

# La Crosse - Winona

## Section Newsletter

April, 2009

### April Meeting: Tour Midwest Family Broadcasting

#### Quotes:

It is not necessary to change. Survival is not mandatory.

—W. Edwards Deming

Life is change. Growth is optional. Choose wisely.

—Karen Kaiser Clark

Nothing is a waste of time if you use the experience wisely.

—Auguste Rodin

It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.

—Charles Darwin

#### Quality Link of the Month:

<http://www.itl.nist.gov/div898/handbook/index.htm>



Location: Family Radio  
201 State St.  
La Crosse, WI

When: Tuesday, April 21, 5:30pm

Please join us for the ASQ April meeting at Midwest Family Broadcasting - Family Radio followed by dinner at Fayze's in La Crosse

Mid-West Family Broadcasting is an independently owned broadcasting company based in Madison, Wisconsin. The company owns and manages radio stations in Madison and LaCrosse, WI, Benton Harbor/St Joseph, MI, Springfield, IL and Springfield, MO.

Mid-West Family Broadcasting La Crosse, also known as Family Radio, is a group of six diverse radio stations. They transmit through 12 towers widespread throughout the La Crosse area, mostly bluff-top. WIZM-AM is La Crosse's oldest radio station, with its roots beginning in 1923! It offers news and talk programming 24 hours a day. WIZM-FM (Z-93) spins Top 40 hits. It is a powerhouse, being one of only three stations in Wisconsin to broadcast at 100,000 watts! KCLH-FM (Classic Hits 94.7) targets 35-54 year olds with classic rock hits, while WRQT-FM (95.7 The Rock) has live DJs in the studio 24/7 to crank out new rock to their 18-34 year old male target. WKTY-AM is sports talk radio with an emphasis on live play-by-play sporting events, including local high school and college games. KQYB-FM (KQ98) plays today's country hits all day long.

These six stations are all located at 201 State St. in La Crosse, sharing their 23,000 sq. ft. building with the Production Department, Traffic Department, Business Department and Sales Department. The Sales Department of about 20 people is responsible for selling and writing all the commercials heard on any of the six stations.

Mid-West Family Broadcasting/Family Radio is very active in the community through Operation Home Front, The Hunger Task Force, Z-Care, The Rock Foundation, and various disaster-related fundraisers, just to name a few.

Please join us for the tour starting at 5:30pm at the Mid-west Family Broadcasting Station. Dinner and networking will follow at Fayze's restaurant located at 135 4th St. S, La Crosse.

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](mailto:shannon.hunt@bench.com).

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

### **VOLUNTEERS NEEDED!**

Your ASQ Section needs volunteers to fill open positions on the Section Board. If you are able to volunteer, and would like to help in the planning of section activities and providing services to our members, please contact Byron Collins ([bcollins@viracon.com](mailto:bcollins@viracon.com)) or Jim Subart ([rollingsubarts@embarqmail.com](mailto:rollingsubarts@embarqmail.com)).

## Registration Open for Summer Session on Understanding and Using the Baldrige Criteria for Performance Excellence



The new 2009–2010 Baldrige Criteria for Performance Excellence include significant changes from the 2008 Criteria, and Wisconsin Forward Award offered one of the first sessions in the nation to explore and clarify those changes in January. Now, Dr. Mark Blazey, author of the popular *Insights to Performance Excellence*, returns on June 30 and July 1 at Mercy Health Center in Janesville for an encore of his in-depth review of the 2009–2010 Criteria.

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 looking to understand it on a higher level 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.

All participants will also receive a complimentary copy of the latest edition of Dr. Blazey's popular *Insights to Performance Excellence*, an \$84 value.

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@forwardaward.org](mailto:info@forwardaward.org) for more information, or visit this link for registration materials: <http://www.forwardaward.org/materials/June%202009%20Flyer.pdf>

### 2009–2010 Baldrige Criteria Books for **FREE** Download

The newly revised *Baldrige National Quality Program's Criteria for Performance Excellence* are available by free download (.pdf) for business/non-profit, education, and health care organizations.

Links to **FREE** pdf files:

[http://baldrige.nist.gov/Business\\_Criteria.htm](http://baldrige.nist.gov/Business_Criteria.htm)

[http://baldrige.nist.gov/HealthCare\\_Criteria.htm](http://baldrige.nist.gov/HealthCare_Criteria.htm)

If you would like to purchase printed copies of any Criteria book for \$4 each plus actual shipping costs, contact John at [info@forwardaward.org](mailto:info@forwardaward.org) or at (608) 663-5300.

## Achieving Excellence in Tough Times: 2008 MN Quality Award 4/30/09

**Early Bird extended to EOD April 16 -- Register Today!**

Come learn and network with organizations on their journey to performance excellence. Hear from 11 organizations using Baldrige, Six Sigma, Lean, Scorecard, and other techniques to improve outcomes and results during challenging times. Attend the 18th annual Minnesota Quality Award event Thursday, April 30 .

Afternoon workshops feature a keynote address by Alan Willits, President of Cargill Corn Milling (recipient of 2008 Malcolm Baldrige National Quality Award); Governor Pawlenty also invited to deliver remarks. After lunch, three tracks of breakout workshops feature 10 organizations focusing on some aspect of how they are improving their outcomes and processes (see [www.councilforquality.org](http://www.councilforquality.org) for an agenda/schedule).

The evening celebration will recognize the Award recipient organizations, thank our volunteers, and network with leaders interested in performance excellence. The program will also feature Javon Bea, CEO of Mercy Health System, recipient of 2007 Malcolm Baldrige National Quality Award).



*continued...*

### **Afternoon Learning Workshops**

Date: Thursday, April 30, 2009

Time: 12:00 PM to 4:00 PM (reception following; see below)

Location: Crowne Plaza St. Paul Riverfront, 11 E Kellogg, St. Paul 55101

#### **Organizations Featured:**

- Academy of Holy Angels School (08 MQA)
- Albert Lea Medical Center-Mayo (06, 08 MQA)
- Cargill Corn Milling (08 Baldrige Award)
- Forthright (08 MQA)
- Immanuel St. Joseph-Mayo (05, 07, 08 MQA)
- Mayo Cardiovascular Diseases Div. (06, 08 MQA)
- Mayo Health System (05, 06, 08 MQA)
- Memorial Blood Centers (08 MQA)
- Rochester Community & Technical College (00 MQA)
- US Bank Client Services Group (08 MQA)

Cost: \$99 for members (\$75 by April 9); \$199 non-members (\$149 by April 9); Award recipients inquire about complimentary passes.

### **Evening Celebration & Networking Event**

Date: Thursday, April 30, 2008

Time: 4:00 to 6:30PM

Location: Crowne Plaza St. Paul Riverfront, 11 E Kellogg, St. Paul 55101

Keynote Address: Jevon Bea, CEO of Mercy Health System (07 Baldrige Award)

Cost: Complimentary for employees of 2008 Award recipients and 2008 Evaluators; \$25 for Council members and Award recipient guests; \$40 for Council partners; \$50 for the public; \$175 for a group of 8 registering together.

For more information on the event or the Minnesota Quality Award, visit our website at [www.councilforquality.org](http://www.councilforquality.org).

To register, please email [brian.lassiter@councilforquality.org](mailto:brian.lassiter@councilforquality.org) with your name, organizational affiliation, desired events (workshops and/or reception), and preferred method of payment.

We expect 300+ leaders and professionals to attend. The events are open to the public, but space is limited. Spread the word within your organization and register today!

### **The QC Group: Training Courses for April and May 2009**

The courses listed below in the Minnesota and Wisconsin area have just been upgraded to "GO" status. If you would like more detailed information, or to register for any of these workshops, just follow the links below. To have a look at a list of all of all available public workshops, go to [www.theQCgroup.com/calendar](http://www.theQCgroup.com/calendar). Of course, we can deliver all of our courses at your location. Just ask for details.

Note: Our second-quarter newsletter is available. To see relevant, QC-related articles, go to [www.theQCgroup.com/newsletter/2009\\_secondquarter](http://www.theQCgroup.com/newsletter/2009_secondquarter).

Certified Calibration Technician Review – May in Minnesota  
Fundamentals of GD&T – April in Wisconsin and May in Minnesota  
Quality 101 – June 1 in Minnesota  
Measurement Systems Analysis – April in Wisconsin  
Process FMEA – April in Wisconsin  
Advanced Product Quality Planning (APQP) – April in Wisconsin

## Minnesota Reliability Consortium/IEEE Reliability Society 2009

April 24, 2009 Seminar: Reliable Design of Biomedical Equipment

**REGISTRATION DEADLINE: MONDAY, APRIL 20**

Hampton Inn, 1000 Gramsie Road, Shoreview, MN 55126, (651) 482-0402

Seminar 8:00 am-4:30 pm, Lunch and Refreshments provided

Summary: The Reliable Design of Biomedical Equipment seminar will cover the basic reliability techniques involved in designing medical devices and meeting the approval of regulatory agencies, both domestic and abroad. The seminar will include:

*Common failures that caused device recalls*

*How to effectively use risk analysis, FMEA and FTA.*

*Choosing the proper metrics.*

*Testing and data analysis.*

*Analysis of field data.*

*The importance of requirements traceability.*

*Early analysis, including block modeling and prediction.*

*Human factors that should be considered.*

*Customer misuse of devices.*

The seminar will include case studies of actual medical device development. For more information see the attached flier.

## 2008-2009 LA CROSSE - WINONA SECTION BOARD ASQ SECTION 1216

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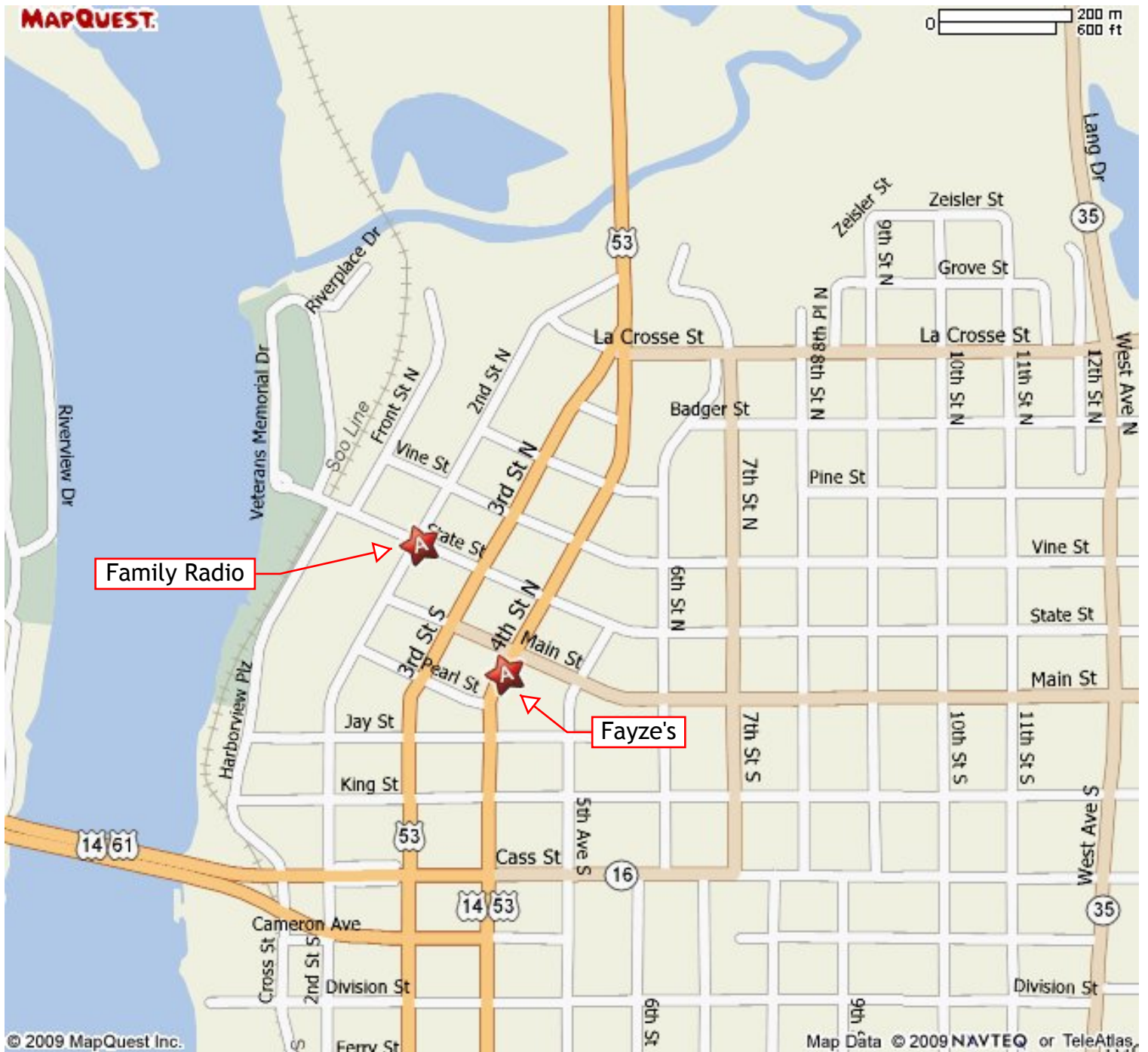
PLEASE CHECK OUT THE SECTION WEBSITE AT:

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

# ASQ Section 1216 April Meeting Map

Family Radio  
201 State St.  
La Crosse, WI

Fayze's Restaurant  
135 4th St. S  
La Crosse, WI



**Minnesota Reliability Consortium/IEEE Reliability Society 2009**  
*Presents*

**Reliable Design of Biomedical Equipment**

**Reliability Seminar **FRIDAY April 24 th** –  
at The Hampton Inn, 1000 Gramsie Blvd. Shoreview, Minnesota**

**Cost is a Low \$99, for this all- day Reliability Seminar!!**

**Register Now!**

- Registration deadline is **Monday, April 20<sup>th</sup>**.  
Check or cash only. No credit cards.
- E-mail to [jmrel2@aol.com](mailto:jmrel2@aol.com) by the deadline.
- Make check out to Minnesota Reliability Consortium and send to:  
James McLinn  
10644 Ginseng Lane  
Hanover, MN 55341
- Refreshments and lunch provided.

**Reservations:** Send check made out to Minnesota Reliability Consortium by April 20<sup>th</sup> to  
James McLinn  
10644 Ginseng Lane  
Hanover, Minnesota 55341  
Need Names of attendees, contact information and company name

**Seminar Speaker:** Richard Fries of Fitchburg, Wisconsin

**Topic Summary**

The ***Reliable Design of Medical Devices*** seminar will cover the basic reliability techniques involved in designing medical devices and meeting the approval of regulatory agencies, both domestic and abroad. The seminar will include:

- Common Failures that caused device recalls
- The importance of requirements traceability
- How to effectively use Risk analysis, FMEA, and FTA
- Early analysis including block modeling and prediction
- Choosing the proper metrics
- Human factors that should be considered
- Testing and data analysis
- Customer misuse of devices
- Analysis of field data.

The seminar will include case studies of actual medical device development.

## Speaker Biography

Richard Fries, PE, CSQE, CRE is a licensed Professional Engineer in the state of Wisconsin and certified by the American Society for Quality as a Reliability Engineer and a Software Quality Engineer. He is also certified as a Six Sigma Green Belt, an ISO 9000 Lead Auditor, and a TickIT Lead Auditor. He is trained as a Six Sigma Black Belt and a HIPAA Professional. He has degrees from Loyola University in Chicago and Marquette University in Milwaukee. He has 35+ years experience in hardware and software reliability, software development, regulatory compliance, and device design. He has developed software programs in C++, Access, PL/M, Fortran, and assembly language. He designed and developed a software-based device specification and validation tracking system. He is co-inventor of patent 5,682,876, entitled *Absorber Switch Locking Device*.

Richard Fries is a well known author of seven books and chapters in several others on reliability and regulatory compliance for Biomedical devices. One of the books is used for the senior design course in Biomedical Engineering at several universities in the United States and abroad. He has also written numerous articles in professional journals on hardware and software reliability, human factors, standards and regulations, and engineering education. He is an ABET evaluator, having reviewed curricula at Arizona State, Michigan Tech, the University of Pennsylvania, Rutgers, and Georgia Tech. He is a Senior Life member of IEEE, a Senior member of ASQ, and a member of the Biomedical Engineering Society. He is a member of the IEEE Software Engineering Subcommittee. He was a member of the AAMI Medical Device Software Committee and the Technical Committees that developed ISO 13485 and IEC 62304. He is active on the Industrial Advisory Boards for Marquette, Vanderbilt, and Michigan Tech Universities. He was a member of the Vanderbilt University Engineering Research Council. He has guest lectured at Marquette University, Vanderbilt, and the University of Pennsylvania.