

Join the ASQ
Section 1216
Group on
LinkedIn

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

Quotes:

He that will not apply new remedies must expect new evils; for time is the greatest innovator.

-- Francis Bacon

Good judgment comes from experience and experience comes from bad judgment.

-- Fred Brooks

Note to Evite Users

If your Evite ID doesn't identify who you are please send a note to Lynn Keller (lynn.keller@bench.com). We've recently had the need to contact specific members who used Evite to sign up for meetings or the Spring Conference but were unable to figure out who to contact.

Thank You!

Quality Link of the Month:

<http://www.himssct.org/tools/tools.html>



May Meeting: Don Darrah on Personal Effectiveness

When: Tuesday, May 18, 2010, 5:30 pm
Where: Sullivan's Supper Club (map attached)
W25709 Sullivan Road
Trempealeau, WI 54661

Interpersonal relationships require time and attention, whether at home or in the workplace. Don will speak on an insightful approach to managing relationships that will promote harmony and success in both your professional and personal life. He asks that you ponder the following foundational thoughts...

- Your associates spend about one-half to three-fourths of their hours awake contributing to the success of your company...that is in essence a little less than half their present lives.
- The environment you create is very important to them, to their success...and yours.
- You impact the personal lives of those with whom you have relationships.

Don's presentation will consider these topics-

- Effectiveness Begins with Relationships
- Values
- Personal Beliefs
- Biases/Objectivity
- Life/Worldview-Changing Events
- Paradigms
- Influence and Authority
- Influence and Trust
- Integrity
- Attitudes
- Communication

Don is the President and Owner of Starbrite Consulting, Inc. in Blooming Prairie, MN, and a successful independent Consultant/Trainer/ISO 9001 Certification Auditor, an ASQ Senior Member and an RABQSA QMS Certified Lead Auditor. He has consulted with many companies nationwide and assisted them to successful registrations to the ISO 9001, 14001, 13485, and AS9100 quality management systems.

Don also has 13 years experience in instructing RABQSA accredited 36-hour Lead Assessor for the ISO 9001 and 14001 requirements, Internal Auditor, ISO 9001 Implementation, ISO 9001 Management Overview, Corrective Action/Improvement, and Documentation courses. He has been instrumental in developing RABQSA accredited Lead Assessor courses. Don holds a BS Degree from Pillsbury College in Owatonna, MN.

This will be the last "fun" end-of-year meeting. This event will be free for all members who have attended at least 2 meetings and all section board members. All other members and guests are \$15.00, and students are \$8.00 with ID.

Attendance will be limited to the first 40 people who sign up.

Pay for events with **PayPal**[™]
on the section website: <http://asq1216.homestead.com/>

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

La Crosse - Winona ASQ Section 1216 News

2010-2011 Section Board: A big Thank You goes out to the 2009-2010 section board volunteers. If you do not plan to remain on the section board for the 2010-11 year, please notify Jim Subart. **The deadline for board positions to be filled is May 15, 2010.** If you are interested in a position on the board contact Byron Collins - Nominating Chair (bcollins@viracon.com). Currently, the Secretary and Program Chair positions are open. Position descriptions and contact information can be found on the section website at <http://asq1216.homestead.com/Leadership.html>

New Recertification Chair: Eric Derbyshire will be taking over the Recertification Chair position from Donna Kinley. Please address your recertification materials and questions to Eric at eric.derbyshire@bench.com.

Hard-copy materials should be sent to:

Eric Derbyshire
c/o Benchmark Electronics
4065 Theurer Boulevard
Winona, MN 55987

ASQ Section 1216 Spring Conference - What You Missed...

Ask anyone who attended the keynote presentation by Jd Marhevko at our Section's Spring Conference on April 8 - like me, they will probably say that it was one of the most impactful presentations they've ever seen on a quality-related topic. Several attendees wanted to talk to Jd after the presentation, with comments like "You should write a book on this, or get it recorded somehow for a wider audience." Let me try to describe some of what you missed if you didn't attend.

Jd Marhevko's keynote presentation was titled "Sample Size of One - Quality / Lean and Autism." It was the story of her autistic son, the diagnosis process, and the treatment of symptoms their family instituted for a disease with no known cure. We learned a little about health insurance, about difficulties in our healthcare system with diagnosis of a disease that is quite unique for each patient, and a lot about the variety of symptoms that an autistic child can present.

As symptoms are unique, where many can only be measured by very targeted blood tests, treatment of the symptoms must be individualized. There is no pharmaceutical regime that works for every autistic child, as the symptoms vary so widely. And if there was, as Jd stated, "Would you want your 3-year-old taking 50 different pills every day?"

So she and her husband employed what she knew from the study of Quality and Lean methods, and embarked on a series of designed experiments on their "sample of one," their child. They tested a variety of homeopathic treatments in a careful design to identify interactions. There was a large set of response variables, mostly different blood measurements that had to be optimized simultaneously. (Optimization of multiple responses from an experiment is a rare application that's pretty close to my PhD dissertation work, but I was already enthralled by her whole story.) They were able to create a treatment plan and a daily process to minimize their son's (and their family's) difficulties from age 3 to his present age of 10. He is not "cured," but they celebrate some pretty good victories day-by-day.

I've been known to get a little bit drowsy in many presentations, even my own! I've never been so fully involved and interested in what I was hearing as I was with Jd Marhevko. I only hope that I do justice to her family's story in summarizing it for you.

*Respectfully Submitted By
Dan Rand*

World Conference on Quality and Improvement
May 24-26, 2010 . St. Louis, MO . America's Center

<http://wcqi.asq.org/>

MAQIN (Madison Area Quality and Innovation Network) Events and Programs

May 26: *Value Stream Mapping -- a Short Course*, 8:30 AM - 12:00 PM

Presenter: Brian Fairbrother, Orchid Group

VSM is a powerful tool that has evolved out of flowcharting and process mapping. VSM can help you and your teams confirm all of the suspected waste and bottlenecks in your business processes.



The VSM process will also help your team identify unseen or unexpected roadblocks to improved customer/patient service satisfaction and organizational competitiveness. VSM is useful as a foundational and strategic planning tool for organizations committed to improve their processes, improve customer and employee satisfaction, reduce costs and improve speed and capacity of delivered services.

This half-day course presented by Brian Fairbrother of the Orchid Group LLC will highlight the basic tools of Value Stream Mapping and use case study or participant processes to showcase a hands-on, rapid, Current State - Future State - Implementation Planning cycle."

To view more detailed descriptions of these presentations or to register for these events, please go to:

<http://maqin.org/programs>

Attention Member Leaders - Change to the ASQ Fiscal Calendar

Begins July 1, 2011

The ASQ Board of Directors approved a change to the Society's fiscal year-end - from June 30 to December 31. This change will begin July 1, 2011, with a six-month fiscal year end report due December 31, 2011. The first 12-month fiscal year will then begin January 1, 2012. There are benefits associated with switching to a calendar year, which are explained in this [talking points document](#). If you have any questions or concerns regarding this change, please post it on the [Member Leader Discussion Board](#). We will use the feedback provided to develop communications to help you through this transition.

Driving Excellence, Sustaining the Journey

19th Annual 2009 Minnesota Quality Award Event

Tuesday, May 18, 2010

<http://www.councilforquality.org/specialevent.cfm>

Locations:

Lunch: The St. Paul Hotel, 350 Market Street, St. Paul MN 55102 ([map/web](#))

Workshops, Reception, Celebration: Landmark Center, 75 5th Street W, St. Paul MN 55102 ([map/web](#))



continued...

You are cordially invited to the 19th Annual Minnesota Quality Award recognition, celebration, and learning event Tuesday, May 18. Come learn and network with organizations on their journey to excellence -- organizations from all sectors (manufacturing, service, healthcare, education, government, and small business). Hear from 13 organizations how they use Baldrige, Six Sigma, Lean, Scorecard, ISO, and other techniques to improve their outcomes and results during these challenging times.

The day is divided into two parts: an afternoon of learning workshops and an early evening of celebration and networking. The afternoon features a keynote address (by Larry Potterfield, founder and CEO of MidwayUSA, a small manufacturer from Missouri and recipient of the 2009 Malcolm Baldrige National Quality Award). Governor Pawlenty is also invited to deliver remarks. After lunch, four tracks of breakout sessions feature 12 organizations focusing on some aspect how they are improving their outcomes and processes. A detailed agenda is below.

The evening celebration will recognize the Minnesota Quality Award recipient organizations, thank our volunteers, and facilitate networking with leaders interested in continuous improvement, sustainability, and performance excellence. The program will also feature Craig Luzinski, Chief Nursing Officer at Poudre Valley Health System (Colorado) and Brenda Clark, Associate Superintendent of Learning at Iredell Statesville Schools (N Carolina), both 2008 recipients of the Baldrige Award.

Register Now For Encore Presentations from Rob Lawton

June 1, 2010, 8:00 am - 12:30 pm Madison, WI

Achieving 8 Dimensions of Excellence: Aligning Strategy, Measures and Customer Priorities (8D) (Prerequisite for Voice of the Customer Times 12)



June 2, 2010, 8:00 am - 4:00 pm Madison, WI

Voice of the Customer Times 12: How to uncover, translate and deliver what customers want (12V)

Both sessions will be held at 2909 Landmark Place, Madison, WI

See Early Bird prices, full description and registration details at <http://www.imtc3.com/events/UpcomingEvents.cfm>.

If you've been reading the newspaper lately, it should be clear why the sessions sponsored by Wisconsin Center for Performance Excellence (WCPE) on June 1 and June 2 have got to be on your "must attend" list. These are likely to be the most entertaining, intellectually stimulating and truly thought-leading events you'll attend this year.

Maybe you saw the story of the top executive of a major car company who listened to customers say they wanted more miles per fill-up. Do you think his understanding led to (a) improving fuel efficiency, (b) innovative engines, (c) better aerodynamics or (d) bigger gas tanks? Our award-winning presenter and author, Robin Lawton, shows how easy it is to confuse what you heard with what customers said. The executive's design team rushed to market with bigger gas tanks. One result was to lose over 40% of the firm's stock value. Was this just a fluke? On the other hand, their competitor had this to say about what we are inviting you to attend:

"Excellent program! This challenged me to make a mind shift to apply the customer-centered thinking to my work. The emphasis on creative divergent thinking may be the key to our success in the next ten years."

Steve McAlexander, American Honda

This strategic error, not just a tactical misstep, is amazingly common. One challenge is to get consensus on who "the customer" really is. Since everyone knows there is more than one, it should be clear that there's more than just one voice. Adding to the confusion is that the literal voice of the customer is easily confused with the untapped mind of the customer. We may not ask and they may not tell you their highest priorities, yet they'll hold you accountable for knowing and satisfying them. Not to worry. We've got the internationally recognized expert on all this to come and share answers to these and even more profound puzzles, all in a practical way you can implement tomorrow.

You'll also want to attend the thought-leading half-day session, ACHIEVING 8 DIMENSIONS OF EXCELLENCE (the prerequisite for this Voice of the Customer) and get your included, autographed copy of Mr. Lawton's best-selling book before you even think about taking another step toward the following:

- Developing a balanced scorecard or strategic plan
- Conducting Voice-of-the-Customer or Lean/Six Sigma projects
- Designing a customer survey
- Strengthening performance related to Baldrige Criteria

These sessions have been sold out in other cities so we recommend your immediate action. Bring your key team and work on your real stuff with personalized guidance. Become an Early Bird by May 11 to the first session and your seat is guaranteed at a steal.

Together, they'll provide you with a refreshing new way to achieve dramatic improvement your customers and competitors will notice. Examples from government, healthcare and such recognizable firms as Starbucks, Amazon.com, Southwest Airlines, Honda, Motorola and Google illustrate the growth potential possible by using the easy-to-understand but rigorous methodology described in these sessions.

The QC Group - Course Offerings

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

News from ASQ Headquarters

FREE ISO 9001:2008 Webinar Now Available On Demand Did you miss the free ISO 9001:2008 webinar last week? You can now view it on demand by visiting the ASQ website. Since existing certifications to ISO 9001:2000 will be invalid after November 14, now is the time to certify your organization to the ISO 9001: 2008 standard. For more information please visit:

http://www.asq.org/webinars/iso-9001-2008-explained.html?WT.mc_id=&WT.dcsvid=1929995742

Calling All Certified Software Quality Engineers! Certified Software Quality Engineers are needed to help build a question bank for the Certified Software Quality Engineer (CSQE) exam. Participants will be given a modest honorarium and recertification units (RUs) for their time and contribution. If you are an ASQ CSQE and would like to contribute, please contact Lisa Stanek (lstanek@asq.org) for details.

See What's New With the ASQ Learning Institute™ <http://www.asq.org/learninginstitute/>

Have you visited the ASQ Learning Institute lately? The site now offers the following improvements to help you and your member units with your education and training needs:

- Improved interface helps visitors find information they need about any course
- Catalog area has more options to find a course - including by topic, location, or date
- See registration details at a glance for each course offered.
- All courses now feature an on-site training option if you need to train groups of five or more.
- Increased the likelihood of users being able to find courses through search engines such as Google, Yahoo, or Bing.

Thank You section leaders for your hard work over the year... 2009-2010 La Crosse - Winona ASQ Section 1216 Board

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