



quality matters

september 2005

asq section 1301

volume 7, issue 1

September ASQ 1301 Workshop

capturing the voice of the customer

A step-by step method to uncover the true drivers of customer satisfaction

While the “get close to your customer” mantra is nearly twenty years old, few organizations have made serious attempts to really live it. Relying on flawed, impersonal surveys or reactionary complaint data, they have little way of knowing what really makes their customers happy. This hands-on workshop provides a clear alternative – allowing organizations in any industry to easily and effectively uncover what their customers want – even if the customers aren’t sure themselves. Ken Miller, author of ASQ’s *The Change Agent’s Guide to Radical Improvement*, will demonstrate a simple, proven method that provides organizations obscene amounts of information about their customers’ true priorities.

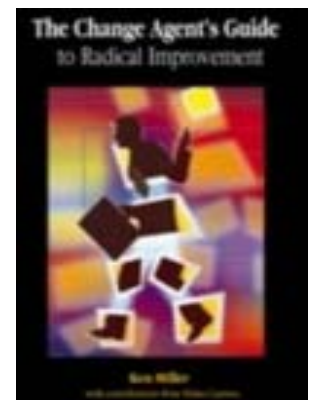
about ken miller

Ken Miller is the founder of the Change and Innovation Agency, a firm dedicated to helping its clients radically improve. Ken was named one of the country’s top change agents by *Fast Company Magazine* (by a judging panel that included Tom Peters). He has worked with amazing people in tough environments to tackle the big issues. Ken was named Director of Performance Improvement for Missouri State Government, one of only two states to receive an A grade from *Governing magazine* for *Managing for Results*. Before joining the Department of Revenue, Ken was a partner in the customer satisfaction consulting firm of International Management Technologies. Some of IMT’s clients have included: Motorola, Raytheon, AT&T, Eastman Kodak, 3M, Microsoft, Northwest Airlines and the Department of Defense. Ken worked with numerous clients in diverse industries on improving customer satisfaction, radical process improvement, and innovation.

Ken’s book *The Change Agent’s Guide to Radical Improvement* is available from Quality Press.



Ken Miller



Doing something different or interesting in the Quality field?

Have a best practice that you would like to share? Want to brag about an accomplishment?

Use the 1301 newsletter as a vehicle to reach others in your section that might find your work interesting.

The Sky is the limit!

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September Workshop Details

The Business Technology College (BTC) at 6899 Executive Drive in Kansas City, MO (near World's of Fun) is the site of the September 2005 Workshop. The workshop is on Saturday, September 17, 2005 from 8 AM until 12 noon. A continental breakfast is provided. Cost with reservations is \$16, without reservations \$20 and student with valid ID \$10. Please contact Heather McCain for more details.

The meeting room has changed from Room 176 to Room 2003 which is located in the west wing of the building. Come in the south entrance (faces Park Place Hotel) with the address of 1775 Universal, go up the stairs and turn back towards the front of the building. Room 2003 is located to the right of the big window at the front of the building.

Reservations: Heather McCain - (816) 274-8337: e-mail - HeatherMcC@aol.com <<mailto:HeatherMcC@aol.com> >
Please make your reservation by 4-14-05

Link to directions to the BTC:

http://maps.yahoo.com/pmaps?name=&ed=lnCOKup_0TrYbb0Fzarkb4h_76Lhka6MG_BbYQfzY23m994lqXq0qwZyY_eQRc_wAq994p0g_s0WPZdTU0nyG3QJf7ScSTVu_d8UJZS_6azuGiLi&csz=Kansas+City%2C+MO+64120-1313&desc=&mag=8&ds=n&state=MO&uzip=64120&country=US&BFClick=&BFKey=&resize=s

KAE Annual Conference and Awards Banquet

This is the 10th annual conference and awards banquet. Representatives from all of this year's Baldrige Award recipients will be presenting. These include Monfort School of Business, Robert Wood Johnson University Hospital, The Bama Companies, and Texas Nameplate. Also presenting is Medrad, a 2003 Baldrige Award recipient.

This year's KAE applicants will be recognized at the Awards Banquet. The names of this year's recipients will be released immediately after the Panel of Judges meeting on October 24th. The conference will be held November 17, 2005 at the Doubletree Hotel in Overland Park. This is an all day event.

Additional details will be available as the committee get closer to the event.

Check out the Section's Web Page

The section has hired an outside source to monitor our web page. The "new look" page actually took affect this past summer. All employment opportunities are listed as soon as they are received. The newsletter will be posted along with other section news.

A major complaint in the past has been that the page was outdated. This is an item of the past and we invite you to check it out at <http://www.asq1301.org>. We hope you will be pleased.

ASQ Certification Exam Dates 2005

	Exam Date	Register By	Time	Location
CQE/CQA/CSQE/CQIA/CCT	December 3, 2005	October 7, 2005	TBD	KCKCC

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Welcome Back 1301!

The summer is behind us and again it is time for another fun filled year with our membership. You will notice some changes this upcoming year. This would include the new face-lift of the web page, a shorter newsletter, great speakers for our highly successful workshops plus many other items.

We will be working on “Getting Back to Basics” meaning we will review our entire section and really see what brings value to our membership. Is it education? Is it certification? Who knows? I don’t—yet.

We have a highly energetic team to help you. Please call or drop an email when you have questions, concerns or ideas.

Thanks and look forward to the new year! We are there for you!

Jim Urkevich, Section Chair, ASQ 1301

ASQ 1301 Calendar of Events

September 17, 2005	8:00 am—12:00 pm	ASQ Workshop - Voice of the Customer	BTC
October 15, 2005	8:00 am—12:00 pm	ASQ Workshop	BTC
November 17, 2005	All Day Event	KAE Conference and Banquet	Overland Park, KSN
November 19, 2005	8:00 am—12:00 pm	ASQ Workshop	BTC

For Up-To-Date Information on Courses and Employment Opportunities—Go To ASQ1301.org

If you have an event for the calendar that may be of interest to the membership, please send to jurkevich@kc.rr.com.