



American Society for Quality  
Rochester Section 0204  
PO Box 26376  
Rochester, NY 14626

ASQ

AMERICAN SOCIETY  
FOR QUALITY™

585.234.8630  
www.asqrs.org

Non Profit Org  
US Postage  
**PAID**  
Rochester, NY  
Permit No 216

MARCH 2006 VOLUME 43, ISSUE 6

# QUALITY AUDIT

Newsletter of the Rochester Section 0204 of the American Society for Quality

## A message from the Chair



Eric Alden  
Section Chair

## Executing Our Plans

The ASQ Rochester Section has kicked off 2006 with a strong program, and hopefully you have been able to take advantage of all we have to offer!

As you may recall, our three year rolling plan identified the need to supplement our traditional manufacturing roots and expand to serve Rochester's growing small business and healthcare segments. Most importantly, we have allocated our section's funds to bring in outside experts to share their unique experiences and insights with us.

Our January speaker was Mark Hehl who flew in from Connecticut. Mark is an expert on overseas manufacturing, and ways to avoid moving operations overseas. He emphasized that while a primary driving force for moving operations out of the country is a low wage rate, there is a lot more involved with running an effective business. For example:

- **Travel:** Travel to China takes several days not including the difficulties involved with obtaining visas.
- **Training Workers and Managers:** There is much demand for trained individuals. Workers and managers can be recruited to other companies and this results in high turnover. The tradition of supporting extended families means that workers will return to their villages and may not have commitment to the company.

- **Civil Unrest:** Working conditions vary tremendously in China. Often buildings are not heated or cooled. Mark spoke of many examples where civil unrest was the result of human rights violations. There is also frustration with the growing gap between rich and poor populations.

- **Inspecting Quality In:** Surprisingly, with very low labor costs, it is possible to inspect quality in. However, Mark described conditions where a rejected part would be disassembled to the component level and the components then recycled back into the manufacturing process.

- **Communications:** Mark mentioned a culture that does not typically share bad news ahead of time. Typically, only after an inquiry is made on a late shipment does one discover major problems in the supply or manufacturing process.

*continued next page*



Mark Hehl (left) and Eric Alden at the January dinner meeting.

### This issue's highlights:

- Quality: What's In It For Me?
- Greater Rochester Quality Council Book Club Program
- Welcome New Members

SAVE  
THE  
DATE

## Upcoming Meetings and Events

Dinner is optional. You can come for the presentation only which begins at 7:30 PM. There is no charge for attendance at the program. See [www.asqrs.org](http://www.asqrs.org) for more information.

### Wednesday, March 22, 2006

Rick's Prime Rib  
889 Buffalo Road  
Rochester  
Program Title:  
"MCC Six Sigma Program"  
Speakers: Anwar El-Homsi  
and Angelo Caraballo  
Task Group: Six Sigma

### Thursday, April 20, 2006

Logan's Party House  
1420 Scottsville Road  
Rochester  
Program Title:  
"ISO Registrations"  
Speaker: Dr. Robert Burney,  
Dir. of Quality Improvement  
Office of Medical Services  
U.S. Department of State  
Task Group: Healthcare

### Wednesday, May 17, 2006

The Wishing Well  
1190 Chili Avenue  
Rochester  
Program Title:  
"AS 9100 Aerospace"  
Speaker: Grant O'Brien  
Task Group: Small Business

**Hope to see you there!**



ASQ

AMERICAN SOCIETY  
FOR QUALITY™

**Executing Our Plans** *continued from front*

• **Shipping:** As the distances are so far, it is often required to air freight critical parts or components. This prevents the benefits of lean manufacturing strategies, adds significant costs and frustration to a business.

There are many very good business reasons to keep operations close by!

Focusing on quality in Healthcare, we were privileged to have Linda Johnson share her enthusiasm on her experiences with Lean Processes in healthcare applications. Linda is a registered nurse working for Preferred Care HMO. Linda was part of a LEAN TEAM working with Ed Biernat reducing the T.I.M.W.O.O.D sources of waste in the HMO process. The amazing realization is the many similarities between human behavior and machines. The tools are universally applicable. As health care costs continue to rise, businesses will not succeed with waste in the process. Thank you Linda Johnson for a very enjoyable and energetic presentation!

The March program event will feature MCC's Lean Six Sigma Training with Anwar El Homsy demonstrating ways in which ASQ is partnering with MCC to enable Six Sigma education and certification at a very affordable price. Enabling our local workforce to maintain world class skills is important to the future of Rochester.

The April Program will feature Dr. Robert Burney, the Director of Quality of Improvement Office of Medical Services, US Department of State. Dr. Burney is coming specifically for our dinner meeting. Thank



Linda Johnson with Jim Coates.

you Rita Radcliff for your efforts in obtaining such a distinguished speaker.

Our Planning and Policy Committee is under great leadership with Joyce Krieger! We are developing the long term plans and actions to keep our section vibrant!

The Hockey Night was a great success! Thanks Dermot Healey for all the efforts in arranging the evening for our families and friends to enjoy! We had a record turnout of 50 people, great seats at center ice, and a super game! The Amerks were leading throughout the game, then during the 3rd period, Binghamton tied the score. The game went into overtime, and to our horror and disbelief, Binghamton slipped one into the goal and won.

This year ASQ Rochester will participate in the Day of Caring during early May thanks to Ken Schlafer who is coordinating the event.

The annual Conference is on April 6th. Get your tickets early as it promises to be a great event! Thank you Amy Friend and the conference team!

We have a great team, and there is always room for more. We are in the process of filling out the leaders for next year's team. Please let me know if you would like to further support our section. I hope to see you at our next event!

Eric Alden  
CQE, CQM, CSSBB  
Chair ASQ Rochester Section



Dermot Healey (right) with Ivan and Betsy Enstrom at ASQ Amerks Hockey Night.

American Society for Quality Rochester Section Presents  
**Quality — What's In It For Me?**  
Thursday, April 6, 2006 at the RIT Inn & Conference Center

Are you new to quality concepts? Are you an old-hand looking for the latest tools? Are you a small business, a healthcare provider, a service organization? What does quality mean for you and your career? ASQ Rochester's 62nd annual conference has the answers! Whether you need the basics or the latest updates, we have presentations and interactive sessions tailored to your needs.

New this year...Quality: A Play in Three Acts! Come visit with the ghosts of Quality Past, Quality Present, and Quality Future. Discover where quality is going. Are you keeping up?

Visit [www.asqrs.org](http://www.asqrs.org) for details. ■

**Greater Rochester Quality Council  
Upcoming Book Club Events**

Book Club Location:  
Rochester Business Alliance  
(Media Room on the 4th floor)  
150 State Street  
Rochester, NY 14614

Time:  
8am - Registration & networking  
8:30 - 9:30 Program

**Upcoming Book Reviews:**

**March 22 — Book Review**  
Presenter Ron Sicker leads a review of *Good to Great* by Jim Collins

Based on a five-year research project, *Good to Great* answers the question: "Can a good company become a great company, and, if so, how?" True to the rigorous research methodology and invigorating teaching style of Jim Collins, *Good to Great* teaches how even the dowdiest of companies can make the leap to outperform market leaders the likes of Coca-Cola, Intel, General Electric, and Merck.

This discussion will be led by Ron Sicker and explore the objective and teaching of the book as well as opinions

from the discussion group on strengths and weakness of the book. The discussion is meant to be participatory and everyone is welcome to come and listen or join the discussion.

**April 26 — Book Review**  
Presenter George Maszle discusses *Corporate Canaries* by Gary Sutton

When your business hits trouble, can you recognize the warning signs? A century ago, coal miners brought canaries into the mines for danger warnings. At the first hint of poisonous methane gas, the little birds stopped chirping...and many miners were saved.

Your business faces invisible threats too. With equal doses of insight from Gary Sutton's experience as a hands-on, corporate turnaround CEO, and wisdom from his coal miner grandfather, this delightful volume helps you recognize trouble-before it's too late.

For further information or to register please e-mail Susan George at [Susan.George@RBAAlliance.com](mailto:Susan.George@RBAAlliance.com) or call (585) 263-3653. ■

**Welcome New Members:**

With 10 new members in January, we now have 601 members.

Jerry Boger	Donaven James
Gary Coats	Lawana Jones
Martha Ewbank	Robert Lewis
Lynne Hambleton	Susanne Manz
Lesle Hill	Pierre Sengdara

**ASQ Elections**

For the first time in more than 20 years, we have two candidates for the office of president-elect: a candidate nominated by the Nominating Committee and a candidate by petition.

Please go to the secure Web site to vote. There is information about the two candidates as well as information about the Annual Meeting. Please note that you must submit your proxy by March 30, 2006, so you may want to do it as soon as possible.

Please go to the following URL to access the voting site and execute your proxy:  
[http://www.asq.org/mr/2006\\_societyelection.html](http://www.asq.org/mr/2006_societyelection.html).

Results will be announced at the ASQ Annual Business Meeting in Milwaukee, Wisconsin, on April 30, 2006.

Per information from ASQ, if you experience difficulties with this online voting process, or if you have questions, please contact ASQ by e-mail at [mrcoord@asq.org](mailto:mrcoord@asq.org) (use the subject line "Society Election Inquiry") or by telephone at 1-800-248-1946. ■

This newsletter is a monthly publication of the Rochester Section of the American Society for Quality. The deadline is the 10th of the month preceding the publication month. Send submissions for consideration to the editor, Kathy Grimes, at [kgrimes@rochester.rr.com](mailto:kgrimes@rochester.rr.com). Complete contact information for all section leaders is on the section website, [www.asqrs.org](http://www.asqrs.org).

