

Join the ASQ  
Section 1216  
Group on  
**LinkedIn**

<http://www.linkedin.com/groupRegistration?gid=2451778>

## November / December Meeting: Storytelling for More Effective Communication Presented by Master Storyteller Terry Visger

When: Tuesday, December 13th at 5:30 PM

Where: Seven Bridges Restaurant  
910 2nd Ave. N

Onalaska, WI 54650 (see attached map)

### Quotes

To create more positive results in your life, replace 'if only' with 'next time'.

— Author Unknown

Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.

— Albert Schweitzer

Worrying is the same thing as banging your head against the wall. It only feels good when you stop.

— John Powers

"T'was the Night Before Christmas", "Frosty the Snowman", and "Rudolph the Red-nosed Reindeer" are familiar to all of us as we head into this holiday season. Why? Because they're stories we've heard and connected with all our lives. As we strive for improvement in our daily pursuits, storytelling can help our teams connect to our quality message with the same familiarity as these classic stories.

Please join us as Terry Visger shows us how to use storytelling to make communication more effective in the business environment, and at home. There will be a buffet dinner preceding the presentation, which will be held at the Seven Bridges Restaurant in Onalaska, Wisconsin.

Terry has taught elementary children for many fun-filled years, and is now an adjunct instructor at Viterbo University, where she teaches others to be teachers. She also works for JFK Associates, a consulting firm specializing in leadership coaching and helping people achieve a work-life balance. In addition, she is an active member for the Bluff Country Tale Spinners, is on the Board of the La Crosse Storytelling Festival and WISGET, a Wisconsin storytelling group. Also, she is also a member of the National Storytelling Network and Northlands Storytelling Network.

Additional information is available on her website: <http://www.talesbyterry.com>

Dinner will be served at 5:45 pm, and features a buffet of chicken and ham with sides. The cost is \$15.00 for ASQ Members and guests, and \$8.00 for Students with ID. Please RSVP by replying to the Evite, or contact Alan Spalding at [alan.spalding@bench.com](mailto:alan.spalding@bench.com)

### Quality Link of the Month

<http://hbswk.hbs.edu/archive/3266.html>

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

### CERTIFICATION LINKS

ASQ Certification Exam Dates: <http://www.asq.org/certification/dates.html>  
Recertification Information: <http://www.asq.org/certification/recertification/index.html>



## FREE - ASQ Member Gift for December

It is that time of the year again...time for the annual Quality Progress Salary Survey. In honor of this, the December member gift includes two exclusive webcasts that will give you expert insight to the current survey as well as past surveys.

Also as a bonus gift, you will receive access to five of the most downloaded webcasts of the year!

- ☆ Problem Solving and Solution Analysis Webcast
- ☆ Team Tools Webcast
- ☆ The PDCA Cycle Webcast
- ☆ ISO 9001:2008 - Internal Audits Made Easy Webcast
- ☆ Variability Reduction Process Webcast

We hope that you enjoy our gesture of gratitude for your membership. Thank you for your commitment to quality and for continuing to raise the voice of quality.

This benefit will be available to ASQ members through December 31, 2011 at <http://asq.org/member-gift/> .

*LaCrosse/Winona Section 1216*, Association for Strategic Planning (ASP), Enterprise Minnesota, Mankato Area Quality Council, Minnesota High Tech Association, Wisconsin Center for Performance Excellence.

For more information, please visit <http://www.councilforquality.org/specialevent2.cfm>.

## Baldrige Funding Cut for 2012

Dear ASQ members:

This past week Congress passed and the President signed an Appropriations bill that does not provide federal funding for the Baldrige Performance Excellence Program (BPEP) for FY 2012. We want to thank everyone who has and continues to be a part of the collaborative effort of many partners associated with the Program, who contribute to this national asset.

We all know that the Baldrige criteria offers tremendous value in driving performance excellence throughout the country - it is the top program for driving performance excellence across every sector and type of organization, and for making our business, health care, nonprofits and educational institutions more competitive, more efficient, and more successful in generating and sustaining positive outcomes. The need is greater now than ever to make Baldrige more accessible to the organizations and communities that need it throughout the country.

The Baldrige Foundation, the private 501(c)3 that has supported BPEP for over 20 years with the contributions of the private sector, has agreed to support operations of the Baldrige Program through 2012, while key program partners - representing the Baldrige Program, the Baldrige Foundation, the Alliance for Performance Excellence (of state/local quality award programs), and ASQ-explore alternative business and funding models to sustain the mission of Baldrige in the future.

Many of you as stakeholders have provided input into an emerging vision for our future-through focus groups and interviews, blog posts, surveys, and even informal conversations. We will welcome additional input as we shape our collective future together.

The data are compelling and the testimony is powerful: we all know that Baldrige is a proven way to fix what is not working in America and to help make us great again...one organization at a time. Thank you for your unwavering support in the past and for your confidence and support in our future. We will update you regularly on our progress.

Sincerely,

Paul Borawski, ASQ CEO

## Become an ASQ Author

Interested in becoming an ASQ author? ASQ publishes six journals and magazines that approach quality from different perspectives and industries. Pick the publication that best suits your expertise, and then contact Valerie Ellifson (vellifson@asq.org) for more information.

## Get Certified By ASQ

The value of a professional ASQ certification is much greater than receiving a training completion certificate. Prove you're a recognized expert in your field with a worldwide recognized ASQ certification!

Upcoming Exam Date: March 3, 2012

Application Deadline: January 13, 2012

Go to <http://prdweb.asq.org/certification/control/dates> for more information on the exams available in March.

### The QC Group - Course Offerings

To see a list of quality-related courses please visit <http://www.theQCgroup.com/training>.

## ASQ Section 1216 La Crosse - Winona 2011-2012 Section Board

### CHAIR

Denise Wermager  
Watlow  
507-494-5519  
dweremager@watlow.com

### VICE CHAIR, CHAIR ELECT

Rob Olson  
Benchmark Electronics  
507- 535-4083  
robert.olson@bench.com

### TREASURER, NEWSLETTER EDITOR

Lynn Keller  
Benchmark Electronics  
507-453-4620  
lynn.keller@bench.com

### SECRETARY, Mark Wagner

Watlow  
mwagner@watlow.com

### INTERNET LIAISON

Jack Ikhtiari  
OEM Fab  
715-743-8486  
jikhtiari@oemfab.com

### PUBLICITY CHAIR, ARRANGEMENTS

Alan Spalding  
Benchmark Electronics  
507-453-4594  
alan.spalding@bench.com

### MEMBERSHIP CHAIR

Ryan Sullivan  
Trane Company  
608-333-3348  
ryan.sullivan@trane.com

### SCHOLARSHIP CHAIR, NOMINATING CHAIR

Dan Rand  
Winona State University  
507-457-5655  
drand@winona.edu

### EDUCATION CHAIR

Tom Drackley  
Benchmark Electronics  
507-453-4647  
tom.drackley@bench.com

### CERTIFICATION CHAIR

Kim Linton  
Logistics Healthcare  
800-666-2833 ext. 2323  
klinton@logisticshealth.com

### AUDITING CHAIR

Greg Ruben  
Benchmark Electronics  
507-453-4891  
507-453-4606 (fax)  
greg.ruben@bench.com

### RECERTIFICATION CHAIR

Eric Derbyshire  
Benchmark Electronics  
507-453-4659  
eric.derbyshire@bench.com

### VOICE OF THE CUSTOMER

James Subart  
507-689-9273  
rollingsubarts@embarqmail.com

### SPRING CONFERENCE COMMITTEE CHAIR

Aimee Siegler  
Benchmark Electronics  
507-453-4543  
aimee.siegler@bench.com

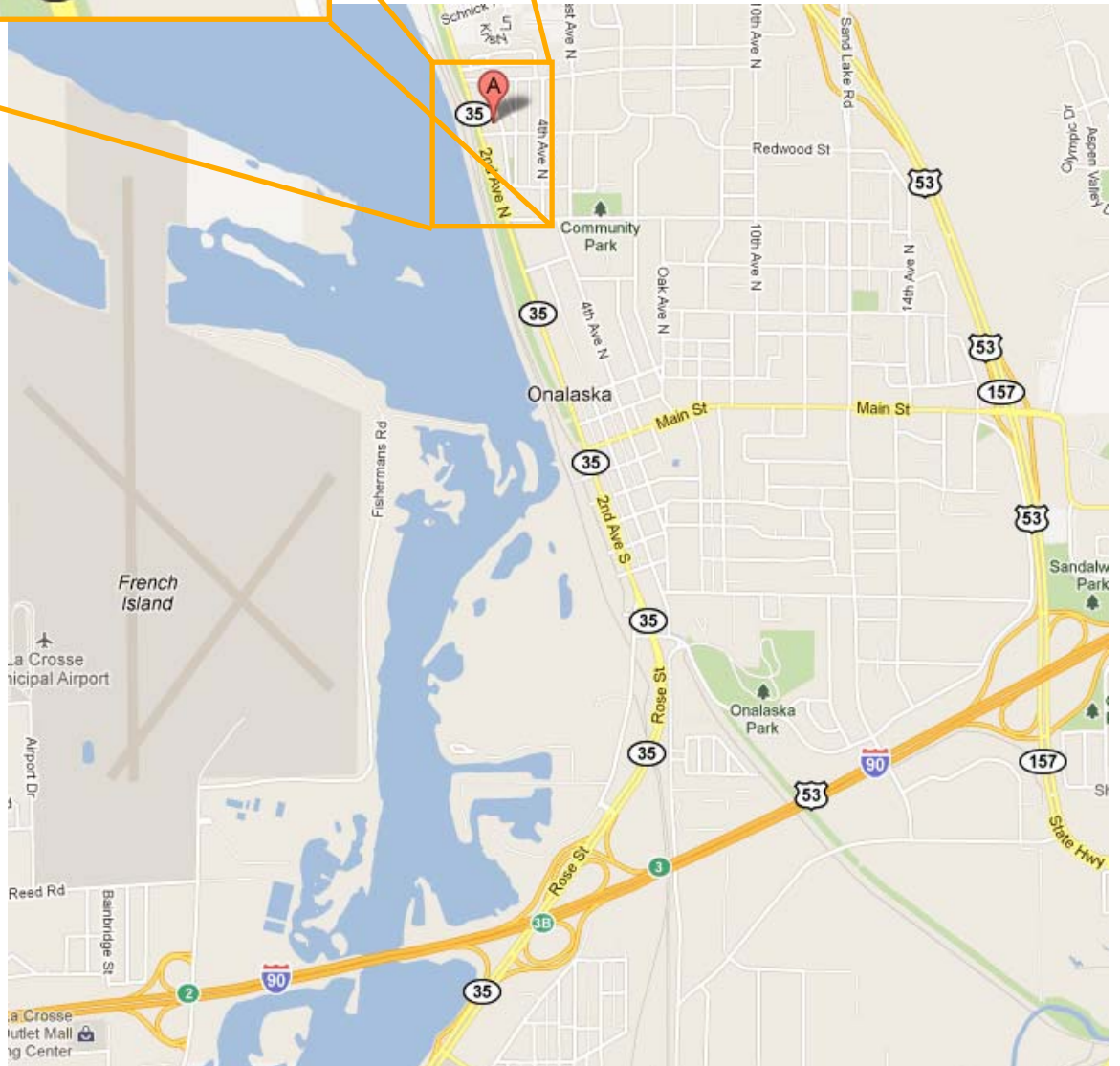
### PROGRAM CHAIR

Lynn Loynes  
Watlow  
507-494-5310  
lloynes@watlow.com

Please check out the section website at: <http://www.asq1216.homestead.com/>

# ASQ Section 1216 December Meeting Map

Seven Bridges Restaurant  
910 2nd Ave. N  
Onalaska, WI 54650




In 2011, the ASQ Olde Colony Section 0111 awarded a total of \$4500 to member-sponsored high school and college students through the **ROGER MAXIMUK SCHOLARSHIP**. You can help the section continue to fund "quality" students during these challenging economic times by promoting its educational opportunities for ASQ members.

**\*\*\*BACK BY POPULAR DEMAND\*\*\***

**Manager of Quality/Organizational Excellence Certification - CMQ/OE Refresher Course**

The next CMQ/OE exam date is **Saturday, March 3, 2012**. To help you pass on the first try, ASQ Olde Colony is offering an online course refresher:

Course Summary:

1  Instructor Lead\*

**Instructor: Anthony DeMarinis**

Tony holds BS degrees in Biology and Microbiology from Penn State University and a MS degree in Total Quality from The National Graduate School. Tony is currently employed with Sealed Air Corp as a Quality Manager. Previously he was with Davol, Inc., as a Quality Systems Manager, the Director of Quality Assurance at Scott Laboratories and Sr. Microbiologist at the National Cancer Institute. He is a Certified Manager of Quality/Organizational Excellence, Certified Quality Auditor-Biomedical and a Certified Six Sigma Black Belt. Tony has over 15 years experience using Quality Management techniques and value added auditing, including direct involvement with FDA and ISO audits.

- 2 Online (virtual) Course, thus instructor and students can be anywhere, as long as they have a computer with broadband internet access. Audio connection may be achieved via telephone or a computer equipped with a USB headset using VoIP technology. **No driving is necessary.**
- 3 Our section coordinators handle online facilities management, allowing both instructor and students to concentrate on course content. The coordinators schedule classes, e-mail class invitations and recording links, and monitor classroom sessions to ensure a satisfactory online experience.
- 4 All sessions are recorded, archived, and available to students throughout the duration of the course, until the exam date.
- 5 Begins **Monday, December 19, 2011**, and conducted for eighteen, 1.5 hour sessions. Thus, this course will end before the **Saturday, March 3, 2012 exam date**.
- 6 Classes are Monday and Thursday evenings, from 5:00 p.m. to 6:30 p.m. E.D.T. The time permits one to start the training session right at the end of the work day from their desk, and the one and a half hour duration allows the student to absorb the material without being overwhelmed, and get home at a reasonable time.
- 7 The Quality Council of Indiana's **Certified Manager of Quality Primer** will be the primary text for the course. Order it through ASQ Olde Colony and receive it for the discounted price of **\$70** plus shipping.
- 8 Because this course takes place completely online, there will not be a central physical location to hand out hardcopy training materials. Therefore, the instructor will distribute handouts via e-mail, typically in the form of Adobe PDF files.
- 9 You must successfully complete the entire course before Recertification Units and a Certificate of Completion can be awarded.
- 10 **ASQ Olde Colony discounted member price is \$549. We invite ASQ members outside of the Olde Colony Section 0111 to take advantage of this discount as well.**
- 11 For registration and payment information contact our Education Chair, Rochelle Jones at [education@asqoldecolony.org](mailto:education@asqoldecolony.org)
- 12 ASQ Olde Colony makes no warranty expressed or implied that your participation in this course will ensure that you will pass the certification exam.

\*ASQ Olde Colony Section 0111 reserves the right to cancel/reschedule the course, or change instructors.

**ASQ Olde Colony Section 0111 Course Withdrawal Policy for Online CMQ/OE course starting December 19, 2011:**

If you need to cancel your registration or withdraw from the course, we will refund your paid registration fee as noted below:

- 1) Requests for cancellations/withdrawal received by **December 12, 2011** receive a full refund, or the course fees may be transferred to another ASQ Olde Colony Section 0111 course of your choice.
- 2) Requests received by **December 26, 2011** incur a 25% processing fee, with the balance credited to a future course, only if ASQ Olde Colony Section 0111 maintains the minimum number of **7** registered students required to conduct the course when you request a withdrawal, otherwise see 3 below.
- 3) Requests received by **December 26, 2011**, if ASQ Olde Colony Section 0111 does not maintain the minimum number of **7** registered students required to conduct the course when you request a withdrawal incur a forfeit of all course fees.
- 4) ***There are no refunds or transfers past December 30, 2011.***
- 5) Registrants who fail to attend without advance notice are liable for the entire course fee.

**ASQ Olde Colony price is \$749, if registering after November 29, 2011.**

**Non-member pricing add 10% to member price.**

*Reviews:*

Hello Tony // Aaron,

Just wanted to let you know that I have passed the certification exam. I am very happy about it and so is my boss and my company. I can honestly say that the main reason for my passing the exam was the class that Tony gave and the Primer material.

Even though I opened the Primer only once during the exam, it provided me a foundation for thought. When I was preparing for the exam, I was able to internalize the knowledge in a very coherent way due to the Primer. Of course, this would not have been possible without the teaching that Tony provided. The analogy that you used about a jigsaw puzzle was very apt. I felt when I started I had a box of jumbled jigsaw puzzle pieces. By the end of the course, the puzzle actually came together and I had a picture to visualize.

The extra reading material provided a very important tool to my preparation. It provided context. When I read the concepts on the Primer being actually put to use in the real world, the study material became more real. It provided me mental cues that I was able to use for my essay questions. One of the essay questions was on special causes and common causes variation. Being an engineer, this was the dream question you were hoping for. A quantitative analysis with some qualitative qualifiers I think helped me with the answer to that question.

Thank you Tony for the classes and Thank you Aaron for making the classes happen and the tips you provided from your experience.

I am looking forward to the CQA training, that is my next goal.

Thanks,  
Siv Krishnan, CMQ/OE