

Quality Audit

NEWSLETTER OF THE AMERICAN SOCIETY FOR QUALITY ROCHESTER SECTION (<http://www.asqrs.org>)

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Quality is Leadership

During this month I have sat in my office pondering what words of wisdom I can bring to our members that would have meaning for them, excite them, and challenge them. As I looked back I decided to ask the question "What is Quality" and try to define it. Not that it has not been defined in the past by experts far more qualified than myself.



Bob Stein

We have seen quality defined in many ways i.e. Zero Defects, Just in Time, TQM, Six Sigma, ISO 9000, Customer Satisfaction and others. But when you really get down to the basics all of these programs I mentioned and more are just tools we use to measure, predict, prevent, and report. Many of them have been repackaged under a new name and even overlap some of the programs that are promoted by professionals in other societies. For instance, if you look closely you can see a migration from TQM, to ISO to Six Sigma, and a crossover to Lean Manufacturing. All of these are tools to help us learn more, deal with facts, and do the right thing for our customer and company.

So when you ask, "What is quality?," I believe it can be summed up in the quality of people, their commitment to substantive leadership, and their willingness to do what's right. Look around your business and identify an individual who is a quality leader. They're not hard to spot. They are not political. They promote the continual improvement of the process, product, and employee in meaningful ways. They involve the cross-functional workers in decision making. They are open-minded and share information. They provide the correct amount of resources to manage the business and reinvest in the business. They look for ways to better use their resources and, if possible, use spare resources to improve the company. They are empowered, responsible, compassionate, and always depart by leaving the business in a better position than it was when they began.

This March you will have an opportunity to see some of these leaders from various businesses and the results of their work. They come from all levels and represent many different fields. I'm speaking of the presenters at the ASQRS Quality Conference. This is your chance to hear their true stories of how they improved their business. There are no secrets or miracle breakthroughs but just good sound applications of our tools by leaders in our profession. Leaders whose management led by supporting them, providing the resources necessary in an attempt to leave the business in a better position. Come to hear these presentations and learn. We'll even buy you lunch. You may be able to use these ideas to lead your own group. Register now for the **ASQRS Quality Conference March 28** at the Riverside Convention Center. You can get more information from our web site www.asqrs.com or by calling any officer.

See you March 28th.
Bob Stein

February Dinner Meeting

The February Dinner Meeting was attended by 40 people at the Lodge on the Green, and featured George Terhanian from Harris Interactive. Dr. Terhanian, the Vice President of Internet Research and Methodology, spoke about assuring quality in internet-based research.

Harris Interactive specializes in creating and administering opinion surveys for consumer polling. Harris Interactive was looking for ways to decrease cost and increase sample size, and decided to pursue opinion polling via the Internet. An investigation determined that the Internet population is representative of the total population and therefore, due to the worldwide increase in use of the Internet, Harris Interactive built an infrastructure for Internet research.

To ensure quality, Harris Interactive has integrated quality management principles and practices into their polling process as follows:

- Utilization of redundant servers that are load balanced
- Automation of data reporting so that data is available at any time during the survey process
- Performed parallel studies between telephone and internet polling for reliability of information to reduce survey error and improve survey accuracy
- Obtains consent via e-mail approval from every survey respondent
- Development of standards for responsible e-mail communication
- Focus on customer service whereby all client and survey complaints are addressed
- Provide feedback to survey respondents on survey results
- Provide incentives to respondents with sweepstakes and point systems rewards
- Provide intensive training to Harris Interactive staff on customer service and Harris processes and methods
- Conducts experimental research to find best practices
- Solicits client feedback for satisfaction on survey and process, and for improvement ideas
- Understanding of the theory of survey design and randomized experiments
- Strives for total error reduction in whole process rather than trying to get one component to zero errors
- Documented standard process guidelines on their website

Dr. Terhanian's discussion of quality in Internet based research touched on all the facets that are important to deliver superior quality in products, process and customer satisfaction. It's easy to see why Harris Interactive is the industry leader in Internet research and polling.



Congratulations!

SCHOLARSHIP NEWS

The ASQRS Scholarship Committee has announced the recipients of the 2001 College Scholarship Awards. The four winners will each receive a \$1000 award. The winners are: **JEFFREY ERMER:** Jeffrey is a third year student at the Rochester Institute of Technology, where he is majoring in Accounting. **BETSY L. COLON NEWPORT:** Betsy, a third year student at Roberts Wesleyan College, is majoring in Organizational Management. **MARY RICHARDS:** Mary, a third year student at the Rochester Institute of Technology, is enrolled in their Physician Assistant program. **LEAH MICHELLE YOUNG:** Leah is a second year student at SUNY Brockport where she is majoring in Nursing.

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ASQRS STRATEGIC PLAN—PART 3

ASO ROCHESTER SECTION STRATEGIC PLAN

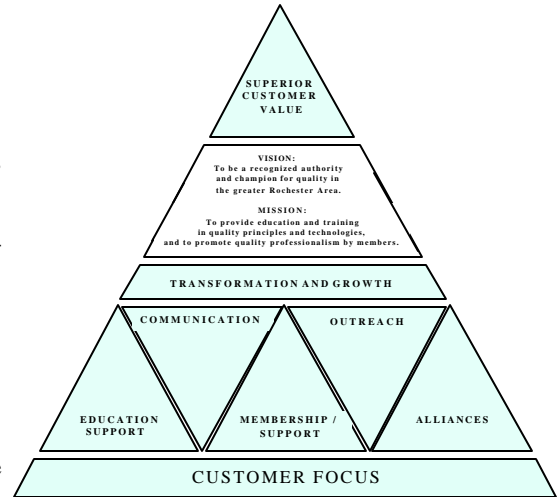
This installment focuses on the Education Support portion of the Strategic Plan pyramid. ASQRS is driven by the desire to bring education and training in the quality principles to our members. This is in our Mission Statement and is what we practice. Our organization for education, coordinated by the vice chair, is supported by several positions.

Education Chair: This position arranges and presents the certification refresher classes, special seminars, certification exams, and other quality year-round education offerings covering a wide variety of quality interests.

Program Chair: This person arranges the monthly meal meetings, speakers, and is supported by the Task Group coordinators who arrange for their speakers. These meetings bring you information on a wide variety of topics to satisfy everyone's interests.

Conference Chair: The Annual ASQRS Conference is planned and coordinated by the Conference Committee and this Chair. This is the most concentrated learning experience we can offer our members. The variety of topics is excellent and the satisfaction of the members has been demonstrated by increasing attendance levels.

These three efforts provide a wide variety of educational opportunities. The Chairs are always looking for ways to improve their programs and actively seeking volunteers who would be willing to spend a few hours a month to bring you these events. Our goal is to serve all businesses and our members. If you feel you need something that we do not currently offer, contact the appropriate Chair and let them know. We will try to find the resources to satisfy your needs and present the learning experience you desire. We wish to present programs you need and can use. In order to do this we need your input and now is the time to let us know.



Your contacts are:

Education Chair - Paul Hutner - 771-3173

Vice Chair - Vince Veza - 621-7275

Program Chair - Jim Carlock - 458-5032-3051

Chair - Bob Stein - 247-4154

Conference Chair - Kathy Bannon - 453-4629

Call for Nominations—ASQRS Special Award—See application insert

The American Society for Quality Rochester Section has an award registered with National. It is the Special Recognition Award in Honor of Mason E. Wescott. Any section member can submit an application to the Awards Chair (Mary Tyler, for 2000-2001) to nominate any person for this award. The Awards Chair will present the nominees to the Section Executive Committee for their approval.

Would you like to nominate someone? You can contact Mary Tyler at 716-647-7219, or email mary.c.tyler@delphiauto.com, and I will forward you an application form. The application form will be submitted to be added to the web site. I look forward to hearing from you!

- a. The Candidate must be a current or former member of ASQRS
- b. The Candidate must have made a significant contribution to the Section or National which can be exemplified, but not limited to, the following:
 1. Demonstrated leadership in the Section, National Society or International Quality Community
 2. Development of Quality techniques or methodology
 3. Teaching or involvement with Quality education
 4. Published articles on Quality topics (book/recognized periodical i.e. Quality/Quality Progress)
 5. Received an award or recognition from National ASQC
 6. Demonstrated leadership in the use and application of Quality techniques and methods
 7. Recognized by other professional organizations with contributions to the Quality field
 8. General leadership in the field of Quality

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Upcoming Events

March 20, 2001—ASQRS Dinner Meeting at IMC— Linda Janczak, President/CEO, Thompson Health-see flyer

March 28, 2001 - ASQRS Annual Quality Conference - Riverside Convention Center - for details - www.asqrs.org

April 18, 2001—ASQRS Dinner Meeting at Lodge on the Green. Martin J. Cunniff- Suggested Methodology for Automated Testing of Software

May 17, 2001—ASQRS Dinner Meeting at Wishing Well, John Straton, ISO Consultant, Changes to ISO 9000 Standards



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SEMINARS

March

- 14-15 Failure Mode and Effects Analysis
- 19-23 ISO 9001:2000 Lead Auditor Course
- 26-27 Decision Making and Applied Research in Transportation
- 28-30 Statistical Methods in Transportation Research

April

- 4-5 Reliability Through Maintenance
- 9 Introduction to Data Mining and Knowledge Discovery
- 9-10 Internal Auditing to ISO 9000
- 23-25 Advanced Statistical Process Control
- 26-27 Unleashing the Power of Exploratory Graphical Methods
- 26 Evolutionary Operation: Experimental Design for Continuous Processes
- 30 Design For Assembly

May

- 1-4 Design of Experiments
- 7-9 Data Analysis Using MINITAB®
- 10-11 Sampling Estimation in Business and Industry
- 10-11 Failure Mode and Effects Analysis
- 14-16 Statistical Process Control
- 15-16 Developing ISO 9000/QS-9000 Documentation
- 18 Understanding and Managing Data
- 21-23 How to Run and Analyze Surveys for Quality Improvement and Customer Satisfaction
- 21-23 Sampling for Products and Processes