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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

Last month our meeting presentation topic was “Improving Strategy Deployment”. Your Executive Committee just completed our Mid-Year Strategic/Business Plan Review do I thought I would share some of the results.

There is an old Quality Professional saying “There are hundreds of models and some are even useful”. I think the key word here is useful. Whether you use an X Matrix, Balanced Score Card or a simple spreadsheet some key components are:

- **Business Strategy:** Set a bold and aggressive strategy for your organization
- **Alignment** of your vision, mission and goals
  - The ability to roll measures up and down is required to quantify and implement the interdependencies from the enterprise level down to the level of individual process workers.
- **Objectives:** What the company needs to do to accomplish its strategy; one guideline is to have up to sixteen measurable objectives.
- **Metrics:** Actionable and tangible measurements which support achieving objectives; this is what makes it real.
- **Targets:** Performance level expectations set against the strategic plan. For each metric, set a goal or plan so progress against the objective can be evaluated.

Below is just a portion of our Business Plan. As you can see ASQ National has set six strategic objectives. A superabundance of data often causes confusion and can contribute to “analysis paralysis.” This simple spreadsheet has the key components.

2016 Business Plan for: Section 704 Phoenix										Review Date:	July 1, 2016		
ASQ Strategic Objectives:										Form Revision Date:	July 15, 2016		
		1. Accelerate Growth		2. Increase Impact		3. Achieve Operational Excellence		4. QBOK Leadership		5. Operational Excellence		6. Gift of Quality	
ASQ Strategies	ID	ASQ 704 2016 Objectives	Priority (L-M-H)	Action Descriptions	Action Plans	Owner (or Role)	Due Dates	Status (G-Y-R)	Progress/Comments	Measures	Targets		
<i>What ASQ must do to achieve growth, impact &amp; operational excellence.</i>	<i>ID</i>	<i>Enter the Member Unit (MU) objective for 2016.</i>	<i>Enter a priority (L-M-H)</i>	<i>Describe the key actions to be taken to achieve the objective.</i>	<i>Describe in details the specific action plans to carry out the key actions.</i>	<i>Identify the action owner (or the role if not known).</i>	<i>Enter the due dates for the actions.</i>	<i>Enter status for the action.</i>	<i>Enter the progress, concerns or road blocks or actions are completed.</i>	<i>What are the measures for this action? Use SMART.</i>	<i>What are the targets for this action? Use SMART criteria.</i>		
<b>1. Global Expansion:</b> Leverage the ASQ brand to increase market share worldwide, emphasizing growth in current and new ASQ markets.	1	Improve Retention and Growth of the Section	High	Ensure all members are aware and take advantage of ASQ benefits	1. Conduct information sessions on benefits 2. Communicate benefits through multiple channels	Membership Chair	12/1/2016	Green	Newsletter contains benefits. Added benefits slide to monthly meeting.	Each month will have a promotion	100%		
	2	Promote Quality through educational scholarships	Medium	Award scholarships to deserving students	1. Manage scholarship program to include evaluate applications and distribution of funds. 2. Establish procedures for advertising, collecting and evaluating applications	Scholarship chair	12/1/2016	Green	Expanded scholarship opportunities outside of ASU. Modified amount of scholarships. See Goal #6 below	1. On-time Scholarships awarded	1. NLT Sept each year		

Here is a list of other actions we are taking to create value for you our members. We welcome your thoughts and inputs so feel free to tell us what you see as value.

- Provide clinic, seminars, and education programs that meet the needs of the section members
- Open Sun Dial to opportunities to advertise and share information
- Market/promote ASQ benefits to local business & organizations
- Establish a process to ensure that all section members are aware of the QBOK and utilize the information in the roles
- Develop a process for ensuring leadership transitions are conducted efficiently and effectively

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
August 11, 2016	<b>ISO 9001:2015 What's it All About?</b> Walter Tighe, President Sustaining Edge Solutions, Inc.
September 8, 2016	<b>Workforce Development as Self-Development: Deming's theory of profound knowledge applied to self-development</b> Richard Uphoff

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> David Gibson
<b>Arrangement Chair</b> Jennifer Kirsten	<b>Audit Chair</b> Shruti Shyamani
<b>Education Chair</b> Matt Kas	<b>Membership Chair</b> Open
<b>Newsletter Editor</b> Walter Tighe	<b>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, August 11, 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](#)**



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Our Web Liaison/Program Coordinator, Judy Herrmann has created a Survey Monkey survey to solicit feedback on which improvements are needed for our Chapter Website. The survey is open to Members until 7/31/16.

[Website Feedback Survey](#)

actual url: <https://www.surveymonkey.com/r/TLBFHZ9>

## Topic

### **ISO 9001:2015 What's it all about?**

#### Abstract:

Are you prepared for the new changes to the ISO 9001:2015 standard? Are you interested in understanding how the changes will affect your organization and documented system? Whether your company is certified, or are just thinking of getting started, with over 1.3 million global registrations, this revision will have a direct impact towards your operational effectiveness and profit improvement.

Gain an understanding of the key changes to the standard, requirements interpretation and implementation strategies.

#### Speaker



Walter Tighe is President/Owner of Sustaining Edge Solutions, Inc. a management systems consulting and training firm in Phoenix and Tucson, Arizona. Founded in 2002, the company is a full service provider of design, development, and training of global management systems such as ISO 9001, AS9100 Aerospace, 14001 Environmental, 13485 Medical Devices, ISO/TS 16949 Automotive, 27001 Information Security, Lean and Six Sigma improvement. Walter has over twenty eight years' expertise in operational and quality management systems design and improvement. Walter has a MBA, University of Redlands and is a Senior Member of the American Society for Quality, an ASQ Certified Manager of Quality and Organizational Excellence, and a RABQSA Certified Quality Management Systems Auditor. Walter is currently and has been the Phoenix Chapter Sundial Newsletter Editor since 2004.

Sustaining Edge Solutions, Inc. (<http://www.sustainingedge.com/>) clients include Intel, Solon Corporation, Hawaii Gas Company, Anokiwave, CyraCom, B/E Aerospace, Digital Realty and Universal Avionics Systems.



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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)



"We highly recommend Sustaining Edge Solutions. They lead us to formalize our standard processes and procedures and enabled us to become certified within months of our three locations."

**Deb Dendy, Vice President of Operations**  
Anokiwave

**We are a full service leading provider:**

- ISO 9001:2015 Quality System
- ISO 13485 Medical Devices
- Six Sigma Improvement
- Operational Assessments
- NADCAP Services
- Lean Manufacturing
- AS9100 Aviation, Space and Defense
- ISO 14001 Environmental
- Quality Systems Training
- Web-Based ELearning
- Baldrige Performance Assessments
- Conduct Your Internal Audits

**ISO 9001:2015 Training and Services! Visit our website for information on transition and development courses. View our ISO 9001:2015 full consulting services for all your company needs. See our monthly newsletters for content on the new changes and business benefits.**

**Congratulations to our clients that have achieved recent certification.**

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# Orange Empire Section

The Global Voice of Quality™

## Certified Quality Inspector / Quality Technician Refresher Course

### **SESSIONS/DATES**

9 sessions - Mondays July 25 to September 26. No Class on Labor Day.  
Methods, Metrology, Calibration, GD&T, Basic Statistics, Statistical Process Control, Capability Analysis, Acceptance Sampling, etc. Also covers strategies/tips for preparing & taking the exam

### **When**

Monday, July 25, 2016 6:00 PM - Monday, September 26, 2016 9:00 PM  
Pacific Time

### **Location**

Alcon Laboratories  
15800 Alton Parkway, Irvine, California 92618, USA USA

### **Dress Code**

Business Attire

[View Event Summary](#)

[View Event Agenda](#)

## **Seminar - Accelerating Innovation through TRIZ** **-by Akhilesh Gulati**

Projects of all kinds frequently reach a point where all the analysis is done, but the next step is unclear. The project team must be creative, but common creativity tools that depend on intuition and the knowledge of the members of the team and the dynamics of brainstorming are unreliable.

TRIZ is a problem solving method based on logic and data, not intuition. TRIZ (theory of inventive problem solving) started in the USSR and is now an international science of creativity that relies on the study of the patterns of problems and solutions.

TRIZ is spreading into corporate use by several parallel paths – it is increasingly common in Six Sigma processes, in project management and risk management systems, and in organizational innovation initiatives. TRIZ users range from international giants like Samsung, HP, Intel, Coca-Cola, Johnson & Johnson, Medtronic, etc., to entrepreneurial start-ups.

By attending this clinic presentation, you will NOT just get “familiar” with TRIZ—you will learn TRIZ techniques that you can apply immediately to your innovation challenges in service/product development and in quality improvement for systems, services, and products. You’ll solve real problems during the

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workshop, so that you go back to your organization with the methodology and a relevant case study.

**When**

Saturday, August 13, 2016, 9:00 am to 4:00 pm PST

**Location**

Brandman University  
16355 Laguna Canyon Road  
Room #111ABC  
Irvine, California 92618  
USA  
949-341-9800

**Fees**

ASQ Section 0701 members - \$225

Non members - \$275

Please email [arrangements0701@gmail.com](mailto:arrangements0701@gmail.com) for group discounts

**[View Event Summary](#)**

**[Register](#)**



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**Top Management’s Role in ISO 9001:2015**

Learn how requirements for leadership involvement have changed in the ISO 9001:2015 revision. Joseph Muratore, commercial director at BSI Americas, discusses how organizations can meet these new requirements. [View the video.](#)



## Ideality: The Pinnacle of Quality and Competition

Within TRIZ lies a concept called ideality, or the ideal state of a system where all functions are achieved without problem. In this case study, the author explains how ideality can be achieved using real-life examples. [Read the case study.](#)



## Tool of the Week: Tree Diagram

The tree diagram is used to break down broad categories into finer and finer levels of detail. [Access the tool.](#)