



American Society for Quality  
Rochester Section 0204  
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**ASQ**

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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



Dermot Healy

On behalf of the ASQ - Rochester Section, I would like to wish you and your family a wonderful Holiday Season.

The preparations for the 2007 Annual Conference are well underway. We are currently in the process of program and keynote speaker selection. The conference committee is having regular joint meetings with the Rochester Chapter of the Institute of Industrial Engineers (IIE). Along with IIE, together we will be hosting the 63rd Annual Conference on March 28th 2007. One significant change this time is we are returning to the Rochester Riverside Convention Center. With our combined efforts and resources, we expect to greatly increase the attendance and vendor participation. We want to provide the latest and greatest learning opportunities at a reasonable cost to you, our valued members. We will publish further details in this publication and also on the website ([www.asqrs.org](http://www.asqrs.org)).

As I mentioned at the start of our year, the Rochester Section is going to seek out collaborative opportunities to further the quality cause within our community. This objective is already showing signs of success. In the future we will enhance this effort to encompass other facets of the business and service industries of our members. This will assist the Rochester Section to continue to grow as the leading organization in the realm of quality.

Before I close, are you a budding or already accomplished writer? Well, we would love the opportunity to publish articles from our members. Please contact Kathy Grimes ([kgrimes@rochester.rr.com](mailto:kgrimes@rochester.rr.com)) or Lawana Jones ([lawana.jones@ge.com](mailto:lawana.jones@ge.com)) for further details. Any topics within the vast quality arena will be considered. This can be a New Year's resolution, since that is just around the corner.

Oh! Stay tuned for details of educational opportunities in 2007 and also our now annual trip to the Rochester Americans Hockey will be confirmed soon for February of next year.

As always, please feel free to contact me at any time with comments or suggestions.

Have a happy and safe Holiday Season and see you in the New Year.

Dermot Healy  
ASQRS Chair 2006-2007  
[healy\\_dermot@hotmail.com](mailto:healy_dermot@hotmail.com)

SAVE THE DATE

## Upcoming Dinner Meetings

### Wednesday, Jan. 17, 2007

The Wishing Well  
1190 Chili Ave., Roch.  
328-4150  
Speaker: Kevin McManus  
Topic: "25 Years of Quality: Have we come that far?"  
Task Group: Joint Meeting with IIE

### Thursday, Feb. 22, 2007

Logan's Party House  
1420 Scottsville Rd., Roch.  
235-6978  
Speaker: Ed Biernat  
Topic: "Lean Accounting"  
Task Group: Small Business

### Wednesday, March 21, 2007

Rick's Prime Rib  
898 Buffalo Rd., Roch.  
235-2900  
Speaker: J. Edward Bell, Pharm.D.  
Associate Quality Officer, Strong Memorial Hospital  
Topic: "Using Error Prevention Principles in Medication Safety"  
Task Group: Health Services

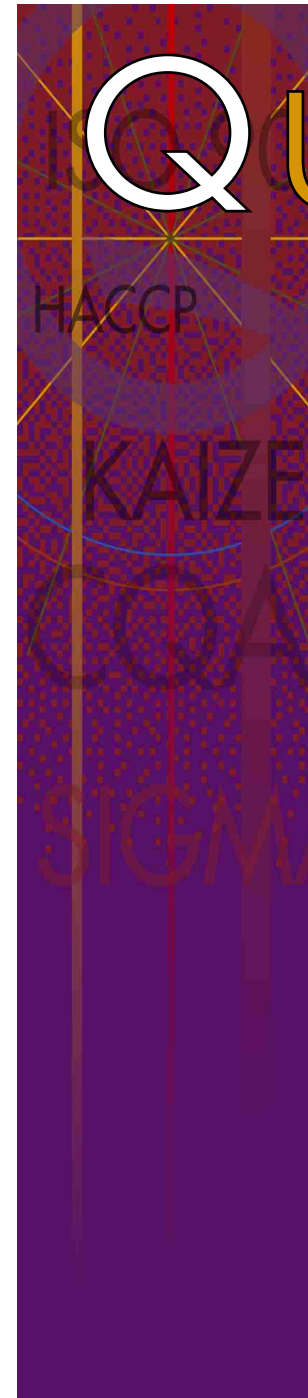
### Thursday, April 19, 2006

Logan's Party House  
1420 Scottsville Rd., Roch.  
235-6978  
Speaker: Eve Strella  
Topic: TBD  
Task Group: Customer Service

### Wednesday, May 23, 2007

The Wishing Well  
1190 Chili Ave., Roch.  
328-4150  
Speaker, Topic and Task Group: TBD

*Hope to see you there!*



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## This issue's highlights:

- Using the Balanced Scorecard Methodology
- Society for Reliability Engineering Meeting
- ASQRS College Scholarships

## Using the Balanced Scorecard Methodology to Execute Strategy

A GRQC Presentation

Corporate performance management is the key to an organization's success. Most organizations don't know how to execute strategy. One in ten organizations has figured out how to make strategy execution a core competency and create a competitive advantage.

In this presentation, the presenters will describe the five principles of a Strategy-Focused Organization, including the tools and methodology to support pragmatic strategy execution. The presentation will illustrate how Hillside Family of Agencies used the Balanced Scorecard to become strategy-focused, successfully execute its strategy and achieve breakthrough performance results.

Highlights will include best practices in strategy development and deployment, key results and learnings, and a review of the key barriers to successful execution.

Presenters:

**Dennis Richardson, President and CEO, Hillside Family of Agencies**

Dennis Richardson has 27 years of experience in nonprofit social service organizations. He holds a Masters in Social Work. Prior to Hillside Family of Agencies, he served in management and executive positions for family and children's services agencies in Massachusetts and New York.

**Maria Cristalli, Chief Strategy and Quality Officer, Hillside Family of Agencies**

Maria Cristalli has 15 years experience in planning and quality assurance in nonprofit social service organizations. She has a Masters in Public Health from the University of Rochester, School of Medicine and Dentistry and a Bachelor of Science degree in Biology from Utica College. She is certified Black Belt in Lean Six Sigma.

### Please Join Us

WHEN: Wednesday, December 6, 2006  
 TIME: 8:00am to 9:30am Program Presentation  
 COST: Complimentary for GRQC Members  
 \$15 for Non-GRQC Members  
 WHERE: Rochester Business Alliance  
 150 State Street - Eastman Room - 4th Floor

**PLEASE RSVP right away!**

Call Susan George at 585-256-4612 or contact her by e-mail at [Susan.George@RBAAlliance.com](mailto:Susan.George@RBAAlliance.com)

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).

## Welcome New Members:

We currently have 554 members in the Rochester Section. Please join us in welcoming our new members!

Laura B. Allen	Adam D. Hutton
Ronald Colavecchia	Chad G. Laveck
Patrick Donaher	Sameer Kumar Penakalapati
Mark D. Garlock	Thomas Smith
Dori Green	

## Society for Reliability Engineering (SRE) Meeting Notice:

*"Six Sigma and the Human Side" or "What Makes Toyota So Special"*

Featured Speaker, Dr. Juergen Boenisch, will discuss the Toyota Production System (TPS), based on Lean Manufacturing principles with Six Sigma aspects. TPS also addresses the human side in a remarkable and very successful way, which goes a long way toward engaging and aligning people toward a common goal. Don't miss this worthwhile presentation!

**Date: October 25, 2006**

Location: RIT Schmitt Interfaith Center, Bldg 16  
 Lower Level, Skalny Room  
 Park in Parking Lot U

For a map of the RIT campus, link to <http://facilities.rit.edu/campus/maps/general/generallarge.gif>

Time: 6:00pm-7:30 pm

Agenda:

- Call to Order at 6pm
- Welcome Guests and New Members
- Business Meeting
- Break (refreshments will be provided)
- Featured Presentation

*SRE members are free, and guests fee is \$20  
 Please note that annual dues are only \$25, which allows members to attend most presentations for free.*

- Closing

**For further information and to RSVP, please contact**

David Auda at (716) 686-1548  
[nsdaveauda@netscape.net](mailto:nsdaveauda@netscape.net)

## Spread the ASQRS Scholarship Program to the Market

Our ASQRS scholarship program has several eligibility requirements. One is that it is limited to students in their Junior or Sophomore years of college studies. A second is that it is aimed at two markets: (1) be a child of an ASQRS member, and (2) be a permanent resident of Monroe or surrounding counties. If you are a category (1) parent, you should be working with your child to facilitate his or her applying for this scholarship. For category (2), spread the college scholarship availability word to your relatives, friends, and neighbors. For both categories, all of the scholarship application details can be obtained via the ASQRS web site at [www.asqrs.org](http://www.asqrs.org). For questions, contact Dave Schreiber, 585-442-3561 / [daschreiber@juno.com](mailto:daschreiber@juno.com) or Bob Meisel, 585-797-4255 / [bob@rmmqc.com](mailto:bob@rmmqc.com). ■

## SAVE THE DATE

The American Society for Quality Rochester Section and the Rochester Chapter of the Institute of Industrial Engineers present

### Partners in Excellence

Wednesday March 28, 2007

The Rochester Riverside Convention Center