



Hampton Roads Section



American Society for Quality (ASQ), Section 1114 SUMMER NEWSLETTER 2008

<http://www.hamptonroadsasq.org> (or just <http://www.hrasq.org>)

Mission Statement

The mission of the Hampton Roads Section of the American Society for Quality is to promote interest in the quality profession within the local community and support the continued professional development of our members through education, networking and sharing of resources.

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We are here for you! Contact us at chair@hamptonroadsasq.org or use our individual information!

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From the Editor

Friends, take advantage of a fantastic value worth thousands of \$\$. Cannot recommend it enough...

SIX SIGMA BLACK BELT and GREEN BELT COURSES plus CQE, CQA, CQT, CMQ/OE Applicable Training Modules - JULY THROUGH OCTOBER 2008

Take the entire course (\$600) or attend individual sessions (\$75 each; Non-members \$100 each).
Check our Web Site <http://www.hamptonroadsasq.org/classes.html> for Details!

Scott Rutherford, our instructor, is an Instructor/Master Black Belt with the US Navy Sea Systems Command (NAVSEA) Lean Six Sigma College, stationed at the Norfolk Naval Shipyard, Portsmouth, VA. For his expertise, Scott is in demand throughout the nation. Scott is a senior member of the American Society for Quality (ASQ) currently serving as a deputy regional director. He is an ASQ CQE, CQM, CSSBB, and also Department of Navy Certified Lean Six Sigma Black Belt.

Joe Maggiore - Section 1128 Education Chair, CSSGB, CPIM, CQE, PMP contributes with handouts, quizzes, and other materials, and unique hands-on knowledge gleaned at top companies and government organizations.

June 2008: Stuart Speth and Vinson Perkins won the *Frank Stegall Scholarship* sponsored by ASQ Sections 1114 and 1128. Both received \$750 monetary awards in recognition of their outstanding academic achievements and performance on a competitive essay on Quality.

Congratulations, Stuart and Vinson!



One of the top items mentioned by members who responded to our 2008 Section Feedback Survey was a desire to *increase professional networking*. To this end, we have set up a section group on the professional networking site [LinkedIn](http://www.linkedin.com). You can join both *LinkedIn* and the section group for free, and share as much or as little about yourself as you wish.

Our *LinkedIn* group is a great way for members to become familiar with who's who in both industry and expertise within our own local section, and expand your professional network. If you're already a *LinkedIn* member, just click on the link below. If you aren't, signing up is quick and easy at:

<http://www.linkedin.com/e/gis/138656/43DCF940DC85>

Mike, our Secretary and Internet Liaison, can help with any questions: he's a whiz!

To Our Members and Volunteer Member Leaders - Thank You!

WELCOME TO OUR NEW MEMBERS!

It's great to have you!

Alan R. Bennett
Beth D. O'Connor
Charles N. Sapp
Edward M. Flanagan
Eric A. Schindelbeck

James M. Levister
Larry S. Morris
Lawrence J. Baranowski
Lee Henderson
Matthew Cox

Paul O. Lyons
Paul T. Pierce
Ronald L. Burton
Sean L. Kent
Selina R. Hunt

CONGRATULATIONS TO OUR NEWLY CERTIFIED and RECERTIFIED MEMBERS!

Well done!

Arden D. Halvorsen – CQA, May 2008
Christian Dawson – CSSGB, June 2008
Edward M. Flanagan – CSSGB, June 2008
Matthew Cox – CSSGB, June 2008

Mark A. Rennie – CQT, March 2008
Ronald L. Burton, – CQA, June 2008
William L. Blackwell – CSSGB, May 2008
Tanya Jeliaskova – CMQ/OE, CQA;
Recertified June 2008

For Certification Exam Dates and Registration Deadlines, check www.asq.org!

CAREERS IN QUALITY

Visit the ASQ Career Center at <http://careers.asq.org/search>. Users need to register to view the Career Development section. You can receive a FREE account at <http://careers.asq.org/careerdev/kb/detail>.

ASQ Lauds President Bush's Executive Order on Performance Improvement Society Seeks to Offer Input to OMB

Milwaukee, Wis., June 26, 2008—An executive order issued by President Bush that establishes mechanisms for improving government performance was greeted by ASQ as a welcome measure for ensuring effective and efficient application of taxpayer resources.

"We commend the president for his farsightedness in issuing the executive order and the officials at the Office of Management and Budget (OMB) for their enthusiasm in setting up structures and processes for implementing the order," said Mike Nichols, ASQ president.

The Executive Order on Improving Government Program Performance was issued by the president to "improve the effectiveness and efficiency of the Federal Government." As part of that order, a Performance Improvement Council was established within OMB.

The Council coordinates the activities of newly appointed Performance Improvement Officers who represent each federal executive branch agency. Those activities include supervising performance management activities, development of strategic plans and annual performance plans, program performance assessment, and establishment of means for measuring progress toward achievement of goals.

Representatives of ASQ are holding discussions with officials at OMB to explore how ASQ can assist in implementation and ongoing operations of the Performance Improvement Council.

Publication of New Edition of ISO 9001 Expected In October-November 2008

A new edition of ISO 9001, the world's most widely used quality management system standard, is being submitted for voting as a Final Draft International Standard and, subject to formal approval by the ISO membership, the publication of the revised version should be in the October-November 2008 time frame.

The proposed ISO 9001:2008 does not introduce additional requirements compared to the last edition in 2000 and does not change the intent of ISO 9001:2000.

The draft International Standard was approved at the 19-23 May 2008 meeting of ISO technical committee ISO/TC 176, *Quality management and quality assurance*, held in Novi Sad, Serbia, and hosted by the Serbian national standards body, ISS. ISO 9001 will be circulated in July as a Final Draft International Standard, on which ISO's national member bodies as a whole may vote.

ISO 9001 provides the requirements for a quality management system (QMS), which is a framework for an organization to control its processes in order to achieve objectives including customer satisfaction, regulatory compliance and continual improvement. Organizations that implement the standard can choose to have their QMS independently certified as conforming to the requirements of ISO 9001, as means of increasing the confidence of their business partners, customers and regulators in their products and services.

Although certification is not compulsory, it is estimated that over one million ISO 9001 certificates have been issued to organizations in private and public sectors, in manufacturing and services, and in 170 countries. The new edition, however, will not require any specific reassessment for certification.

ISO 9001:2008 will be the fourth edition of the standard which was first published in 1987. The third edition, published in 2000, represented a thorough revision, including new requirements and a sharpened customer focus, reflecting developments in quality management and experience gained since the publication of the initial version.

ISO's rules for the development of standards require their periodic review to decide if they need revising, maintaining or withdrawing. Compared to the 2000 revision, ISO 9001:2008 represents fine-tuning, rather than a thorough overhaul. It introduces clarifications to the requirements existing in ISO 9001:2000, based on user experience over the last eight years, and changes that are intended to improve further compatibility with the ISO 14001:2004 standard for environmental management systems.

To accompany the publication of the new versions, ISO is now working on implementation guidance for ISO 9001:2008, a reference table comparing and contrasting ISO 9001:2000 and ISO 9001:2008 and answers to Frequently Asked Questions. ISO is collaborating with the International Accreditation Forum (IAF) concerning accredited certification.

ISO 9001 is one of 17 standards (plus a corrigendum) developed by ISO/TC 176 on quality management supporting tools. These include **ISO 9004:2000, *Quality management systems – Guidelines for performance improvements***, which is undergoing revision and expected to be published as a new edition in 2009.

A Simple Quality Tool Saving Lives

http://www.who.int/patientsafety/safesurgery/tools_resources/technical/en/index.html

World Health Organization (WHO) Surgical Safety Checklist and Implementation Manual

WHO Created Surgical Safety Checklist to Help Operating Teams Reduce Occurrence of Patient Harm.

The checklist is not a regulatory device or a component of official policy; it is intended as a practical easy-to-use tool for clinicians interested in improving the safety of their operations and reducing unnecessary surgical deaths and complications.

The manual provides suggestions for implementing the checklist, understanding that different practice settings will adapt it to their own circumstances. The implementation manual is designed to help ensure that surgical teams are able to implement the checklist consistently. By following a few critical steps, health care professionals can minimize the most common and avoidable risks endangering the lives and well-being of surgical patients.

AND FROM NPR: World Health Organization Proposes Checklist to Reduce Surgery Errors

by Richard Knox

Morning Edition, June 27, 2008 · Since the 1930s, airplane pilots have run through checklists before taking off. Now the World Health Organization wants surgeons all over the globe to use them, too.

Dr. E. Patchen Dellinger, a surgeon at the University of Washington Medical Center in Seattle, says people are surprised when he tells them about the project. "One of the common reactions is, 'You mean you weren't doing that before? Good heavens!'" he says.

The new WHO checklist has 22 items spread over three stages: before, during and after an operation. Among other things, people on the surgical team must verify that they're about to operate on the right patient, with the right procedure, in the right place. They also must verify if the patient has allergies, if he or she may need blood, if pre-op antibiotics have been administered and, finally, if any instruments or surgical sponges are unaccounted for. (They may have accidentally been left inside the patient.)

Eight medical centers around the world, from Tanzania to England and Seattle to Manila, have been participating in a pilot program using the checklist. At the start of the program, the hospitals were doing everything they should only a third of the time. A thousand operations later, that rate improved to two-thirds of the time, with some hospitals approaching 100 percent.

The WHO tapped Dr. Atul Gawande to head the international task force that devised the checklist. He's a Boston surgeon and a professor at the Harvard School of Public Health who writes frequently about how things go wrong in medicine.

Gawande says there's been some resistance to the list. One London surgeon thought it was demeaning "Mickey Mouse stuff" until one day in the operating room.

"Right before the incision [the medical team] took a timeout," Gawande says, "and when it came to the nurse's turn to raise any concerns, the nurse asked: 'Are we really sure we have the right size knee replacement for this patient?'"

Turns out, they didn't — not anywhere in the hospital. That surgeon now swears by the surgical checklist. And Gawande wants to extend it to other parts of the hospital.

ISO to Develop Standard for Energy Management

(ISO: Geneva) -- The International Organization for Standardization recently approved the development of an international standard on energy management. The standard will provide organizations and companies a practical and widely recognized approach to increase energy efficiency, reduce costs, and improve their environmental performance by addressing the technical and management aspects of rational energy use. The standard is intended to be broadly applicable to various sectors of national economies, including utility, manufacturing, commercial building, general commerce, and transportation sectors, and therefore, could have influence on as much as 60 percent of the world's energy demand.

"The urgency to reduce greenhouse gas [GHG] emissions, the reality of higher prices from reduced availability of fossil fuels, and the need to promote energy efficiency and the use of renewable energy sources, provide a strong rationale for developing this new standard building on the most advanced best practices and existing national or regional standards," says ISO Secretary-General Alan Bryden.

Following the examples of the ISO 9000 series on quality management and the ISO 14000 series on environmental management, the project committee ISO/PC 242—"Energy management," will consider the development of a standard containing relevant terms and definitions, and providing management system requirements together with guidance for use, implementation, measurement, and metrics.

The standard will be based on the continual improvement and plan-do-check-act approach used in ISO 9001 and ISO 14001 to aid compatibility and integration.

The future standard is expected to:

- Provide public and private organizations and companies with a well-recognized framework for integrating energy efficiency into their management practices
- Offer organizations with operations in more than one country a single, harmonized standard for implementation across the organization
- Provide a logical and consistent methodology for identifying and implementing improvements that may contribute to a continual increase in energy efficiency across facilities
- Assist organizations to better utilize existing energy consuming assets, thus reducing costs and/or expanding capacity
- Offer guidance on benchmarking, measuring, documenting, and reporting energy intensity improvements and their projected effect on reductions in GHG emissions
- Create transparency and facilitate communication on the management of energy and promote energy management best practices, thus reinforcing the value of good energy management behaviors
- Assist facilities in evaluating and prioritizing the implementation of new energy-efficient technologies
- Provide a framework for organizations to encourage suppliers to better manage their energy, thus promoting energy efficiency throughout the supply chain

- Facilitate the use of energy management as a component of GHG emission reduction projects.

For more information, visit www.iso.org/iso/pressrelease

Quality Isn't Just for the Guys

By Amanda Earing, News Editor
Manufacturing.Net - April 18, 2008

Aimee Siegler, a global compliance manager for Benchmark Electronics, is the founder of the **American Society for Quality's (ASQ) Women in Quality (WIQ)** network which launched in September of 2007. Since then, the network has grown to nearly 600 members with positions in the quality industry ranging from sales managers to engineers to CEOs. The network is also the largest of 16 different networks in the ASQ that follow various topics in the industry.

The WIQ network is a membership of women and men who strive to create an environment in the quality profession that allows each woman the ability to achieve her fullest potential. WIQ provides the opportunity to network with other women in the quality profession and learn from each other.

"When we first formed the network, I expected to be reaching women who were just getting started in the quality industry, but when you look at our member list that includes directors, managers, CEOs and master black belts, it was a pleasant surprise," says Siegler. "However, it also tells me we need to keep reaching out because we want to help newcomers."

The quality profession has long been male dominated and ASQ's demographics show only 25 percent are female members. The good news for women in the industry is those numbers are slowly changing.

"When you look at the statistics, girls are not taking math and science courses and are generally encouraged to go into non-technical fields, so when these young women do enter the quality profession, they are often entering a male-dominated field. As the ASQ becomes more actively involved in reaching out to female quality practitioners, we expect to see the female membership swing higher," Siegler notes.

Quality in education

One way ASQ is helping to bridge this gender gap is by reaching more young adults in college and encouraging younger girls to become more involved in technical roles and to take more math and science courses.

By becoming more involved with college students, Siegler hopes to increase awareness of the kinds of careers available and what areas of the profession would be of interest to them.

"There are great opportunities for ASQ as an organization to reach out to recent graduates, and also to undergraduates and graduate students, helping them see the opportunities available in the industry and how we can help them reach their goals," she says.

The WIQ is also partnering with an organization called The Leadership Institute that encourages more women to become leaders.

"In creating a relationship with this organization, we're hoping that over time we'll have women that are aspiring not only to be leaders, but leaders in quality." says Siegler.

Another way in which the quality industry hopes to draw more women is by branching out into other industries that often have more women employees.

Female dominated industries such as education and healthcare, where quality practitioners have not normally been involved, are starting to see the importance of quality roles to help improve their processes for providing quality service.

"As we start to see those requirements for quality driven into areas that traditionally have more women than men, I think we'll continue to see more women involved with quality. It is important to branch out into other occupations that tend to not be a target for quality and look at how we can learn from each other," says Siegler.

Siegler notes a recent example; a master black belt from a manufacturing company was hired by a hospital to look at what kind of strategies from manufacturing could help the health care provider improve its processes.

In addition to branching out into new industries, there are also many different opportunities in quality-related occupations. Siegler rattles off a broad list of titles from the Women in Quality network membership that include:

Administrators	Quality Managers
Analysts	Regulatory Compliance Specialists
Black Belts	Sales Managers
Chief Operating Officers	Senior Principals
Company Presidents	Software Validation Engineers
Directors	Supervisors
General Managers	Teachers
Project Managers	Vice President of Marketing
Quality Engineers	Vice Presidents of Quality

“The titles really run across the board -- lots of technical positions, quality engineers, industrial engineers and Six Sigma black belts. What the list tells me, and what I’ve seen in my career, is that it’s not so much a problem of getting a job, but it’s occasionally dealing with people that don’t necessarily believe women are capable of doing technical jobs,” she says.

To help women overcome these types of gender-based challenges, ASQ’s Women in Quality Network offers a variety of resources including a newsletter for women to learn about current topics related to quality and live networking conferences.

“Live networking at conferences has been a great opportunity for women to get together and talk about things important to them in the field,” says Siegler.

The WIQ also recently launched an online discussion board, a way for members to communicate when live networking is not an option.

The forum provides a place to ask questions and share experiences with others who may have dealt with a similar situation, network, and share stories about gender-based issues in the workplace.

One of the more recent topics asked members, “What steps or quality methods do you recommend to enable a positive work-life balance?”

Benefits of networking

For women looking to become more involved in quality, Siegler suggests creating a network for various reasons. “I don’t know everything. If I need to know something, I can find it from a resource within ASQ or go to my network. Having the ASQ and other resources has been invaluable to me and over time I’ve been able to get even more information and expand opportunities,” she says.

Siegler also believes it is important to have a mentor and one of the network’s long term goals is to have a formal mentoring program.

“The important thing in a mentoring relationship is finding the right mentor for you and making sure that person has the technical skills and knowledge that you are looking for. You should feel comfortable enough with your mentor to

ask honest direct questions that will help you learn. Having a mentor can be a very helpful tool in increasing your knowledge and your understanding of the company,” she says. 😊

Check out the ASQ **Women in Quality** network at <http://www.asq.org/communities/women-in-quality>

Minorities in Quality Network

<http://www.asq.org/communities/minorities-in-quality/index.html>

A new ASQ network launched “to champion the interests of minorities in the quality profession and to improve participation of minorities in quality and related fields.” The Minorities in Quality Network will:

- Define the issues facing minority quality professionals
- Discuss the issues in an open and professional manner
- Provide an arena for informal mentoring
- Bring the value of diversity to ASQ, corporations, and other organizations in the quality field. 😊

ASQ'S QUALITY INFORMATION CENTER: <http://www.asq.org/qic/index.html>

Members may contact ASQ's Quality Information Center (QIC) to request research services. The QIC also can refer you to members in ASQ Divisions or Forums to answer industry-specific questions.

Contact the QIC: Voice: 800-248-1946 (United States and Canada only), ext. 8693; E-mail: qic@asq.org

QUALITY LINKS AND USEFUL RESOURCES

[ASQ Section 1104](http://www.asqrichmond.org) - Website of the ASQ Richmond chapter <http://www.asqrichmond.org>

[ASQ Section 1128](http://www.asqtidewater.org) – Website of the ASQ Tidewater chapter <http://www.asqtidewater.org>

[Northern Shenandoah Valley](http://www.asqnsv.org/) - Website of ASQ Section 1131 <http://www.asqnsv.org/>

[ASQ's Main Site](http://www.asq.org) - For the career Quality Professional <http://www.asq.org>

[ASQ's Service Quality Division](http://www.asq.org/service) - Focuses on service quality <http://www.asq.org/service>

[ASQ Six Sigma Forum](http://www.asq.org/sixsigma) - Focuses on Six Sigma practices <http://www.asq.org/sixsigma>

[Hampton Roads Quality Management Communities](http://www.hrqmc.com) - Network for regional professionals and resources for productivity improvement <http://www.hrqmc.com>

[INCOSE](http://www.hra-incose.org) - Website of the local chapter of the International Council on Systems Engineering <http://www.hra-incose.org>

[Quality Resources Online](http://www.quality.org) - Website for all things related to quality <http://www.quality.org>

[U.S. Senate Productivity and Quality Award for Virginia](http://www.spqa-va.org) - Website of the Virginia State Quality Award <http://www.spqa-va.org>



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HAVE A SIZZLING-QUALITY Summer! 😊 STAY TUNED...