

# Quality Audit

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

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## Message From The Chair

By Vince Vezza

The dictionary describes a volunteer as a person who chooses freely to do or offer to do something. John F. Kennedy said during his inaugural address "Ask not what your country can do for you – ask what you can do for your country". The response to this was many people volunteered for the Peace Corps, that was created shortly after and to the Volunteers in Service to America (VISTA). Also, the tremendous response of volunteers to the aftermath of the events of September 11, 2001, When they rushed to help to rescue victims, donate blood to the Red Cross, and helped to distribute food and clothing to the rescue workers. I will not comment on these events in depth because I am not qualified to speak to those events. I do know that volunteerism is the recognizing that a need exists and responding to that need out of one's own initiative. It is not due to a mandate by some authority. The services are rendered without payment, and the volunteers work in partnership with a committee or organization.

I would like to talk about volunteerism in the American Society for Quality. It is not the high level as mentioned above. The volunteerism mention above, in my opinion, is more important and takes precedence over what I want to talk about next.

What do we get for volunteering in ASQ? As stated on ASQ's website "Volunteering in ASQ expands your talents, grow personally and professionally, while furthering the future of ASQ". What does it mean and how does volunteering do all this?

Joining a committee or volunteering in some other way, you learn new skills and gain new talents, meet new people at the same time polishing skills you already possess. These new talents are developed through real situations while working as a volunteer for ASQRS.

You grow personally and professionally by discovering new opportunities. Networking is the vehicle that continues to be the most effective way to discover opportunities. In fact, more professionals complete a successful career transition gained through networking than through all other methods. Volunteering in ASQRS is an ideal way of networking whether it is to find new opportunities or acquiring different ideas or just finding out how other people handle different situations in life and in the workplace.

Volunteering helps assure the future of ASQ by helping to successfully carry out its programs called for by the strategic plan. Beside the satisfaction of accomplishment and personal satisfaction a volunteer receives recertification units for volunteering.

So if you want to start networking, learn some new skills and improve skills you already possess and at the same time earn recertification units. I encourage you to volunteer.

## WELCOME NEW MEMBERS

Mr. Victor Guisbert

Mr. Lyle A. Lynch

Ms. Gwen Murphy

Mrs. Dene W. Powell

Mr. Derek S. Darling

Mrs. Vickie Lowe

## ASQ Scholarship Announcement

It is scholarship application time again. The major change for the year 2002 program is that we have increased the award to \$1500.

The purpose of our scholarship program is to encourage college students to include the application of quality concepts in their current education endeavors and in their future careers. It also supports the Section's commitment to community outreach.

Per the application form, the recipient eligibility requirements for this program are:(1) to be a child of an ASQ Rochester Section member or be a permanent resident of Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, or Wyoming counties of New York State; and (2) be enrolled in his/her sophomore or junior year of college studies. The scholarship awards will be presented at the 58<sup>th</sup> ASQRS conference in March, 2002. Please note that the applications must be received by January 14, 2002.

Additional copies of the application form may be obtained via the Rochester Section web page at [www.asqrs.org](http://www.asqrs.org), or by contacting Brian Stimson by phone (453-5070) or e-mail ([bstimson@ocdus.jnj.com](mailto:bstimson@ocdus.jnj.com)).

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## Champions of Quality

What defines a champion of quality? Where would you be most likely to find one, and who might be one? ASQ's market research department recently surveyed ASQ Fellows\* to find out how they would answer these questions.

One way of describing a champion of quality is by his or her attributes. Offered a choice of six descriptions, respondents most often selected two options. Eighty-seven percent said a champion of quality "works to advance the field of quality overall, not just the individual or his or her organization." Eighty-two percent said a champion "displays leadership qualities within his or her organization but especially within the field."

There was less agreement that a champion "has contributed to the quality body of knowledge" (57%), "displays a marked superiority in the area of quality" (45%), is "an advocate with strong opinions" (40%), and "has done research on quality techniques, tools, or principles" (31%).

Thirty percent of respondents offered their own descriptions of a champion. Several emphasized the soft side of quality—skills in dealing with people and communicating effectively. For some, technical expertise seems less important than influencing and inspiring others, and there is some bias against self-promotion.

A majority respondents indicated champions of quality are most likely to be found in the manufacturing sector (84%), engineering services (71%), or business services (63%). Sectors viewed as less likely to house champions include transportation (44%), telecommunications (43%), education (43%), health care (43%), government (39%), wholesale/retailing (37%), and hospitality (35%). Fewer still indicated champions were apt to be found in finance/banking (33%), insurance (31%), or utilities (31%).

According to respondents, the greatest need for champions is in government (75%), health care (71%), education (71%), and finance/banking (71%). But no sector was identified by fewer than 50% of respondents as needing champions.

Only a quarter of respondents said champions typically hold positions at the executive level. But while the vast majority said champions can be found at other professional levels, many said it's important for organizations to have champions at the top—and at other levels.

Are there emerging champions of quality? Almost half of respondents indicated they saw emerging champions on the horizon, and many were willing to name names. Some said they encounter numerous emerging champions on a regular basis. Others expressed skepticism that appropriately charismatic figures are emerging to promote quality in a sufficiently broad context and take the place the acknowledged quality gurus. Asked if there are emerging champions outside North America, fewer than a quarter of respondents said there were.

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## Newsletter Opportunities

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