



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

Volume 9 Number 1

## Newsletter

July 2010

### Message from the Chair

First, let me start this message by paying homage to our outgoing chair, Dale Brown. Her calm demeanor has been a settling force during the economic uncertainty of the past year. She has been an experienced, level-headed leader of this section, and I will certainly look to her for advice as this year unfolds.

For those that haven't met me, let me introduce myself. Currently, I am a Senior Project Engineer in Product Development at Volvo Powertrain in Hagerstown, MD. I perform process improvement activities, provide training and facilitation for various quality tools, and support the development of reliability engineering. I have been a member of this section for the past two years, during which I have served as the section's Education and Certification Chairs.

But enough about me; let's talk about you: the future of this section. In the coming year, I see three key focus areas for our section, and they are not so different from those of the Society as a whole: Personal Development, Involvement, and Networking.

**Personal Development:** I recognize that our section, and ASQ, can only be successful by creating value for our members. A cornerstone of this value is the opportunity for personal development. One of the reasons I make a concerted effort to attend every meeting is that I know that I will learn something, even if the speaker isn't in my field. In addition, we were able to offer some Basic Quality Statistics classes last year, and I plan to offer similar classes again this year. Feel free to ask if you'd like us to offer a training session on a particular subject; we have so many experts in our section, I'm sure there is one that can give you the information you need to make you more effective.

**Involvement:** This section is run by ASQ members, for ASQ members. The Leadership Committee is made up by members who are just like you, and who, despite their disparate backgrounds, have one thing in common: a passion for quality. They also have devoted themselves to helping to make this section better, and that's what makes this section great: ordinary members working together in the pursuit of

excellence. As my duties will increase as Chair, I will seek replacements for the Education and Certification Chairs, and I encourage anyone interested in making a difference to inquire about getting involved.

**Networking:** I know that some of the things our members like most about our section are our dinner meetings, especially our company tours. I am excited about the progress of our section's events since the addition of our Programs Chair, Dr. Lisa Ross. She has been instrumental in organizing events that provide value, offer topics that are compelling, and that are well orchestrated. I look forward to the slate of meetings we have already scheduled for this year, and if you have any ideas about speakers you'd like to hear, or places you'd like to tour, please let me know.

In planning for the year ahead, I am reminded of an ad I saw recently for Barclays Capital, which read: "We live by one simple measure of success. Yours." How can we provide information that helps in your personal development? How can you get involved to get more from, as well as give back to, this section? How can you leverage this section's networks to fulfill your career goals? If we answer these questions for each of our members, then I'll consider this year a success.

Josh Tinelli  
Chair, Section 1131 – Northern Shenandoah Valley

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### WELCOME NEW MEMBERS!!!!!!

We welcome the following new members to the ASQ Northern Shenandoah Valley Section 1131:

William Gregory, Kraft Foods, Winchester VA  
John Partlow, World Kitchen, Martinsburg WV  
Kristina Stumpf, Winchester Medical Center,  
Winchester VA  
Angela McCalla, Rubbermaid, Winchester VA  
James Tedesco, Frostburg MD

**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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**Recertification Reminder:** If your ASQ certification expires in June, don't forget to submit your recertification journal by June 30th to Richard Phillips. You have a 6 month grace period, if needed.

**WANTED!** Volunteers to serve as Education and Certification Chair(s). If interested, please contact Josh Tinelli at [joshua.tinelli@volvo.com](mailto:joshua.tinelli@volvo.com)

### 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 July 12-13 at Roanoke Higher Education Center, 108 Jefferson Street Roanoke, Virginia 24016.

To register for the workshop, go to:  
<http://quest.cvent.com/i.aspx?1Q,P1,BB1928A5-6D8F-4F15-9CD1-5330E8182130>

### Local Meetings

**ASQ Section 1104 (Richmond):** Tues, September 21<sup>st</sup> **Topic:** TBA **Speaker:** TBA **Location:** TBA  
**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](mailto:Luisa.S.White@altria.com) or call 804-397-0472

Reservations due by Friday, May 7<sup>th</sup>.

**Apple Valley Chapter of APICS:** Thur, September 16<sup>th</sup> **Topic:** Workshop: Take the Elevator to Success

**Location:** Holiday Inn Historic Gateway, Rt. 522

South, Winchester, VA

**Time:** 6 pm **Cost:** TBA

To make reservation, contact Carmen Bordogna at

[Carmen.Bordogna@rubbermaidcommercial.com](mailto:Carmen.Bordogna@rubbermaidcommercial.com)

**ASQ Section 0511 (Northern VA):** Wed, July 15<sup>th</sup>

**Topic:** TBA **Speaker:** TBA

**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](mailto:Programs08@asq0511.org)

[@asq0511.org](mailto:Programs08@asq0511.org)

**ASQ Section 0503 (Harrisburg):** Wed, September 8<sup>th</sup> **Topic:** Plant Tour – Armstrong Marietta Plant

**Speaker:** Sally Haldeman

**Location:** 1507 River Road, Marietta PA 17547

**Time:** 6:00 – 6:30 pm Registration; 6:30 – 7:15 pm

Dinner and Networking; 7:15 – 9:00 pm Program

**Cost:** \$20 (\$25 non-members)

To make a reservation, contact Dave Fisher at

[david.fisher@tycoelectronics.com](mailto:david.fisher@tycoelectronics.com).

**Society for Quality Assurance – National Capital Area (NCARSQA):** Thur, July 22<sup>nd</sup>

**Topic:** "Dealing with Difficult People"

**Speaker:** A Fred Pryor Seminar

**Location:** Covance, 9200 Leesburg Pike, Vienna VA 22182

**Time:** 8:15am – 4:00pm

**Cost:** \$75.00

Go to <http://www.ncarsqa.org/training.shtml> to register by July 7.



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### 2010 Virginia Forum for Excellence Set for September 14-15 in Richmond

Join us for the 28th Annual Virginia Forum for Excellence presented by the United States Senate Productivity and Quality Award Program for Virginia. This year's theme is "The Upside of the Downturn: Sharing Best Practices to Move Ahead." Come, learn and participate in discussions around how high performance organizations use the nation's Baldrige Criteria for Performance Excellence to move up during downturns.

Start with attending one of our pre-Forum workshops on September 14. Then join us for the Forum kick-off at the early evening networking reception with our Sponsors, Examiners and Partners

Our own Dr. Lisa Ross will be speaking at this year's conference with her presentation entitled "Ethical Behavior and Employee Engagement: The Jack and Jill of Organizational Trust". On the 7th, help us welcome John Fitzgerald, CEO of INOVA Fair Oaks Hospital a 2006 VA SPQA Medallion winner. Attend incredible workshops. Have lunch with your new friends; hear from our featured and nationally acclaimed speaker, Larry Potterfield, CEO of MidwayUSA, a 2009 Baldrige Award winner. Then join Virginia's LT Governor, Bill Bolling and Bernie Niemeier, Publisher of Virginia Business Magazine for the Awards ceremony as we recognize the 2010 Program participants.

The Virginia Forum for Excellence is a great networking opportunity to meet individuals interested in performance excellence. Visit with individuals from the education, government, service, manufacturing, healthcare, and non-profit communities and learn just how solutions apply to all.

For information regarding fees, agenda, accommodations, and to register for the event, visit <http://www.spqa-va.org/>

### 2011 International Conference on Software Quality February 7-10, 2011

Doubletree Hotel San Diego Mission Valley  
7450 Hazard Center Drive, San Diego, CA 92108  
Conference Website: <http://www.asq-icsq.org>  
Conference Chair: Mark Neal, Baxter Healthcare, at [Mark\\_Neal@baxter.com](mailto:Mark_Neal@baxter.com)

#### **High Reliability and Human Safety Critical Software**

Presented by the ASQ Software Division @ [www.asq.org/software](http://www.asq.org/software)

#### **Expanded Conference to 2½ Days for More Speaking Opportunities!**

#### **Call for Papers and Presentations**

Visit the 2011 ICSQ site for updates to the Call for Papers information: <http://www.asq-icsq.org>.

#### **Suggested Conference Topics**

See conference website for additional detailed ideas for presentations in the Call for Papers tab.

- Regulatory Standards Impacting Software Projects
- Software Risk Management/Safety Analysis
- Software Human Factors and Usability
- Software Reliability and Availability
- Software Documentation for Compliance and Maintainability
- Software Development Processes for Software Quality, Reliability and Safety
- Requirement Analysis
- Design and Design Review
- Implementation
- Unit and Integration Testing
- Formal Verification
- Formal Validation, Including Safety Testing
- Post-Market Product Feedback
- Customer Complaint Handling
- Service Data Analysis
- Software Failure Analysis Investigations
- Defect Prevention Strategies
- Cultural and Organizational Issues Affecting Software Quality
- Application of Software Process Improvement Models



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### 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:

#### [Supplier Auditing and Supplier Certification](#)

July 12 - 15

A one-day seminar sponsored by the ASQ Customer-Supplier Division, Supplier Auditing is designed for management, professional, and technical personnel who want to improve supplier relations and performance.

#### [Six Sigma Black Belt Certification Preparation Virtual Course](#)

Thursday, July 29

Prepare for ASQ's Six Sigma Black Belt (SSBB) certification exam by reviewing the topics and subtopics in the SSBB Body of Knowledge in this four-day, instructor-led virtual course.

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

Tuesday, August 3

Here are the methods, tools, and suggestions you need for managing and forming strategic partnership relationships. Finding and building strategic partnerships is key to service sustainability. It provides a way to substantially supplement your organization's core competencies. With a focus on service sector organizations, you'll cover the fundamentals of supplier and partner relationship management, and take away lessons you can directly and immediately apply to your business.

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

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

### Join the NSV ASQ Section on Facebook

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.

### Upcoming National Conferences

**19<sup>th</sup> 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

**International Conference on Software Quality**  
February 7-10, 2011, San Diego, CA

**World Conference on Quality and Improvement,**  
May 16-18 2011, Pittsburgh, PA  
Call for Presentations Submission Deadline August 2, 2010:

<http://wcqi.asq.org/call-for-presentations/index.html>

For more information, go to ASQ's website at [www.asq.org](http://www.asq.org) and select Conferences.

### NSV Section Officers

Chair: Josh Tinelli	Volvo Powertrain	<a href="mailto:joshua.tinelli@volvo.com">joshua.tinelli@volvo.com</a>	301-790-5422
Chair-Elect: Firoz Kabir	American Woodmark	<a href="mailto:fkabir@woodmark.com">fkabir@woodmark.com</a>	540-665-9391
Secretary / Programs: Jerry Clarke	Lean Quality Assoc	<a href="mailto:auditwiz@leanquality.net">auditwiz@leanquality.net</a>	262-834-8476
Treasurer: R. Marvin Grubb	Shenandoah Community Health - Martinsburg	<a href="mailto:rgrubb@svms.net">rgrubb@svms.net</a>	304-263-4999
Education: Josh Tinelli	Volvo Powertrain	<a href="mailto:joshua.tinelli@volvo.com">joshua.tinelli@volvo.com</a>	301-790-5422
Membership: Bill Saunders	Thermo Fisher Scientific	<a href="mailto:bill.saunders@thermofisher.com">bill.saunders@thermofisher.com</a>	540-869-8392
Programs: Lisa Ross	Incisive Learning Designs	<a href="mailto:Ed.psych.doc@comcast.net">Ed.psych.doc@comcast.net</a>	304-596-0973
Recertification: Richard Phillips	Monoflo International	<a href="mailto:rphillips@miworldwide.com">rphillips@miworldwide.com</a>	540-771-3060
Newsletter / Internet : Heather Boyce	Kendle International	<a href="mailto:boyce.heather@kendle.com">boyce.heather@kendle.com</a>	304-599-1197, x147
Executive Board Members:	Dale Brown	Bob Cain	Richard Davis
	Gordon DeMeritt	Charles Ernst	Susan Schall
	Don Thomas		



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**See you September 20th  
for Recognitions Night!**