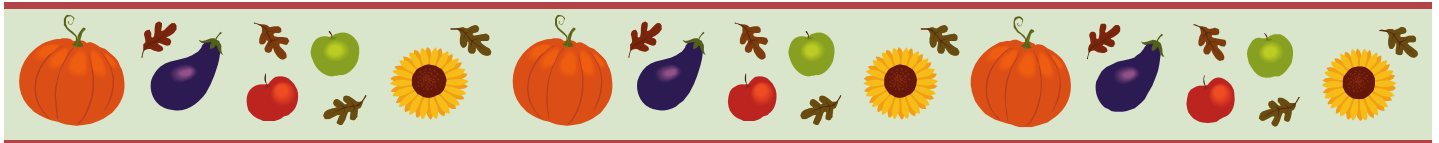


## Monthly dinner meeting:

November 16: The Exciting World of FMEAs! (part 2)  
Good Days Restaurant  
Bridgewater, MA



### **ASQ Olde Colony Section 0111 has Achieved QMP Bronze and Total Quality Levels for 2009-2010!**



The Quality Management Process (QMP) is a Quality management model that has been developed to assist sections in their planning and implementation of services and programs that will meet the needs of current and future members.

Quality Excellence is one of the highest levels of achievement in QMP, and the only one determined by section members. Sections that reached any level of Quality Excellence proved their dedication and commitment to providing quality programs and services. The section is awarded with Bronze Excellence by meeting or exceeding the Society's objectives in satisfaction and loyalty and by meeting or exceeding their retention rate from the previous membership year.



Total Quality is one of the highest levels of achievement in QMP. Sections that reached Total Quality proved their dedication and commitment by developing a business plan that provides valuable quality programs and services to their members and achieved at least 75 percent of these set objectives.

### **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.

## MONTHLY DINNER MEETING

Wednesday November 16, 2011 - 6:00 P.M.  
Good Days Restaurant - West Bridgewater, MA

### ABOUT THE SPEAKER AND TOPIC:

## The Exciting World of FMEAs! Part 2

### *About the Topic:*


To most engineers FMEA is a four letter word. If you are a Quality Engineer, it is an exercise you are often responsible for. If you are a Design Engineer or a Manufacturing Engineer, it is something you are asked to help with. FMEA: Failure Mode and Effects Analysis is an attempt to eliminate failures by anticipating causes of failures and taking steps to eliminate these causes.

Last month we viewed a video on a presentation by Henry Petroski, an engineering professor at Duke University. The video showed scenes of engineering disasters and explained how it is we learn through analyzing our failures. This month, we will discuss FMEAs in the real world and the AIAG form. The video **is not** a prerequisite for the second part of this series.

### *About the Speaker:*

Lee Thomson has been a member of ASQ for twenty five years, holding certifications as a Quality Engineer and a Quality Auditor. Lee has worked in manufacturing for over forty years; he has worked in the electrical and electronic components industry for military applications, web handling equipment and the switch manufacturing industry. It was during his time working for military and automotive customers that he gained experience with FMEA's. Lee has co-chaired a one day seminar on FMEA for the Olde Colony Section and held the Chair position for the Olde Colony Section.

### DINNER MEETING DETAILS

Date:	<b>Wednesday Nov 16, 2011</b>	Reservations:	Please email Bill Jolliemore at: <b><a href="mailto:programs@asqoldecolony.org">programs@asqoldecolony.org</a></b> (Please include your name and dinner choice.)
Time:	6:00 P.M. Registration 6:15 P.M. Dinner 7:00 P.M. Program		Register online using PayPal at: <b><a href="http://www.asqoldecolony.org">www.asqoldecolony.org</a></b> (Please include your dinner choice in the notes.)
Location:	<b>Good Days Restaurant</b> 99 South Main Street (Rte 28) West Bridgewater, MA	Menu:	Pot Roast, Chicken Supreme, or Baked Scrod.
Cost:	\$25.00 (Discount to retired/ unemployed ASQ Members.)	Directions:	Rte 24 to Rte 106 East (Exit 16). Good Days is approximately 200 yards south of the intersection of Rte 106 and Rte 28 on Rte 28.

*You receive RU credits for attending dinner meetings. An easy way to accumulate credits for ASQ recertification!*



# Olde Colony Section Bulletin Board

## CERTIFICATION / RECERTIFICATION

### Need to Certify/Recertify?

Applications for certification can be obtained from ASQ by calling 1-800-248-1946 or by downloading from the website at <http://www.asq.org/certification/downloadable-apps.html> .Or you can register and pay on-line at <http://www.asq.org/certification/apply.html>

### WHERE TO SEND YOUR COMPLETED RECERT JOURNALS

Please send your completed recertification journal and supporting documents to:

Gerry Quinn  
12 King Road  
Holbrook, MA 02343  
Attn: ASQ RECERT.



As a service to its members, ASQ Olde Colony Section hosts the exams given in March, June, October, and December. Exams are held at the John Joseph Moakley Center at Bridgewater State College.

EXAMS GIVEN FOR:	EXAM DATE	APPLICATION DEADLINE
CQA, CQE, CCT, CSQE, CQIA, CQPA, SSGB, CPGP	December 3, 2011	October 14, 2011
CBA, CHA, CQI, CQT, CRE, SSBB, CMQ/OE	March 3, 2012	January 13, 2012

## FMEA TABLE

Source: <http://asq.org/learn-about-quality/process-analysis-tools/overview/fmea.html>

Function	Potential Failure Mode	Potential Effects(s) of Failure	S	Potential Cause(s) of Failure	O	Current Process Controls	D	R	P	C	Recommended Action(s)	Responsibility and Target Completion Date	Action Results								
													Action Taken	S	O	D	R	P	C	R	I
Dispense amount of cash requested by customer	Does not dispense cash	Customer very dissatisfied Incorrect entry to demand deposit system Discrepancy in cash balancing	8	Out of cash	5	Internal low-cash alert	5	200	40												
				Machine jams	3	Internal jam alert	10	240	24												
				Power failure during transaction	2	None	10	160	16												
	Dispenses too much cash	Bank loses money Discrepancy in cash balancing	6	Bills stuck together	2	Loading procedure (rifle ends of stack)	7	84	12												
				Denominations in wrong trays	3	Two-person visual verification	4	72	18												
	Takes too long to dispense cash	Customer somewhat annoyed	3	Heavy computer network traffic	7	None	10	210	21												

In 2011, the ASQ Olde Colony Section 0111 awarded a total of \$4500 to member-sponsored high school and college students through the **ROGER MAXIMUK SCHOLARSHIP**. You can help the section continue to fund “quality” students during these challenging economic times by promoting its educational opportunities for ASQ members.

### **\*\*\*BACK BY POPULAR DEMAND\*\*\***

#### **Manager of Quality/Organizational Excellence Certification - CMQ/OE Refresher Course**

The next CMQ/OE exam date is March 3, 2012. To help you pass on the first try, ASQ Olde Colony is offering an online course refresher:

#### **Course Summary**



- 1 Instructor Led  
**Instructor: Anthony DeMarinis**  
Tony holds BS degrees in Biology and Microbiology from Penn State University and a MS degree in Total Quality from The National Graduate School. He is a Certified Manager of Quality/Organizational Excellence, Certified Quality Auditor-Biomedical. Tony has over 15 years experience using Quality Management techniques and value added auditing, including direct involvement with FDA and ISO audits.
- 2 Online (virtual) Course, so the instructor and students can be anywhere, as long as they have a computer with broadband internet access. Audio connection may be achieved via telephone or a computer equipped with a USB headset using VoIP technology.  
**No driving is necessary.**
- 3 All sessions are recorded, archived, and available to students throughout the duration of the course, until the exam date.
- 4 Begins **Monday, December 19, 2011**, and conducted for eighteen, 1.5 hour sessions. This course will end before the **Saturday March 3, 2012 exam date**.
- 5 Classes are Monday and Thursday evenings, from 5:00 p.m. to 6:30 p.m. E.D.T. The time permits one to start the training session right at the end of the work day from their desk, and the one and a half hour duration allows the student to absorb the material without being overwhelmed, and get home at a reasonable time.
- 6 The Quality Council of Indiana’s **Certified Manager of Quality Primer** will be the primary text for the course. Order it through ASQ Olde Colony and receive it for the discounted price of **\$70** plus shipping.
- 7 The instructor will distribute handouts via e-mail, typically in the form of Adobe PDF files.
- 8 You must successfully complete the entire course before receiving Recertification Units and a Certificate of Completion.
- 9 **ASQ Olde Colony discounted member price is \$549. We invite ASQ members outside of the Olde Colony Section 0111 to take advantage of this discount as well.**
- 10 For registration and payment information contact our Education Chair, Rochelle Jones at [education@asqoldecolony.org](mailto:education@asqoldecolony.org)
- 11 ASQ Olde Colony makes no warranty expressed or implied that your participation in this course will ensure that you will pass the certification exam.

*ASQ Olde Colony Section 0111 reserves the right to cancel/reschedule the course, or change instructors.*

#### **ASQ Olde Colony Section 0111 Course Withdrawal Policy for Online CMQ/OE course starting December 19, 2011:**

If you need to cancel your registration or withdraw from the course, we will refund your paid registration fee as noted below:

Requests for cancellations/withdrawal received by **December 12, 2011** receive a full refund, or the course fees may be transferred to another ASQ Olde Colony Section 0111 course of your choice.

Requests received by **December 26, 2011** incur a 25% processing fee, with the balance credited to a future course, only if ASQ Olde Colony Section 0111 maintains the minimum number of **5** registered students required to conduct the course when you request a withdrawal, otherwise see 3 below.

Requests received by **December 26, 2011** if ASQ Olde Colony Section 0111 *does not maintain* the minimum number of **5** registered students required to conduct the course when you request a withdrawal incur a forfeit of all course fees.

***There are no refunds or transfers past December 30, 2011.***

Registrants who fail to attend without advance notice are liable for the entire course fee.

**ASQ Olde Colony Price is \$749, if registering after November 29, 2011.**

**Non member pricing add 10% to member price.**

\*\*\*INTRODUCING\*\*\*

**Quality Engineer Certification—CQE**

The certified Quality Engineer is a professional who understands the principles of product and service quality evaluation and control. The body of knowledge includes, but is not limited to: development and operation of quality control systems, statistical methods to diagnose and correct improper quality control practices, and understanding of human factors and motivation, the application and analysis of testing and inspection procedures.

**CQE Instructor Bio**

Prabhakar Jain (PJ) is a Quality Engineering professional with hands on experience in Lean, Six Sigma methodologies, Kaizen, DOE, SPC, quality management, break through process improvements, computer software user and application developing, focusing on improving speed, quality, cost and customer satisfaction. He has been a member of NEQC and ASQ Worcester Section since 1998.

PJ has:

- Developed and provided training for Value Stream Mapping, Six Sigma, SPC, Gage R & R, FMEA, and DOE at Bose.
- Developed and provide training for Kaizen events, process razing, and SPC at Wyman Gordon.
- Provided training in basic statistics, certified Quality Engineer (CQE), certified Six Sigma Black Belt (CSSBB) refresher courses, DOE for Quality And Productivity Solutions, Inc.
- Taught Total Quality Management (TQM) course at Worcester State College in 2002.



**Conferences:**

**—67th Annual Deming Conference on Applied Statistics**

Atlantic City, NJ  
Dec 5-9, 2011

**—AS9100 Internal Auditing**

Qualitysupportgroup.com  
Dec 5-6, 2011

**—ISO 9001:2008 Internal Auditing**

Qualitysupportgroup.com  
Dec 13-14, 2011



**Quotes of the Month:**

*And the only way to do great work is to love what you do.  
If you haven't found it yet, keep looking. Don't settle.*

**—Steve Jobs (1955-2011)**





## Quality Professionals Take Ownership of Quality with ASQ Certification

Ten Ocean Spray employees and quality professionals from other top companies recently earned their CMQ/OE (Manager of Quality/Organizational Excellence Certification). This title from the American Society for Quality (ASQ) assures certified professionals have the knowledge and training to lead process improvement initiatives to enhance quality within the organization.

“As champion of the quality movement, ASQ members are driven by a sense of responsibility to enrich their lives, improve their workplaces and communities, and make the world a better place by applying quality tools, techniques and systems,” said Paul DaRosa, Quality Director , who received his CMQ/OE in March. “This certification provides an opportunity to measure our capabilities as we strive for excellence as a world-class manufacturing company. It gives us a sense of ownership for quality and the responsibility to maintain the values of our organization.”

“In 2010, we embarked on an effort to partner with ASQ for Quality Engineer and Quality Manager Certifications,” Paul said. “ASQ is a worldwide leader in quality and boasts a global community of experts leading authorities in all fields, organizations and industries.”

The Olde Colony chapter of ASQ delivered the training using the on-line webinar format deployed last year by Education Chair Rochelle Jones. Other companies that have also participated in the CMQOE class, both past and present:

US FDA  
ECC  
Archway  
Superior Industries

Batelle  
Eaton Corp  
Lockheed Martin  
Filtrona

United Pet Group  
Organo  
Angus-Palm  
Nokia, Mexico

Anthony DeMarinis led the class, meeting twice a week online. With a combination of the Quality Council of Indiana Primer, team exercises, and strategic quality articles and publications students prepared for the ASQ certification exam.

The ASQ Olde Colony will offer the CMQ/OE class again starting December 19. Seats are limited, so register immediately by contacting Rochelle Jones at [education@asqoldecolony.org](mailto:education@asqoldecolony.org).

Congratulations to all ASQ members that successfully passed the exam and earned their CMQ/OE certification!

Class participants who passed the test in October:

Jeff North	Global Supplier Quality Manager, Ocean Spray
Beverly Thomas	Principal Quality Scientist- Foods, Ocean Spray
Brian McCarthy	Principal Quality Scientist- Beverage, Ocean Spray
John Fiumara	Senior Scientist- Quality Performance Excellence, Ocean Spray
Diane Aman	Plant Quality Manager, Ocean Spray
Lisa Cooke	Plant Quality Engineer, Ocean Spray
Christina Franks	Plant Quality Engineer, Ocean Spray
Bruce McDougal	Plant Quality Manager, Ocean Spray
Michael Schulz	Plant Quality Engineer, Ocean Spray

## Did you know?



ASQ Olde Colony's on line classes have taught students in Massachusetts, New Jersey, Wisconsin, Texas, Washington state, Nevada, Georgia, Arkansas, Virginia, Canada and Mexico!



## Chair's Corner

I purchased my first smart phone last week. I've owned the same clunky phone for 4 years. And if I didn't need it for emergencies, I would have done without a cell phone, it was that disappointing and irritating to operate. After a lot of research and questions to various people who already own smart phones, I decided to get an iphone.

I went from a minor nuisance gadget to a state of the art piece of equipment. It got me to thinking about how products like this are created. If it was because of a need, we could get along with the cell phones from 5 years ago. If it was just about money and the manufacturer worrying about the bottom line, it would cost us quite a bit, at least initially, and probably wouldn't be as user friendly and need I say, amazing, and fun, and everything I wanted and needed. (As well as screens and apps and functions I didn't know I wanted or needed until I owned one. Can you tell I am still doing the Happy Dance about my new phone?) That got me to thinking about customer delight.

I looked at various definitions for customer delight, but found this one to be the best in terms of covering both sides of the equation.

"A customer defines good customer service as how she perceives that an organization has delighted her, by exceeding to meet her needs."

Source: Ron Kaufman: [www.customerservicepoint.com/customer-service-definition.html](http://www.customerservicepoint.com/customer-service-definition.html)

So based on this definition, it appears delighting the customer isn't as easy as we thought it was. Not only is it a moving target, but it is completely subjective, based solely on customer perception, and relying on how the customer feels at the time. This perception could also be based on if they have had any negative experiences with the manufacturer in the past, and possibly the tone of other interactions the customer may have had that day, among other things. And how would anyone be able to determine what the customer wants, in terms of going above and beyond to delight the customer, when the customer doesn't even know they want it yet?

Well it looks like there are companies out there who seem to be very successful at pleasing the customer on this level, Apple being one of them. And Apple hasn't done it just with the iphone, but with the various mac computers, the ipod, and now the ipad. Did Mr. Jobs use himself as the yard stick, determining what **he** would want in a product, and charging his employees with giving him, and ultimately us, what he wanted? Did he want Apple to be the best, and therefore used his vision of being number 1 to design products everyone would enjoy? Or was it just all about money? Did Apple decide in order to get their share of the monetary rewards, they would need to sell products that no other company had created? And make those products so well, it would take others years to be able to come up with something even remotely like them?

I think it is probably a combination of these. I guess the message is clear; if you want to be known as the best, look at customer delight as a mixture, taking into consideration, not only the external customer, but the product manufacturer's internal customers as well.

The opinions expressed in this section are the opinions of the individual writing the message, and are not necessarily those of the E Board.



*Jean Patton*  
Vice Chair

# YOUR 2011-2012 EXECUTIVE BOARD / LEADERSHIP TEAM

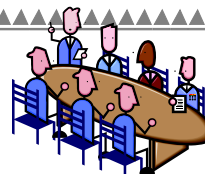
<b>Section Chair</b> <b>Monica Morrissey</b> m.morrissey11@comcast.net	<b>Programs &amp; Arrangements</b> <b>Bill Jolliemore</b> programs@asqoldecolony.org	<b>Education Chair</b> <b>Rochelle Jones</b> education@asqoldecolony.org
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<b>Immediate Past Chair</b> <b>Joe Hanley</b> 401-431-1620 thehanleys2@verizon.net	<b>Historian</b> <b>Monica Morrissey</b> m.morrissey11@comcast.net	<b>UMass Dartmouth Students</b> <b>Bharatendra Rai</b> brai@umassd.edu 508-910-6434
<b>NEQC Rep</b> <b>Ron Field</b> ron.field@bhienergy.com		<b>Open:</b> Advertising    Recognition Examining      Publicity

## Please Note Change in Day!



The Olde Colony Executive Board meets the 1st **Wednesday** 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 at the Flat Iron Cafe in Middleboro, MA. For more information, contact one of your executive board members. Everyone is welcome.

## The Executive Board has a number of openings - Can you help?



Volunteering does not require devoting tons of time; we are all very busy between work and personal commitments. Aside from the experience you gain, you also get 1.5 RU credits per year!

If you think you may be interested in volunteering, contact Monica Morrissey, Chair, at m.morrissey11@comcast.net. Volunteering can be very rewarding and enjoyable. Come to one of our executive board dinner meetings to see what's involved. We meet the first Wednesday of every month from 6-8 pm at the Flat Iron Cafe in Middleboro, MA.