



In This Issue

- *Section Chair Letter*
- *January General Session*
- *ASQ Articles and News*
- *2018 ASQ Lean Six Sigma Conference - Phoenix Feb 26-27, 2018*
- *2018 ASQ WQCI April 30-May 2, 2018 Seattle, WA.*

Section Addresses

Web Site

www.asqphoenix.org

Section Email

asq0704contactus@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,

I want to wish all our Section members a Happy New Year and hope your holiday season has been well. To get started I would like to welcome the new team members of your section's Executive Committee along with the committees' returning members. (See the [Section 0704 Leadership](#) page on our website for more details). We are planning for another year of quality initiatives to expand our knowledge. There are still a few open chair positions, and some of our committees could use additional help. Please contact me or one of our leaders, or submit your interest via the "[Call for Volunteers](#)" form on the website if you wish to participate in the opportunity to gain valuable leadership skills while contributing your passion and energy to the quality community.

As we transition to 2018, let us first reflect on our past year's accomplishments. We held a Program meeting all 12 months for the second consecutive year, with a wide range of topics and speakers. We hope there was something you were able to find of interest, and could apply to your work. The Phoenix section again supported the ASQ annual Lean Six Sigma Conference with member volunteers to serve as room moderators. We also sent at least one section Member Leader to ASQ's World Conference on Quality & Improvement (WCQI) to gather lots of great materials for our members and identify potential speakers for our Program meetings. Your section has also provided a small scholarship for two students attending ASU - Engineering.

In December we officially launched our Twitter account (@asqphoenix) to better serve our members' needs and share content from other ASQ Sections, Divisions and allied organizations. Please "follow" @ASQ Phoenix on Twitter to keep current on topical quality events and news. (As a reminder the ASQ Phoenix section also has a Face book page and a LinkedIn group offering our members a content-rich social media experience. Please join us and share your experiences and stories along your quality journey). Our year-end Holiday networking event / December program was great; I hope you were able to attend. The food and facilities were once again terrific, thanks to the Edward Jones training facility and their catering staff at Aramark. It was a time to meet with colleagues, share stories and maybe pick up some educational materials to start the New Year. And finally, the year finished financially sound with higher than budgeted income and lower than budgeted expenses.

Looking forward to 2018, while much of our agenda will be similar to previous years, we also anticipate a few changes. The program calendar is starting to fill in, starting on January 11 with Russ Branaghan speaking on the topic of Human Factors and Usability. This should be an interesting topic discussing how we can work together better. ASQ National has exciting plans to continue transforming and growing the enterprise. More on that as the year progresses. As always we are looking for opportunities to grow our section and increase our impact, along with suggestions for presentation topics and speakers. Let us know how we can create a more delightful member experience. Again, if you are interested in helping to grow our Quality community of practice please contact me or one of our executive leaders (contact info provided on [asqphoenix section leadership](#) page).

We are looking forward to a terrific year!
David Gibson – 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 web site for the most up-to-date information.	
Month	Program 6:00p.m. – 8:00p.m
February 8, 2018	Big Data techniques on Quality information Keith Bowers
March 8, 2018	Continuous Improvement and Lean Activities at State of Arizona Robert Woods

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

Section Chair David Gibson	Vice Chair Garth Conrad
Secretary Tim Lane	Treasury Amrish Patel
Arrangement Chair Jennifer Kirsten	Audit Chair Shruti Shyamani
Education Chair Matt Kas	Membership Chair Pamela McGuire
Newsletter Editor Walter Tighe	Nominating Chair Donna Horton
Placement Chair OPEN	Web Liaison/Program Robert Mitchell
Program Chair Bode Isaacs-Sodeye	Publicity Chair Barbara Haney
Voice of Customer Chair Jack Evenson	Recertification Chair Bertha Franco-Willis
Scholarship Chair Natalie Wong	Student Section Liaison OPEN

ASQ 0704 Phoenix Arizona Section

GENERAL MEMBERSHIP MEETING

THURSDAY, January 11, 2018

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

Refreshments are available

Meeting room:

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

For questions visit
www.asqphoenix.org or email
asqphoenix0704@gmail.com

MEETING LOCATION:

Edward Jones Training Facility

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

[VIEW MAP HERE](#)



Topic

Introduce the audience to the field of human factors and human-centered design. Human Factors applies knowledge from all human sciences to improve the match between people and products, services, and environments. Discuss how the application of human-centered design can improve safety and help companies create products that are desirable to use. Lastly, we will show how human factors research can be implemented into the product development process.

Take aways

- Introduction to human factors
- Strategies for making products that are useful, usable, and desirable
- Importance of improving the match between people and technology
- Examples of the Say, Do, Make framework for design research

Speakers

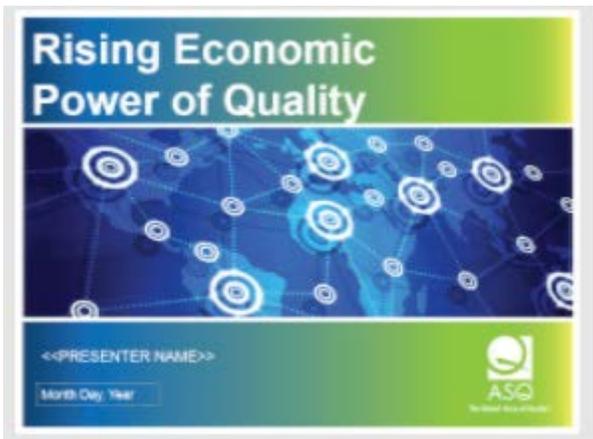
Dr. Russell J. Branaghan is President, Research Collective. He serves as the Scientific Advisor. Russ enjoys teaching, mentoring and research as a Professor of Cognitive Psychology and Human Factors at Arizona State University and as a long-standing Visiting Professor at Northwestern University. Russ is also integrated in the human factors arena, where he currently serves as Chair of the Human Factors and Ergonomics Society Product Design Technical Group, on the Editorial Board of the Journal of Human Factors, and on the Advisory Board for Mayo Clinic’s Center for Innovation. An avid researcher and writer, Russ has authored over 40 articles and one book. He also served an appointment as the Managing Editor of User Experience Magazine. With over 20 years of industry experience and consulting to over half of the Fortune 100, Russ brings his expertise and vision to Research Collective.

Bryant Foster is the Vice President of Research & Design at Research Collective. He guides human factors efforts for medical device manufacturers, pharmaceutical companies, automakers, consumer product manufacturers and more. His healthcare experience includes a wide range of products: surgical instruments, diagnostic equipment, combination products, pump programmers, artificial organs, home-use devices, and over-the-counter products. He has also led research and design efforts for in-car infotainment systems, automated/driverless systems, and audio/visual navigation tools. As a UX researcher at Google X, Bryant performed research for products like Google Glass and Project Loon. He has a Bachelor’s degree in Spanish and a Master’s degree in Applied Psychology (Human Factors), both from Arizona State University.

Virtual Conferences

Face-to-face regional conferences may soon go the way of eight-track cartridges. In this 12-minute presentation, Software Division chair Byron Mattingly explains the high risks of in-person conferences and how virtual forums are the wave of the future. You can view the presentation with audio below or access the slide deck [here](#).

[View the presentation](#)



New Research Presentation

ASQ has created a PowerPoint presentation based on the 2017 Forbes Rising Economic Power of Quality research. This actionable research provides quality professionals with a roadmap to create a better connection between quality efforts and corporate performance. Member leaders are encouraged to share this presentation with their unit, and/or with their organizations to drive quality initiatives.

[Access the PowerPoint](#)



[*Lean and Six Sigma Conference*](#)

2018 ASQ Lean Six Sigma Conference
Click for More Information and Registration

Phoenix, Arizona February 26 - 27, 2018.

Register now and receive \$100.00 off through January 12.



Registration is now open for the [2018 World Conference on Quality and Improvement](#) and ASQ wants to see you there!

Get ready for three exciting days full of [inspiring presentations](#) that focus on innovation in the workplace—including out-of-the-box thinking, paradigm shifts, and challenging the status quo.

[This year's sessions](#) are designed to advance your knowledge, [build your connections](#) with quality experts, and [inspire you](#) with thought leaders and real-world achievements of peers and International Team Excellence Award teams from around the world.

You won't want to miss the excitement, enlightenment, and development opportunities coming to Seattle, WA. This year's conference is centered on the theme: [The Innovation of YOU!](#)



[Book Your Hotel Early and Save!](#)

ASQ has arranged special conference rates with three nearby hotels. Don't wait—hotels book up fast.

[Certification Exams Available Onsite](#)

While you're there, get your ASQ certification! Paper-based exams will be offered prior to the 2018 World Conference on Quality Improvement. All ASQ certification exams will be offered except Certified Master Black Belt.

Exam Date: Sunday, April 29, 2018.

Application Deadline: March 23, 2018. [Apply Today.](#)

Early Bird Pricing Now Available:

Save \$100 when you register by
March 17, 2018!

ASQ's Member Early Bird Rate is \$995;
Non-members: \$1,195

[Register Now](#)

Not an ASQ Member? [Join today](#) and
save even more!