



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

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

Welcome to a new year with the Rochester Section of ASQ. I am excited to be given the opportunity to lead one of the nation's oldest and finest ASQ sections!

This month the theme is "Back to School." Personally, I don't think I have ever left school. Every time I learn something, I realize how much more I still don't know. ASQ is a fantastic way to learn and apply the quality toolset. These skills provide personal growth, and give strategic advantages to Rochester employers. We are planning many opportunities to enhance skills through our dinner meetings, plant tours, conferences, education classes, certifications, and links to great articles. The best way to learn is by application, and our section offers many opportunities to become active in the Rochester Community.

To organize for this year, we started with the Section's Vision and Mission Statements:  
*Vision:* To be a recognized authority and champion for quality in the greater Rochester Area.  
*Mission:* To advance individual and organizational excellence through education and training in quality principles and technologies, and to promote quality professionalism by members.

Next, we brainstormed our members' hierarchy of needs, and constructed a house of quality that led to the following organization structure:

*Leadership Team:* Officers, Planning & Policy, Auditing, and Nominations.

*Program Team:* Monthly Dinner and Taskforce Meetings

*Communications Team:* Newsletter, Website, and Flyers

*Education Team:* Exam Proctoring, Refresher Courses, Seminars

*Membership Team:* Member Strategies, Plant Tours, Surveys, Welcome Wagon, Community Outreach, Family Events, and Student Chapter

*Scholarship Team:* Scholarships

*Conference Team:* Annual Quality Conference

My mission is to create an environment where synergy can flourish. We have a great team on board, and there is always room for more. Come "Back to School with ASQ!"

I am looking forward to our many events, and hope to see you there!

*Eric Alden*

*CQE, CQM, CSSBB*



### This issue's highlights:

- Back To School: Improve Your Skills
- Upcoming Courses
- Call for Papers

**SAVE  
THE  
DATE**

### ASQ Conference

**March 16, 2005 at the RIT Inn and Conference Center**

**CALL FOR SPEAKERS:** The Rochester Section is always looking for a few good speakers! If you would like to share your knowledge on a quality-related area, please send an e-mail to Jim Coates, the Program Chairperson. Please include your name and contact information as well as a brief topic overview. Thank you for your interest and support.

### ASQ Dinner Meeting — September 22, 2004

Dr. David L. Rowlands: Attacking Sales and Marketing Problems Using Lean/Six Sigma

Location: Wishing Well, 1190 Chili Avenue, Rochester, NY

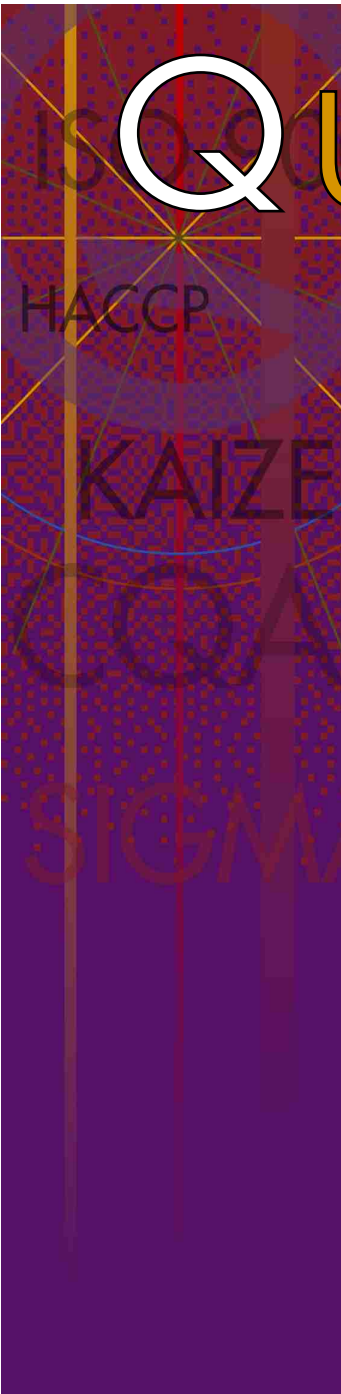
5:30 PM Customer Service Task Group • 6:00 PM Registration • 6:30 PM Dinner • 7:30 PM Program

David Rowlands is the Vice President of Lean Six Sigma for the North American Solutions Group, the sales, service and marketing arm of Xerox. He has been with Xerox for 13 years, spending most of his time running operations. In these positions, he was responsible for technology development, advanced product concepts, design engineering, manufacturing, and supply chain operations.

Dave has a Ph.D. in Physical Chemistry and an MBA in Finance, and is also a Lean Six Sigma Black Belt. In addition, he is a member of the board of governors for the Shingo Prize for Excellence in Manufacturing, and a member of the operations committee of The Juran Center for Leadership in Quality. His current focus is the integration of lean and six sigma tools, lean six sigma management systems, and rapid turnarounds. Today, he will be speaking about Xerox's lean six sigma journey.

### Next Meeting — October 21, 2004

Process Excellence Tools for Non-Traditional Applications at Logan's Party House, 1420 Scottsville Rd., Rochester, NY



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# Back To School: Improve Your Skills

by Rich Henderson, Education Chair

Your membership in ASQ provides you with many benefits. But probably the best benefits are the resources that the Society makes available for education and professional development. While you may be familiar with these, it's worth reminding you so you can tell others. For our new members, this may be the first exposure to what we offer. Of course, there is the ASQ website, [www.asq.org](http://www.asq.org) which has significant information as well as a terrific quality bookstore with worthwhile member discounts on dozens of technical publications in all areas of quality. New books appear there frequently.

You can purchase some wonderful reference materials and textbooks suitable for all levels of background knowledge. The Rochester Section (0204) has its own website as well which provides timely information about local happenings including the Education Committee's offerings: [www.asqrs.org](http://www.asqrs.org).

The Annual Rochester Section Quality Conference is a one day event held in March of each year that is truly an educational bargain. It is a grand opportunity to network and meet the Section members and other quality professionals. The various tracks running through the day address numerous professional learning needs.

Monthly dinner meetings have topics that are both timely and energizing and provide additional networking opportunities as well as educational development.

The Education Committee proctors the Society's Certification Examinations locally. These exams cover all the Bodies of Knowledge and are held four times per year-October, December, March and June. The Society offers 12 career-enhancing professional certifications. Some other major educational efforts of the Education Committee are the Refresher Courses, Seminars and Workshops that we identify or develop and offer throughout the non-Summer months. The Refresher Courses prepare attendees to take the Certification Exams and pass them-a very good thing indeed. For current and future offerings, check your copy of the Audit and the Rochester Section website-remember to check often as we're updating and adding as resources permit.

This Fall, we're offering the CQA Refresher Course, three two-day Seminars and a new one-day Workshop on Measuring and Improving Customer Satisfaction. The two-day Seminars are: Geometric Dimensioning and Tolerancing, Using Quality Costs for Improved Performance and Statistical Process Control. Please tell your associates and don't wait-Sign up today!

## Stress Buster Tips from you Section Leadership Team

Take five minutes at the start of each workday to document your action plan or "to do" list. Say "NO" without guilt.

## Upcoming Courses

### Certified Quality Auditor Refresher Course

Six Tuesday Evenings, 6:00 PM to 9:00 PM  
October 5, 19, 26, November 2, 9, 16  
Ortho-Clinical Diagnostics  
100 Indigo Creek Drive, Rochester, NY  
(Canal Ponds Park, Long Pond Road and Ridgeway Avenue)

### Measuring & Improving Customer Satisfaction

One-Day Workshop, 8:00 AM to 5:00 PM  
November 4, 2004  
Holiday Inn, Rochester Airport  
911 Brooks Avenue, Rochester, NY

### 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 Avenue, 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 Avenue, 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 Avenue, Rochester, NY

**The leadership of the Rochester Section** has an ongoing interest and concern for all our members. One group of members of particular interest is part-time college students in a degree program whose education costs are not fully reimbursed by their employer. If you are this student, please give us the following information about yourself: name, address, place of work, college or university, your major in your degree program, the date when you anticipate graduation, the percentage of your education costs reimbursed by your employer.

This information will be kept in confidence, and will be used only to help us assess the needs of our members so we can consider opportunities for support.

Please send your information to: Brian Stimson, [bstimson@ocdus.jnj.com](mailto:bstimson@ocdus.jnj.com)

## Congratulations!

### New Senior Members for May and June 2004:

Marrilee Ritter  
Robert Stein  
Devid J. Walsh  
Ann L. Wiley

### Congratulations to the following members who achieved certification in May and June 2004.

**Certified Quality Engineer**  
John H. Howe  
David P. Stein  
Dan R. Zahn

**Certified Quality Improvement Associate**  
Mark J. Petras

**Certified Calibration Technician**  
Michael Allen Dent

**Certified Quality Manager**  
Ronald L. Zauski

### Certified Software Quality Engineer

Valerie Jean Baxter  
Julie Ann Lewis

### Certified Quality Auditor

Dave J. Balonek  
Scott Allen Bleier  
Janice E. Clements  
Dennis R. Darrow  
Catherine M. Hauck  
Bradley A. Johnson  
John David Meredith  
Alan J. Mistal  
Nola K. Pearce  
Debra E. Strub  
Kimberly A. Weiser  
Ellen Jane Weitzel

### Certified Six Sigma Black Belt

Andre Finley  
Janet P. Nelson  
Robert Kingsbury Shattuck

American Society for Quality Rochester Section

## CALL FOR PAPERS

The Quality Journey, Winning the Bottom Line  
March 16, 2005 — R.I.T INN & CONFERENCE CENTER

We are interested in presentations on the following topics:

1. The Human Aspects of Quality
2. Tools Training
3. Quality Assessment
4. Quality in Non-Manufacturing Industries
5. Software and Validation

For details visit [www.asqrs.org](http://www.asqrs.org)

Presentations must be 60 minutes long and may be in lecture, tutorial, or case study format. Please identify the level of your presentation based on basic, intermediate or advanced skills. A presenter's submission must consist of a topic abstract of 250 words or less and a speaker biography of 100 words or less. Completed submissions must be received by November 15, 2004. Receipt of all submissions will be acknowledged. Authors whose submissions are accepted for presentation will be notified by November 30, 2004. Address questions to: Dave Auda, (716) 759-5830, Anwar El-Homsi, (585) 750-8203, or the e-mail address listed below. Send your submission to: [asqrs\\_committee@yahoo.com](mailto:asqrs_committee@yahoo.com)