



quality matters

ASQ Section 1301

February 2007

Volume 8 , Issue 5

How to Create the Customer-Centered Six Sigma Enterprise For Innovation and Growth

A half-day workshop for Kansas City Chapter of ASQ , February 17, 2007

COURSE DESCRIPTION

A top executive of a major car company listened to customers say they wanted more miles per tank of gas. Did this understanding lead to (a) improving fuel efficiency of engines, (b) innovation, (c) competitive advantage or (d) bigger gas tanks? This session shows how easy it is to think what you heard is what they said. The executive's design team rushed to market with bigger gas tanks. Mistaking the literal voice of the customer with the untapped mind of the customer is ridiculously common. The humorous, provocative and award-winning presenter will show you several key ways to avoid this fate, including the following:

- o Shine a bright light on "don't ask/don't tell" practices
- o Clarify who "the customer" really is
- o Use three (3) questions to uncover what customers want, even if they can't say
- o Destroy the 7 Vital Lies that kill innovation
- o Translate fuzzy customer priorities into objective, unambiguous measures
- o Identify the 6 out of 8 Dimensions of Excellence most change initiatives miss
- o How to use customer-centered culture (C3) principles to strengthen Six Sigma, Lean, ISO 9000 practices

Tools such as surveys, quality function deployment (QFD), the Kano model, ISO 9000, design for six sigma (DFSS) and others have been increasingly used to capture the voice of the customer. While they have all made contributions, NONE answer key questions every practitioner must answer. Naturally, this workshop will provide those answers so **register today.**

The firm that lost a \$400 billion contract (that's right, with a b), referenced in this presentation, is simply one scenario of what can go wrong when interpreting customer priorities. On the other hand, 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 this session.

THE PRESENTER

Robin Lawton, president of International Management Technologies, Inc. (IMT), is a best-selling author and internationally recognized expert in creating rapid strategic alignment between enterprise objectives and customer priorities. He has over 25 years experience directing both strategic and operational improvement initiatives. His powerful but easy-to-understand principles and tools are outlined in his first book, *Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed* (Quality Press).



CONTINUED FROM PAGE 1

This humorous but high-content presentation interactively shows you how to uncover what customers care most about. It will significantly enhance your product design work, Six Sigma initiative, satisfaction surveys and other efforts to enhance business growth and competitive position. Customers often don't tell you their highest priorities, yet they'll hold you accountable for knowing and satisfying them.

LEARNING OBJECTIVES

Don't even think about conducting a Design for Six Sigma, Voice-of-the-Customer or QFD project, commissioning a customer survey or developing a balanced scorecard without the innovative framework and tools provided in this session. You'll learn a refreshing new way to uncover and translate the mind of the customer in ways you never thought possible, including revelations such as:

- Who your customers really are
- How to determine the number of voices you should be hearing
- The 4 dimensions of performance any improvement initiative must address
- Why surveys fail and how to avoid that fate
- What three questions will always uncover what customers want
- Which of the voices is most important to understand (and rarely uncovered)
- How all this is related to Six Sigma, customer satisfaction, innovation and growth

OUTLINE

The Drivers of Customer Satisfaction

- Defining performance, perception and outcome expectations
- Assessing the alignment of customer priorities with performance measures
- Plugging the VoC holes in Six Sigma and ISO 9000
- The new model creating 4-part harmony

Laser Focus on the Right Customer

- Defining knowledge work as measurable products
- Differentiating the three roles a customer can play- and why it matters
- Strengthening your current initiative(s) by empowering the right customers

Uncovering Customer Expectations

- Two sides of customer expectations: performance and perception
- How to separate four critically different customer voices
- The three (3) questions that always reveal customer priorities to satisfy now
- Taking the mystery out of what to measure

Steps to Success

- Examples of application in industry and government
- Selecting the right targets for application
- The 10 steps to alignment with customers

WHO SHOULD ATTEND

Change leaders, six sigma practitioners and other heroes (or those who aspire to be)

Workshop Information

Time: 8:00 AM until 12:00 Noon

Location: The Metropolitan Community College Business Technology Campus (BTC)
1775 Universal Avenue, Kansas City, MO (near World's of Fun at I-435 and Front Street)
Room 248—Enter through the BTC East Entrance. Go up the stairs and then turn left to Room 248. A continental breakfast is provided.

RESERVATIONS: Heather McCain—(913) 440-2236: e-mail—HeatherMcC@aol.com
THE COST FOR THIS SPECIAL WORKSHOP WILL BE \$70.00

Board Meeting Discussions (1/11/2007):

Transfer \$18,000 from Checking to Money Market Fund, leaving \$15,000 in checking
 Rob Lawton contract and promotion
 Starlite Theatre event scheduled for June 27, 2007, seating ~\$29.00/person, Money due 3/15, more discussion in February
 Forward ideas for website articles to Greg McKain
 Newsletter will publish names of those who pass qualification exams
 Need April examiners for Kansas Award for Excellence

February 8—Section Board Meeting

Mission HyVee Meeting Room, 6655 Martway Mission, KS 66202
 Just South of Johnson Drive-East of Metcalf and West of Lamar
 6-8 PM. Contact: Diana Fiddick

It's that time again for the Kansas City Section to start looking forward to the next membership year. We are looking to embrace those individuals that are willing to volunteer their time and energy to support one of the best sections that ASQ has! We are currently taking nominations to complete the 2007-2008 slate of officers for the Executive Board of Kansas City Section 1301. Election will be held for the positions of Vice Chair, Secretary and Treasurer. For more detailed description of the positions, go to the our section's web site at <http://www.asq1301.org/ViceChairChairElect.asp> and pick the position that you wish to review. Please contact Heather McCain (913-302-9350 or HeatherMcC@aol.com) or Lois Cowden (lycdn@kc.rr.com) with your nominations. Self nominations are very welcome! Elections will be held at our April workshop.

If you are interested in viewing the **ASQ Section Operating Agreement** go to:

<http://www.asq.org/about-asq/how-we-do/pdf/SectionOperatingAgreement06-04.pdf>

Introducing ASQ 1301 Member Diana Fiddick

Diana Fiddick is currently a Vendor Manager II at Embarq Logistics (formerly Sprint North Supply). Her primary responsibilities are product quality and TL9000/ISO 9001. She is an ASQ Certified Six Sigma Black Belt as well as ASQ Certified Quality Engineer. Diana has over ten years experience in telecommunications, worked eleven years in geotechnical consulting engineering firms and has over twenty years laboratory experience. Diana is the current section chair of ASQ1301 and has served as vice chair, chair-elect, and program chair. She has been an examiner and team lead for the Kansas Award for Excellence. She has received a Bachelors of Science in Chemistry Education from University of Missouri, Columbia, a Bachelors of Science in Chemistry from UMKC, and a Masters in Engineering Management from KU. She and her husband, Herb, have been married for 31 years and have two daughters and one grandson. She is also active in her church and ASEM. She enjoys reading, geocaching and jazzercise.



Kansas City Kansas Community College
QUALITY TRAINING SERIES – Spring 2007



Certified Quality Engineer Overview

1.1 CEU's (11 contact hours)

Date: February 3 & 10, 2007
8:30 AM – 3:00 PM (Saturday)
Location: CEB, Conference Room B
Instructor: Doug Wood
Cost: \$133
Course No. CE-1812-01-071T

The deadline for applying for the exam is April 6, 2007 for the exam on June 2, 2007. Exam application fees are separate and applications are to be handled by each student. Exam application Fee: \$360 non-ASQ members; \$210 ASQ members.

This course is an overview of the body of knowledge. Participants will study test questions and determine where their strengths lie and where they need help to pass the exam. Specific courses will be suggested to help build up missing knowledge areas.

Introduction to Auditing

.9 CEUs (9 contact hours)
Location: Flint 3619B
Date: Wednesday/Monday/Wednesday, February 21,26,28, 2007
Time: 6:00-9:00 PM
Cost: \$125 (includes textbook)
Instructor: Tim Snyder
Course #: CE-1807-01-071T

This course covers the basics of auditing a quality system. Participants will gain an understanding of auditing principles, how to audit a quality system, and what steps are involved in an audit. Preliminary work, executing, reporting, and closing an audit will be covered. Designed as partial preparation for the Certified Manager of Quality/ Organizational

Quality Management Systems

.8 CEUs
(8 contact hours)
Location: CEB Conference Room A
Date: Saturday, February 17, 2007
Time: 8:00 AM – 4:00 PM
Cost: \$79 (includes textbook)
Instructor: John Shoemaker
Course #: CE-1810-01-071T

This course offers an overview of two quality management approaches, the Malcolm Baldrige quality award criteria and the ISO 9000/ 2000 registration process. Aspects of the two approaches will be compared and contrasted, allowing attendees a better understanding of these common quality management approaches. Designed as partial preparation for several ASQ certification examinations. Exam application fees are separate.

Kansas City Kansas Community College To register by phone call 913-288-7660. Credit card payment is required with phone registration. For course information, call 913-288-7228.

Certified Quality Auditor Overview

1.1 CEU's (11 contact hours)

Date: February 3 & 10, 2007
8:30 AM – 3:00 PM (Saturday)
Location: Flint Building, Room 2606
Instructor: Tim Snyder
Cost: \$133
Course No. CE-1811-01-071T

The deadline for applying for the exam is April 6, 2007 for the exam on June 2, 2007. Exam application fees are separate and applications are to be handled by each student. Exam application Fee: \$360 non-ASQ members; \$210 ASQ members.

This course is an overview of the body of knowledge. Participants will study test questions and determine where their strengths lie and where they need help to pass the exam. Specific courses will be suggested to help build up missing knowledge areas.

Introduction to Quality

.9 CEUs (9 contact hours)
Location: TBA
Date: Tuesday/Thursday February 13,15,20, 2007
Time: 6:00-9:00 PM
Cost: \$125 (includes textbook)
Instructor: Heather McCain
Course #: CE-1800-01-071T

This course is for anyone new to the quality field or for someone wanting to know more about basic quality concepts. Participants will learn about the practices and principles of quality, total quality management and process improvement concepts, as well as quality gurus.

Participants will gain an understanding of quality concepts and common quality practices. Designed as partial preparation for several ASQ certification examinations. Exam application fees are separate.

Basic Quality Tool Application

.8 CEUs (8 contact hours)
Location: Flint 2606
Date: Saturday March 10, 2007
Time: 8:00 AM to 4:00 PM
Cost: \$79 (includes textbook)
Instructor: Glenda Overstreet

This course is for anyone new to the quality field or for someone wanting to know more about quality tools. Participants will learn about process improvement and problem solving tools. Participants will gain a practical, how-to understanding of applying basic quality tools in their workplace. Designed as partial preparation for several ASQ examinations. Exam application fees are separate.

Probability and Statistics Refresher

.9 CEUs (9 contact hours)
 Location: Flint Building, Room 2606
 Date: Saturday, March 24 & 31, 2007
 Time: 8:00 AM – 1:00 PM (3/24)
 8:00 AM – Noon (3/31)
 Cost: \$125 (includes textbook)
 Instructor: Doug Wood

This course is designed only as a refresher for those who are already familiar with probability and statistics, but need a review. The class will cover descriptive statistics, probability concepts, distribution types, confidence intervals, Central Limit Theorem, statistical inference, hypothesis testing, and analysis of variance. Designed as partial preparation for several ASQ certification examinations. Exam applica-

Cost of Quality

.8 CEUs (8 contact hours)
 Location: Flint Building, Room 2606
 Date: Saturday, April 7, 2007
 Time: 8:00 AM – 4:00 PM
 Cost: \$125 (includes textbook)
 Instructor: Doug Wood

This course focuses on tracking quality costs using the PAF model. The various categories of quality costs (prevention, appraisal, and failure), cost drivers and their relationship to key business measures will be covered. Emphasis will be on implementation of a quality cost system.

Kansas City Kansas Community College To register by phone call 913-288-7660. Credit card payment is required with phone registration. For course information, call 913-288-7228.

**When Your
 Work Speaks
 For Itself,
 Don't Interrupt**

Henry J. Kaiser

2007 EXAM DATES

APPLICATION DEADLINE

CQT/CRE/CMI/CHA CBA/CMQ OE Six Sigma Black Belt	March 3	January 12
CQE/CQA/CSQE CQIA/CCT/CQPA	June 2	April 6
CQT/CRE/CMI/CHA CBA/CMQ OE Six Sigma Black Belt	October 20	August 17
CQE/CQA/CSQE/CQIA CCT/CQPA	December 1	October 5

JOB OPPORTUNITIES

for a **Quality Tech** and a **Director of Quality**

HEATRON, INC. has grown to become a leader in innovative heating element and thermal management designs and solutions, since its founding in 1977. We currently seek a **QUALITY Technician** to provide calibration, metrology and inspection for our progressive, growth oriented ISO9001 Company. Heatron, Inc. offers competitive wages, comprehensive medical/dental/vision insurance, quarterly bonus plan, 401k, PTO, and a tuition reimbursement program.

A **Director of Quality** Position is also available

For a complete job description and application options, please visit us online at www.HEATRON.com

Seeking KC area opportunities to conduct an internal or external ISO Compliance audit under the direction and guidance of an IRCA-certified ISO QMS Lead Auditor. Opportunity needed in order to complete IRCA Auditor certification. Candidate's employer is willing to pay candidate's salary during the course of the audit and associated pre-post audit activities

Monte Olsen
Chief QA Specialist
Pearson Healthcare Division
Pearson Government Solutions
785-838-2165 W
816-213-7108 M

Human Error Prevention" Seminar - presented by BW (Ben) Marguglio "Problem Reporting, Root Cause Analysis, & Corrective Action" Seminar - presented by BW (Ben) Marguglio "TRIZ - Innovative Problem Solving - A Six Sigma Tool" Seminar - presented by Dr. Valery Krasnoslobodtsev "Information Quality Improvement" Seminar -

April Seminars in Salt Lake City, Utah, for more info:
 High Technology Seminars
 Management and Technical Consulting
 845-265-0123

www.hightechnologyseminars.com

Supplier Division Symposium
 Phoenix, AZ Feb 21-23, 2007
[Http://www.asq.org/conferences/customer-supplier-symposium/program/2007-brochure.pdf](http://www.asq.org/conferences/customer-supplier-symposium/program/2007-brochure.pdf)

Kansas Center for Performance Excellence/Kaizen Institute seminar in Kansas City.

Limited seating is available for the "How to Implement KAIZEN© Strategies to Improve Performance Excellence and Results" featuring Masaaki Imai. Mr. Imai is a world-known author, speaker and consultant about the KAIZEN© method. This 1/2 day workshop, which is sponsored by Honeywell Aerospace in Olathe features a "Gemba Walk" through actual lean projects and an opportunity to discuss Mr. Imai's observations in a dynamic workshop setting. The workshop will be presented from 1:00 to 5:00 p.m. on Wednesday, February 7 at the Honeywell plant in Olathe. For information, contact the Kansas Center for Performance Excellence at kcpe@fhsu.edu or by phone at (785) 628-4531.

Kansas Center for Performance Excellence is accepting Examiner Applications for the Spring and Summer Kansas Award for Excellence application rounds.

We are seeking experienced examiners who have served in the past as well as new examiners who are eager to learn more about the Baldrige Criteria for Performance Excellence in Business, Education, and Health Care and how to evaluate an organization using the Criteria as a guide.

The benefits of serving as an examiner include:

- Network with some of the region's foremost experts in business, education, and health care,
- Use your expertise to improve Kansas' organizations competitive position,
- Develop analytical and consensus-building skills and a systems perspective that can be applied to your own organization
- www.KansasExcellence.org.

**St. Louis Spring Quality Conference At Clayton Crowne Plaza Hotel
 11-Apr-07 to 13-Apr-07**

This is the premier quality event in the region. Six Workshops are scheduled on April 11th and 12th including; Dennis Arter presents "Supplier Auditing" (1 day) & "Process Auditing" (1 day)
 Mike Simms presents "Quality Leadership Renewal" (2 days)
 Thomas Zidel presents "Applying Lean Principles in Healthcare" (2 days)
 Rob Herhold presents "Balanced Score Card" (2 days)
 Dale Furtwengler presents "Making the Exceptional Normal" (1 day)
 & "7 Steps to Becoming Invaluable" (1day)
 Dan Davison presents "Buy-In for Successful Process Improvement" (2 days)
 Mark your calendar!! See website for more information

Web site: http://asq-stl.org/2007_Spring_Conference/index.htm

Contact Information:

Name: Stephen Mundwiller **Phone:** 314-863-5079 **E-mail:** sem55@swbell.net

The following examinations are being offered at the conference:

CCT	CQE	CSSGB
CQA	CQIA	CQPA
CQT	CQI	CMQ OE



Greg McKain
ASQ 1301
Placement Chair

Career Corner Career Corner

Career Transition – Personal Contacts and Networking ⁽¹⁾

Last month we talked about your communication strategy and the importance of written tools such as cover letters, resumes, and e-mail communications. Now, let's focus on the verbal communications: **personal contacts and networking**. This is where the benefits of getting involved in local Kansas City Area Job Clubs really shines. A list of local Job Clubs with key contact information can be viewed by visiting on-line at www.asq1301.org and clicking on the "Jobs" page. There you will find an area to click for the Jobs Clubs just above the listing of job opportunities.

In addition, anyone interested can register on-line to receive emails automatically when a new job is posted. A link to the National ASQ website is also available to search national job postings. I encourage you to share the ASQ 1301 website with your HR representative or hiring manager so the website can be utilized to post Quality job opportunities that may come open in your company. This is a free service and will help provide networking vital to effective job searches.

Extend your efforts to everyone you know – and don't know

Research has shown as many as 7 out of 10 positions are filled through personal contacts. The better the job, the greater the chance you will find it through a personal contact. It's a wise strategy to make a list of every person you know. Then, think about which contacts are the best starting points for getting your message out and collecting marketplace information.

While you should target and focus on contacts that can be of greatest benefit in your job search, you should also extend your efforts to everyone you know. Be open to all personal and professional contacts. You never know who might know the insider or hiring manager at one of your targeted companies. It is wise to choose people for your network based on the information that they have that could benefit you – not on the positions they hold.

All the people you know have their own contacts and those contacts may be able to help you find a job. So ask for references to add to your list of contacts for follow-up. Also, leverage your message by getting out into your community and professional organizations. Continue to introduce yourself to people who have the information you need and who should hear your message.

Essential goal – talk to Hiring Managers

Some folks get hiring manager meetings through recruiters, ads, and online job banks. But the truth is that talking to a hiring manager before there is an opening raises your

Continued from Page 7

odds. So do not overlook the single most common way of getting to them – referrals. Whichever way you do it, talking with hiring managers is essential.

Lee Hecht Harrison's research show that a typical client talks to a total of 20 to 30 appropriate hiring managers before concluding an employment arrangement with one of those hiring managers. You need to create instant interest when you first connect with a hiring manager. So don't ask for a job. Instead use the **SELL** approach in four steps:

- S**ummarize your message.
- E**xplore their needs.
- L**ink your benefits to their needs.
- L**everage a next meeting.

Talking to hiring managers, even when there is no opening, needs to be thought of as pre-interview meetings. You want to position yourself as the prime candidate when a need occurs. And, don't forget to send a follow-up note to hiring managers you meet.

Target Company Insiders

We all know that conversations with target company insiders can be valuable to your search, but the question becomes; what do I say? If you combine getting your message out with asking for information about the organization, you and your inside contacts will be comfortable – and you might even be able to get an introduction to the hiring manager.

Although you can do some of these early meetings with insiders on the phone, you might want to arrange a face-to-face meeting to discuss your search whenever possible. Utilize the **SMART** approach when meeting with your contacts:

- S**ummarize your message.
- M**arketing plan – talk about relevant parts of it.
- A**sk questions – to get an accurate picture.
- R**eferrals – ask for them.
- T**rade information.

When developing insider contacts, remember these conversations require follow-up, time, effort and your sincere interest in the organization. Do not forget to review the company web site before visiting with insider contacts. And remember to:

- Offer your contacts something of value in return for information you received.
- Make requests that will produce a clear mutual benefit.
- Talk to insiders who are competitors of your target companies.
- Consider other sources: vendors, customers, professors, trade association executives, and former target company employees.

⁽¹⁾ Reference to this article is provided by excerpts from Lee Hecht Harrison *Career Resource Network*. Permission granted. For more information visit their website: www.LHH.com

See the ASQ Website for the latest job listings including:
Sr. Supplier Quality Engineer and Six Sigma Champ for AGCO Corp in Hesston, KS

2006-07 Section Officer & Committee List

Chair	OFFICER	Diana Fiddick	fiddick@everestkc.net	913-648-5420*
Chair-Elect/SMP Chair	OFFICER	Gene Kelly	thekellys1@aol.com	913-681-3305
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ASQ, a professional nonprofit association, is the worldwide leader in the development, promotion and application of quality-related information and technology for the quality profession, private sector, government, and academia. ASQ, headquartered in Milwaukee, serves more than 133,000 individual and 1,100 sustaining members.

American Society for Quality

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Schedule of Events

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- Feb 7-Kaizen Institute, page 6
- Feb 8-Board Meeting, pg 3
- Feb 13,15,20— KCKCC Course Intro to Quality, page 4
- Feb 17– KCKCC Course, Quality Management Systems, page 4
 ASQ Workshop, 8-12
- Feb 21,26,28- KCKCC course Introduction to Auditing , page 4
- Feb 21-23– Supplier Division Symposium, Phoenix, AZ

February 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3 kckcc
4	5	6	7 Kaizen	8 Board Meeting	9	10 kckcc
11	12	13 kckcc	14	15 kckcc	16	17 Workshop kckcc
18	19	20 kckcc	21 kckcc supplier	22 division	23 symposium	24
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