



Northern Shenandoah Valley Section 1131
P. O. Box 4132
Winchester, VA 22604
www.asqnsv.org

Volume 8 Number 9

Newsletter

April 2010

April Meeting: Detecting Deception in the Manufacturing Audit & Hiring Process

Gary Aschenbach, Jr., US Department of Defense Special Agent and CEO of Law-Tech Consultants, LLS will speak at our April meeting on *Detecting Deception in the Manufacturing Audit and Hiring Process*. People get defensive during an audit or hiring interview when they feel they have something to hide or a consequence to avoid. Often they have been coached to say as little as possible so as not to inadvertently reveal unfavorable information. Rather than outright lying, many avoid the whole truth by telling “lies of omission” that omit crucial information. Despite this tactic, an auditor or interviewer trained in behavioral analysis and forensic interviewing techniques can easily spot other involuntary indicators of deception such as “evasive verbal responses” and non-verbal body language of the “fight or flight” syndrome.

Mr. Gary Aschenbach, Jr. has been a US Department of Defense Special Agent since 2005 and is CEO of Law-Tech Consultant, LLC, a private investigation, consulting, and training firm founded in 1996. During his tenure as Special Agent, he has conducted more than 450 personnel interviews involving national security intelligence gathering and crimes. In January 2007, he was selected to attend the prestigious Defense Academy for Credibility Assessment in South Carolina where he completed an intensive Forensic Psychophysiology training program. As a senior federal polygraph examiner he has conducted more than 900 polygraph exams. He is licensed and certified by the Maryland State Police as a private investigator.

Come join us for an interesting presentation! Bring your organization’s auditors and personnel/human resource managers with you. All welcome!

Monday, April 19th

Registration: 5:30 – 6:00 pm

Dinner & Networking: 6:00 – 7:00 pm

Presentation: 7:00 – 8:00 pm

Cost: \$22

Meeting Location: Hilton Garden Inn, Winchester, 120 Wingate Drive, Winchester VA. (540) 722-8881.
To register, go to: <http://asq1131.eventbrite.com/>

Section 2010-11 Election Results

Congratulations to 2010-11 Northern Shenandoah Valley ASQ Officers elected at the March meeting:

- Firoz Kabir, Chair-elect
- Marvin Grubb, Treasurer
- Jerry Clarke, Secretary

They will join Josh Tinelli, incoming Section Chair, beginning July 1, 2010.

Welcome New Members!

The Northern Shenandoah Valley ASQ section welcomes the following new members:

Sheri Eckles-Petrucci of Performance Pipe
Donald Loomis of Contact Corporation
Randall Ruffner of Monoflo International, Inc.

We look forward to meeting you at an upcoming meeting.

Two New Certifications Poised for Release

ASQ will be offering new Lean and Master Black Belt certifications in the coming months. The lean certification has three levels: bronze certification emphasizes the tactical aspects of lean; silver is based on integration of lean; and the gold focuses on lean’s strategic facets. The first administration of the lean certification will be May 23, prior to the ASQ World Conference on Quality and Improvement. The Master Black Belt certification is currently being finalized by the ASQ Certification Board. Stay tuned for more information regarding these new certifications.

Member Reminder: If you have moved or changed your email address, please update your profile with ASQ on the member website. The Northern Shenandoah Valley ASQ Section receives contact information from National HQ and uses it to distribute announcements and the link to this newsletter.



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Toyota: Has Quality & Lean Failed?

With the Toyota recalls in the news lately, the media has been asking questions about Toyota's quality systems and lean manufacturing approach. Are there limits to when they work? What went wrong?

You might be interested in reading some columns on the subject:

- Toyota Trouble: A Dialogue with Jeff Liker (AKA the Coffee Shop Talks) by John Shook, found at: <http://www.lean.org/shook/2010/02/toyota-trouble-dialogue-with-jeff-likier.html>
- Toyota Troubles: Fighting the Demons of Complexity, an interview of Professor Takahiro Fujimoto by John Shook, found at: <http://www.lean.org/shook/2010/03/toyota-troubles-fighting-demons-of.html>
- What Went Wrong at Toyota by Stan Gwizdak and Dennis McRae, found at: http://www.industryweek.com/articles/what_went_wrong_at_toyota_21260.aspx

Quest for Excellence XXII April 12-14, Washington, DC

The 22nd Quest for Excellence conference, the official conference of the Malcolm Baldrige National Quality Award, will be held April 12-14 at the Hilton Washington, Washington, DC.

As a conference participant, you will:

- Learn best management practices from the 2009 Baldrige Award recipients
- Gain knowledge of the Baldrige Criteria
- Engage in dynamic networking opportunities
- Take away practices to apply to your organization to improve performance and get results
- Be inspired as part of a movement that is making America better by making organizations better.

The conference will include presentations by:

- Honeywell Federal Manufacturing & Technology, a management and operating contractor specializing in electrical,

mechanical, and engineered material components.

- MidwayUSA, a family-owned, catalog/internet-based retail merchant that offers hunting, gunsmithing, shooting, and reloading products.
- AtlantiCare, a nonprofit health system with seven locations in southeastern New Jersey.
- Heartland Health, an integrated, no-for-profit, community-based health care delivery system that serves a 22-county market in four states.
- VA Cooperative Studies Program Clinical Research Pharmacy Coordinating Center, a federal agency that supports clinical trials for current veteran health issues.

For more information, go to www.nist.gov/baldrige.

Inquirer's Guide to the Baldrige Criteria for Performance Excellence

The Malcolm Baldrige Criteria for Performance Excellence is the nation's premier assessment method for business, education, health care, government, and not-for-profit leaders to evaluate and focus their efforts on performance results, leadership effectiveness, customer and employee satisfaction, and process management.

Administered by the U.S. Department of Commerce, the Baldrige Criteria for Performance Excellence asks questions critical to your organization's success and sustainability in today's competitive environment and global economy. The United States Senate Productivity and Quality Award Program for Virginia is the Commonwealth's non-profit affiliate of the Baldrige program and is proud to offer this workshop to help your organization achieve its goals.

An Inquirer's Guide to the Criteria for Performance Excellence is a two-day in depth review of the Baldrige Criteria. Workshops will be held May 3-4 in Roanoke, VA.

To register for the workshop, go to:

<http://guest.cvent.com/i.aspx?1Q,P1,BB1928A5-6D8F-4F15-9CD1-5330E8182130>



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ASQ World Conference May 24-26, St. Louis, MO

Join ASQ in St. Louis May 24-26 to meet today's challenges and build tomorrow's confidence.

- Learn new and classic quality tools, methodologies, and techniques.
- Network with more than 1,500 attendees and exhibitors.
- Benchmark best practices in the International Team Excellence Award Process.

Think about it. Mandatory quality practices and methodologies could:

- Prevent food recalls by requiring HACCP certifications and ISO standards.
- Save lives by reducing patient errors.
- Save jobs by reducing waste and the costs associated with it.
- Increase student achievement by implementing continuous improvement tools.

Keynote speakers include:

- Alan Mulally, President and CEO, Ford Motor Company
- Robert Stephen, Founder and Chief Inspector, Geek Squad
- Terry Jones, Founder and Former CEO, Travelocity

Featured speakers include:

- Brian Joiner, Co-founder and President of Sustain Dane
- Bob Langer, VP of Corporate Social Responsibility, McDonald's Corporation

To find out more and how you can participate, go to: <http://wcqi.asq.org/index.html>. Last chance for the early bird rate (\$100 savings) is **April 9th**!

Training at Your Fingertips

ASQ web-based training saves money on travel and gives you flexibility to make it work for you. Available courses include:

[Defining and Achieving the ROI of Quality in Service](#)

April 7

You achieve strategic organizational goals and results through quality best practices. And you need a way to communicate this relationship to senior

leaders who are not immersed in the quality profession.

Sign up today and take the concepts of ROI, management relations, and effective communication to the next level. Use a system to define quality initiatives for review and approval by senior management, including defining the *value proposition* based on the five focus areas. Leverage the five areas to demonstrate clear value of quality systems and other best practices.

[Consultant's Boot Camp](#)

May 5

Being a seasoned quality practitioner does not automatically translate into consulting success. Success requires business development, communication, and practice management skills. If you are an experienced quality professional interested in consulting, this course will help you understand the skills and talents required for being a successful quality consultant. The course is taught by established industry consultants who will share their knowledge and practical insights through real-time interactive sessions. You will learn about the basics of marketing, sales, consulting service development, fiscal planning management, and time management to ensure that your foray into the consulting world is successful.

[Developing High Performance Supplier and Partner Relationships](#)

May 19-20

Business process outsourcing (BPO) is increasingly becoming a major quality management competency. Some outsourcing contracts are driven by the need to support internal operations and are thus transparent and seamless with respect to your customers. Other partnerships are even more strategic and involve the partner in direct delivery of service to your customers. This two-day session quickly provides practical methods, tools, and suggestions you need for managing outsourcing relationships to successfully supplement your organization's core competencies.

For more information on these courses and others, go to:

<http://www.asq.org/services/training/virtual-courses.html>



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Local Meetings

ASQ Section 1108 (Blue Ridge): Thurs, April 8th

Topic: ISO 9001:2009 at Broadway Metal

Speaker: Tara Heintz & John Mueller, Broadway Metal

Location: Holiday Inn Golf and Conference Center, 152 Fairway Lane, Staunton, VA 24401

Time: 6 pm social; 6:30 pm dinner; 7:00 pm program

Cost: \$15

Reservations required by April 5th. Contact Ray Schumin at rschumin@specialtyblades.com or by phone at (540) 290-2797.

ASQ Section 0511 (Northern VA): Thurs, April 15th

Topic: ASQ Status Report

Speaker: Eric Whichard, Deputy Regional Director, Region 5, ASQ

Location: Amphora Restaurant, 1151 Elden Street Herndon, VA, 703-925-0900.

Time: 6:30-7:00 pm registration & networking; 7:00-8:00 dinner; 8:00-9:00 Section business and program

Cost: \$25 if reserve in advance; \$30 otherwise.

To make a reservation for the "dinner and program" or "program only", please email Programs08@asq0511.org. Reservations due by Friday, April 9th.

ASQ Section 0502 (Baltimore): Tues, April 13th

Topic: Strategic Planning at Snyders

Speaker: Jim Creiman

Location: Snyder's Willow Grove Restaurant, 841 N Hammonds Ferry Rd, Linthicum, MD

Time: 5:15 – 6:45 p.m. Registration; 5:30 – 6:15 p.m.

Tutorial; 6:15 – 7:00 p.m. Buffet Dinner and

Networking; 7:00 – 8:30 p.m. Program

Cost: \$15.

To make a reservation go to:

<http://www.asqbaltimore.org/event-reservations/>

ASQ Section 1104 (Richmond): Tues, April 13th

Topic: Lessons From the Field – Delivery of Resilient Solutions to Natural & Manmade Disasters

Speaker: David A. Roberts, LSSBB

Location: Chadar Thai Restaurant, 8030 West Broad Street, Richmond, VA

Time: 5:30-6:00 pm registration & social; 6:00-7:00 dinner; 7:00-8:00 program.

Cost: \$20 members; \$25 non-members.

To make a reservation, please email

Luisa.S.White@altria.com or call 804-397-0472

Reservations due by Friday, April 9th.

Upcoming National Conferences

The Quest for Excellence XXII, April 12-14, Washington, DC

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

19th Annual Service Quality Conference, September 13-14, Las Vegas, NV

Education Leadership Summit for Superintendents, November 6-7, Chicago, IL

National Education Conference, November 7-9, Chicago, IL

For more information, go to ASQ's website at www.asq.org and select Conferences.

The NSV ASQ Section now has a Facebook page.

To register, go to:

<http://www.facebook.com/p.php?i=1422974718&k=R6BT635442ZM5J1BRCY5RT&r>

If you are already a member of Facebook, add ASQ – Northern Shenandoah Valley Section 1131.

NSV Section Officers

| | | | |
|--|---------------------------|--|--------------|
| Chair: Dale Brown | Thermo Fisher Scientific | dale.brown@thermofisher.com | 540-869-8262 |
| Chair-Elect: Josh Tinelli | Volvo Powertrain | joshua.tinelli@volvo.com | 301-790-5422 |
| Secretary / Programs: Jerry Clarke | Lean Quality Assoc | jerryvpmp@comcast.net | 540-888-4592 |
| Treasurer: Gordon Demeritt | Shepherd University | gdemerit@shepherd.edu | 304-876-5350 |
| Education: Josh Tinelli | Volvo Powertrain | joshua.tinelli@volvo.com | 301-790-5422 |
| Membership: Bill Saunders | Thermo Fisher Scientific | bill.saunders@thermofisher.com | 540-869-8392 |
| Programs: Lisa Ross | Incisive Learning Designs | Ed.psych.doc@comcast.net | 304-596-0973 |
| Recertification: Richard Phillips | Monoflo International | rphillips@miworldwide.com | 540-771-3060 |
| Newsletter / Internet: Susan Schall | SOS Consulting | susan.sosconsult@comcast.net | 540-636-1418 |



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April 2010 Dinner Meeting

Detecting Deception in the Manufacturing Audit & Hiring Process

By

Gary Aschenbach, Jr., U.S. Department of Defense Special
Agent & CEO of Law-Tech Consultants, LLC

Monday, April 19, 2010

5:30 pm Registration
6:00 pm Dinner
7:00 pm Meeting & Presentation

Dinner Cost: \$22
Meeting Only: Free

Meeting Location: Hilton Garden Inn Winchester, 120 Wingate Drive,
Winchester, VA 22601 (540) 722-8881.

Registration is due by 5 PM, Tuesday, April 13th. To register, go to:
<http://asq1131.eventbrite.com/>