



American Society for Quality
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QUALITY AUDIT

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

A message from the Chair

November: Give Thanks for the Quality Revolution that continues to take place in all aspects of our lives.

November is "Give Thanks for the Quality Revolution that continues to take place in all aspects of our lives." The other day, I was reviewing some of the original Deming tapes, and Juran books for one of my projects, and it struck me as how far we have come from the days where Quality was "The Mil Standard 105E sampling plan." Can you remember a time when a measurable percent defective was the norm? The concepts from Deming and Juran were then so different from the industry norms. I remember buying a Honda in the 70's because the choices I had as a consumer drove me away from American manufacturing. Today as I instruct in Six Sigma methods, I recognize that the core body of knowledge and the "How else would you do it?" tools of Six Sigma, all had its roots in the Quality Revolution. So I give thanks to the Quality Revolution, and I am proud to own an American car (In addition to my Volvo).

Last Month, ASQ Rochester had a great dinner meeting with Jill Finan of OCD describing the outline of the Six Sigma project approach, and the tools that make Six Sigma projects so successful. Thanks to Jim Coates and the program team for a great evening!



Jill Finan (left) and Jim Coates.

The Sentry Safe plant tour provided an outstanding example of how quality tools can be applied to all aspects of a business. The first thing we observed was the loyalty employees had for the company and the owners. This was established through generous profit sharing and trust. Secondly, we observed all the tools of Lean Manufacturing in action. Significant work by the plant resulted in benchmark efficiency gains through the elimination of "Non Value Add" manufacturing steps, production line flow optimization, and automation where ever practical. Visual aids on quality measures were posted so that all employees could comprehend. Thanks to Lynn Tremblay, Joyce Krieger, and Sue Bailey for the arrangements and a great dinner at Pasghetti's. And thanks to Torsten Rhode, Bill Buchko, Doris Ou, Kevin Angus and Tom Urbanic for a memorable tour!

See you at our next events and have a great Thanksgiving!

*Eric Alden
CQE, CQM, CSSBB*

This issue's highlights:

- Rochester Section Educational Needs Survey
- Welcome New Members!
- Upcoming Courses



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**SAVE
THE
DATE**

Upcoming Dinner Meetings

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 for more information.

Wednesday, November 17, 2004

Alan Kaminsky: Quality and Security in Wireless Computing Devices
Rick's Prime Rib, 889 Buffalo Road, Rochester, NY

Thursday, December 16, 2004

Task Force Appreciation Night
DiVinci's Italian Restaurant, Stone Ridge Plaza, 1550 West Ridge Road, Rochester, NY

Wednesday, January 19, 2005

Larry Yovanoff and John Bryce: Service Quality at Paychex
Location to be determined.

Thursday, February 17, 2005

Kim Downing from the FDA
Wishing Well, 1190 Chili Avenue, Rochester, NY

Rochester Section Educational Needs Survey

by Richard C. Henderson

Some months back, the Education Committee performed a survey of Rochester Section membership to determine educational needs and preferences of the Section 0204 membership. The goal was to sample over 15% of the Section's total membership, but we were only able to get an 11.6% sample of our membership at that time. Section leadership deemed that sample as adequate and efforts to increase the sampling were stopped. I want to thank the Rochester Section members who took the time to cooperate with our interviewers and respond to the survey. These results have been used in planning the educational offerings of the Section for three consecutive years now. We will conduct another iteration of this survey in the coming months to determine if there have been any changes since the previous study.

Here is a summary of the survey results. The survey had a total of 31 questions and took approximately 15-25 minutes for each respondent to complete. The sampling was divided roughly evenly between men and women. As best we could determine, the survey sampled vertically through the age range of our members. The survey included both ASQ certified members (approximately 35%) and non-certified members. Approximately 15% of the respondents were new members (two years or fewer). We did not calculate mean, median or mode for age or term of membership. We were interested most in the content of the responses to the open ended questions. We also assumed that age was largely irrelevant with a motivated membership focused on quality principles and practices-that the needs of our membership should be addressed regardless of age. The majority of our respondents (97%)

had completed some college or attained at least one degree. The majority of our respondents were employed full time (94%). Salary information was more difficult to pin down with over half of our respondents refusing to identify with one of the salary brackets in the survey. While our panel of interviewers were trained and provided with interviewing script and tips for acquiring answers, not all interviews were conducted appropriately and seventeen interviews had to be completely discarded.

The question on best times for Refresher Courses (preparatory to sitting for Certification exams) was by far weekday evenings (91%), beating out weekends and weekday daylight hours. Members preferred that Seminars be held during the week (86%) and during regular work hours as opposed to being held on Saturdays during the day. Having meals available during Seminars was not important to over 72% of our members. A very interesting outcome was that our members prefer to drive no more than 20 miles or one-half hour to attend either a Seminar or a Refresher Course (96%). We also learned contrary to many in the Section surmised, that employers are still willing to pay registration fees for seminars and for refresher courses according to 68% of our respondents.

There was a fairly broad range of responses when it came to fees for both refresher courses (18-36 hours) and seminars (16 hours) with \$20.00 being the low end and \$2,000.00 being the high end. Over half felt that \$500-\$700 was appropriate for short to long duration refresher courses and that \$600-\$750 was appropriate for a two to three day seminar. Only 6% of respondents felt it was appropriate

for the Section to hold an event if it was determined that it would lose money.

Questions on duration of seminars yielded answers of "it depends" which of course is precisely how we attempt to determine with the presenter the duration of the seminar topic. Refresher course durations were as expected just as ASQRS has offered them in the recent past-ranging from 12 hours for basic exams such as CQIA up to 36 hours for CRE / CQE certifications. A question relating to membership encouragement and retention using dinner meeting vouchers and adding the cost to the course / seminar registration fees, received lukewarm reception with only 13% viewing them as incentive. The only new ideas for Seminar topics were related to quality costs and topic that would incite interest among the healthcare and service sectors of our local economy, including government. About 25% of the respondents stated that we should continue what we've been doing as far as quantity and types of offerings.

Welcome New Members!

Below are the names of the new members who joined in September and October. We now have 654 members.

Vincenzo Buonomo was named a senior member in July. Congratulations Vincenzo!

New Members in September:

Robert J. Blair
Melanie R. Blank
Heather A. Lane-Brown
Tricia K. Nenni
Louise N. Vella
Norman C. Wright

New Members in October:

Catherine M. Aikin
Indar R. Bansal
Dennis Buchovecky
Tina M. Burns
James L. Frank
Mike Rumizen
Stacy Marie Schumacher
Timothy R. Smith
Margaret H. Wilcoxon

Stress Buster Tips from your ASQ Section Leadership Team:

Stand up and do ergo stretches
at 10 and 2 each day.

Upcoming Courses

Using Quality Costs to Achieve Continuous Improvement Seminar

Two all day sessions,
8:00 AM to 4:30 PM
December 1 and 2, 2004
Holiday Inn, Rochester Airport
911 Brooks Ave., Rochester, NY

Geometric Dimensioning and Tolerancing Seminar

Two all day sessions,
8:00 AM to 5:00 PM
December 1 and 2, 2004
Holiday Inn, Rochester Airport
911 Brooks Ave., Rochester, NY

Statistical Process Control Seminar

Two all day sessions,
8:00 AM to 5:00 PM
December 7 and 8, 2004
Holiday Inn, Rochester Airport
911 Brooks Ave., Rochester, NY

Sentry Group Plant Tour

The October 26th Plant Tour was a great success. Special thanks to our tour guides for their efforts!



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. Complete contact information for all section leaders is on the section website, www.asqrs.org.