



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

Volume 8 Number 10

Newsletter

May 2010

May 18 Meeting: Tour of Fisher Scientific's Middletown Facility

Please join the Northern Shenandoah Valley American Society for Quality section on Tuesday, May 18, 2010, for a tour of Thermo Fisher Scientific's manufacturing facility in Middletown, Virginia.

Thermo Fisher Scientific is a medical device manufacturer of reagents, calibrators and controls for laboratory testing in hospitals, labs and doctors' offices and is an OEM manufacturer of diagnostic consumables. Product lines include immunoassay, clinical chemistry, glucose monitoring, hematology, coagulation and point of care products.

With 167 employees at its Middletown facility, Thermo Fisher hosts world class quality systems, large volume liquid formulation, and IVD contract manufacturing.

Dr. Bill Saunders will guide ASQ members and guests through a tour of Thermo Fisher Scientific's manufacturing areas, QC Lab and warehouse.

Tuesday, May 18th

Registration: 5:30 – 6:00 pm

Dinner: 6:00 – 6:30 pm

Presentation & Tour: 6:30 – 7:30 pm

Cost: \$12

Sandwich, chips, potato salad, dessert. Veggie wrap available upon request

Meeting Location: Thermo Fisher Scientific
8365 Valley Pike
Middletown, VA
Phone: 540.869.8262

To register, go to: <http://asq1131.eventbrite.com/>

Meeting registration due by 5 pm on Friday, May 14th

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.

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**!

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.



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Volume 8 Number 10

Newsletter

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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>

2010 Virginia Forum for Excellence Set for September 15

The 2010 Virginia Forum for Excellence will be held September 15th at the Koger Conference Center, Holiday Inn Select, Richmond, VA. The theme for the 2010 conference is "*The Upside of the Downturn: Sharing Best Practices to Move Ahead.*" The conference is an opportunity to network, share ideas, and learn lessons from leaders and organizations about their journey toward performance excellence. The Forum also celebrates this year's participant organizations and volunteers.

The Virginia SPQA is seeking workshop speakers for the Forum. Proposals are evaluated by members of the Forum Committee on the basis of:

- Relevance to Forum theme
- Relationship to the focus areas from the Criteria for Performance Excellence
- Originality of approach to the topic and how best practice concepts will be highlighted
- Accuracy and completeness of proposal submission

Forms for submitting a proposal may be found at SPQA's website: <http://www.spqa-va.org/>. Proposals must be submitted prior to June 7, 2010.

Cutting Customer Service Affects Employees Most

Milwaukee, Wis., April 6, 2010 — Of the many actions taken by companies in the past few years to bulk up the bottom line and fight the recession, cutting internal and external customer service could cause the most damage. That's according to a new ASQ (American Society for Quality) and Metrus Group national survey on how a number of recession-survival tactics impacted employees. The respondents rated the seriousness the various actions had on the three core "people equity" factors of employee alignment, engagement and capabilities to meet customer expectations. Those companies that kept the focus on employees outperformed those that did not.

The full survey findings and accompanying article "Power to the People" can be found in the April issue of ASQ's flagship publication, *Quality Progress (QP)* (www.qualityprogress.com).

"The major finding that cutting customer service has the greatest adverse affect on people equity comes as a surprise," said William A. Schiemann, Ph.D., coauthor of the study and CEO of Metrus Group. "It's a significant finding, given the empirical evidence from this and other studies that alignment, engagement and capabilities link directly to bottom-line performance. To move beyond the recession, senior executives must rethink their recession-fighting tactics, especially those that impact internal and external customer service."

Process Improvement Has Positive Impact

People equity was positively impacted by those companies that improved processes to fight the recession. The article states, "Companies that used this tactic reported a strong positive impact on alignment and engagement, and a moderate positive impact on capabilities. This tactic likely maintains consistency with prerecession goals. Therefore, looking within the organization to collaboratively make improvements and reduce costs actually increases alignment."

"Member engagement and customer service are key areas of focus for ASQ so the survey results reinforce our goal of ensuring employees can provide superior service," said Paul Borowski, ASQ executive director and chief strategic officer. "It's also a win-win



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situation when organizations apply process improvements to help move past the recession, which is a strategy we've strongly promoted since the onset of the economic downturn."

The survey of 2,100 U.S. companies turned up several surprises:

- **Unexpectedly, the most damaging strategy was not layoffs.** While layoffs are undoubtedly traumatic for those let go and those who remain, survey respondents said that they had only a moderately negative impact on engagement, alignment and employees' sense of capabilities.
- **Pay cuts, pay freezes and reductions in benefits also had a moderate negative impact on employee engagement, which came as no surprise, but these cuts had no significant impact on alignment or capabilities.** It is possible that these actions, while not welcomed, are more likely to be viewed as rational and acceptable: sharing the pain through lower profits for the company and lower rewards for staff.
- **Mandatory furloughs also had no impact on alignment and capabilities, but unlike other methods of reducing compensation, they had no affect on engagement.** Perhaps that is because unlike the other actions, a furlough may be viewed as somewhat more equitable: You do not get paid, but neither are you required to work.
- **The tactic that had the greatest negative impact on employees was reduced service to customers.** Whether customers are internal or external, putting employees in the position of providing poorer service lowers engagement. There is also an inherent alignment conflict when a company's stated values emphasize service, but company actions undercut those values.

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:

[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.

[Measuring Process and Organizational Performance](#)

Saturday, May 22, 2010. This two-day virtual course presents a process for selecting what to measure and specifying the "what" and "how" in order to create the appropriate metric.

[Lean for Service](#)

Tuesday, June 08, 2010. This course provides practical knowledge and skills in lean methods to quickly improve results in service-oriented businesses. It provides you with tools to survive the demand for higher quality and lower prices.

[Effective Communication Skills for Consultants](#)

Wednesday, June 23, 2010. This virtual course is part of our series designed for new consultants and consultants-to-be.

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, May 13th
Topic: Measurement System Analysis
Speaker: Ray Schumin, Cadence, Inc.
Location: Cadence, Inc., 9 Technology Drive, Staunton, VA
Time: 6 pm social; 6:30 pm dinner; 7:00 pm program
Cost: Free
Reservations required by May 11th. Contact Ray Schumin at rschumin@cadenceinc.com or by phone at (540) 290-2797.

ASQ Section 0511 (Northern VA): Wed, May 19th
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. Reservations due by Friday, May 14th.

ASQ Section 0503 (Harrisburg): Wed, May 12th
Topic: From Aircraft to Azaleas – Lean Lessons Learned
Speaker: Andy Rogish, BAE Systems
Location: Eden Resort Inn, 222 Eden Road, Lancaster, PA
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.

ASQ Section 1104 (Richmond): Tues, May 11th
Topic: The Application of Lean Six Sigma Tools to Breeding and Shearing Alpacas
Speaker: Victor & Carolyn Gray
Location: Extra Billy's BBQ, 1110 Alverser Drive, Midlothian, 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, May 7th.

ASQ Section 509 (Washington): Thurs, May 20th
Topic: Avoiding the OS Phase® - Quality's Contribution to Avoiding Failure on Projects
Speaker: Robert Baim
Location: The Golden Bull Restaurant, 7 Dalamar Street, Gaithersburg, MD 20877
Time: 6:00- 7:00 pm registration & social; 7:00-8:00 dinner; 8:00-9:15 program.
Cost: \$15 members; \$25 non-members.
To make a reservation, please email Arrangements@asq509.org or call 301-461-2469
Reservations due by Tues May 13th.

Apple Valley Chapter of APICS: Wed, May 12th
Topic: Installation of Officers for 2010-11
Location: Holiday Inn Historic Gateway, Rt. 522 South, Winchester, VA
Time: 6 pm
Cost: \$22
To make reservation, contact Carmen Bordogna at Carmen.Bordogna@rubbermaidcommercial.com by noon, Monday, May 10th.

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.

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	Newsletter Volume 8 Number 10 May 2010

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.

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	gdemeritt@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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May 2010 Dinner Meeting

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By

Dr. Bill Saunders

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