

# Quality Audit

Vol. 39, Issue 10 June 2002

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

## 2000-2001 ASQRS OFFICERS

|  |                |
|--|----------------|
| <b>Chair:</b><br>Vince Vezza, CQE  | 621-7275       |
| <b>Vice Chair &amp; SMP Chair</b><br>B J Coons, CQA                                    | 453-5110       |
| <b>Admin. Secretary:</b><br>Sue Bailey   | 244-8835 x3036 |
| <b>Treasurer:</b><br>David Yavorski, CQE   | 453-3516       |
| <b>Secretary:</b><br>Laura McFarlane   | 349-4240       |
| <b>COMMITTEE CHAIRPERSON</b>   |                |
| <b>Membership</b><br>Bob Stein, CQE, CQA   | 247-4154       |
| <b>Newsletter Editor</b><br>Ann L. Wiley<br>ann@annlwiley.com                          | 315-252-2086   |
| <b>Conference</b><br>Louise Vella  | 475-7237       |
| <b>Long Range/Strategic Planning</b><br>Ivan Enstrom, CQA                              | 244-3918       |
| <b>Region 2 Deputy Director,<br/>Placement, Nominations &amp; Awards</b><br>Mary Tyler | 647-7219       |
| <b>Program</b><br>Jim Carlock  | 658-3759       |
| <b>Database</b><br>John Steblen, CQE, CQA  | 421-9691       |
| <b>Web</b><br>Charles Hardy, CQE   | 254-2980       |
| <b>Certification, &amp;<br/>Examination/Recertification</b><br>Vince Vezza, CQE        | 621-7275       |
| <b>Education</b><br>Paul Hutner<br>CQMGr, CQE, CRE, CQA                                | 771-3173       |
| <b>Scholarship</b><br>Dave Schreiber, CQE  | 442-3561       |
| <b>Communications</b><br>Deb Lydick, CQMGr, CQA  | 453-3480       |
| <b>Historian</b><br>Ed Grizer, CQMGr   | 724-1716       |
| <b>Student Chapter RIT</b><br>Erhan Mergen   | 475-6143       |
| <b>Customer Satisfaction Task Group</b><br>Ron Chamberlain                             | 588-9198       |
| <b>ISO Task Group</b><br>Greg Petralis   | 458-4300       |
| <b>Software QA Task Group</b><br>Bob Hiller  | 383-1290       |
| <b>Region 2 Director</b><br>Daniel Sniezek   | 607-687-3270   |

## Message From The Chair

Honoring John Steblen  
by Vince Vezza

This is my last message as the Chair of the Rochester Section. However, it is with mixed feelings that I write this message because it will be the end of an era. Not because I am leaving but because a friend and mentor has announced his retirement from active participation in American Society for Quality Rochester Section. In April of this year John Steblen announced to the Executive Committee that he would no longer be active in a leadership role for the local section.

As most of you know, John has played an active and vital leadership role in the local section for over thirty years. One of the reasons the section continues to be successful is the continuing contribution from our senior members. John is one these senior members. He has served the section in many ways: Database Chair, Conference Chair, Treasurer, and Rochester Engineering Society Liaison. He has been a member of the Education, Nominations, Audit, and Long Term Strategic Planning committees.

John has actively participated in all the above and has given consistent leadership. In some, he has been a strong advisor and mentor, and provided perspective and wisdom to the group. In all cases, John has been a strong advocate of the Quality Movement and the Rochester Section; and a long-term friend to all in the local organization. John's contributions have helped the section meet its Vision and Mission.

I would like to thank John on behalf of the entire leadership team and the section for his many contributions to the American Society for Quality Rochester Section. He will be missed.

## Message from the editor

### ASQ Quality resources

*Ann L. Wiley*

Members whose preferences are set to receive email on ASQ matters receive two email newsletters, *Quality Advocate* and *ASQwire*. The latter replaces the quarterly *On Q* news bulletin, which included listings of newly certified members. Beginning with this issue, we are printing the names of Rochester Section members who have achieved certification. I will also highlight other items from the two online newsletters. Through the summer we will be working to improve the flow of input for our newsletter. Please send contributions and ideas at any time to [ann@annlwiley.com](mailto:ann@annlwiley.com).

## Members certified in March 2002

### CQA Biomedical

Dave J. Balonek  
 Christopher A. Bayer  
 Jennifer L. Doerrer  
 Teresa M. Hartford  
 Michael R. Hogan  
 Michael F. Kloppel  
 Kathie M. Nicastro  
 Brian P. O'Mara  
 Ketaphay Thilavanh

### CRE

Donald L. Reynolds

### CSS

Peter M. Bartell

### Manager

William C. Buchko

## Advertise in Quality Audit

Our newsletter has approximately 1000 readers in fields including Information management and technology, Small business, Education, Government, Health care, Purchasing, Inventory, and Manufacturing.

Rates are:

|               |             |         |
|---------------|-------------|---------|
| 1/2 page      | 6.75 x 5    | \$95.00 |
| 1/3 page      | 6.75 x 3.25 | \$65.00 |
| 1/4 page      | 3.75 x 3.25 | \$45.00 |
| Business card | 2 x 3.5     | \$25.00 |

Contact the editor, [ann@annlwiley.com](mailto:ann@annlwiley.com).

## 2002-2003 Dinner Meetings

Program chair Jim Carlock announces the meeting dates for the coming year, and the preliminary program plans. Some topics may change due to the availability of speakers. Also, there will be some tours offered throughout the year. They will be announced in the newsletter and on the web. Please keep watch for the notices.

September 18. Implementing Quality in the Service Industry, Reuven Shapira

October 24. Statistical Process Control, Vince Veza

November 20. Medical Device Standard ISO 13485-2003, speaker to be announced

December 18. Quality in Government, speaker to be announced

January 23, 2003. ISO 9000 versus ISO 14000 standards, John Holtz

February 19. Strategy in Gap Audits, John Burr

March 20. Customer Satisfaction, speaker to be announced

April 23. Healthcare topic, speaker to be announced

May 22. Quality in Education, speaker to be announced

## Membership report

*Bob Stein*

As of May 1, the Rochester Section has 836 members. Please welcome our new members:

David J. Auda  
 Donna M. Duffort  
 Sherry D. Hubler  
 Steven M. Majewski  
 James Wentworth  
 Mick Winters

## Quality measurement resource

[www.national.unitedway.org/outcomes/library](http://www.national.unitedway.org/outcomes/library) is a gateway to resources on measuring outcomes for community initiatives. Listed are resources for status reports that describe conditions, and for targeted initiatives to achieve outcomes.

## 58<sup>th</sup> Annual Quality Conference Report

by Louise Vella, Conference Chair

*Solving Business Problems: The Practitioner's Approach* was the theme of the ASQ Rochester Section 58<sup>th</sup> Annual Quality Conference, held April 3, 2002 at the Rochester Riverside Convention Center. More than 200 quality professionals and business partners met for a day of learning, networking, and fun.

The day began with a presentation by Vincent Fayad, Director of Value-Based Six Sigma for ITT Industries, Inc. In his talk, *Critical Success Factors*, Vince reminded us that success in an organization requires more than high performance. Alignment with an organization's values is also needed for an individual to be effective in the organization. His presentation is available on the section web site ([www.asqrs.org](http://www.asqrs.org)).

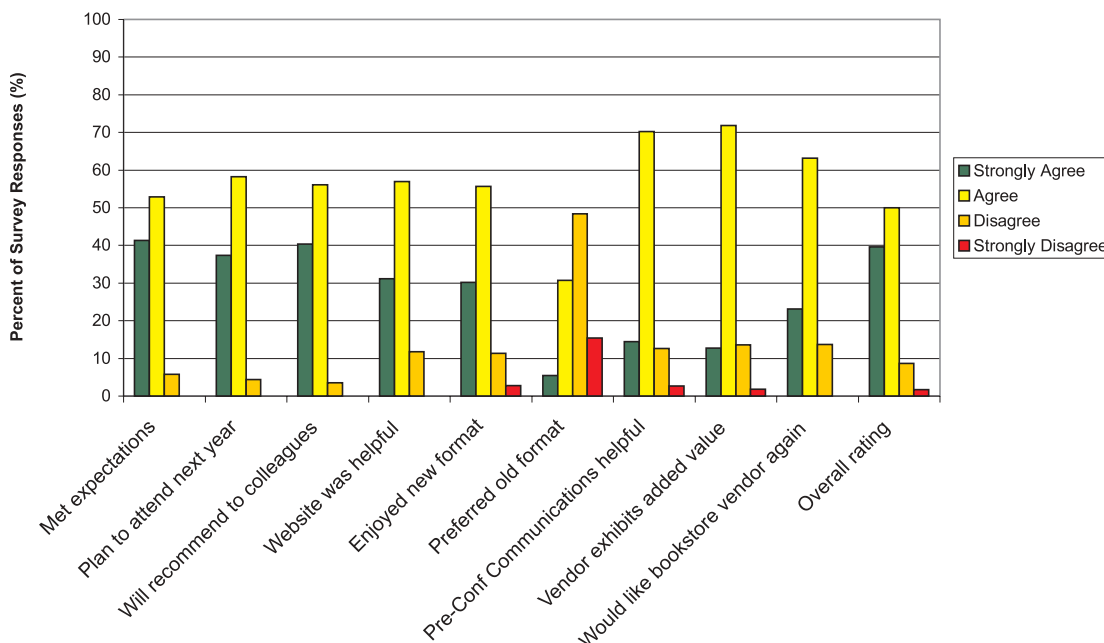
A new format was introduced and tested at this year's conference. Rather than offer the customary variety of presentations on topics including statistical tools, ISO, continuous improvement, and leadership, this year's conference focused on providing participants with vertical tracks following the DMAIC (define, measure, analyze, improve and control) process of continuous improvement. Each track presented either a case study or a tutorial that encouraged interactive participation as learners were

exposed to real-world quality problems and real-world solutions. Additional innovative features included a poster session in which practitioners shared their experience in solving a quality problem using posters to present their ideas.

We were honored to have Dr. Gordon S. Black, chairman and CEO of Harris Interactive Inc. as our keynote speaker. In his talk, *A Few Rules About Quality*, Dr. Black reminded us that extraordinary service is required to create and maintain loyal customers. Dr. Black's presentation is available on the section web site.

The conference committee itself demonstrated attention to customer feedback in many aspects of the conference—an improved registration process, more user-friendly transactions on CD, and an exhibitor's contest featuring valuable prizes. The committee members put in a year of hard work preparing for the one-day event, and it proved a successful endeavor. Feedback from the conference survey indicated that the attendees were impressed with the conference and with the new format. In May, the committee's reward is to start working on the 2003 conference. If you would like to work on the next conference and have not yet expressed your interest, please contact Deb Lydick at (585) 453-3480.

Survey Feedback, 58<sup>th</sup> Annual Quality Conference Evaluation



Web: [www.asqrs.org](http://www.asqrs.org)

Fax: 716-244-4864

Phone: 716-244-1800

Rochester, New York 14607-2296

930 East Avenue

IMC - The Hutchison House

Administrative Offices -

American Society for Quality Rochester Section

Section 204

Rochester Section 0204



Non-Profit Org.  
U.S. Postage  
PAID  
Rochester, New York  
Permit No. 216

**R·I·T**  
<http://www.rit.edu>

THE JOHN D. HROMI  
CENTER FOR QUALITY & APPLIED STATISTICS

## SEMINARS

### TALKING ABOUT QUALITY ISN'T ENOUGH

#### MAKE IT REALITY

##### Advanced Certificates in

- ◆ Statistical Methods for Product and Process Improvement
- ◆ Statistical Quality

These six-course graduate certificates are for the engineering or quality professional. All courses apply to our MS degree.

##### Master of Science Degree in Applied Statistics

This fifteen-course degree is aimed at engineers, with a strong emphasis on optimization of products and processes.

##### DISTANCE-LEARNING FORMAT AVAILABLE FOR ALL PROGRAMS

##### Seminars, Training and Consulting Services in

Experimental Design, FMEA, Lean Six Sigma, Quality Management, Quality Standards—ISO 9000/QS-9000, Reliability, Sampling Techniques, and Statistical Quality.

SECURE YOUR FUTURE. CONTACT US TODAY TO FIND OUT HOW.

98 Lomb Memorial Dr.  
Rochester, NY 14623-5604

Call: (585) 475-6990  
Fax: (585) 475-5959

E-mail: [CQAS@rit.edu](mailto:CQAS@rit.edu)  
<http://www.rit.edu/eng/cqas>

#### June

- 5-7 How to Run and Analyze Surveys for Quality Improvement and Customer Satisfaction
- 10-11 Unleashing the Power of Exploratory Graphical Methods
- 18 ISO 9000:2000 Overview and Implementation
- 19-20 Internal Auditing to ISO 9000

#### July

- 11-12 ISO 9001:2000 Auditor Transition
- 15-19 ISO 9001:2000 Lead Auditor Course

#### August

- 6-7 Failure Mode and Effects Analysis
- 12-13 Internal Auditing to ISO 9000

#### September

- 9-11 Data Analysis using MINITAB
- 17-20 Design of Experiments
- 23-25 Statistical Process Control
- 26 Design for Assembly