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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

Your Executive Committee has completed Mid-Year Strategic/Business Plan Review. 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
<small>What ASQ must do to achieve growth, impact &amp; operational excellence.</small>	<small>ID</small>	<small>Enter the Member Unit (MU) objective for 2016.</small>	<small>Enter a priority (L-M-H)</small>	<small>Describe the key actions to be taken to achieve the objective.</small>	<small>Describe in details the specific action plans to carry out the key actions.</small>	<small>Identify the action owner (or the role if not known).</small>	<small>Enter the due dates for the actions.</small>	<small>Enter status for the action.</small>	<small>Enter the progress, concerns or road blocks or actions are completed.</small>	<small>What are the measures for this action? Use SMART.</small>	<small>What are the targets for this action? Use SMART criteria.</small>
1. Global Expansion: 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 ASQ. 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
September 8, 2016	<b>Workforce Development as Self-Development: Deming's theory of profound knowledge applied to self-development</b> Richard Uphoff
October 13, 2016	<b>Lean Deployment Case Study</b> Richard Castillo

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, September 8, 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](#)**



## Topic

When Dr. W. Edwards Deming articulated his “System of Profound Knowledge,” he intended it to be a framework of thought and action for leaders. The four pillars that made up the system would inform and guide any leader who was seeking to improve an organization, whether they were seeking to reduce waste, increase engagement, lower attrition, improve customer loyalty or enhance service. In general, it was intended to improve all aspects of organizational effectiveness.

Richard Uphoff, a senior member of ASQ, has taken Deming’s system and applied it to one’s own personal development:

- 1) Appreciation of the various “systems” in your life;
- 2) Theory of self-knowledge, and how to improve it;
- 3) Knowledge of the variation in your own behavior, goals and results;
- 4) Knowledge of your own psychology: how do you think about yourself and the “systems” in your life.

Through examples, personal stories and actionable tips, Uphoff aims to give you tools and critical questions to advance your own development and think about yourself in new ways.

## Speaker

Richard Uphoff is a 23 year veteran of the financial services industry and is currently a manager and registered principal with The Vanguard Group, in Scottsdale, AZ. He is also a senior member of ASQ, a Certified Manager of Quality (ASQ-CMQ) and Quality Engineer (ASQ-CQE), as well as the Treasurer for ASQ’s Human Development and Leadership division.

You can connect with him through LinkedIn or through his blog, [theleanleader.blogspot.com](http://theleanleader.blogspot.com)



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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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**6th Annual Industry Summit Expo, SoCal Bio and ASQ / Food, Drug,  
Cosmetic Division**

The Southern California Biomedical Council (SoCalBio) promotes and supports biomedical and biotechnology research, development, and manufacturing in the Greater Los Angeles region for economic development and job creation.

For More Information - <http://www.socalbio.org>

Thursday, October 06, 2016 , 4:00pm – 8:30pm  
Hilton Irvine / Orange County Airport

- Keynote Speaker: Dr. Marlene Garcia Swider
- Technical Speakers: Barbara Unger & Susan Bai

## 2017 Call for Nominations

Please submit names of nominated individuals to Tim Lane, Secretary, via e-mail at [tim.lane@intel.com](mailto:tim.lane@intel.com) by **September 15<sup>th</sup>**. Nominations require the submission of a nomination petition signed by at least ten Regular Members.

***Eligible individuals must be Regular Members\* of the Society and have a membership in Section 0704.***

Below is a brief description of each position that is open for nominations. Each of these positions is for a one-year term.

### **Chair**

The Chair provides leadership and oversight to the member unit, prepares meeting agendas, and is the presiding officer.

### **Vice Chair**

The Vice Chair performs duties as directed by the Chair in support of the organization’s mission and goals. This position does not automatically succeed to the position of Chair following the end of the first term.

### **Secretary**

The Secretary documents member unit business and maintain the records. This position serves as the official correspondent of the member unit.

### **Treasurer**

The Treasurer oversees funds, maintains accurate financial records, and reports on financial condition as directed by the Society bylaws and policies and procedures.

*\*Regular members are voting members of the Society: Full, Senior, Fellow, Honorary, and primary contact of Site/Enterprise/School/District memberships.*

*For more information, please contact Donna Horton, Nominating Committee Chair, at [dahorton1@cox.net](mailto:dahorton1@cox.net).*



## ASQ® TV: Sports and Quality

Learn about the ever-growing connection between quality and sports: How assessing one’s ability to adjust to failure can lead to better performance in athletics, and beyond. And discover an ASQ interest group dedicated to educating others about that quality-sports connection. [View the video.](#)



## Tool of the Week: Gantt Chart

A Gantt chart is a bar chart that shows the tasks of a project, when each must take place, and how long each will take. [Access the tool.](#)



## The Three Tools to Help Manage the Customer Experience Webcast

John Goodman, author of Customer Experience 3.0, presents this three-part series on managing the customer experience. [Access the webcast.](#)