



# quality matters

ASQ Section 1301

Winter 2007

Volume 8 , Issue 4

## Joint IIE/ASQ Meeting Featuring

### A Facility Tour of the American Airlines Maintenance Base

- **When**

**Wednesday, January 24  
12 noon to 2 pm**

- **Where**

**9200 NW 112th Street  
Kansas City, MO 64153**

- **Reservations**

**Heather McCain  
(913) 440-2236**

**HeatherMcC@aol.com**

**There is no charge for  
this event**

- **Security Info**

Each vehicle will be required to stop at the main guard gate to receive visitor badges and parking permits

Each visitor will be required to exchange a photo ID for each visitor's badge issued

You will be directed to visitor parking and into the main building entrance near the flagpole circle.

An IIE/ASQ representative will meet you in the main lobby to escort you to the meeting room.

#### Driving Directions

**Please plan for an additional 15 minutes from arrival at the main gate to reach the meeting room.**

In general, follow available directions and signs to the KCI airport which is approx. 10 miles north of Downtown Kansas City, Mo. However, the American Airlines facility is not accessible from the main airport entrance. Access to the facility is from I-29 via NW 112<sup>th</sup> St.

From I-35 or I-635 Northbound - continue north connecting with I-29 North, take the 112<sup>th</sup> St. exit, turn left at the light onto 112<sup>th</sup> St. which ends at our main guard gate.

From I-435 East or West sides - continue north connecting with I-29 South, take the 112<sup>th</sup> St. exit, turn right at the light onto 112<sup>th</sup> St. which ends at our main guard gate.

From I-70 East or Westbound - connect with I-435 following it north connecting with I-29 South, take the 112<sup>th</sup> St. exit, turn right at the light onto 112<sup>th</sup> St. which ends at our main guard gate.

From I-35 Southbound - connect with I-435 following it north connecting with I-29 South, take the 112<sup>th</sup> St. exit, turn right at the light onto 112<sup>th</sup> St. which ends at our main guard gate.

**MARK YOUR CALENDAR!  
THE SPECIAL FEBRUARY  
WORKSHOP SPEAKER IS  
ROBIN LAWTON,  
POPULAR ASQ SPEAKER  
AND PUBLISHED AUTHOR**

For more info about Robin's books and articles go to [www.imtC3.com](http://www.imtC3.com) and [www.amazon.com](http://www.amazon.com)



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

### A half-day workshop on February 17, 2007

If you've been reading the newspaper lately, it's clear why the upcoming February 17 workshop should be on your "must attend" list. Our award winning speaker/author will entertain you while pumping up any poorly performing brain cells to their full capacity.

A top executive of a major car company listened to customers say they wanted more miles per fill-up. Did this understanding lead to (a) improving fuel efficiency, (b) innovative engines, (c) competitive advantage or (d) bigger gas tanks? Our award-winning presenter and author, **Robin Lawton**, shows how easy it is to confuse what you heard with what customers said. The executive's design team rushed to market with bigger gas tanks. One result was to lose over 40% of the firm's stock value. Was this just a fluke?

This was a strategic error, not just a tactical misstep, and is amazingly common. The literal voice of the customer is easily confused with the untapped mind of the customer. Customers often don't tell you their highest priorities, yet they'll hold you accountable for knowing and satisfying them. See the course description and registration info for **Creating the Customer-Centered Six Sigma Enterprise for Innovation & Growth** at <http://www.imtc3.com/events/UpcomingEvents.cfm>. If you have special questions, please call Mr. Lawton's office at 800-729-1468.

This humorous, provocative and content-rich session shows how to both uncover and embed the unspoken mind of the customer into your change initiatives for innovation and growth. Since few of us make cars or any other widgets, you'll also see how these methods apply wonderfully to the non-widget world of the 21<sup>st</sup> century. You'll definitely want to attend this thought-leading, pragmatic half-day session before you even think about taking another step toward the following:

- Conducting a Voice-of-the-Customer or Six Sigma project
- Designing a customer survey or balanced scorecard
- Strengthening performance on Baldrige criteria

This program has been sold out in California, Minnesota and elsewhere, so we recommend your immediate action. You'll get a refreshing new way to achieve dramatic improvement your customers and competitors will notice. 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 these sessions.

#### WELCOME NEW MEMBERS!!!!

Hamid Ainkorer  
Bruce E. Blackmon  
Jennifer Bollig  
Kevin D. Brown  
Barton Coe  
Roy M. Downing  
Sue R. Holbert  
Milad R. Khier  
Michael P. McNulty  
Jason E. Peters  
Julia K. Ward  
Yanpeng Zhang

Philip Crosby

#### 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)

#### Next ASQ 1301 Board Meeting January 11, 2006

#### PLEASE NOTE THE CHANGE OF LOCATION!!!

**Mission HyVee Meeting Room**  
**6655 Martway Mission, KS 66202**  
Just South of Johnson Drive-East of Metcalf and West of Lamar

	<u>2007 EXAM DATES</u>	<u>APPLICATION DEADLINE</u>
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

“You have to lead people gently toward what they already know is right”



## 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](http://asq-stl.org/2007_Spring_Conference/index.htm)

### Contact Information:

**Name:** Stephen Mundwiller    **Phone:** 314-863-5079    **E-mail:** [sem55@swbell.net](mailto:sem55@swbell.net)

### New Year's Resolution

During a conversation with friends about our children graduating from college, it was brought up that none of our children are ASQ members. My son just graduated from college with a degree in Business Management and is working as an assistant manager at a retail tire outlet. His job requires him to understand customer wants and needs. He also needs to convey those customer requirements to the technicians in the shop, work with suppliers to get quality product into the store, and strive to make sure employees are satisfied. So in essence, he needs to know and understand quality. As a quality professional, I have always felt that quality was everyone's job. If quality is truly everyone's job, then why isn't everyone a member of ASQ? Why aren't managers, like my son, involved with an organization that stresses leadership, customer satisfaction, and teamwork, members of ASQ? My son grew up knowing what ASQ was and my various roles in the organization. He knows about quality tools and techniques and uses them in his job. I think the reason he is not a member is two-fold: ASQ is still seen as an organization for quality professionals and the benefits of belonging to the organization are not widely known to those in service companies. So my New Year's resolution is to pay for my son's membership to ASQ this year and to try to show him how the organization could benefit him and his company. After all, for \$119 he will get the Quality Progress magazine, discounts on books and conferences, and the chance to network with others whose passion is quality. ASQ has other membership options including a student membership for only \$25. Consider getting your children involved with ASQ! Check out ASQ's website for more information including the top 10 reasons to join ( <http://www.asq.org/membership/why-become-a-member/top-ten-reasons.html>).

**Thanks for the Great Idea, Heather !**

## Introducing ASQ 1301 Member Heather McCain



Heather McCain is currently a Six Sigma Master Black Belt at Garmin International. Her primary responsibilities are to implement Six Sigma in Operations and provide training on quality and process improvement. Prior to joining Garmin, Heather was with Hallmark Cards and AlliedSignal (now Honeywell) Aerospace and Automotive. Heather is a Senior member of American Society for Quality (ASQ). She is very active in the Quality Management Division of ASQ and is the current Chair-Elect. She is also active in her local ASQ section and is a past section chair. Heather has also been involved with the Missouri Quality Award as a senior examiner and team award coordinator. She has been a state team judge for the Kansas Award for Excellence. Heather is a Certified Quality Engineer, Certified Quality Manager, and Six Sigma Master Black Belt. She has a BS in Electrical Engineering from Kansas State University and a MS in Engineering Management from The University of Kansas.

Kansas City Kansas Community College  
QUALITY TRAINING SERIES – Spring 2007



**Certified Manager of Quality/  
Organizational Excellence Overview**

1.1 CEU's (11 contact hours)

Date: January 20 & 27, 2007  
8:30 AM – 3:00 PM (Saturday)  
Location: CEB, Conference Room A  
Instructor: Heather McCain  
Cost: \$133  
Course No. CE-1813-01-071T

The deadline for applying for the exam is January 12, 2007 for the exam on March 3, 2007. Exam application fees are separate and applications are to be handled by each student. Exam application Fee: \$420 non-ASQ members; \$270 ASQ members.

**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.

**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: TBA  
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.

**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.

**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

**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.



Greg McKain  
ASQ 1301  
Placement Chair

# Career Corner Career Corner

## Career Transition – Cover Letter, Resume & E-mail Communication <sup>(1)</sup>

Last month we talked about your communication strategy and the networking benefits of getting involved in local Kansas City Area Job Clubs. A list of local Job Clubs with key contact information can be viewed by visiting on-line at [www.asq1301.org](http://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.

A key aspect to networking and your communication strategy is an effective **cover letter** and **resume**. It is often the first impression a future employer has of you and it is one of your key sales tools. It gives an overview of what you have done in the past and implies what you can do for a potential employer in the future.

### Writing Cover Letters

Unless personally handed to a prospective employer, your resume should always be accompanied by a cover letter. Every cover letter follows a general formula that can be adapted to the specific need.

- Explain why you are writing in a way that arouses interest. Display your knowledge of the reader’s organization.
- Briefly describe your qualifications and accomplishments.
- Answer the question: Why should I hire you? Relate yourself to the organization.
- Take the initiative, request action, ask for an interview, suggest a time to meet and tell the employer when you will call.
- Remember: Always thank the employer for time and consideration.

### Resumes

Most resumes are reviewed and rejected in as little as five seconds. You need to have a flawless resume as part of your communications strategy. To ensure your resume makes it to the final cut, include:

- Professional objective – focused and concise statement of what you want to do.
- Summary statement – emphasize key information in the body of the resume.

## Career Corner, Continued from Page 5

- Employment history – state the facts with company names, years and job titles.
- Responsibilities statements – highlight your job, special assignments and duties in one tight paragraph.
- Accomplishment statements – three to six from your most recent job.
- Education – if you have five or more years of experience related to your objective, the education section should come after your experience section.
- Professional development and training – make it relevant to your objective.
- Memberships – list those that support your objective.
- Other categories – expand your resume to include languages, licenses, certifications, technical skills or publications.

### E-mail Communication

E-mail revolutionized business communication and has become an indispensable job search tool. E-mail is an effective and professional way to communicate with networking partners and employers. Although it is not considered formal business communication, e-mail offers you an opportunity to make a great first impression, to expand your network, and to respond quickly to people.

Just as you would with any other written correspondence, use e-mail in a way that presents you as an effective and productive communicator. As you develop your own personal e-mail communication style, think of your e-mail as a serious communication tool and consider the following when composing e-mail:

- Spell check and proofread for errors.
- Use complete sentences and correct punctuation.
- Use a cordial salutation that includes the recipient's name.
- Make the message subject line meaningful to the recipient – one that encourages recipients to read your message.
- Be brief – use the first lines of your message for significant text.
- End your e-mails with Thank You, Regards, or Sincerely.
- When inquiring about a specific opportunity include the full title, location and job number, in the subject and/or the first lines of the message body.

Consider how your e-mail address appears to hiring companies. It should be perceived as professional. Consider setting up an "alias" account with your internet service provider or obtain a free, web based e-mail address from hotmail.com or yahoo.com.

Your e-mails are a reflection on you and your communication style. In many ways, e-mail is no different than any other communication. You should be prompt and responsive, be flexible but stay "on topic", and especially during career transition – maintain a polite and professional tone.

<sup>(1)</sup> 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](http://www.LHH.com)

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>

# 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
Vice Chair	OFFICER	Stephen Spangler	sjspangler2002@yahoo.com	913-859-0990 ext 224 W
Secretary	OFFICER	John Vann	jvann@kc.rr.com	816-531-5310 H
Treasurer	OFFICER	Stephen Spangler	sjspangler2002@yahoo.com	913-859-0990 ext 224 W
Arrangements Chair		Gilbert Snedden	Gilbert@rudolphkc.com	816-363-5522 W 816-483-0408 H 816-822-1414 F
Auditing Chair* <sup>A</sup>		Jerry Parker	Jerry.parker.b@bayer.com	913-268-2182 P 913-268-2160 F 913-568-9471 M
Authorized CQMgr Trainer		Heather McCain	HeatherMcC@aol.com	913-440-2236 W 913-302-9350 M
Certification Chair		Dana Yarnell	dyarnell@kinedyne.com	785-841-4000 W 913-583-1397 H
Contact Person		Tim Snyder	tim.snyder@att.net	913-712-2417 W 913-393-0815 H
Database Chair		Phillip Grieshaber	phillipgcqe@hotmail.com	816-914-7002 H 816-233-4530 W
Education Chair		Doug Wood	Dwood4@hallmark.com	816-274-8108 W 913-402-7210 H 913-669-4173 C
Examining Chair		Heather McCain	HeatherMcC@aol.com	See above
Historian/Librarian		Laurel Berenguer	LBerenguer@kc.rr.com	816-695-8941
Immediate Past Chair		Jim Urkevich	Jurkevich@kc.rr.com	816-792-6420 W
Internet Liaison		21 <sup>st</sup> Century Solutions	dale.ahle@21cs.com	816-935-1842
Membership Chair/ Nominating Chair		Lois Cowden	lycdn@kc.rr.com	(816)455-7682
Newsletter Editor		Cathy Kannianen	Cathy.Kannianen@DeLaval.com	660-646-5592 W
Placement Chair		Greg McKain	gregmckain@yahoo.com	(913) 897-2109 H
Program Chair		Tom Johnson	TJohnsonleesumitt@sbcglobal.net	913-440-5471 W
Program Chair		Deb Denavs	ddenavs@hotmail.com	913-764-5934
Recertification Chair		Bobbi Fiedler- Prinslow	bfiedl1@Hallmark.com	816-274-8711
Publicity Chair		Jim Urkevich	Jurkevich@kc.rr.com	816-792-6420 W
Other: KAE (KS Qual Award)		John Shoemaker	john.shoemaker@americaninformatics.biz	785-234-6351
Other: JEC Rep		Heather McCain	HeatherMcC@aol.com	See above
Other: Community Out- reach		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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Kansas City, Missouri 64141-4693

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### Schedule of Events

- January 10-Board Meeting New Location
- January 12— Certification Exam application deadline
- January 20— KCKCC Course Certified Manager of Quality, see page 4
- January 24— Tour-Joint IIE ASQ Meeting, pg 1
- January 27-KCKCC course concluded
- **Upcoming Events**  
Certification Exams  
March 3 CQT/CRE/CMI/  
CHA/CBA/CMQ OE/ Six  
Sigma Black Belt

## January 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10 Board Meeting	11	12 certification exam application	13
14	15	16	17	18	19	20 KCKCC
21	22	23	24 AA KCI Tour	25	26	27 KCKCC
28	29	30	31			