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## Section Addresses

### Web Site

[www.asqphoenix.org](http://www.asqphoenix.org)

### Section Email

[asqphoenix0704@gmail.com](mailto:asqphoenix0704@gmail.com)

**ASQ National:**  
1-800-248-1946

## ASQ MISSION

To facilitate continuous improvement and increased customer satisfaction by identifying, communicating, and promoting the use of Quality Principles, Concepts and Technology.

Dear ASQ-0704 Members,

This month’s membership meeting is going to be a good one! Carla Carter, author of Making Measurement Work and Human Resources Management and the Total Quality Imperative, will be presenting a leadership case study on how to make measurement a truly useful tool in an organization. I look forward to seeing you there.



Every February, quality professionals from all over the country come to Phoenix to attend the annual ASQ Lean Six Sigma Conference. Our section has been providing assistance at the meeting for many years. This year, a team of ASQ members again will be volunteering their time on February 27th and 28th. Thanks in advance to the team, and to Will LaFollette for organizing the 2017 effort.

If you work in continuous improvement and operational excellence, I encourage you to attend the conference. This year’s focus areas are:

- Doing more with Less
- Lean & Six Sigma Fundamentals
- Lessons Learned: Implementation of Lean and Six Sigma
- Masters Series
- Tips and Tricks: Sustaining Results

We are moving ahead in using technology to make our lives simpler, and this year the Audit was held by virtual meeting. Thanks so much to Dave for pulling the resources together, and to Shruti and the audit team for their willingness to try this approach, and for getting the audit done so efficiently.

Remember that there are always opportunities that you can contribute to. Most roles require fewer than five hours each month, and the benefits far outweigh the effort. Volunteering brings personal satisfaction, develops leadership experience, provides networking opportunities and professional creditability, and lets us give back to this section and to society. No matter what you do, your contribution will be significant.

Donna Horton – Chair, ASQ 0704, Valley of the Sun

**0704 Phoenix Section Program Schedule**

Contact us to recommend a speaker, program, topic or workshop. Meeting topics are subject to change. Check our <a href="#">web site</a> for the most up-to-date information.	
Month	Program 6:00p.m. – 8:00p.m
<b>February 9, 2017</b>	<b>Making Measures Matter: A Leadership Case Study</b> Carla Carter
<b>March 9, 2017</b>	<b>Enterprise Value Stream Mapping</b> Chuck Cox

Executive Committee Meetings are held via teleconference, the first Tuesday of each month, and via quarterly face-to-face meetings.

**ASQ Phoenix Section 2017 Executive Committee**

<b>Section Chair</b> Donna Horton	<b>Vice Chair</b> Garth Conrad
<b>Secretary</b> Tim Lane	<b>Treasury</b> David Gibson
<b>Arrangement Chair</b> Jennifer Kirsten	<b>Audit Chair</b> Shruti Shyamani
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<b>Program Chair</b> Tonya Pruitt	<b>Publicity Chair</b> Barbara Haney
<b>Voice of Customer Chair</b> Jack Evenson	<b>Recertification Chair</b> Bertha Franco-Willis
<b>Scholarship Chair</b> Gene Dufoe	<b>Immediate Past Chair</b> Roger Forsyth

**ASQ 0704 Phoenix Arizona Section**  
**GENERAL MEMBERSHIP MEETING**

**THURSDAY, February 9, 2017**

**Meeting Agenda**

- 6:00 – 6:25 Arrival / Networking
- 6:30 – 6:45 Welcome and Introduction of  
Visitors / Executive Committee Update
- 6:45 – 7:45 Speaker Presentation
- 7:40 – 8:00 Questions / Wrap-up
- 8:00 Adjourn

Food, coffee and water are available

**Meeting room:**

**No RSVP needed, all meetings are free  
and open to the public.**

**For questions visit**  
[www.asqphoenix.org](http://www.asqphoenix.org) or email  
[asqphoenix0704@gmail.com](mailto:asqphoenix0704@gmail.com)

**MEETING LOCATION:**

**Edward Jones Training  
Facility**

**8333 S. River Parkway  
Tempe, AZ 85284**

**[VIEW MAP HERE](#)**



## Topic

### **Making Measures Matter: A Leadership Case Study**

According to Carl Thor, founder of the family of measures approach and board member and past-president of the American Productivity & Quality Center, determining the vital few and having a balance of measures was keenly important. But in Carla’s work over the years, she also learned that what you did with measures to bring them to life and make them matter was equally important. She also found this was a weak suit for leadership across the country.

In a recent effort supporting a leader who raised the bar on performance through the use of measures, she was given the task to design an approach and change staff expectations, bringing an enlivened culture and improved results. This leadership case study holds lessons learned for those working the transition in ISO 9001:2015, particularly Clause 5 (Leadership) and Clause 9 (Performance Evaluation).

During this presentation the following aspects of the effort will be emphasized:

- 1) The design of the measurement effort
- 2) The creation of a visible leadership role for senior management
- 3) The participation of mid-management to prioritize the use of measures and bring them to life
- 4) The communication to ensure everyone became clear about what was important
- 5) The recognition for employees for improved performance
- 6) The improved performance results

Carter, through the use of this case study, aims to show how the goals were achieved and share what worked to excite the organization about measures and lead it to higher levels of performance.

## Speaker

Carla is president of Carla Carter & Associates’ Center for Change Excellence. She brings over twenty years experience in the areas of change management, strategic planning, quality/process improvement, organization and people development, measurement and benchmarking.

She is nationally known for her work in the performance excellence arena. She began her independent consulting career with the American Productivity & Quality Center of Houston, Texas. Seven of Carla’s clients have won more than twenty national or state Quality awards.

Her partial client list includes Honeywell, Motorola, Dell Computer, Wells Fargo, Abrazos Health, University of Phoenix, MillerCoors, Wilson Electric and State Farm Insurance. Carla also has extensive experience in the public sector, especially in Arizona and nationally for the Veteran’s Health Administration. When she was internal, she held several lead corporate and operational management roles in such firms as CIGNA, TRW, Bank of America, Chubb and the City of Phoenix.

She is the author of Human Resources Management and the Quality Imperative, published by AMACOM of New York, and several guides and toolkits addressing topics from Teambuilding to Strategic Planning to Performance Measurement that sell internationally.

She holds two highly recognized certifications as a Certified Performance Technologist and Project Management Professional.

She holds a master’s degree from Arizona State’s Executive MBA Program and a Bachelor’s degree in Communications from Western Michigan University.

She currently serves on the Board of Overseers for the Southwest Alliance for Excellence and acts as a judge for the AZ Transportation Partnering Excellence Award.



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**ISO 9001:2015 Internal Auditor Training.** Date: March 13-14, 2017 Location: Hyatt Place Phoenix/Chandler-Fashion Center 3535 W. Chandler Blvd. Chandler, AZ.

**REGISTER and view course objectives HERE.** Group Discounts are Available. Contact us with any questions.

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# 2017 LEAN AND SIX SIGMA CONFERENCE

LEADING THE QUALITY JOURNEY THROUGH LEAN AND SIX SIGMA

February 27 – 28, 2017 | Phoenix, AZ | Pointe Hilton Tapatio Cliffs





For Information and Registration

<http://asq.org/conferences/six-sigma/>

## ASQ Transformational Journey

Where is ASQ in its transformational journey? In this latest message, read new detail on the five-phase plan to improve the Society's business model.

[Read the message](#)







## ASQ TV: Sherlock Holmes and Quality

Matthew Barsalou, statistical problem resolution Master Black Belt at BorgWarner Turbo Systems Engineering GmbH, discusses Sherlock Holmes, hypotheses, and root cause.

[View the video](#)

## [Elephant in the Room](#)

A story of six blind men describing an elephant by touch provides lessons on why auditors must not rely on incomplete information. Auditors often create composite sketches of organizations' quality management systems (QMS) by assessing their parts. The story's lessons can help auditors draw correct conclusions and avoid wrong judgments.

[Read More](#)

## [IATF 16949:2016's Evolution](#)

Last year, the automotive sector revised its ISO TS 16949 QMS requirements to align with ISO 9001:2015's substantial revision. This is part one of a two-part series that examines key changes in ISO TS 16949's recent revision.

[Read More](#)

## [Judgment Call](#)

Learn how to determine appropriate auditor competencies using ISO 17021. Management system auditor competence is not the same as the competence needed to implement a management system. To use an analogy from the Olympics, the knowledge and skills needed to judge gymnastics are not the same knowledge and skills needed to be a gymnast.

[Read More](#)

### About "The Sun Dial"

Newsletter Editor: Walter Tighe  
Tel: 602-222-9000

E-mail: [wtighe@sustainedge.com](mailto:wtighe@sustainedge.com)

Closing date for the newsletter is the **30th** of each month for the next month's issue. Information and advertising must be submitted in a timely manner to ensure timely delivery.

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