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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

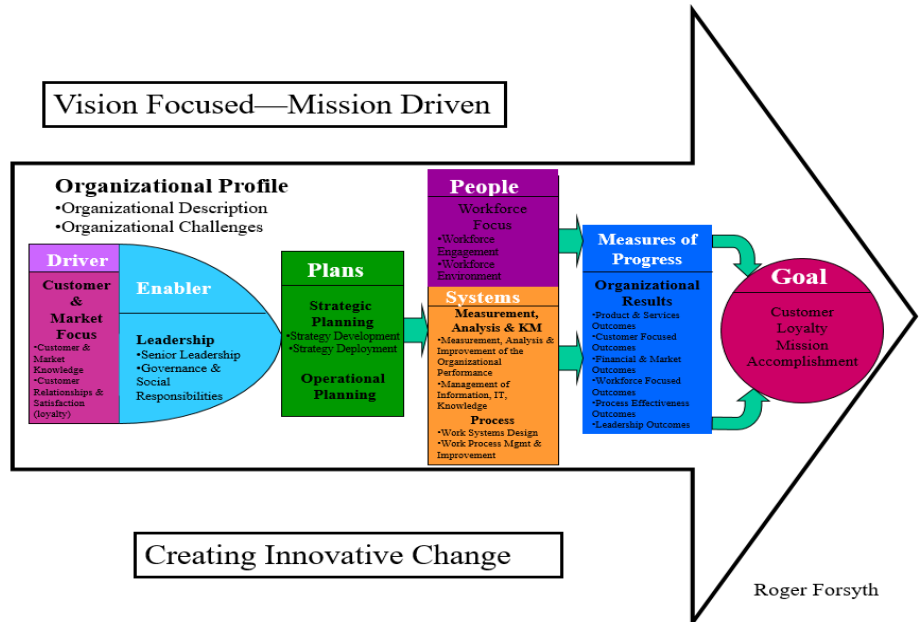
To facilitate continuous improvement and increased customer satisfaction by identifying, communicating, and promoting the use of Quality Principles, Concepts and Technology.

## A Message from Our Chair

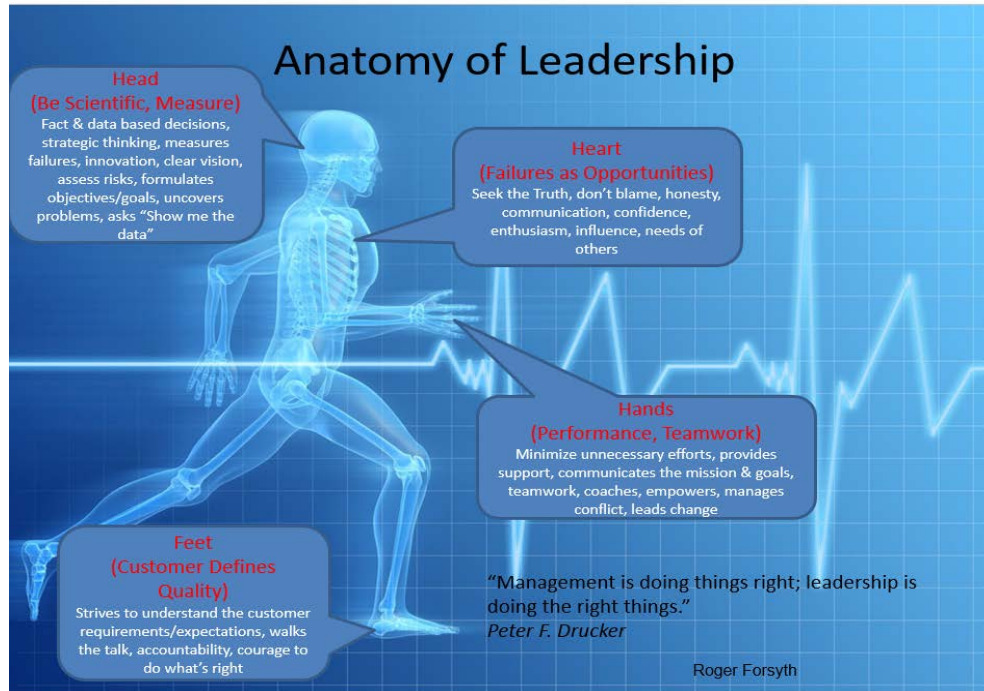
The February meeting had a great presentation by Ellen Ermer and Joanne Voordeckers on leadership and culture. They talked about how leadership must create cultures that aligns with business objectives and engage employees. Years ago I created a couple of models that I think depict this concept and I thought I would share. Note: The Baldrige Criteria has changed a bit since I created this model.

The first may look familiar if you have been exposed to the Malcolm Badridge Criteria for Business Excellence. Next month Karen Shepard from the Southwest Alliance for Excellence will talk more about the Baldrige Criteria.

What I have done is modified the “Hamburger” model to show alignment from customer to results to goals and the role of leadership as the enabler



The second model is a representation of leadership and four core attributes: Head, Heart, Hands and feet. In John Maxwell’s book “The 21 Irrefutable Laws of Leadership” according to his Law of Connection, truly great leaders must reach a person’s heart before they ask for a person’s hand. This means that a leader’s heart must be more important than their head. Leaders must connect with then on a true, authentic basis.



Our section is looking for a Phoenix facility that will allow certification testing. We do testing four times a year on a Saturday (8:00am– 4:00pm). The average attendance is about 25 with the exception of the Dec testing which averages around 70. If you have or know of a facility that would provide a very low cost (free would be nice) place to test please let us know.

Hope you all enjoy this year's Lean Six Sigma Conference

Roger Forsyth  
ASQ Phoenix Chair

**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
March 10, 2016	<b>Southwest Alliance for Excellence Annual Performance Excellence Program</b>
April 14, 2016	<b>I'm a Quality Geek! Why Should I Care About Social Responsibility? Dick Gould</b>

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

**ASQ Phoenix Section 2016 Executive Committee**

<b>Section Chair</b> <a href="#">Roger Forsyth</a>	<b>Vice Chair</b> Stephanie Thomson
<b>Secretary</b> Tim Lane	<b>Treasury</b> <a href="#">Ellen Ermer</a>
<b>Arrangement Chair</b> Jennifer Kirsten	<b>Audit Chair</b> Shruti Shyamani
<b>Education Chair</b> Matt Kas	<b>Membership Chair</b> AJ Day Donna Horton
<b>Newsletter Editor</b> Walter Tighe	<b>Membership /Nominating Chair</b> Donna Horton
<b>Placement Chair</b> Andy Hodges	<b>Web Liaison/Program</b> Judy Herrmann
<b>Program</b> Tim Williams	<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>Student Branch</b> Stephanie Thompson

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

**THURSDAY, March 10, 2016**

**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](#)**





***2016 Performance Excellence Program is now under way!***

## Topic

**Get an overview of the Southwest Alliance for Excellence and the Performance Excellence Program and how they help improve your organization by using the Baldrige Excellence Framework.**

Also during this session, we will:

- Discuss benefits of the Baldrige-based performance excellence program and how it can assist your organization to improve results.
- Review the application and assessment processes and how they provide valuable feedback for improving your organization.
- Learn about the new tiered-level award program allowing more opportunities for organizations with less financial and human resources
- Hear a panel of award recipients and Examiners share their recent experiences with this process.
- Review the opportunity to be trained and serve as an Examiner.

**Presenter:** Karen Shepard, Executive Director, Southwest Alliance for Excellence.

**Panelists:** Carla Carter, Carla Carter & Associates, Stacy Harley, MS, MBA, CPHQ, Certified Lean Six Sigma MBB, Scottsdale Medical Imaging & Heather Mock, Deer Valley Unified School District.



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**Contact our local representative today with any questions.**

Chris Carson      Direct: 480-895-9510      E-Mail: [christopher.carson@dekra.com](mailto:christopher.carson@dekra.com)  
[www.dekra-forms.com](http://www.dekra-forms.com)

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## Live Webinar Certified Quality Auditor (CQA) Course

\$349 early registration ASQ member price

Starts Tuesday March 29, 2016 from 5:00 pm to 6:30 pm EST

**Our 10 Session Refresher runs Tuesday, March 29, 2016 through Tuesday, May 31, 2016**

This online CQA Refresher Course offered by ASQ Olde Colony Section 0111 features “LIVE” instruction by ASQ Fellow, Tony DeMarinis to help you pass the CQA certification exam on Saturday, June 4, 2016.

As this is an Online (virtual) Course, the instructor and students can be anywhere in the world, as long as they have a computer with broadband internet access. Audio connection may be achieved either by telephone or computer equipped with a USB headset using VoIP technology. No driving is necessary. Homework assignments will be sent/received via e-mail.

**[For more details and to register](#)**



*Need to Know*

**Creating and Sustaining  
a Culture of Quality**

In this episode we dig deeper into transforming the organizational culture into a culture of quality and offer a simple communications tool that can help create a culture of quality.

[View the episode >](#)

**Share Your Success Stories**



Have a success story to share about using quality tools and approaches? Reach hundreds of thousands of readers by publishing it as an ASQ case study.

Submit a story now for consideration, or let ASQ do the writing for you. Contact associate editor Adam Wise to learn more.

[Submit a story >](#)

[Contact Adam Wise >](#)



## Roundtable: Influential Voices on Careers in Quality

Every month, ASQ selects a quality-themed topic or question for Influential Voices bloggers to discuss as part of a roundtable. For February’s Influential Voices roundtable —careers in quality— we asked our bloggers three questions: Where do you plan to take your career in 2016? What’s your view of careers in quality today— what challenges is this field facing? How can someone starting out in quality succeed? [Read the responses.](#)

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### About “The Sun Dial”

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Closing date for the newsletter is the **28th** of each month for the next month’s issue. Information and advertising must be submitted in a timely manner to ensure timely delivery.

### Advertising Rates

Size	Single Issue	3 or More Consecutive Issues
<b>Business Card</b>	\$25	\$20 per issue
<b>1/4 Page Advertisement</b>	\$50	\$45 per issue
<b>1/2 Page Advertisement</b>	\$100	\$90 per issue
<b>Full Page</b>	\$200	\$175 per issue