

# La Crosse - Winona

## Section Newsletter

January, 2007

### January Meeting: EVERYTHING You Need to Know About ASQ Certification

Location: Days Inn.

101 Sky Harbour Dr., La Crosse, WI

When: Tuesday, January 23, 5:30pm

Phone: 507-453-4594

#### Quotes:

The easy way out usually leads back in.  
—Peter Senge

Make yourself necessary to someone.  
—Ralph Waldo Emerson

Don't make decisions because they are the easiest, the cheapest, or the most popular. Make your decision because it's right."  
—Theodore Hesburgh, former president of the University of Notre Dame

Did you miss us? Did you think January would slip by without an ASQ dinner meeting? It took a little extra time, but we have an Excellent program for you this month. We will have two guest speakers who have immense experience and knowledge concerning ASQ certification. Mary Rehm is the Senior Program and Training Administrator for Certification at ASQ headquarters in Milwaukee. Jim McLinn is on the certification committee of the Minnesota Section of ASQ, and is the Chair-Elect of the Reliability Division of ASQ. We will learn about ASQ's certification programs and how to best prepare for a certification exam. Everybody can take part in a panel discussion where all of your questions about any ASQ certification level can be answered. Join us!

#### Schedule:

5:30 - Social time

6:00 - Dinner (Roast Turkey Breast, Sage Dressing, Whipped Potatoes and Gravy, Vegetables and Cranberries)

6:45 - ASQ certification exam program and scoring - Mary Rehm, ASQ Headquarters

7:15 - Preparing yourself for an exam - Jim McLinn, Education committee, ASQ Minnesota Section

7:45 - Open panel discussion, including speakers and certified section members, to answer all of your questions

The meeting cost is \$15.00. Please RSVP by replying to the E-vite, or you can contact Alan Spalding directly at: [alan.spalding@bench.com](mailto:alan.spalding@bench.com)

### Upcoming Events for the 2006-2007 Year

The following is a list of tentative upcoming events for the 2006-2007 year. Meetings will be held on the 3rd Tuesday of each month, unless otherwise noted.

2/20/07 – February – Speaker on Lean for the Service Industry

3/20/07 – March – Spring Conference

4/17/06 – April – tour

5/15/06 – May/June – Annual celebration meeting – Marv Seppanen's winery



## Bios For Our January Speakers...

**James A. McLinn – CRE, CQE, CQMgr., Fellow ASQ** (Reliability Engineer - Teradyne) Jim graduated from the University of Minnesota in 1974 with a MS in Solid State Physics. His first worked for Control Data Corporation. Here he spent the next 5 years improving semiconductors and working with suppliers. He continued his work at Cardiac Pacemakers, helping to pioneer the reliable use of large scale CMOS devices in pacemakers. Next, he worked as a quality manager in a small company that supplied microminiature hybrid components for the hearing aid industry. After that Jim served as an engineering manager at Litton Microwave Cooking Products working with suppliers until 1986. He became a consultant with Rel-Tech until 2004. In 2004 he joined Teradyne Instruments and works with development of Integrated Circuit testers. He earned the Certified Reliability Engineer distinction in 1980 and the Certified Quality Engineer in 1988 and Certified Quality Manager in 1995. Jim was named the Young Quality Engineer of the Year for Minnesota in 1982. He has been active in the American Society for Quality, serving in most offices as well as section chairman for Minnesota in 1984/85. He was named a Fellow of ASQC in 1994. Jim is the current Chair Elect of the reliability Division of ASQ.

**Mary Rehm** has worked for ASQ as a Program and Training Administrator for 5 years. As part of the Certification Offerings workgroup, her role includes drafting and reviewing the exams, facilitating the exam development workshops (where certified ASQ members help to develop and approve test questions and exams), and managing the translated exam programs. Mary is currently a graduate student at University of Wisconsin-Milwaukee in the Research and Evaluation program.

## Seeking Candidates for the 2007 MN Quality Award Board of Evaluators

### Spring Training in February

Are you interested in learning more about what makes organizations successful? Are you interested in helping other organizations -- such as schools, hospitals, non-profits, and businesses -- around the state improve their performance? Would you be interested in networking, learning, and sharing with others who feel the same way?

The Minnesota Council for Quality is seeking candidates for the 2007 Minnesota Quality Award Board of Evaluators. There are many benefits to becoming an Evaluator, such as:

- \* strengthening your ability to understand what factors drive organizational results,
- \* networking with peers across the state,
- \* forming deep relationships with professionals and leaders interested in organizational improvement,
- \* reviewing performance of organizations throughout the state (and possibly identifying best practices for your organization), and
- \* developing other professional skills such as analysis, consensus- and team-building, interpersonal, written communication, interviewing, and systems thinking.

Many Evaluators consider the experience to be among the most valuable of their careers. Furthermore, Evaluators can earn post-graduate credit for participating in training. For interested Evaluators, the University of Wisconsin-Stout will offer three (3) hours of (post-grad and undergrad) credit in partnership with the Minnesota Council for Quality.

If you are interested in joining the 2007 Board of Evaluators, the first training session will be February 27-March 1 (on East River Road in Minneapolis). In addition to the full three-day training session, new Evaluators are also required to attend a one-day orientation (either February 8, 12, or 13).

Additional training dates in 2007 are June 19-21 (in Rochester) and October 2-4 (in the Twin Cities). Mark your calendar!

Applications for new Evaluators are due 1/27/07. Applications for returning Evaluators (which only require updates from your most recent application) are due 2/17 (returning Evaluators: significant changes to the process will reduce the time required for training and evaluation in 2007; details are forthcoming).

We hope that you would consider (re)joining the Board of Evaluators and/or encourage others to do so. For more information or for an application, please visit [www.councilforquality.org/assess.cfm](http://www.councilforquality.org/assess.cfm), email us at [brian.lassiter@councilforquality.org](mailto:brian.lassiter@councilforquality.org), or call 612-462-3577.

## WORLD CONFERENCE ON QUALITY AND IMPROVEMENT

**“Fueling Innovation Through People and Quality.”**

WHERE: Orlando, Florida

WHEN: April 30-May 2, 2007

**SAVE UP TO \$120 ON REGISTRATION THROUGH MARCH 16, 2007!**

[REGISTER TODAY AND SAVE!](#)

Discover how you, today’s quality professional, will fuel innovation in business, society, and your communities. Explore innovation and how it relates to change management, virtual societies, social responsibility, systems thinking, and customer value with experts from the U.S. and abroad, from a variety of industries and backgrounds.

### CONFERENCE HIGHLIGHTS:

[Sessions:](#) Discover new and innovative quality techniques, emerging areas and topics related to quality.

[Certification:](#) 14 on-site exams will be offered prior to the conference. Take this opportunity to become a certified quality professional in time to join your peers at the conference.

[Keynote Presentations:](#) Three speakers share their expertise on innovation, the future, and more.

[International Team Excellence Competition:](#) This unique competition features successful business improvement teams from various industries around the world.

### DATES TO REMEMBER:

Early-Bird Registration Deadline: March 16, 2007

Certification Application Deadline: March 16, 2007

Room Reservation Deadline: April 6, 2007

For more information, visit the World Conference Web Site.

## 2007 Baldrige Criteria Now Available

U.S. Fed News

December 22, 2006

The 2007 Baldrige performance excellence criteria for business currently are available, and editions for education and healthcare will be available soon. The Baldrige Performance Excellence Criteria are the basis for a Baldrige Award application, but in addition, thousands of organizations use them to assess their performance, guide improvements and create a culture of excellence. The criteria include more than 200 questions in seven areas: leadership; strategic planning; customer and market focus; measurement, analysis and knowledge management; workforce focus; process management; and results.

"While the questions are straightforward, they are designed to be thought provoking. Answering many of the questions will be challenging, but will help an organization identify its strengths and opportunities for improvement," said Harry Hertz, director of the Baldrige National Quality Program.

The 2007 criteria include new questions to address four areas of growing importance: capitalizing on core competencies to build on strategic advantages; using innovation to improve all aspects of an organization; involving the workforce and external contributors, such as partners and an organization's supply chain, to make critical work system decisions; and developing a high-performing workforce.

The criteria are available at [http://www.quality.nist.gov/Business\\_Criteria.htm](http://www.quality.nist.gov/Business_Criteria.htm) or by calling (301) 975-2036.

### Baldrige Program Releases Branding Study, Considers Name Change

The Baldrige National Quality Program is conducting a branding study to better understand marketplace perceptions of

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quality and the implications to the future of the program's branding. The purpose of the study is to seek input and assess the impact of a name change for the Malcolm Baldrige National Quality Award, according to a recent update provided by the National Institute of Standards and Technology (NIST). One proposal is to change the name to the "Malcolm Baldrige National Excellence Award," with a tag line to define excellence. Once a name is proposed, it must be approved by Congress.

ASQ is interested in your feedback on the importance of the award's name. [Click here](#) if you would like to share your views.

**CONGRATULATIONS MOHAMMAD HASAN!** Mohammad passed the ASQ - Certified Quality Engineer (CQE) Exam on December 02, 2006. He is a reliability engineer for TRW, and holds ASQ certifications for CQT (Certified Quality Technician) and CRE (Certified Reliability Engineer). Mohammad is also our Section Program Chair.

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