



ASQ

AMERICAN SOCIETY
FOR QUALITY™

ST. LOUIS QUALITY CONFERENCE

April 2-3, 2009
Crowne Plaza Hotel
Clayton, MO

Welcome



You Are Invited...

The ASQ St. Louis Section 1304 is pleased to invite you to participate in our annual St. Louis Spring Quality Conference. This year's conference is again being held at the Crowne Plaza Hotel in Clayton on April 2-3, 2009. For this year's conference, we've scaled back to maximize value in terms of our current economy. In addition to the nine preconference workshops and the activities on Conference Day, we will have over 16 different speakers and presenters. Additionally, on April 2nd, we are providing you the opportunity to take ASQ Certification Exams. We have designed the St. Louis conference to provide you with a diverse opportunity for information and to leverage the complimentary strengths of ASQ's expertise.

Our preconference workshops offer a wide variety of courses which will provide attendees with the ability to gain in-depth knowledge in their choice of topics. All of the presenters are considered experts in their field. On conference day, attendees have a choice of attending any four breakout sessions out of 16 different possibilities. This is a rare opportunity to gain a variety of knowledge and insight in one place.

Product and service quality is the mission of our organization, the American Society for Quality. In this age of global competition, it is imperative that an organization seek to improve the quality of what they do both internally and externally. Good quality is a means of survival by having a direct impact on bottom line results. Attendees will have the opportunity to be exposed to a variety of methodologies and topics that focus on improving the organization, as well as the individual contributor.

This year our conference program features speakers from ten states ranging from Arizona to Kentucky. Their insight and best practice information will enable the attendees to take lessons learned back to their organization for further study and implementation. In addition to the knowledge provided by subject matter experts, there will be two major networking events to learn from your peers. The Thursday evening reception and meeting along with extended lunchtime and session breaks will allow plenty of time to meet with fellow attendees and to visit the conference vendors.

Now is the time to put quality at the top of your agenda – register today!

We look forward to seeing everyone at the conference!

Sincerely,

Stephen Mundwiller

CQM/OE, CQA, CQPA, CSSGB
RAB Principal Auditor
ASQ Section Chair

Steve Hyland

CQM/OE, CQE, CQA, CRE
Conference Chair
ASQ Section 1304 Chair Elect





CONFERENCE KEYNOTE ADDRESS - APRIL 3, 8:30 AM

J. Kim Tucci is the recipient of numerous awards and honors for outstanding leadership through various civic, business and charitable organizations. The St. Louis Business Journal has selected Tucci as one of the Top 100 Business Leaders in the St. Louis Region.

Mr. Tucci is St. Louis born, raised and educated and holds both undergraduate and graduate degrees in Communication from Saint Louis University. He was a high school teacher and coach for six years and a college instructor for seven years. Heavily involved in regional, state and local, civic and business affairs, Tucci is a Past Chairman and currently Vice-Chairman of the Saint Louis Convention and Visitors Commission. He is a past member of the Saint Louis University Board of Trustees and is Chairman of the SLU Billiken Club. Tucci was inducted into the Saint Louis University Hall of Fame in 1989. He is also Chairman Emeritus of **Heat Up St. Louis**

and Past President of **The Missouri Athletic Club** and **The Saint Louis Ambassadors**. Tucci has also served as St. Louis Airport Commissioner and St. Louis Board of Elections Commissioner. He currently is Chairman of the **St. Louis International Film Festival (Cinema St. Louis)**.

Tucci along with his partner Joe Fresta and late partner John Ferrara founded **The Pasta House Co.** restaurant chain more than thirty-five years ago. Today, with thirty-two restaurants and more than two thousand employees, **The Pasta House Co.** is the largest locally owned restaurant chain in Missouri. In cooperation with the Coca-Cola Corporation, **The Pasta House Co.** has established, "Reading, wRiting and Ravioli" which, to date, boasts the participation of 400 schools and 4,000 teachers in the Saint Louis region. Its "Great Works of Art High School Contest" offers talented area high school students the opportunity to compete for college scholarships.

In 1985, Tucci, co-founded the **Caring and Sharing Program**, a charitable foundation. Through this program and the support of their friends, over 5,000 St. Louisans in need are fed every Christmas. Today the **Caring and Sharing Program** is not a holiday only activity, but helps families in need year round.

Mr. Tucci is President of **Centro Consulting Company**, a training and solutions entity. He is also **Chairman of Talent Plus Spotlight**, which represents Speakers and Corporate Entertainment. A professional auctioneer, Tucci works more than 20 auctions a year for various charities. Also, a professional speaker, Mr. Tucci recently gave the keynote address for Global Entrepreneurship Week at Southeast Missouri State University and will be the keynote speaker for the **American Society of Quality in April 2009**.

In May of 2009, he will also give the keynote address for The St. Louis Business Journal's Annual Dinner honoring the Top 150 Businesses in the St. Louis region.

Tucci is the recipient of numerous awards and honors for outstanding leadership through various civic, business and charitable organizations. He has been honored with more than twenty Man of the Year Awards including the St. Patrick's Man of the Year, AMC Cancer Research Man of the Year, City of Hope Man of the Year, Multiple Sclerosis Sportsman of the Year, UNICO National Man of the Year, and the Heat Up St. Louis Torch of Courage Award. He has also received The Habitat for Humanity Award, the Rev. J. Barry McGannon, S.J. Man of the Year Award and Missouri Restaurateur of the Year. In 2003 he received The Wesley House Pillar of the Community Award and he was presented the prestigious Catholic Youth Council Silver Boot in 2004. In 2005 he received the Fratellanza Guy Gagliardi Man of the Year Award and in 2006 he received the Mary Ryder Home Heart of the Community Award. Mr. Tucci also received the Dr. Martin Luther King, Jr. Distinguished Community/Civic Service Award and the Outstanding Missourian Award in 2007. He also received the Catholic Youth Apostolate Community Leader of the Year award in 2008. **The St. Louis Business Journal has selected Tucci as one of the Top 100 Business Leaders in the St. Louis Region.**



ITALIAN RESTAURANT

Keynote Speaker



ASQ 1304 St. Louis Quality Conference • April 2-3, 2009

Crowne Plaza St. Louis – Clayton
 7750 Carondelet Avenue • Clayton (St. Louis), Missouri 63105
 Reservations: 888-303-1746 or 314-726-5400

DINNER KEYNOTE - APRIL 2, 6:00 PM



Mike Brooks:

Michael J. Brooks is President, Chief Executive Officer and Chairman of Ardent Outdoors, Inc. a manufacturer of fishing reels and accessories that are Made in the U.S.A.

Brooks began with Ardent in 2003 as a member of the Board of Directors. In 2004, Brooks was named President and CEO and became Chairman in 2007. Since then, Ardent has become one of the fastest growing companies in the fishing tackle industry with their products now distributed in more than 1,500 dealers nationwide and with additional outlets in Canada and Mexico. Ardent reels are now the reel of choice for a number of amateur and professional anglers competing in the U.S. and was the reel used by Alton Jones to win the 2008 Bassmaster Classic Championship, the largest tournament prize in freshwater fishing.

Prior to joining Ardent, Brooks was employed by Anheuser-Busch, Inc. for 19 years, serving most recently as Vice President of Wholesale Operations. Prior to that, Brooks served as the company's Vice President of Sales for the United States. He was responsible for the company's sales revenue and volume sold through Anheuser-Busch's 800 independent wholesalers and 500,000 retail accounts. Under his management, the

company consistently grew volume, revenue, market share and earnings. He was a member of the Anheuser-Busch Board of Directors, Management Committee, and Business Practices and Ethics Committees. Brooks also served as Director of Budweiser Marketing and Director of Sports Marketing during his career. Brooks is also the Managing Partner of the St. Louis Bandits, an NAHL franchise, as well as Managing Partner of both JJM Brooks Ag. LLC and Brooks Brothers Ag. LLC. He serves on the Board of Directors for C.K. Power Corporation and the Government Affairs and Commerce Committees of the American Sport Fishing Association.

Brooks is also a Lifetime Sponsor of Ducks Unlimited and formerly served as the National Secretary of the organization. He is a member of the National Rifle Association and Quail Unlimited and formerly served as the president of the St. Louis chapter. Brooks is a member of the Kappa Sigma Fraternity and served as President of the fraternity's University of Missouri Alumni Association. Brooks has also served on additional civic, religious, and conservation boards across Missouri.

Brooks graduated with a Bachelor of Arts degree from the University of Missouri Columbia in 1981 and now resides in St. Louis, Mo. with his wife and 3 children.

LUNCHEON KEYNOTE - APRIL 3, 12:30 PM

Barnes-Jewish Hospital Women and Infants Team:

We are happy to have the Women and Infant Team from Barnes-Jewish Hospital that will be competing at the World Quality Conference in May to share their team story. By following techniques of Lean and Six Sigma the team was able

to achieve tremendous improvements in both Patient Safety and Financial Health. Their story will show how using the DMAIC process, Value Stream Analysis



and Rapid Improvement Events, the team was able to drastically reduce patient sentinel events and avoided over \$1.5 million in related expenses.

Pre-Conference Workshops & Conference:

Full workshop and speaker descriptions can be found on the website (www.asqstlouis.org). Continental breakfast, lunch and snacks are included for half day workshop and conference attendees.

ASQ Certification Exams (April 2, 2009):

All 15 of the ASQ Certification exams will be offered. We will have ASQ Certification Exams on Thursday April 2. Check-in starts at 7:15 am and exams start at 8:00 am, ending at 1:00 pm in the Grand Ballroom. Lunch is not included. (Advance registration through ASQ is required to sit for an exam.)

Book Sales:

ASQ 1304 sponsored book sales. Quality titles will be presented for sale at the conference. Scan hundreds of titles before you buy. Beth Cudney will be available to sign her book. Purchase books by cash or check (ATM on site). No credit cards.

Quality-Related Exhibits:

The exposition is centrally located near the educational seminars, registration, and meals. In addition, break service will be offered in the Exhibit area.

PRE-CONFERENCE WORKSHOP SCHEDULE - THURSDAY, APRIL 2, 2009

7:15 – 8:00 am	Check-In for ASQ Certification Exams at the Grand Ballroom (Lower Level)
8:00 – 1:00 pm	ASQ Certification Exams
Workshops AM	7:30 – 8:00 am - Check-In for Pre-Conference Workshops at ASQ Registration Desk in Lobby
8:00 – 12:00 pm	WS1 - Using Statistics for Decision Making, Brenda Bishop
	WS2 - People and Lean+ Integrating our Strengths, Dawn Newman and Mark Dana
	WS3 - Excel for SPC and Statistical Analysis, Scott Follett
	WS4 - Lean ISO9001, Chris Anderson
Workshops PM	12:30 – 1:00 pm - Check-In for Pre-Conference Workshops at ASQ Registration Desk in Lobby
1:00 – 5:00 pm	WS5 - Introduction to Design of Experiments, Conni Borrer
	WS6 - Effective Internal Audits, John Moorhouse
	WS7 - Human Side of Lean, George Friesen
1:00 – 3:00 pm	WS8 - Thinking Locally and Globally in Organizational Leadership, Deborah Schroeder-Saulier (2 hrs)
3:00 – 5:00 pm	WS9 - A Lean Tool Kit for Project Leaders, Adil Dalal (2 hrs)
5:30 - 9:00pm	Conference Reception with ASQ Section meeting and dinner following -keynote speaker Mike Brooks

Book sales and Exhibitor booths are open from 5:30 to 8:00 pm • Detailed workshop descriptions can be found at www.asqstlouis.org

CONFERENCE SCHEDULE - FRIDAY, APRIL 3, 2009

7:00 – 8:00 am	Registration, Continental Breakfast, Visit Exhibits, Book Sales & Networking			
8:00 – 8:30 am	Welcome and Chair Address - Steve Hyland & Steve Mundwiller			
8:30 – 9:30 am	Featured Keynote: Kim Tucci			
9:30 – 9:45 am	Break			
9:45 – 10:45 am	Track 1	Track 2	Track 3	Track4
	Gerald Verduft Lean Management	Colin Gray Maximizing Value from ISO	Conni Borrer Intro to Response Surface Meth.	Scott Follett History of Measurement
10:45 – 11:00 am	Break			
11:00 - 12:00pm	Adil Dalal Got Lean? Critical Tools...	Dawn Newman Engaged People,Involved Teams	John Moorhouse Value of Accredited Calibration Labs	Don Smith Organizational Changes
	Networking Lunch, Visit Exhibits and Book Sales (Grand Ballroom)			
12:00 - 1:00pm	Luncheon Keynote: BJC Hospital Women and Infants Team			
1:00 - 1:30pm	Networking, Visit Exhibits and Book Sales			
1:30 - 2:00pm	Elizabeth Cudney Strategic Lean Six Sigma	Gene Kelly Integrating Quality and Innovation	Daniel Templeton When Brainstorming Stops Use Zlotin	Gerald Verduft Distance Learning
	Break			
3:00 - 3:15pm	Rob Herhold Balanced Scorecard	Rod Toro Top Ten Tragedies in Implementing QMS	Tom Crespi Quality Movies	Kim Rochetti Career Transition

Conference Closes

Book sales and Exhibitor booths are open from 7:00 am to 3:00 pm

Crowne Plaza Accommodation Information

Crowne Plaza St. Louis – Clayton
 7750 Carondelet Avenue • Clayton (St. Louis), Missouri 63105
 Reservations: 888-303-1746

Accommodations

Conference attendees that desire overnight lodging must mention that they are with the ASQ conference in order to receive the discounted room rate. Conference room rates are **\$109 for a King Standard** or **\$119 for a Double/Double Standard**.

Parking

Parking for the conference is in the Sevens Building parking garage identified as **P** on the map below. This is also the parking for the Crowne Plaza Hotel.

From Carondelet Avenue enter the garage on the downhill end of the the Crowne Plaza. Take a parking ticket for validation.

Or you may enter via the Sevens Building entrance off of Bonhomme Av. The Sevens Building is 24 stories, with the garage entrance on the uphill side of the building. Use the left entrance lane and take a parking ticket for validation. **Parking vouchers will be in your registration packet.**

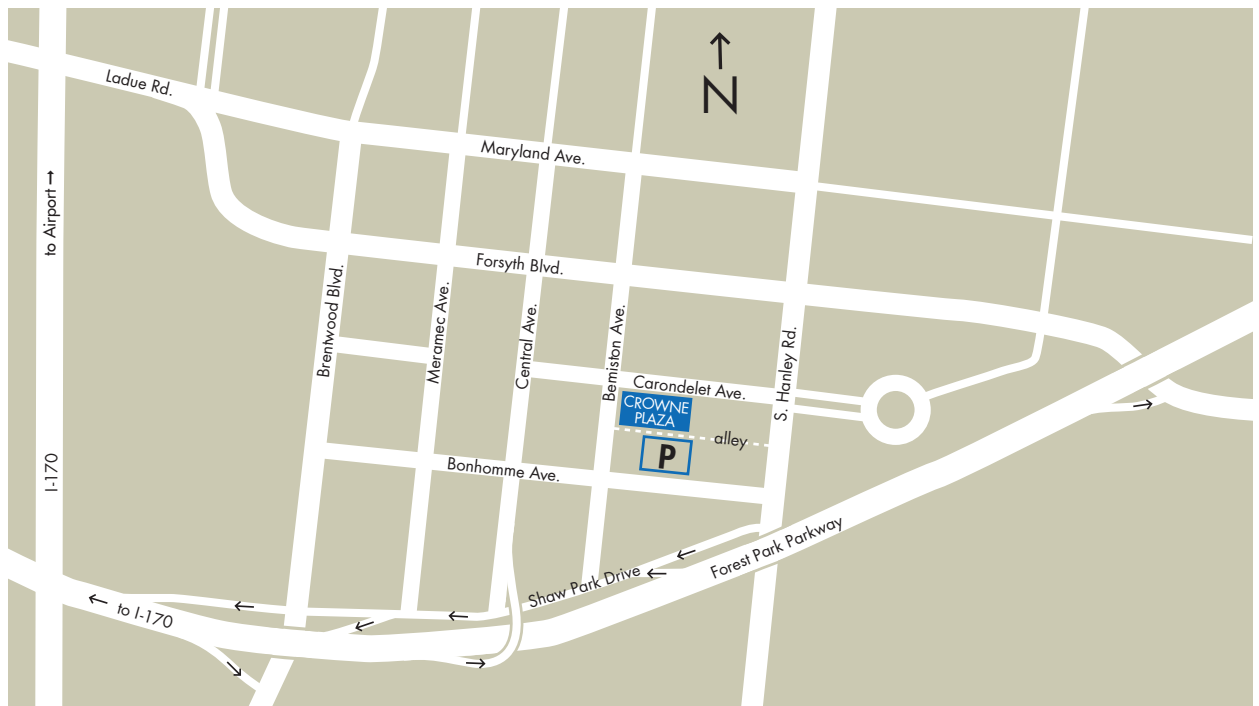
When parking in this garage, proceed up or down to a parking spot of your choice.

If you can, park on the **Orange Level (P3)**. If parked on another level, take the elevators located on the Black, Red, Yellow, or Brown levels to the **Orange Level (P3)**. From other levels, take the stairs up or down one flight to an elevator level.

When exiting the elevator vestibule to the garage on the Orange Level (P3), proceed diagonally to your left (northwest) to the corner of the garage.

Next to the stairs, there is a covered entrance crossing the alley to the Crowne Plaza from the garage. Once in the hotel, go left, then right and down the stairs to the lobby.

For those traveling by air, the St. Louis airport is about 15 minutes from the Crowne Plaza. The Crowne Plaza runs a shuttle van to and from the airport, so it is not necessary to rent a vehicle.



Note: Highway I-64 (US40) is closed between I-170 and East to Kingshighway Blvd.

ASQ St. Louis Quality Conference Registration Form

Step 1: Pre-Conference Workshop Selections

- WS1 - Using Statistics for Decision Making, Brenda Bishop (\$99.00)
- WS2 - People and Lean+ Integrating our Strengths, Dawn Newman and Mark Dana (\$99.00)
- WS3 - Excel for SPC and Statistical Analysis, Scott Follett (\$99.00)
- WS4 - Lean ISO9001, Chris Anderson (\$99.00)
- WS5 - Introduction to Design of Experiments, Conni Borror (\$99.00)
- WS6 - Effective Internal Audits, John Moorhouse (\$99.00)
- WS7 - Human Side of Lean, George Friesen (\$99.00)
- WS8 - Thinking Locally and Globally in Organizational Leadership, Deborah Schroeder-Saulier (2 hrs*) (\$49.00)
- WS9 - A Lean Tool Kit for Project Leaders, Adil Dalal (2 hrs*) (\$49.00)

* Both two hour workshops may be taken.

Step 2: Conference Breakout Session Choices (Check one Session per row)

Track 1	Track 2	Track 3	Track 4
<input type="checkbox"/> 1A Lean Management	<input type="checkbox"/> 2A Maximizing Value from ISO	<input type="checkbox"/> 3A Intro to Response Surface	<input type="checkbox"/> 4A History of Measurement
<input type="checkbox"/> 1B Got Lean? Critical Tools	<input type="checkbox"/> 2B Engaged People, Involved Teams	<input type="checkbox"/> 3B Value of Accredited Calibration Labs	<input type="checkbox"/> 4B Organizational Changes
<input type="checkbox"/> 1C Strategic Lean Six Sigma	<input type="checkbox"/> 2C Integrating Quality and Innovation	<input type="checkbox"/> 3C When Brainstorming Stops use Zlotin	<input type="checkbox"/> 4C Distance Learning
<input type="checkbox"/> 1D Balanced Scorecard	<input type="checkbox"/> 2D Top Ten Tragedies in Implementing QMS	<input type="checkbox"/> 3D Quality Movies	<input type="checkbox"/> 4D Career Transition

Step 3: Attendee Information

Name	First	Last
Organization		
Address		
City	State	Zip
Phone	Fax	
E-mail		
ASQ Member Number		

Step 4: Registration Information

Please register on-line:
www.asqstlouis.org

For mail-in registrations:
ASQ c/o Engineer's Club
4359 Lindell Blvd.
St. Louis, MO 63108

For fax-in registrations:
314-533-9336

ASQ STL Section 1304 Quality Conference:
Thursday, April 2 – Friday, April 3, 2009

- Conference Fees:
- Regular Registration: **\$195.00**
 - Full-Time Student or Unemployed: **\$100.00**
 - Conference and Any Workshop: **\$170.00 + Workshop Fees**
 - Conference and Any ASQ Exam: **\$170.00 + Exam Fees (Prepaid)**

Total Conference and Workshop Fees:

\$ _____

Payment Method (Check one)

Check payable to "ASQ Section 1304"

For credit card:   

Name _____

Card # _____ Expiration _____

Refund policy: Cancellation requests made on or before 3/27/2009 will receive a full refund, minus a \$25 processing fee. Substitutions can be made at any time (even on site).

ASQ is not-for-profit. Tax ID #39-0912502



ASQ

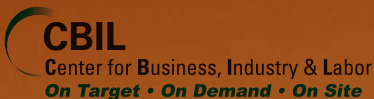
AMERICAN SOCIETY
FOR QUALITY™

www.asqstlouis.org

With grateful appreciation
to our conference sponsors



ITALIAN RESTAURANT



bizmanualz



Program Overview

Workshops

- WS1 Using Statistics for Decision Making** - Brenda Bishop
Review of basic statistics and their use in making good decisions.
- WS2 People and Lean+ Integrating our Strengths** - Dawn Newman and Mark Dana
Discover how clear mission, goals and shared responsibility leads to greater employee involvement, business solutions and results.
- WS3 Excel for SPC and Statistical Analysis** - Scott Follett
Using Excel's built in functions to implement SPC and perform Statistical Analyses.
- WS4 Lean ISO 9001** - Chris Anderson
Implementing a minimalistic ISO 9001 Management System using Lean techniques.
- WS5 Introduction to Design of Experiments (DOE)** - Connie Borrer
Hands-on introduction to DOE emphasizing guidelines, factorial designs and strategic experimentation.
- WS6 Effective Internal Audits** - John Moorhouse
Learn the 9 step auditing methodology and the two most important questions of auditing.
- WS7 Human Side of Lean** - George Friesen
Plan for optimizing the interplay of beliefs, leadership styles and work processes for successful Lean implementation.
- WS8 Thinking Locally and Globally in Organizational Leadership** - Deborah Schroeder-Saulier
Learn how polarity management can help capitalize on diversity and convert resistance to change.
- WS9 A Lean Tool Kit for Project Leaders** - Adil Dalal
Learn to apply the principles of Lean and continuous improvement in Project Management to eliminate waste, non-value added activities and breakthrough results in Project implementation.

For full workshop and Speaker descriptions go to www.aswstlouis.org.

Conference Sessions

Track 1

- 1A Lean Management - Gerald Verduft
1B Got Lean? - Adil Dalal
1C Strategic Lean Six Sigma - Elizabeth Cudney
1D Balanced Scorecard - Rob Herhold

Track 2

- 2A Maximize Value from ISO - Colin Gray
2B Engaged People, Involved Teams - Dawn Newman and Mark Dana
2C Integrating Quality and Innovation for Competitive Advantage - Gene Kelly
2D Top Ten Tragedies in Implementing QMS - Rod Toro

Track 3

- 3A Introduction to Response Surface Methodology - Connie Borrer
3B Value of Accredited Calibration Labs - John Moorhouse
3C When Brainstorming stops use Zlotin - Daniel Templeton
3D Quality Movies - Tom Crespi

Track 4

- 4A History of Measurement - Scott Follett
4B Organizational Changes - Don Smith
4C Distance Learning - Gerald Verduft
4D Career Transition - Kim Rochetti