



ASQ

AMERICAN SOCIETY
FOR QUALITY™

Olde Colony Section 0111
c/o 224 Bay Street
Taunton, MA 02780

Place
Stamp
Here

Monthly dinner meeting: Wednesday, Sept 15, 2004

Ideas are Free *with Dr Alan Robinson*

Lorenzo's Restaurant, Middleboro, Mass

Mission Statement of the ASQ Olde Colony Section

Our mission is to be the leading quality resource in the Southeastern Massachusetts area for manufacturing and non-manufacturing industries, while supporting the goals and objectives of the American Society for Quality.

Welcome to our September 2004 dinner meeting invitation and newsletter. Our dinner meetings are intended to provide you with an interesting discussion on a quality, process improvement or other business topic in the service and manufacturing area of southeastern Mass and beyond. Our newsletter and website attempts to provide you with pertinent info on the Olde Colony section and our sister sections Boston, Rhode Island and North East Quality Council. We hope you find something of value. Please share the info with your co-workers.

Olde Colony Monthly Dinner Meeting

- Date:** Wednesday, Sept 15, 2004
- Time:** Register 6:00 PM, Dinner at 6:30 PM, Speaker 7:30 PM
- Cost:** \$20.00 ASQ members. Discount to retired or unemployed members of ASQ.
- Location:** Lorenzo's Restaurant, Middleboro, Mass (Rte 28)
- Directions:** Route 495 to exit 5 or exit 6, into Middleboro Rotary. From rotary, take Rte 28 south. Lorenzo's is about 1/8 mile on the right.
- Menu:** Italian Buffet
- Reservations:** Contact David Hicks by email at: dhicks807@yahoo.com or by phone 508-748-1160 x274

Ideas are Free

Front-line workers see a great many problems and opportunities that management doesn't. Their ideas are a tremendous resource that most organizations shamelessly squander. It is simply impossible to achieve excellence in performance – whether in quality, productivity, responsiveness, attention to detail, or simply in keeping costs low – without the ability to listen to and act on large numbers of employee ideas.

This session, based on Alan Robinson's new book *Ideas Are Free*, will introduce quality professionals to best practice in managing employee ideas. Some of the companies in the *Ideas Are Free* study are getting and using extraordinary numbers of ideas – in some cases more than fifty per person per year. Not only do they perform at far higher levels than their competitors, but they are happier, less stressful and more satisfying places to work in, for both managers and employees.

Dr. Alan G. Robinson is recognized as a leading authority on both lean production and managing creativity and ideas. His 1991 book with Shigeo Shingo, *Modern Approaches to Manufacturing Improvement*, remains a must-read for anyone interested in lean production. His 1998 book *Corporate Creativity: How Innovation and Improvement Actually Happen* (co-authored with Sam Stern) was named "Book of the Year" by the Academy of Human Resource Management, was a finalist in the Financial Times/Booz Allen & Hamilton Global Best Business Book Awards, and has been translated into thirteen foreign languages. His 2002 book *Vos Idées Changent Tout* (co-authored with Isaac Getz) has been translated into four languages. In his preface to the German edition of this book, Heinrich von Pierer, President and CEO of Siemens AG, called this "an important book on a topic that is fundamental to every business".

His 2004 book *Ideas Are Free* (co-authored with Dean Schroeder), is based on a global study of 150 companies in 17 countries. It is about best practice in managing employee ideas. It was selected by Fast Company as its Readers' Choice in June 2004. According to Tom Malone, President and Chief Operating Officer of Milliken & Company (one of only two companies in the world to have won both the Malcolm Baldrige National Quality Award and the European Quality Award), "*Ideas Are Free* does a terrific job of capturing the extraordinary benefits of effective idea generation processes that unleash the total people power of any organization that strives for excellence.".. (continued next page)

Olde Colony September Dinner Meeting (continued)

Dr Alan has advised more than a hundred companies in eleven countries. Recent clients include the Federal Reserve, Lucent Technologies, Toyota, UBS (the largest bank in Europe), Labatt, Alcan, Blue Shield of California, Standard and Poors, Volkswagen, The Washington Post, Medtronic, the Defense Finance and Accounting Service, Heineken, Bose, Bemis, Pyosa (the Mexican chemical company), Fanuc (the Japanese robotics company), Leninetz (one of the largest manufacturers in Russia) and Nissankun (the Japan Industrial Training Association). He has served on the Board of Examiners of the United States' Malcolm Baldrige National Quality Award.

Olde Colony Education

It is a built-in fact that people are the **real** resource on any enterprise and that those people have to be given every chance to optimize their abilities and knowledge and skills.

D. E. Petersen
Chairman, Ford Motor Company

December Examination: *Certified Quality Auditor, Certified Quality Engineer, Certified Software Quality Engineer, and Certified Quality Improvement Associate* These courses will be scheduled so that they can be completed before the December 4, 2004 examination date.

Certified Quality Auditor Denise Robitaille Because of few registrations we are considering rescheduling this course for two Saturdays (dates to be determined). The price would be \$350 for ASQ members and \$400 for non-members (1.6 RUs). Denise Robitaille is a consultant, auditor, writer and trainer. Denise has given well-received dinner meeting presentations for the Olde Colony Section. As the principal of Robitaille Associates, her work involves assisting companies in a variety of markets and industries to implement and maintain ISO 9001 quality systems. An international speaker, she has given presentations on a variety of quality issues. Denise is also a RAB Certified Lead Assessor as well as CQA. She holds a Bachelor's Degree from the University of Massachusetts at Amherst. This refresher course is scheduled at the Moakley Center at Bridgewater State. Early registrants will be able to influence which Saturdays that will be selected as course meeting days.

Looking for work? Want to learn the skills for job search success in today's economic environment? Olde Colony Section is planning a job search course for quality professionals to help them better manage their careers. Taught by quality professionals for quality professionals, this four-night course (.8 RUs) would cost between \$100-125 depending on enrollment. If you think that you would invest some time and money in your career, please call or email Roger Berg (508/746-6345 r@berg.ms) to express your interest.

All refresher courses are scheduled at the Moakley Center at Bridgewater State College. The conveniently located Moakley Center is near I495 and Route 24 and will provide reserved parking for registered class members.

Olde Colony offers a wide variety of courses onsite or at the Moakley Center. For inquiries or registration information about any course call or write Roger Berg, Education Chair, at 508-746-6345 or r@berg.ms.

Certification / Recertification Info

Certification Exam	Exam Dates	Application Deadline
CQA, CQE, CSQE, CCT, CQIA	December 4, 2004	October 1, 2004

Having trouble getting the required 18 RU'S?

If legitimate extenuating circumstances have made it impossible for you to meet this obligation, you may be able to qualify for recertification with a reduced RU requirement.

What are legitimate extenuating circumstances? They are determined on a case-by-case basis by the ASQ National Recertification Coordinator.

If you feel that you qualify call: Bill Carr at 1-800-248-1946.

Earn Recertification Units through On-Line Chats

RU's are granted for participating in the monthly 90-minute chat events being hosted on ASQNet. Members will be granted 0.15 RUs for each chat event they actively participate in. Download detailed instructions at http://www.asqnet.org/members/interact/chat/recert_units.html

Don't let your certification lapse! You worked hard to achieve certification. Now keep it up to date.

Need an Application for Certification?

Applications for certification can be obtained from ASQ by calling 1-800-248-1946 or by downloading from the website at www.asq.org/cert/downloads/. Or you can register and pay on-line at www.asq.org, click on CERTIFICATION.

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Advertisers

Our ad rates are \$100 for a full page; \$60 for a half page; \$40 for a quarter page and \$25 for a business card sized ad. Ads are used to defray the cost of the newsletter.

Please contact David Hicks, Newsletter Chair at dhicks807@yahoo.com

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Advertising— open Arrangements— open	Recognition— open Publicity— open	Help your Section. Earn RU's. Opportunities await.

E'BOARD MEETINGS

1st Tuesday of the
 Month 6 pm to 8 pm

The Olde Colony E'Board meets the 1st Tuesday of the month from August through June to plan and execute the section activities. The committee consists of the 4 elected officers and all volunteer chairs— education, membership, etc. If you are interested in seeing how your section is run, stop by – there is no obligation.

Meeting runs 6:00 PM to 8:00 PM. For more information, contact one of your e' board members

Have you Moved? Changed Jobs? Changed Email Address?

Don't forget to update your member information with ASQ National. Contact customer service at 1-800-248-1946 and have your member number ready. You can email the info to cs@asq.org. Or log onto www.asqnet.org, go to My Account and update the info yourself.

Please update your email so we can keep in contact with you.

TO CHANGE YOUR ASQ E-MAIL PREFERENCES:

- Go to www.asq.org and sign-in as member
- Go to My Account, then to Change Work/Home Addresses & E-mail, and update your preferences.
- If you need additional help, e-mail help@asq.org or phone 1-800-248-1946

ASQ North East Quality Council - 55th Conference

Innovation & Improvement – Reaching New Highs

Conference: October 19-20, 2004

Seminars: Oct 18, 21-22, 2004

**Royal Plaza Hotel & Trade Center, Marlborough, MA
Marlborough, Massachusetts**

ASQ NEQC has put together another unique opportunity for professional development with education seminars and stimulating conference topics, which is within your driving distance. The deadline for early bird registration is September 13, 2004.

30 SESSIONS

There are 30 sessions on subjects ranging from lean, six sigma, software validation, process auditing, value stream mapping, FMEA, Baldrige, ISO 13485, ISO 9001, and Customer Satisfaction strategies.

KEYNOTE SPEAKERS WHO ARE INTERNATIONALLY RECOGNIZED

The conference will include internationally recognized keynote speakers addressing the theme of innovation and improvement. Oct. 19, **Dr. A.V. Fiegenbaum**, President and CEO of General Systems, and Oct. 20, **Gerry Zimmerman**, Vice President of Quality at Raytheon.

Two Luncheon Speakers Oct. 19, **Joe DeFeo**, President and CEO of the Juran Institute and Oct. 20, **Rob Peck**, a professional juggler, speaker, trainer, and consultant will be addressing new ways to think out of the box and deal with change.

SPECIAL PANELS

Two special panels: Lean Six Sigma and Lessons learned from implementing ISO 9001:2000 and ISO 13485:2003.

Pre Conference Seminars on October 18, 2004:

- Beyond Six Sigma and Breakthrough - by Juran Institute
- Mistake Proofing – by Gerald Bruno Associates
- Supply Chain Excellence – by Max Mullaholland
- Integrating Lean Sigma into your ISO Quality System - by Excel Partnership

Post Conference Seminars on October 21-22, 2004:

- Understanding & Implementing Risk Management for Medical Devices – by F. David Rothkopf
- 5 S and Visual Controls – by Thomas Doherty
- - Understanding Six Sigma Statistical Tools using MINITAB – by Dr. Chet Lizak,

A reception on October 19, 2004 with awards and door prizes provided by exhibitors and sponsors. Discover how you can apply the innovation and improvement tools to help your career and company reach new highs. You will be within driving distance to Boston Harbor, Quincy Market, Boston Aquarium, Halloween Festivities and Museums in Historic Salem, White Mountains of New Hampshire, and the Fall foliage sights of New England.

Space is limited and register soon; More information on website: www.neqc.org Please call us (508) 987-5257 or E Mail registration @neqc.org for any questions,