present to **attend again in 2004 and bring one or two people along**. If everyone does this, the size of the conference will at least double, resulting in more learning and networking opportunities for everyone. This is **great execution**. Will we achieve our desired change—increased Conference attendance? Please register today and bring a colleague to the 60th Annual ASQRS Quality Conference!

Geometric Dimensioning and Tolerancing Seminar

On April 28 and 29 the ASQ Rochester Section is presenting a Geometric Dimensioning and Tolerancing seminar at the Holiday Inn Airport. The fee is \$490, which includes a course notebook, refreshments, and lunches. The seminar flyer is posted on www.asqrs.org. For more information call Richard Henderson (585-453-4783) or Dave Schreiber (585-442-3561).

Quality Costs Seminar

On May 19 and 20 the ASQ Rochester Section is presenting a seminar “Using Quality Costs for Improved Quality and Profits” at the Holiday Inn Airport. The fee is \$535 which includes course materials, refreshments, and lunches. The seminar flyer is posted on www.asqrs.org. For more information call Richard Henderson, 585-453-4783.

ASQ Sustaining Member

Quality Engineering Services of Rochester is a sustaining member of ASQ. QES is striving to become and remain the premier provider of quality engineering services in North America. Please visit QES at their booth at the 60th Annual ASQRS Quality Conference and at the 2004 ASQ Congress in Toronto in May.

Membership report

As of mid-January the Rochester Section had 720 members. Please welcome our new members who joined in December. They are listed on our home page at www.asqrs.org.

SMP update

The Rochester Section has fulfilled the 2003–2004 requirements for providing the section business plan for this year, and has achieved Level II Section Planning in the Section Management Program (SMP). The achievement is signified by the Section Planning mark of excellence on the back page of our newsletter. Level III is evaluated in fall 2004.

Divisions and Interest Groups

Divisions and Interest Groups serve the needs of members involved in specific industries and applications, reflecting the scope and depth of ASQ’s leadership in the quality movement.

As an ASQ member, you can customize your membership by joining Divisions and Interest Groups and benefit from opportunities to:

- Focus your professional development resources through industry-specific courses, conferences and certifications.
- Expand your network of quality professionals in your field.
- Gain valuable information, via newsletters delivered to your mailbox or desktop.

There are 22 ASQ Divisions, any of which you can add to your membership for a nominal fee. You can join any Interest Group at no additional charge. Learn about ASQ Divisions and Interest Groups by calling 800-248-1946 or by visiting www.asq.org.



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ASQRS achieves SMP Level 2—read about it on page 3.



February Dinner Meeting: Thursday February 19, 2004 *The Compliance Aspects of Validation*

Speaker: Jim Schwartz, Compliance Manager, Ortho-Clinical Diagnostics

Program: Discussion of validation requirements, including the history of the law and lessons learned.

Speaker: Jim Schwartz is the Compliance Manager at Ortho-Clinical Diagnostics. Jim is responsible for the Internal Audit Program and overall compliance activities at OCD.

Certification: You can earn recertification units by attending ASQ dinner and task group meetings.

Location: Wishing Well Restaurant, 1190 Chili Avenue (390 to Chili Avenue exit).

ISO Task Group: 5:00 PM

Registration: 5:30 PM

Dinner: 6:00 PM

Program: 7:00 PM

Reservations: Call 585-234-8630 by noon, February 17, 2004.

Cost: \$15.00 (\$5.00 for student members)

Payment: Cash, check or credit card

There is no charge to attend the program only. Walk-ins and guests are welcome.

ASQRS Geometric Dimensioning and Tolerancing Seminar, April 28 and 29

ASQRS Quality Costs Seminar, May 19 and 20

For details please see page 3 and visit www.asqrs.org, Education page.