

# La Crosse - Winona

## Section Newsletter

October, 2007

### October Meeting: Quality Assessment and Improvement Using Minitab Software

Location: Riverport Inn and Suites  
900 Bruski Drive, Winona, MN  
When: Tuesday, October 16, 5:30pm  
Phone: 507-453-4594

#### Quotes:

Shallow men believe in luck, believe in circumstances. Strong men believe in cause and effect.

—Ralph Waldo Emerson

It isn't that they can't see the solution. It is that they can't see the problem.

— G. K. Chesterton

Success consists of going from failure to failure without loss of enthusiasm.

—Winston Churchill

#### Quality Link of the Month:

[www.endsoftheearth.com](http://www.endsoftheearth.com)

Joel Smith, Commercial Sales Representative, Minitab Inc., will demonstrate the power and ease-of-use of the latest release of Minitab. He will showcase Minitab's quality improvement tools, Six Sigma tools, and other statistical analysis capabilities.

For more than 30 years, Minitab has delivered software and services for quality improvement, education, and research. Thousands of distinguished companies in more than 80 countries around the world use Minitab products for their quality improvement and Six Sigma projects.

Minitab (<http://www.minitab.com/>) gives quality professionals the powerful, reliable, and easy-to-use tools they need to analyze their data and manage large and complex projects. Minitab® Statistical Software helps you draw insight from your data, and is the ideal statistics package for all your projects. Its comprehensive collection of methods and ease-of-use features help you identify the processes that need improvement, find the best solutions, and measure their success.

#### Schedule:

5:30 - Board meeting and social time

6:00 - Dinner

7:00- 8:15 - Minitab presentation

Follow up with any questions

Dinner will consist of Baked Chicken, Wild Rice, Corn, Dinner Roll, Salad, Coffee and Milk.

Cost: \$15.00 for members and guests and \$8.00 for students with ID.

Please RSVP by replying to the E-vite, or contact Al Spalding directly at: [alan.spalding@bench.com](mailto:alan.spalding@bench.com)

### Upcoming Events for the 2007-2008 Year

The following is a list of tentative upcoming events for the 2007-2008 year. Meetings will be held on the 3rd Tuesday of each month, unless otherwise noted.

Dec 4 - November / December meeting - TBD

Jan 17- Claudia Knowlton-Chike, Motorola, Supply Chain Management - La Crosse

Feb 19 - TBD

Mar 18 - TBD

Apr 15 - TBD



## **Innovation Versus Stuff that Sucks, 8 Dimensions of Excellence, 12 Voices of the Customer -- Workshops [October 23-26]**



The Minnesota Council for Quality is hosting four special workshops that focus on customer-centered excellence next month (they sold out in 2005 and 2006). The Early Bird deadline has been extended to October 8. These programs are very affordable and have been extremely valuable to our members and stakeholders the last two years. We brought them back, and I don't want you or your organization to miss out.

All workshops are presented by Robin Lawton, best-selling author and internationally-known consultant to world-class leaders in both industry and government. Rob is an engaging, top-rated speaker you won't want to miss. Don't even think about balanced scorecards, satisfaction surveys, Voice of Customer and innovation projects or strategic plans without attending at least one of these dates:

October 23, 1-5:30pm: Innovation Versus Stuff that Sucks (Twin Cities)  
October 24, 8am-5pm: 8 Dimensions of Excellence (Twin Cities)  
October 25, 1-5:30pm: 8 Dimensions of Excellence (Rochester)  
October 26, 8am-5pm: The 12 Voices of the Customer (Rochester) Regards,

Early Bird registration has been extended to October 8 can save you quite a few bucks while enriching your mind. Please go to <http://www.imtc3.com/events/UpcomingEvents.cfm> for registration and more information on these sessions. For personalized answers, please call Mr. Lawton's office at 800-729-1468.

These sessions are intended for executives, managers, change agents, Six Sigma practitioners, and project teams. You will gain fresh insights on how to uncover and satisfy customer priorities, from both a strategic and operations perspective.

We hope to see you soon and wish you every success.

## **Robin Lawton Returns to Wisconsin This December!**

When was the last time you were entertained and got truly new insights at the same time? Come join us for three thought-provoking, interactive workshops with popular author and nationally known expert, Robin Lawton. Wisconsin Forward Award is excited to bring you these phenomenal workshops on December 4, 5 and 6, 2007 at The Management Resource

Association in Waukesha. Please forward this email invitation to colleagues like yourself who are change leaders and those who you want to be on the same wavelength as you.

The first two sessions have been sold out in other cities, and the third is being presented for the first time ever, so become an Early Bird by November 13, 2007 and your seat is guaranteed at a great price. Here is the program:

December 4, 2007, 8:00 to 5:00, 8 Dimensions of Excellence: Aligning Strategy and Measures with Customer Priorities  
December 5, 2007, 8:00 to 5:00, Measuring the Seemingly Immeasurable  
December 6, 2007, 8:00 to 5:00, Mousetraps versus iTunes

Early Bird registration by November 13, 2007 gives you big savings off the already reasonable list prices. Click here to register or see more information on these workshops. For personalized answers, please call Mr. Lawton's office at (800) 729-1468.

These sessions are intended for executives, managers, change agents, Six Sigma practitioners, and project teams. You will gain fresh insights on how to uncover and satisfy customer priorities from both a strategic and operations perspective. Sign up early with a team of three or more. Earn kudos for bringing a customer you'd like to understand better and strengthen your relationship.

Spaces are also still available for our two upcoming sessions with John Lawrence of Quantum Performance Group: *Follow the Money: An Executive Overview of Baldrige, Lean and Six Sigma* on November 1 and *Mapping the Journey* on  
*continued...*

November 2. Visit <http://www.forwardaward.org/materials/WFANovemberSeminarsFlyer.pdf> to download a registration form for our November events. (See attached flier for more information.)

For more information on Robin Lawton's sessions, please visit <http://www.forwardaward.org/opps.html#lawton> or e-mail Yvette Little ([yvette@imtC3.com](mailto:yvette@imtC3.com)) or call International Management Technologies at (941) 907-0666.

## 2007-2008 LA CROSSE - WINONA SECTION BOARD ASQ SECTION 1216

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**THANK YOU TO THOSE WHO HAVE VOLUNTEERED TO  
PARTICIPATE ON THE SECTION BOARD FOR 2007-2008!**

**PLEASE CHECK OUT THE SECTION WEBSITE AT:**

**[HTTP://WWW.ASQ1216.HOMESTEAD.COM/](http://www.asq1216.homestead.com/)**

# "We Know That Our Organization Can Be Better, But We Don't Know Where to Start."

Wisconsin Forward Award is proud to welcome John Lawrence of Quantum Performance Group to Wisconsin for two sessions on using the **Baldrige Criteria for Performance Excellence** along with such tools as Lean and Six Sigma to make critical first or next steps in performance improvement and achieve results that matter.

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## Thursday, November 1

### Follow the Money:

An Executive Overview of Baldrige, Lean and Six Sigma

An executive orientation to **Baldrige**, **Six Sigma**, and **Lean**. The session addresses key questions to business leaders and enables them to get into each approach with enough depth to make decisions on the application to their business. Some of the overarching questions that are addressed are:

- Can this stuff **really help my business**?
- **How** do these approaches work and **why** do they work?
- Does it make sense to **integrate** these approaches; and what's been the **operational impact** of organization that have used these approaches?

Best summed-up in a comment of one CEO:  
"This session enabled me to make decisions I had been putting off."

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## Friday, November 2

### Mapping the Journey:

Guides, Tools, and Provisions for Striving Continuously for Excellence

**Mapping the Journey** provides participants the opportunity to take a critical look at their business in the context of the **Baldrige Criteria for Performance Excellence**. You will see the business from the **CEO's perspective**; understand where some of your **opportunities for improvement** are, and determine where the **inertia** is in the current culture.

It is a challenging day looking at your business through the lens of **what it takes to be successful** in today's fast changing business environment. If you are interested in helping your business out and bringing back some **valuable insights** that can be acted upon, this is one session you don't want to miss.

**Due to the interactive and hands-on nature of this session, group attendance is strongly encouraged.**

Both sessions take place at the Quality Inn and Suites in Madison, Wisconsin



2909 Landmark Place, Suite 110 • Madison, WI 53713  
608-663-5300 • 608-663-5302 (fax) • [www.forwardaward.org](http://www.forwardaward.org)

# Two Sessions with John Lawrence to Help You to Find Your Way

**Follow the Money**  
Thursday, November 1

**Mapping the Journey**  
Friday, November 2

**Quality Inn & Suites**  
Madison, Wisconsin

Both sessions take place from 8:00 until 4:30

## About John Lawrence

John Lawrence is the President of Beacon International, a consulting firm with worldwide clientele, and the Senior Staff Executive with Quantum Performance Group, whose focus is the development of performance excellence organizations, the mentoring and training of senior management teams, and the largest trainer of state Baldrige examiners in the world. During his career in the private sector, John held executive positions with Xerox Corporation and Eastman Kodak in which he led major change and improvement efforts. John held leadership positions in the winning of two Baldrige awards, the European Quality Award, and 23 other awards on the international level.

## About Wisconsin Forward Award

Wisconsin Forward Award is Wisconsin's premier performance excellence recognition program. Modeled after the Baldrige National Quality Program, WFA uses the Baldrige Criteria as the basis for assessment, recognition, and feedback reports. These Criteria represent the benchmarks for management excellence across the country and around the world.

## Lodging

Please call the Quality Inn & Suites directly at **(608) 274-7200** for a nearby hotel registration. Single/double rate is **\$62/\$72**. To ensure that a room is available for you, please call by October 1 and mention "Wisconsin Forward Award." After that, the special rate may still be extended to you, but room availability is not guaranteed. The Quality Inn & Suites is located at: **2969 Cahill Main; Madison, Wisconsin 53711.**

## To Register, Send This Form and Payment to:

Wisconsin Forward Award, Inc.  
2909 Landmark Place, Suite 110  
Madison, Wisconsin 53713  
(608) 663-5302 (fax)

## Need to Know More? Contact

John Gustafson, Office Administrator  
(608) 663-5300 | [info@forwardaward.org](mailto:info@forwardaward.org)

Or go to [www.forwardaward.org](http://www.forwardaward.org)

 Detach here

Registration Form

The one-day training fee for "Follow the Money" or "Mapping the Journey" is **\$275** per participant, or **\$240** for multiple registrants from the same organization.

The two-day training fee for **both** sessions is **\$475** per participant, or **\$450** for multiple registrants from the same organization.

**Friends of Forward receive a 15% discount** for registration fees. See [www.forwardaward.org/friends.html](http://www.forwardaward.org/friends.html) for details.

**Registrations must be received by October 26, 2007.**

Confirmations will include directions to Quality Inn & Suites

I will attend **Follow the Money** on **November 1**

I will attend **Mapping the Journey** on **November 2**

I will attend **both sessions**

**Total amount due**

**Space is limited, and registration will be accepted on a first-come, first-served basis.**

**Cancellation policy:** WFA will refund the registration fee less a \$25 administrative fee for each participant who cancels registration by **October 19, 2007**. No refunds can be extended after that date; however, registrations for either session are fully transferable at any time prior to the training dates of November 1 or 2, 2007.

Name

Title

Organization

Mailing Address

City  State  ZIP

Phone (  )  Fax (  )

Email

Check enclosed

P.O. enclosed P.O. #

**Credit Card:**  MasterCard  Visa  Discover

Name as it appears on card

Is the mailing address above the same address at which you receive your credit card statement?  Yes  No

Card Number  -  -  -

Exp. Date:  /  3-digit Customer Code

MM YY