



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

Volume 8 Number 4

Newsletter

November 2009

November Dinner Meeting: Best Practices in Writing Visual Work Instructions

The November meeting of the Northern Shenandoah Valley ASQ Section will be held Monday, November 16th. Dr. Lisa Ross, Founder and Organizational Learning Analyst with Incisive Learning Designs, LLC, will speak on Best Practices in Writing Visual Work Instructions. Her presentation will explain 6 steps to making visual information easy-to-access; the cognitive science principles that support visual work instruction design; and the importance of visual work instructions for an increasingly alliterate (those who can read but prefer not to) and international workforce.

Dr. Lisa Ross possesses more than two decades of experience in the corporate, non-profit, and academic sectors. She holds a doctorate in Educational Psychology and master's in Advertising. She has served as Vice President of a Hispanic Workforce Training program, Employment Manager for a regional healthcare system, and University Instructor, as well as designed a contextual learning, employee team-building training program for the National Park Service. She has worked at length with manufacturing engineers and supervisors to develop specification-based frontline training for entry level and temporary employees.

Plan to join us Monday, November 16th at 6 pm to learn more about Best Practices in Writing Visual Work Instructions.

Monday, November 16th
Registration: 5:30 – 6:00 p.m.
Dinner & Networking: 6:00 – 7:00 p.m.
Cost: \$22.00

Meeting Location: Jimmy's at the Quality Inn, Intersection of Rt. 50 and I-81, Winchester, VA.

Registration is due by close of business, Friday, November 13th. To register go to:
<https://www.acteva.com/go/asq1131>

Root Cause Analysis One-Day Seminar

The ASQ Blue Ridge Section is sponsoring a one-day seminar on Root Cause Analysis Wednesday, November 18th from 8 am – 4:30 pm at the Blue Ridge Community College, Weyers Cave, VA.

The on-day course will present some of the reasons organizations don't do root cause analysis well and provide specific recommendations to overcome them. Topics will include:

- Appropriate steps for root cause analysis and problem solving,
- Key tools useful for each step,
- Individual and organizational issues, and
- Application of the issues to supplier corrective actions.

Opportunities to practice some of the key steps/tools will be provided. Participants are invited to bring example problem situations from their organizations for discussion.

Duke Okes will lead the seminar. Duke has consulted with organizations for more than 24 years, focusing on process management and the use of data to control and improve quality. He is the author of "Root Cause Analysis: The Core of Problem Solving and Corrective Action," as well as dozens of articles in publications such as Quality Progress and APICS – The Performance Advantage.

Cost: \$100 for ASQ members; \$125 for non-ASQ members. Special discount for unemployed ASQ members: \$50. Cost includes lunch. Checks should be made out to ASQ, Section 1108.

Registration: Contact Don Roderick at don.roderick@mcquay.com or 540-248-9428 no later than Wednesday, November 11th.

Directions: The Blue Ridge Community College Weyers Cave Campus is located halfway between Harrisonburg and Staunton on Interstate 81. Take exit 235 and turn west at the top of the exit ramp onto Rt. 256. In a very short distance, Rt. 256 terminates onto US Rt. 11. Turn left (south) on US Rt. 11. The campus is about a half-mile on the left.



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Inquirer's Guide to the 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 (Virginia SPQA) is the Commonwealth's non-profit affiliate of the Baldrige program and is proud to offer a Baldrige Criteria for Performance Excellence 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:

- November 16-17, 2009, High Performance Technologies, Reston, VA.
- December 7-8, 2009, Hampton Roads, VA
- January 11-12, 2010, Richmond, VA
- May 2010, Roanoke, VA

To register for the workshop, go to:

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

Proctors Needed

Proctors are needed for the ASQ certification exams held December 5, 2009 and March 6, 2010. Proctors must hold at least one ASQ certification. Proctors will earn 0.5 RUs toward recertification. If interested, please contact Josh Tinelli, Education Chair, 614-307-4661, or via email at jstinelli@hotmail.com.

ASQ Certification: Your Competitive Advantage

As an employee with an ASQ certification, you will have firsthand knowledge of the most advanced quality tools and techniques. ASQ certification shows your commitment to continuing education and life-long learning. ASQ has certified nearly 150,000 individuals. There is still time to get certified in these skills:

Certified HACCP Auditor - The Certified HACCP Auditor is a professional who understands the standards and principles of auditing a **HACCP**-based (or process-safety) system. A **HACCP** Auditor uses various tools and techniques to examine, question, evaluate and report on that system's adequacy and deficiencies. The HACCP Auditor analyzes all elements of the system and reports on how well it adheres to the criteria for management and control of process safety.

Certified Manager of Quality/Organizational Excellence - The Certified Manager of Quality/Organizational Excellence is a professional who leads and champions process-improvement initiatives—everywhere from small businesses to multinational corporations—that can have regional or global focus in a variety of service and industrial settings.

A Certified Manager of Quality/Organizational Excellence facilitates and leads team efforts to establish and monitor customer/supplier relations, supports strategic planning and deployment initiatives, and helps develop measurement systems to determine organizational improvement.

Certified Quality Technician - The Certified Quality Technician is a paraprofessional who, in support of and under the direction of quality engineers or supervisors, analyzes and solves quality problems, prepares inspection plans and instructions, selects sampling plan applications, prepares procedures, trains inspectors, performs audits, analyzes quality costs and other quality data, and applies fundamental statistical methods for process control.

Certified Reliability Engineer - The Certified Reliability Engineer is a professional who understands the principles of performance evaluation and prediction to improve product/systems safety,



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reliability and maintainability. This body of knowledge (BOK) and applied technologies include, but are not limited to, design review and control; prediction, estimation, and apportionment methodology; failure mode effects and analysis; the planning, operation and analysis of reliability testing and field failures, including mathematical modeling; understanding human factors in reliability; and the ability to develop and administer reliability information systems for failure analysis, design and performance improvement and reliability program management over the entire product life cycle.

Certified Six Sigma Black Belt (CSSBB)

The Certified Six Sigma Black Belt is a professional who can explain Six Sigma philosophies and principles, including supporting systems and tools. A Black Belt should demonstrate team leadership, understand team dynamics and assign team member roles and responsibilities. Black Belts have a thorough understanding of all aspects of the DMAIC model in accordance with Six Sigma principles. They have basic knowledge of Lean enterprise concepts, are able to identify non-value-added elements and activities and are able to use specific tools.

The next ASQ Certification exams will be held **March 6, 2010. Registration is due January 15, 2010.** Visit the ASQ website at www.asq.org for more information on ASQ certifications, body of knowledge, and exams.

Training at Your Fingertips

ASQ web-based training saves money on travel and gives you flexibility to make it work for you. Available courses during the next couple of months include:

Developing High Performance Supplier and Partner Relationships

November 4-5 virtual course

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.

Service Quality Measurement: Planning

November 6 virtual course

This course helps you identify your organization's actual state of service quality, not just measure customer satisfaction. You will compare various improvement strategies and implement plans through analysis of existing service quality data. By the end of the course you will be able to recommend specific tactics and use the data for actual business decisions.

Service Quality Measurement: Measuring

November 17 virtual course

Measurement allows you to obtain tangible and objective customer survey results that can be used for competitive analysis and/or strategic planning. This information can be used to improve customer satisfaction and loyalty while addressing identified concerns.

Service Quality Measurement: Analyzing

November 20 virtual course

In this course you will identify appropriate customer data, draw conclusions, and/or make recommendations for improvement. This includes the use of such tools as customer "listening posts" to spot market trends before your competitors do. You will also learn how to use the 7 Quality Tools for setting service quality priorities and improving loyalty and market share.


The Case for Quality: Taking It to Management

November 19 virtual course

This one-day course focuses on forming strong relationships with upper management, learning how to communicate the expected financial returns resulting from a quality initiative, and how to sell the benefits of quality in a strategic, consultative manner. The overarching objective of this course is to enable attendees to effectively relate to top management and other non-technical decision-makers and to communicate effectively with them.

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

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

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Join NSV ASQ Facebook Group

The NSV ASQ Section now has a Facebook page. Facebook helps you keep in touch with section events and share with other quality professionals.

To register, go to:

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

If you are already a member of Facebook, please make please add ASQ – Northern Shenandoah Valley Section 1131 to your Facebook account.

Local Meetings

ASQ Section 1108 (Blue Ridge): Tuesday, November 17, 2009

Topic: Maximizing the Yield and Minimizing the Damage from Performance Metrics

Speaker: Duke Okes

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

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

Cost: \$25.

Reservations required. Contact Ray Schumin at rschumin@specialtyblades.com or by phone at (540) 290-2797 by Wednesday, September 9th.

ASQ Section 1104 (Richmond): Tuesday, November 10, 2009

Topic: Career Management & Surviving Organizational Change

Speakers: Karen Gulliford

Time: 5:30 pm social; 6 pm dinner; 7 pm program

Cost: \$20

The meeting will be held at Chadar Thai Restaurant, 8030 W. Broad Street, Richmond. For reservations, contact Luisa White at 804-274-1912.

Apple Valley APICS: Thursday, November 19, 2009

Topic: Ten Elements of Department of Defense Integrated Logistics Support

Time: 5:30 pm registration; 6 pm dinner; 7 pm program

Cost: \$22.

The meeting will be held at Jimmy's, Quality Inn, Winchester. For reservations, contact Carmen Bordogna at:

Carmen.Bordogna@rubbermaidcommercial.com

Upcoming National Conferences

22nd Annual Quality Management Conference

March 4-5, 2010, New Orleans, LA

2010 Lean Six Sigma Conference

March 8-9, 2010, Phoenix, AZ

World Conference on Quality and Improvement

May 24-26, 2010, St. Louis, MO

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

NSV Section Officers

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|--|---------------------------------|--|--------------|
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Volume 8 Number 2

September 2009

November 2009 Dinner Meeting

Best Practices in Writing Visual Work Instructions

Dr. Lisa Ross

Incisive Learning Designs, LLC

Monday, November 16, 2009

5:30 pm Registration

6:00 pm Dinner

7:00 pm Program

Cost: \$22

Meeting Location: Jimmy's at the Quality Inn, Intersection of Rt. 50 and I-81, Winchester, VA.

Registration is due by close of business, Friday, November 13th.

To register go to: <https://www.acteva.com/go/asq1131>