

La Crosse - Winona

Section Newsletter

December, 2008

December Meeting: Learn About the Minnesota Marine Art Museum

Quotes:

Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it.

— Michael Jordan

The first requisite for success is the ability to apply your physical and mental energies to one problem incessantly without growing weary.

— Thomas A. Edison

Big jobs usually go to the men who prove their ability to outgrow small ones.

— Ralph Waldo Emerson

Quality Link of the Month:

<http://www.triz-journal.com/>

Location: Minnesota Marine Art Museum
800 Riverview Drive, Winona, MN
When: Tuesday, December 9, 5:30pm
Phone: (507) 474-6626

What began as an informal conversation about the fate of the soon to be decommissioned dredge boat William A. Thompson has developed into a world class museum along the Mississippi Riverfront in Winona, MN. The Museum opened July 27th, 2006.

The Minnesota Marine Art Museum currently features four major art collections, making it a regional and national attraction.

The museum is located at 800 Riverview Drive, just west of the Interstate Bridge along the Mississippi River. The building features three galleries, a reception space, museum store, self-service cafe, staff and support facilities. The architectural theme of the building and grounds is that of a turn of the century waterfront and harbor.

Please join us for the tour starting at 5:30pm at the museum. Dinner and networking will follow at the Acoustic Cafe located at 77 Lafayette St in Winona

Cost: \$15.00 for members and guests, \$8.00 for students with ID. Please RSVP by replying to the Evite, or contact Shannon Hunt directly at: shannon.hunt@bench.com

Pay for this meeting and other events with **PayPal™**
on the section website: <http://asq1216.homestead.com/SectMtgs.html>

Note from the Editor

Hello fellow members of the La Crosse – Winona ASQ section! If you have comments or suggestions regarding newsletter content, please do not hesitate to contact me. I'm always looking for content, so if you have a submission you would like to make please forward it to lynn.keller@bench.com.

Best Regards,
Lynn Keller, Newsletter Editor



Map of December Section Meeting Location



New Baldrige/WFA Criteria Seminar and a Special Offer for the New Year



January 27 & 28, 2009:

The brand new 2009–2010 Baldrige Criteria for Performance Excellence include significant changes from the 2008 Criteria, and Wisconsin Forward Award offers one of the first sessions in the nation to explore and clarify those changes and to provide an overview of the Baldrige Criteria as a whole. Dr. Mark Blazey, author of the popular *Insights to Performance Excellence*, returns for our annual two-day seminar, taking place at the Comfort Suites Milwaukee Airport hotel on Tuesday and Wednesday, January 27 and 28.

This interactive session is appropriate for anyone interested in learning how the Baldrige framework can impact organizational performance, making good organizations great ones. Both experienced practitioners of the Baldrige Criteria and participants learning about it for the first time have praised Dr. Blazey for his extensive knowledge of the Criteria and their application in countless case studies throughout the world.

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If you are using the Baldrige framework to manage your organization, planning to submit an application to Baldrige or a state quality award program like WFA, assembling a portfolio for AQIP or another Baldrige-aligned accreditation program, or are just looking for a powerful model to transform your organization and drive high performance, this workshop is for you! Please contact WFA at (608) 663-5300 or at info [AT] forwardaward [DOT] org for more information, or click here for registration materials.

Registration fees cover two full days of instruction, breakfast, lunch, and snacks for both days, and course materials including a free copy of the latest edition of Insights to Performance Excellence (itself an \$80 value). Organizations will garner maximum benefit by sending a team of co-workers to learn and work on exercises together, and we offer a discount for multiple registrations from the same organization. We're offering a special early-bird rate of \$595 for individuals and \$575 for multiple participants from the same organization for registrations received by December 19.

Single rooms are available at the special rate of \$80 at the Comfort Suites Milwaukee Airport hotel through December 26. Contact Comfort Suites directly at (414) 570-1111 for more details or to make a hotel reservation.

Self-Defeating Habits of Otherwise Brilliant People: Pulling Together When Things Fall Apart



Full Day Workshops

Tuesday, December 9, 2008 (Twin Cities)

Thursday, December 11, 2008 (Rochester)

Workplace conflict is a commonly overlooked but costly phenomenon in business today (perhaps more significantly today, as employees are asked to do more and more with less and less). But indeed frustrated leaders and employees can avoid the behaviors that fuel destructive disagreements rather than wasting profits and time resolving them.

The Minnesota Council for Quality is pleased to announce a special full-day program: "Self-Defeating Habits of Otherwise Brilliant People: Pulling Together When Things Fall Apart." The discussion – Tuesday, December 9 in the Twin Cities and Thursday, December 11 in Rochester – will be facilitated by Anna Maravelas, founder of Thera Rising (Thera is Greek, meaning "to heal").

An expert in workplace conflict resolution and a devotee of Deming, Maravelas will share how to create emotionally resilient teams, avoid risk factors for heart disease and depression, eliminate five root causes of simmering hostilities, and maintain your integrity by sidestepping invitations to blame. Rather than undermining relationships by "searching for stupidity," Maravelas introduces techniques for avoiding blame and self-righteous indignation and focusing on the true causes of workplace inefficiency and waste.

Learn how to turn workgroups away from incivility toward collaboration, skilled communication and respect. Discover how leaders can short-circuit blame and resentment—reactions that derail even the best people and projects. These strategies last a lifetime. CEOs, executives, and front-line employees rave about these techniques in their professional *and* personal lives.

Eliminate Emotional Idiocy, Build Teams That Endure :

- Learn why anger is the popular, but self-defeating, "sugar-high" of energy
- Eradicate behaviors that drive wedges between people and groups
- Reduce anger, disrespect, apathy and depression
- Eliminate reactions that curtail productivity and drain profits
- Remove barriers to connectedness-nature's antidote to stress
- Renew energy, collaboration and optimism
- Turn self-righteous indignation into a search for solutions
- Reach positive outcomes with 96% reliability
- Be hard on the problem, but soft on the people
- Create a legacy of integrity and trust

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Thera Rising has an international reputation, in workplace conflict resolution, team building and leadership development. The founder, Anna Maravelas is the author of, "How to Reduce Workplace Conflict and Stress" (Career Press) which readers rate a five-star "must read" on Amazon.com. Anna's work has been published in the *NY Times*, *Oprah Magazine*, and MSNBC. More information on Thera Rising can be found at <http://www.therarising.com/>.

Speaker: Anna Maravelas, founder of Thera Rising

Dates: Tuesday, December 9 (Metro); Thursday, December 11 (Rochester)

Time: 7:30 Registration, networking, breakfast; 8:00-4:00 Program

Location: TBD

Cost: \$150 members; \$225 members of partner organizations; \$300 non-members

Council sessions led by Ms. Maravelas in Minneapolis, St. Paul, and Rochester all sold out – don't miss this valuable program!! Space is limited. Please register by emailing brian.lassiter@councilforquality.org your name, organizational affiliation, and email address – and which session you prefer.

ASQ[®] Section 1216 La Crosse-Winona Meeting with School District of Holmen, Holmen, Wisconsin October 21, 2008

Written By: Eric Derbyshire, Internet Liaison, ASQ[®] Section 1216

School District of Holmen, an ASQ[®] K-12 member located 10 miles north of La Crosse, Wisconsin, serves six municipalities and has approximately 3600 students, 335 certified staff members, and 240 support personnel. The District has six schools, comprised of a community-based public preschool program, three (soon to be four) elementary schools (grades K-5), a middle school (grades 6-8), and a high school (grades 9-12).

Leaders from School District of Holmen met with 17 ASQ[®] Section 1216 La Crosse-Winona members at the District offices in Holmen, Wisconsin, on October 21, 2008. School District leaders **Sandy Richert**, Director of Instruction, **Teri Staloch, Ed.D**, Principal, Viking Elementary School, **Lisa L. Snyder, Ed.D**, Principal, Holmen Middle School, and **Rick Johnson**, Director of Pupil Services, guided Section members through an interactive presentation titled "School Improvement through Collaborative Leadership and Continuous Improvement."

Reading, writing and arithmetic are time-honored "3-Rs" for students. Holmen's leaders follow self-prescribed "3-Rs:" Relationships, Responsibility and Results. These tenets form the foundation for Holmen's leaders as they work together to continuously improve the District's effectiveness at delivering quality education to its students. Collaboration and cultural change are cited by District leaders as being key success factors, also posing some of the greatest challenges in the transformation. The District has been successful, in part, because it put the focus on processes, not people, a key strategy in getting administrators and teachers working together with trust and without fear.

Holmen's Total Quality Management journey is based on the Malcolm Baldrige Education Criteria for Performance Excellence framework, where the focus is on teaching and learning and the use of learning-related research. Holmen developed a shared vision, mission and values and deployed data-driven continuous improvement processes. Gaps are identified and analyzed. Problems are defined and understood and root causes are determined. Best practices are researched and benchmarked. Measurable goals are set, action plans are developed and implemented and the results monitored. Action plans are refined based on the results. Success is celebrated. If this looks familiar, it should. It is the Plan-Do-Check-(or Study)-Act (PDCA or PDSA) cycle, widely used in quality management as a means of continually seeking better ways to do things. This is exactly what the School District of Holmen has committed itself to achieving.

Holmen uses a variety of quality tools and techniques to support their continuous improvement efforts, all of them familiar to ASQ Section members. Some of the more common tools used by the District are brainstorming, gap analyses, pareto diagrams, flow charts, fishbone diagrams, checklists, tree diagrams, force field analyses, radar diagrams, and decision matrices. The District has done an excellent job of deploying quality tools and directions for using them as links within PDSA storyboards created in Microsoft[®] PowerPoint[®]. The electronic storyboards standardize the District's approach to problem solving and decision making, giving users common platforms and toolkits.

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The District's method for ensuring organizational alignment in the continuous improvement process is a waterfall, or cascade, approach. District-wide goals and objectives are developed by the administrative leadership team, in conjunction with the school board and community members. The District-wide goals are cascaded to school leadership teams. School leadership teams develop strategic initiatives that support the District-wide goals and translate the initiatives into goals and objectives that are cascaded to classrooms. Classroom teachers work with the school leadership team to develop and implement PDSA improvement cycles to achieve the objectives. Students have direct involvement at the classroom level. An example of a student's journal that included quality-related content was shared with Section members during the meeting. It was an impressive example of collaboration, alignment, and commitment to continuous improvement.



Left to Right:

Rick Johnson, Director of Pupil Services
Sandy Richert, Director of Instruction
Teri Staloch, Ed.D, Principal, Viking Elementary School
Lisa L. Snyder, Ed.D, Principal, Holmen Middle School

After the meeting with the School District of Holmen, the Section members went to Features Sports Bar & Grill in Holmen for dinner and networking. Features offered a nice selection of meals to choose from and the food and service were high quality.

For more information on the School District of Holmen, visit <http://www.holmen.k12.wi.us>. To review the ASQ article on Holmen's journey of continuous improvement, go to <http://www.asq.org/2008/08/baldrige-national-quality-program/district-captures-state-awards-by-collaborating.pdf>.

ISO publishes new edition of ISO 9001 quality management system standard

Press Release: 2008-11-14: ISO today published ISO 9001:2008, the latest edition of the International Standard used by organizations in 175 countries as the framework for their quality management systems (QMS).

ISO 9001:2008, Quality management system – Requirements, is the fourth edition of the standard first published in 1987 and which has become the global benchmark for providing assurance about the ability to satisfy quality requirements and to enhance customer satisfaction in supplier-customer relationships. ISO 9001:2008 contains no new requirements compared to the 2000 edition, which it replaces. It provides clarifications to the existing requirements of ISO 9001:2000 based on eight years' experience of implementing the standard worldwide and introduces changes intended to improve consistency with the environmental management system standard, ISO 14001:2004.

All ISO standards – currently more than 17 400 – are periodically reviewed. Several factors combine to render a standard out of date, such as technological evolution, new methods and materials, new quality and safety requirements, or questions of interpretation and application. To take account of such factors and to ensure that ISO standards are maintained at the state of the art, ISO has a rule requiring them to be periodically reviewed and a decision taken to confirm, withdraw or revise the documents.

ISO Secretary-General Alan Bryden commented: "The revised ISO 9001 results from a structured process giving weight to the needs of users and to the likely impacts and benefits of the revisions. ISO 9001:2008 is therefore the outcome of a rigorous examination confirming its fitness for use as the international benchmark for quality management."

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Although certification of conformity to ISO 9001 is not a requirement of the standard, it is frequently used in both public and private sectors to increase confidence in the products and services provided by certified organizations, between partners in business-to-business relations, in the selection of suppliers in supply chains and in the right to tender for procurement contracts. Up to the end of December 2007, at least 951 486 ISO 9001:2000 certificates had been issued in 175 countries and economies.

ISO (which does not itself carry out certification) and the International Accreditation Forum (IAF) have agreed on an implementation plan to ensure a smooth transition of accredited certification to ISO 9001:2008. The details of the plan are given in a joint communiqué by the two organizations which is available on the ISO Web site.

ISO 9001:2008, Quality management system – Requirements, is available from ISO national member institutes, and from ISO Central Secretariat through the ISO Store, or by contacting the Marketing & Communication department. Visit <http://www.iso.org/> for more information.

Editor's Note: The new version of the ISO standard is also available from ASQ: <http://www.asq.org/quality-press/display-item/index.html?item=T860&xvl=76082285>

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