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ASQ Greater Detroit Section 1000

QUALITY HERALD

www.asqdetroit.org

July-August 2008

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Change by Professor Carol Malone

I bought a magnet at the dollar store the other day. It said “The best thing about the good old days is that I wasn’t good and I wasn’t old.”

That may mean different things to different people, but we can all find some truth and humor in it. What we knew in the good old days and what we know now about the quality

profession has changed dramatically. Who knows?

In the good old days, Quality was ‘Inspector 8’ to those who didn’t work in the field. To most manufacturing, the Quality department was floor inspectors, the sort and hold areas, and SPC charts. The old ASQ lapel pins had an X-bar R chart on them. Most people

outside the Quality profession still believe this is true.

What we know and want others to know has changed. The good old days (back in the day) image of Quality must be changed to reflect the current emphasis and growth areas in our field. We must question ourselves about

(Continued on page 3)

Location: Illinois Institute of Technology, Rice Campus

Business Innovation Conference

September 8-10, 2008

Illinois Institute of Technology, Wheaton, IL

- 6 Workshops
- 30 Sessions

See page 5 for more!

Advertisement

ASQ Calendar

Date	Time	Event, Location	RUs	Cost, Contact
8/09/08	8:00 AM - 12:00 PM	Certified Quality Engineer Refresher Course Macomb Community College, Warren (course starts 8/09, 12 sessions on Saturdays)	5.0	\$450. Contact Janet MacDonald, janraemac@yahoo.com for additional information.
9/18/08	6:00 PM (presentation)	General Membership Meeting Ritz-Carlton Hotel Quality System - Brian Bennett Madonna University, Livonia	0.3	Free. Check website, www.asqdetroit.org for the latest info.
9/20/08	8:30 AM - 4:30 PM	Saturday Quality Seminar Failure Modes & Effects Analysis (FMEA) Macomb Community College, Warren	1.0	\$25. Program schedule will be e-mailed to members.
9/27/08	8:00 AM - 1:00 PM	Certified Six Sigma Green Belt Refresher Course Macomb Community College, Warren (course starts 9/27, 8 sessions on Saturdays)	3.0	\$500. Contact Kush Shah, asq.1000@gmail.com for additional information.

From the Chair *by Kush Shah*

I hope you all are having a wonderful summer season. This is a great time to reunite with family members and enjoy some of the many recreational activities here in southeast Michigan.

This fall, the ASQ Greater Detroit Section has numerous activities planned, including a full slate of three monthly General Membership Meetings (generally on the third Thursday of each month) and a couple of daylong Quality Seminars at Macomb Community College. We will also continue to offer review classes.

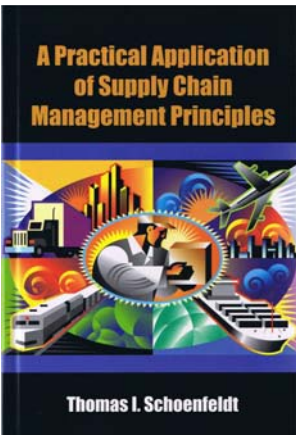
I also wanted to take a moment to congratulate Dr. Rajinder Kapur, who received the ASQ Automotive Division's "Quality Professional of the Year" award at the annual awards banquet in June.

Dr. Kapur has been involved in the ASQ Greater Detroit Section for over 20 years and has made a tremendous contribution to the section, most notably in the educational offerings that he helped develop. From a personal perspective, Dr. Kapur was one of the first individuals to welcome me into ASQ and the Quality profession.



Ford Vice President Bennie Fowler, Dr. Rajinder Kapur, and Kush Shah at the ASQ Auto Div. Banquet.

Schoenfeldt Speaks at ASQ Detroit Meeting *by Peter Vadhanasindhu*



The ASQ Detroit General Membership Meeting in May featured Tom Schoenfeldt, who spoke about food safety and quality in the food supply chain.

Schoenfeldt, an ASQ Fellow since 2003, has extensive experience in quality/manufacturing consulting, customer-supplier management, and academia. He was also the recipient of the 2002 ASQ Automotive Division's "Quality Professional of the Year" award.

His presentation included information on translating manufacturing-based professional qualifi-

cations to be applicable to health or food safety positions, as well as a discussion of some of the opportunities to be found in the food and agriculture industries. Schoenfeldt's presentation also covered some of the quality standards and important considerations in the supply chain.

Recently, ASQ published Schoenfeldt's latest book, *A Practical Application of Supply Chain Management Principles*, which has been approved for use in two courses in the School of Business at Madonna University in Livonia, Michigan.

Special ASQ Refresher Classes to be offered

For any individual or organization interested in attending a review course for the ASQ Certified Quality Auditor, Certified Manager of Quality/Organizational Excellence, or Certified Reliability Engineer exams, the ASQ Greater Detroit Section will offer these classes once per year, depending on demand. Contact Rajinder Kapur at rajinderkapur@yahoo.com if interested.

ASQ Refresher Courses

Register Early and \$ave

Classes held at Macomb Community College,
South Campus, Building "T", Warren, Michigan

Certified Quality Engineer Refresher Course starts Saturday, August 9, 2008.

For more information, contact Janet MacDonald, janraemac@yahoo.com

Certified Six Sigma Green Belt Refresher Course starts Saturday, September 27, 2008.

For more information, contact Kush Shah, asq.1000@gmail.com

More Courses Available on Page 8!



Quality Systems Technology

Macomb Community College is pleased to make the members of ASQ Greater Detroit Section aware of the quality related courses that will be offered this Fall.

FALL 2008

Course No	Description	Day	Time	Dates	Cost*
QUAL 1011	Quality Fundamentals	Tuesday	6:00 - 9:55 pm	9/02 - 12/16/08	\$268.00
QUAL 1011	Quality Fundamentals	Mon & Wed	4:00 - 5:55 pm	8/27 - 12/17/08	\$268.00
QUAL 1021	Inspection Techniques	Thursday	6:00 - 9:55 pm	8/28 - 12/18/08	\$268.00
QUAL 1030	Statistical Quality Control	Wednesday	6:00 - 9:55 pm	8/27 - 12/17/08	\$319.00
QUAL 1051	Standards - AIAG, ANSI/ASQC, ASME, ISO	Thursday	6:00 - 8:55 pm	8/28 - 12/18/08	\$247.00
QUAL 1101	Layout Methods & CMM Intro	Saturday	9:00 am-12:55 pm	8/30 - 12/20/08	\$364.00
QUAL 1101	Layout Methods & CMM Intro	Friday	5:00 - 8:55 pm	8/29 - 12/19/08	\$364.00
QUAL 1201	Geom Dimension & Toleranc w/Apps Lab	Tu & Th	2:00 - 3:55 pm	8/28 - 12/18/08	\$247.00
QUAL 1201	Geom Dimension & Toleranc w/Apps Lab	Tu & Th	4:00 - 5:55 pm	8/28-12/18/08	\$247.00
QUAL 1610	Introduction to Lean Six Sigma	Tuesday	6:00 - 09:55 pm	9/2 - 12/16/08	\$319.00
QUAL 1801	Quality Auditing ISO TS16949	Friday (every other)	6:00 - 9:55 pm	8/29 - 12/05/08	\$175.00
QUAL 2301	QMS, Leadership & Teams	Wednesday	6:00 - 9:55 pm	8/27 - 12/17/08	\$247.00
QUAL 2400	Project Management	On-line	On-line	8/27 - 10/21/08	\$292.00
QUAL 2400	Project Management	Monday	6:00 - 8:55 pm	9/08 - 12/15/08	\$247.00
QUAL 2550	Continuous Improvement (class held at Henry Ford Hospital Pathology Lab, every other week).	Monday	6:00 - 9:55 pm	9/08 - 12/15/08	\$247.00

All Quality classes (except QUAL 2550, as noted above) are held at Macomb Community College, South Campus (located between 12 Mile Road and Martin Road, west of Hayes Road) T building. T Building is conveniently located near the Martin Road entrance.

*Costs shown include tuition and fees for Macomb County residents. Costs for non-Macomb County residents are slightly higher. Tuition subject to change.

Whether you are pursuing a degree, one of our certificate options or updating your skills, Macomb Community College offers a superior education at an affordable price.

To register, go to www.macomb.edu and click on the web registration link or call 586-445-7435.

Change (continued from Page 1)

these changes so that we have a clear picture and a clear plan.

One question might be: How is the Quality profession perceived by business?

The State of Michigan see it as quality inspectors and quality technicians. Mi-Works will not sponsor retraining in Quality because it sees no increase in demand for inspectors and technicians. This is part of the future membership growth that we are losing because of misinformation. We should be part of this solution.

Another question might be: How are your job skills described?

We used to have a limited number of job titles with clear and consistent job responsibilities. Quality related positions are now in all areas of the business. Many new and unique (to each company) titles have appeared.

These titles may or may not imply the Quality aspect of the position. Some are generic, some all-encompassing. Some focus only on a small set of skills such as Six Sigma or Reliability. These new titles are not limited to the Quality department even though they are certainly Quality functions. These are not professional titles; they are descriptors of job skills that can be applied in many different applications

and businesses. Does this give your current skills more or less opportunities?

What about QMS? Project Management? Poke Yoke? Calibration and Traceability? And all of the other quality tools used to manage and improve processes and customer satisfaction? Their roles are well defined in ISO, ASME, AALA and other standards. Does corporate business management think of them as Quality functions? Maybe they just think of them as the industry, national, and international requirements for doing business. Are audits considered differently? What are we, as quality professionals and as a quality society, doing to claim what is ours and to

(Continued on page 4)

Change *(continued from Page 3)*

bring others into our field because of these functions?

The Project Management classes at Macomb Community College have students from quality, CAD, construction, healthcare, and business. Most don't see themselves as learning Quality tools, but as learning one marketable skill. This opens many new areas of growth for the quality professional. But the long term question becomes: Is Quality becoming a skill set with international standard instead of a profession?

A couple of months ago I received an invitation to a Lean Accounting conference. Who are these new professionals? Are they accountants who have learned how to apply the Lean philosophy or quality professionals who have learned how to do accounting? Maybe this is part of the future for the Quality professional. The emphasis is on improving the process and customer satisfaction – not on a 'profession' called quality.

So here's the Catch-22. Quality professionals are expanding their skills per ISO and other standards. That leads them to new job categories. They are no longer a Quality _____ (fill in title) but a Project Manager, or a Six Sigma Black Belt, or a Lean champion. In other words, they are their job description – not a Quality professional. Is this the inevitable conclusion – one that we worked so hard to reach? That Quality is an integral component in every job description. Have we lost our identity in reaching this goal? Have we become a systems and regulations body?

Probably not. But we must find new ways to maintain and build our profession. ASQ membership and activity will grow only if we have an identity as a profession. Macomb Community College is the only community college locally to offer Quality classes. Oakland Community College and St. Clair Community College stopped offering them. There are only a handful throughout the country. We are fortunate to have several universities who offer a

Bachelor and one offering a Master degree in Quality. Enrollment at Macomb is fighting to maintain current student counts. We all remember the large and active membership of the Greater Detroit section. During that time, the enrollment at Macomb was large also.

So now we must finally answer these questions. In those answers we may find a plan to take us forward as a profession. We need to implement a plan that will continue our growth, presence, and professionalism. Part of that plan includes education and certification. Part includes marketing. Part includes enhancing the image in the eyes of students and those looking for retraining to the level it deserves – the same as an engineer. The Greater Detroit section has many talented people who generously donate their time. I'm preaching to the choir here, but that's the point. We must find a way for others to know what we know about the quality profession. And they will want to join us if they see a clear career path. It's up to us to light that path.

GM Chairman's Honors Award

ASQ Greater Detroit Section Chair **Kush Shah** was the recipient of a 2007 Chairman's Honors Award, the highest award a GM employee can receive for performance excellence.

Shah received this honor as part of a quality

improvement team that helped GM Powertrain improve quality and customer satisfaction.

Shah is the Current Product Quality Manager at GM Powertrain, and leads a team of over 30 quality personnel, including statistical problem solvers and program quality managers.



ASQ Automotive Division Awards and Scholarships *by Peter Vadhanasindhu*

On June 17, the ASQ Automotive Division held its annual Awards Banquet at the Henry Ford Fairlane Estate in Dearborn.

The keynote speaker for this event was **Bennie Fowler**, Vice President of Global Quality, Ford Motor Company.

The Quality Leader of the Year award was presented to **Marybeth Cunningham**, Director of Global Operations, Delphi Packard Electrical/Electronic Architecture.

The Quality Professional of the Year award was presented to **Rajinder Kapur**, Supplier Development Engineer at Ford Motor Company.

The William P. Koth award was presented to **Lou Ann Lathrop**, Design Release Engineer at General Motors Powertrain.

The Cecil C. Craig Award was presented to **John J. Casey** for the article "3L5Y Explained" and to **R. Dan Reid** for the article "Developing the Voluntary Health

Care Standard."

The Deming Scholarship was awarded to **Shannon Hunter** of Oakland University.

The ASQ Automotive Division wishes to thank the following sponsors of this event:

- **ASI Consulting Group**
- **Ford Motor Company**
- **Macomb Community College**

Any views or opinions expressed in articles are those of the author(s) and do not necessarily represent the views or opinions of the American Society for Quality (ASQ), the ASQ Greater Detroit Section, or its board members.



Location: Illinois Institute of Technology, Rice Campus

To register, please visit: www.businessinnovationconference.com

Business, academia, and government will assemble for the Business Innovation Conference at Illinois Institute of Technology in Wheaton, IL on September 8-10, 2008. With 6 workshops, and about 30 sessions including several keynote speakers, this will be the first conference of its kind to address both the science of innovation and accelerating performance through innovation.

Participating organizations include: Abbott Laboratories; Arizona State University; CartonCraft; Chicago Manufacturing Center; Elkey Manufacturing; Fitch, Even, Tabin & Flannery; Georgetown University; Illinois Institute of Technology; Massachusetts Institute of Technology; Mayo Clinic; Microsoft; MindTree, Ltd.; Scanlon Leadership Network; Tata Consulting Services; and more.

Who Should Attend?

- Business innovation leaders and professionals
- Educational and Government leaders
- Technology professionals
- Executives

"Every major country in the world is competing, innovating and growing. That is why gatherings like this are so important. ... The Spirit of entrepreneurship and innovation, long our mainstay, is now more important than ever. I encourage you to listen, learn and share best practices for encouraging and promoting innovation. Take them home with you. Remind the world of that fundamental spirit that has made this nation great."

Carlos M. Gutierrez, Secretary of Commerce

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- Aligning measures with financials
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- The Innovation Project

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Quality Herald Content & Advertising Deadlines:

- For September-October 2008 issue: August 22, 2008
- For November-December 2008 issue: October 17, 2008
- For January-February 2009 issue: December 19, 2008

Quality Herald Advertising Rates:

<u>Ad Size</u>	<u>Price</u>
1/4 page	\$250
1/2 page	\$500
3/4 page	\$750

ASQ September Meeting *by Peter Vadhanasindhu*

The ASQ Greater Detroit Section will kick off its fall events with a joint meeting with the ASQ Ann Arbor Section and the ASQ Automotive Division at Madonna University in Livonia, at 6:00 PM on Thursday, September 18, 2008.

The keynote speaker will be Brian Bennett of the Ritz-Carlton Hotel Company. His presentation, "Performance Excel-

lence Myths: Identifying Pathways and Avoiding Pitfalls," will show how the Ritz-Carlton Hotel Company, L.L.C. avoids common business pitfalls and creates pathways to success using the Malcolm Baldrige National Quality Award Criteria. Attendees will identify how to improve their business results by implementing a leadership system that fosters trust, learning, and empowerment.

Brian Bennett began his Ritz-Carlton career in 1987. He has worked hotel operations at eight Ritz-Carlton properties, including Cancun and Barcelona. Mr. Bennett played a key role in the company's successful Baldrige application in 1992, representing European properties. Currently, Mr. Bennett serves as Area Director of Quality for Philadelphia, New Orleans, Cleveland, St. Louis and Dearborn.

Special ASQ Refresher Classes to be offered

For any individual or organization interested in attending a review course for the ASQ Certified Quality Auditor, Certified Manager of Quality/Organizational Excellence, or Certified Reliability Engineer exams, the ASQ Greater Detroit Section will offer these classes once per year, depending on demand. Contact Rajinder Kapur at rajinderkapur@yahoo.com if interested.

For more information about refresher courses, see schedule on page 8. Contact information for instructors can be found on page 7.

The personal data is submitted for Section use only

Please register me for the course indicated below:

ASQ REFRESHER COURSE REGISTRATION FORM

Name Last First Middle Initial

Home Address

City State ZIP Phone (circle: home / cell)

Employer

Employer Address

City State ZIP Work

ASQ MEMBER Member No:

COURSE NAME AND NUMBER

Payment: Make check payable to: **Greater Detroit Section, ASQ**

Mail to: Greater Detroit Section 1000
27350 Southfield Rd., Suite 102
Lathrup Village, MI 48076

Personal Check #	<input type="text"/>	Amount	<input type="text"/>	Company Check No.	<input type="text"/>	Amount	<input type="text"/>
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2008 - 2009 Executive Committee

ASQ Greater Detroit Section 1000 (248) 443-9666



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ASQ Greater Detroit Section, 2008 / 2009 Schedule of Refresher Courses

All classes are held on Saturday at Macomb Community College South Campus, T Building (located between 12 Mile Rd & Martin Rd, west of Hayes Rd). Refresher course starting dates are subject to change, students should verify.

Certification <i>Contact: Rajinder Kapur</i> 248-703-7148	Refresher Course #	Refresher Course Start Date	Examination Application (Last) Date	Examination Date	Pre-Registration FEE*	On-Site Registration FEE*
Certified (CQE) Quality Engineer 12 Sessions Saturday 8 a.m. - Noon	CQE808 CQE209	8-9-08 2-7-09	10-3-08 4-3-09	12-6-08 6-6-09	\$450	\$500
Certified (CQT) Quality Technician 10 Sessions Saturday 8 a.m. - Noon	CQT1108 CQT709	11-8-08 7-11-09	1-9-09 8-14-09	3-7-09 10-17-09	\$325	\$350
Certified (CQI) <i>(formerly CMI)</i> Quality Inspector 10 Sessions Saturday 8 a.m. - Noon	CQI1108 CQI709	11-8-08 7-11-09	1-9-09 8-14-09	3-7-09 10-17-09	\$325	\$350
Certified (CSSBB) Six Sigma Black Belt 10 Sessions Saturday 8 a.m. - 1 p.m.	CSSBB1108 CSSBB609	11-8-08 6-21-09	1-9-09 8-14-09	3-7-09 10-17-09	\$1000	\$1100
Certified (CSSGB) Six Sigma Green Belt 8 Sessions Saturday 8 a.m. - 1 p.m.	CSSGB908 CSSGB309	9-27-08 3-14-09	10-3-08 4-3-09	12-6-08 6-6-09	\$500	\$550

For more information on Body of Knowledge and Registration forms, follow: www.asqdetroit.org/courses.php

*NOTE: This fee for the refresher course **includes** course materials. The fee does **not** include membership fees and/or Exam Application fees. You will be considered pre-registered if your application and full fee are received 1 week before the course start.

For address, phone number or e-mail changes, contact ASQ Headquarters at 1-800-248-1949

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