

American Society for Quality



ST. LOUIS
SECTION 1304



September 2003

We're on the Web! Please visit us at <http://www.asq-stl.org>

MISSION STATEMENT: To facilitate continuous improvement and increased customer satisfaction by identifying, communicating, and promoting the use of quality principles, concepts, and technology, and thereby be recognized throughout the St. Louis Bi-State region as the leading authority on and champion for quality.

September Membership Meeting

Tuesday, September 16, 2003

Location: Engineers' Club of St. Louis
4359 Lindell Boulevard, Saint Louis, MO 63108
(314) 533-9333

5:30 – 6:00 pm Registration & Social

6:00 – 7:00 pm Workshop Program: “How to use Cause and Effect Relationships in Free Text to Reduce Product Defects” - Barton O'Brien, Vice President of Business Development for Attensity

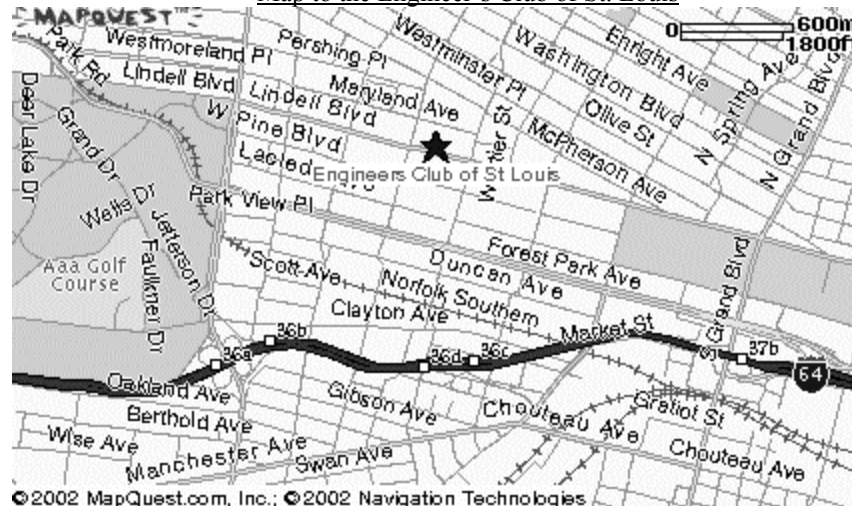
7:00 – 8:00 pm Dinner & Section Business

8:00 – 9:00 pm Presentation Program: “Faster Growth, Greater Profits, and Sustained Excellence ” - Art Kimbrough from The Art of Strategy

Cost is \$15 for Members and Guests; \$5 for Members between jobs and Students. Also there is a FREE COUPON found on the back of The Measure – good for one free meeting in the 2003-2004 program year. Doorprizes will be given out at the Local Section Meetings.

Please register by Friday, September 12, 2003 by calling the Engineers' Club of St. Louis at (314) 533-9333, sending a fax to (314) 533-9336, or an e-mail to kurt.krispin@engineersclub.net. Thank you.

Map to the Engineer's Club of St. Louis



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September 16, 2003 Meeting Highlights

How to use Cause and Effect Relationships in Free Text to Reduce Product Defects

Based on recent breakthroughs in having computers understand language, the free text portion of warranty records where field technicians tell "failure stories", now can be read by the thousands by computer software. This approach identifies repetitive patterns of defects, sorts the warranty records into these defect patterns, and then allows "problem statements" to be created that identify the cause of each defect attributed by the field technicians. This approach promises to reduce the problem detection and root cause analysis time by 50% or greater.

Attensity is the leader in applying computational linguistics to warranty analysis. In this presentation, they will discuss the differences in detail and accuracy between the traditional codes and the free text technician comments. Also, comparisons will be made between using statistical vs. linguistic approaches to derive meaning from free text fields. Results of several consulting engagements at John Deere, Whirlpool, and other major manufacturers will be used as case studies to show how product defects can be rapidly identified and eliminated by the ability to hear the "Voice of the Technician" in a summarized fashion describing product defects and their causes.

Presenting this information will be Barton O'Brien, Vice President of Business Development for Attensity, who heads the Deere account team for Attensity.

Faster Growth, Greater Profits, and Sustained Excellence

Are you positioned for Growth? Is your strategy Focused? Is it Real? Can you Win? Is it Worth It?

Art Kimbrough will help you answer these questions, and more. Success in today's hyper-competitive market requires both a sound strategy and great execution. Unfortunately, in the real world of most enterprises under 500 employees, strategy is only in the "Mind of the CEO," and execution means: "Sell as much as possible, make payroll, and keep the lights on!" In this environment teamwork, process improvement, and active employee involvement often get more "lip service" than "leg service".

Art Kimbrough will help you understand how to implement systems that deliver results. Getting right to the point, he reveals why well-intended deployments of new processes often fail or underachieve. With remarkable first-hand examples, Art will explain how the link between people and process really works, and he will show how upside-down thinking can dramatically improve performance and profits.

Art believes that an internal execution strategy is every bit as important as an external competitive strategy. The key is alignment and commitment, and he will show you how to develop the right plan, get buy-in, and secure commitment.

Ishikawa Medal Nominations

The Ishikawa Medal will be awarded to an individual or a team whose work has had a major positive impact on the human aspects of quality in keeping with the legacy of Dr. Kaoru Ishikawa. Dr. Ishikawa wrote that Total Quality (TQ) is management based on respect for humanity and a discipline that combines knowledge with action. It was his desire that companies using TQ become instruments for enhancing the quality of life of all people, and in this way help bring about peace in the world. (excerpted from Dr. Ishikawa's book: *What is Total Quality Control?*)

Information on the Ishikawa Medal and all other Medals can be found at:

<http://www.asq.org/join/about/awards>

Nominations for all of the ASQ medals are due on November 1 of each year. If you have questions on the Ishikawa Medal, you may contact me using the information below:

Jim Duarte
Chair, Ishikawa Medal Committee
Member, Deming Medal Committee
jim.duarte@anheuser-busch.com
314-577-3990

Employment Opportunities

Two suggested websites: www.asq.org and www.stlouisbestjobs.com

Position / Location	Contacts
Various Legand Pharmaceuticals San Diego, CA	The following four postings are from Walker and Associates: Manager GMP Compliance#880-MGM Manager Quality Systems#8800-MQS Senior Compliance Specialist.....#8800-SCS Compliance Specialist, QA#8800-SCS Bio-Jobs.com. Del Walker Walker & Associates Phone: 724-225-3634 Fax: 724-225-9482 Biotech Recruiting Specialists Visit us at www.walkerbio.com
Database Analyst Kansas City	Sally Sheridan Area Service Manager CORESTAFF Services (913) 402-4501 Sally.Sheridan@corestaff.com
Various Tower Automotive	Quality Engineer – Granite City, IL ----Job # 258 Quality Engineer – Bardstown, KY ----Job # 116 Quality Engineer – Chicago, IL 2 nd Shift Supplier Quality Engineer – Lansing, MI ----- Job # 267 Quality Leader - Kendallville Business Unit. ----- Job # 229 http://www.towerautomotive.com and submit your resume/profile. to job #.
Statistical Data Analyst and Senior Statistical Data Analyst Washington University School of Medicine St. Louis	Please Fax Resume to: 314-286-1301 Or Mail To: BEHAVIORAL MEDICINE CENTER 4625 LINDELL BLVD, SUITE 420 ST. LOUIS, MO 63108
Quality Managers and Quality Engineers	Greg Brasel Vice President - Mfg and Prod. Dev. Megamet Solid Metals gmbasel@megamet.com
Quality Assurance Technician / Mechanical Inspector Kirkwood, MO	Send resume to: Kemco Tool & Machine, 3616 Scarlet Oak Blvd, Kirkwood, MO 63026, ATTN: QA or e-mail to: info@kemcotool.com . http://www.kemcotool.com/
Reliability Engineer Electronics Technician St. Louis, MO	Please email your resume to paul@tech-staffing.com and tell me why you think you are a good fit for these new opportunities. Please include salary history and professional references. Paul Van Dillen PCI Staffing Solutions 1001 Craig Rd. Suite 260 St. Louis, MO 63146 314-872-2160
Reliability Engineer Hazelwood, MO	John Hartzler, Director Quality Assurance Distribution Control Systems, Inc. 5657 Campus Parkway Hazelwood, Missouri 63042 314-895-6400 314-265-4689 cell
Quality Engineer Arkansas	Franklin Housley American Fuel Cells 870-235-7207 fhousley2002@tahoo.com

Detailed information on the above positions can be viewed at our web site at www.asq-stl.org. Details can also be obtained by email or fax from our placement chair, Don Denk by leaving a voice mail at 636-861-1272 or dondenk@earthlink.net. (email inquires are preferred and will usually get a faster response.)

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**September 25, 2003 9:00-noon
DoubleTree Hotel Chesterfield St. Louis, MO**

Call 800-777-3020 to register.



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2003– 2004 Programs St. Louis Section 1304 ASQ Meetings and Events

Monthly Membership Meeting	Workshop Program Note 1	Presentation Program Note 1
September 16, 2003	Using Cause and Effect Relationships in free text to reduce product defects Barton O'Brien Attensity, VP of Business Development	"Faster Growth, Greater Profits, and Sustained Excellence" Art Kimbraugh The Art of Strategy
October 21, 2003	Plant Tour and Quality Program Presentation	
November 18, 2003	"Networking: Building Stronger Business, Professional & Personal Relationships" Eric Herrenkohl Clarius Business Coaching	Developing BALANCED BUSINESS SCORECARDS at all levels Gwen Hall Competitive Solutions, Inc. Atlanta, GA
December 16, 2003	Thought Leadership through Innovation Jonathon Jones Jonathon Jones Consulting	Cost Containment strategies that can provide more budget for your projects. Brian Robinson .Cost Containment Strategies
January 20, 2004	Six Sigma Workshop	Six Sigma Presentation
February 17, 2004	Presentations from MO Quality Award Recipients:	
March 16, 2004	TBD	TBD
April 20, 2004	Section Awards and Recognition Night	
May 11, 2003 Note 2 (2 nd Tuesday)	TBD	TBD
June 15, 2004	Joint Dinner meeting with other societies affiliated with the Consortium for Supply Chain Management - St. Louis University	

Note 1: Workshop and Presentation Programs are subject to change as necessary.

Note 2: This is the 2nd Tuesday of the month due to conflict with AQC.

Membership meetings, unless otherwise noted, are held on the 3rd Tuesday of the month; September through May. Plant Tours are sometimes substituted for a regular meeting.

DO YOU HAVE ANY IDEAS FOR OUR PROGRAMS OR PLANT TOURS?

Contact any of the ASQ St. Louis Section 1304 Board Members to let us know your suggestions.

ASQ CERTIFICATIONS and REFRESHER COURSES

(To learn more about Certifications, visit the ASQ website www.asq.org)

Course	Test Date	Test Application Deadline	Proposed Course Date(s)	Day of Week Length
CQT	Oct. 18, 2003	September 5, 2003	Not Scheduled	
CRE	Oct. 18, 2003	September 5, 2003	Not Scheduled	
CMI	Oct. 18, 2003	September 5, 2003	Not Scheduled	
HAACP	Oct. 18, 2003	September 5, 2003	Not Scheduled	
Biomed	Oct. 18, 2003	September 5, 2003	Not Scheduled	
CQM	Oct. 18, 2003	September 5, 2003	Not Scheduled	
Six Sigma	Oct. 18, 2003	September 5, 2003	Not Scheduled	
CQE	Dec. 6, 2003	October 3, 2003	10/15 – 12/3	W – 8 Weeks
CQA	Dec. 6, 2003	October 3, 2003	10/14 – 12/4	Tu – 8 Weeks
CSQE	Dec. 6, 2003	October 3, 2003	Not Scheduled	
CQIA	Dec. 6, 2003	October 3, 2003	10/27 – 12/1	Mon – 6 weeks
CCT	Dec. 6, 2003	October 3, 2003	Not Scheduled	

The refresher courses are taught by instructors who are certified in the specific area. The classes review what is in the body of knowledge (BOK) for the given certification in preparation for the exam. The body of knowledge is listed on ASQ National's web site as well. The instructors will also review the type of test questions the student may expect and possible scenarios for questions. You should register and pay for the exams at the national website. The registration form for the Refresher Courses is available through Vicki Jerden or on the local website www.asq-stl.org.

ASQ RECERTIFICATIONS

Please mail your journals to:

Ed Lanser
17868 Suzanne Ridge Dr
Wildwood, MO 63038-1471

Please get your journals to Ed on schedule, as it is easier to do the journal than to retake the test. You should receive a confirmation letter within two weeks, if not please contact Ed. For more information on how to recertify please contact ASQ National in Milwaukee, WI. Their web site is: <http://www.asq.org/> and their phone number is 1-800-248-1946.

PLEASE SEND PACKAGES
THROUGH THE UNITED STATES
POSTAL SERVICE ONLY!

RECERTIFICATION JOURNAL CHECKLIST

- ✓ Support material will not be returned so only send **COPIES** of your data, **DO NOT** send originals
- ✓ Support material should be organized by Recertification category
- ✓ SIGN the application and provide both work and home phone numbers in the areas provided
- ✓ If TEACHING is part of your regular job, you cannot take credit for that activity in both Instructor and Employment Recertification categories. Double dipping **NOT** allowed!
- ✓ If you are synchronizing certifications, make sure that you have enough RUs to cover all certifications
- ✓ Include a check payable to ASQ (this goes to National, NOT Section 1304)

Prices are as follows:

- ASQ Member, 1 Certification - \$30
- Non-ASQ Member, 1 Certification - \$50
- 2 or More Certificates, Member/Non-Member - \$50

Advertising

The St. Louis Section Board has determined that advertising will be allowed in The Measure under the following guidelines. The Full Advertising Policy will be supplied at the time the interested party contacts the Newsletter Editor (preferably by email):

- Must be Quality related and of usefulness to the members of the ASQ St. Louis Section 1304
- Approved by the Newsletter Editor and the Section Chair
- Submit to the Newsletter Editor by the Friday of the 1st week of the month preceding the month of publication. (Preferably ads are submitted computer ready)
- Prices are as follows: Full Page (7 x 9 _ inches) \$350 per month. Half Page (7 x 4 _ inches) \$100 per month. One-third Page (7 x 3 inches) \$65 per month. Business Cards (3 _ x 2 inches) \$45 per month. 2 Business Cards will be considered 1/3 page. An additional \$25 fee applies if the item must be made computer ready.

From the Top

The ASQ - Section 1304 Board would like to welcome all our membership as we kick off the 2003-2004 season. We are pleased to announce that membership meetings will continue to have the reduced price of \$15 (\$5 for students and members between jobs). In addition, we will continue with our free meal coupon. The Board sincerely believes that this helps bring people to our meetings so that you can have an opportunity to hear excellent technical presentations and get a chance to network with fellow quality professionals. Visit us at www.asq-stl.org. I hope to see you at the Engineer's Club on September 16th.

Steven Howell, Section Chair, ASQ Section 1304

Advertisement

Quality Achievement Dynamics Training

Phone: 314-495-6897;
e-mail: QuAD_Training@hotmail.com;
fax: 636-625-0729
Carter Turnbull



For nearly 20 years in the quality profession, I have been involved in a variety of industries and processes, including a Malcolm Baldrige winning company. Most recently, I managed quality for a group of nine facilities encompassing 4 business units and \$600 million in sales. My most enthusiastic experiences have been training and helping those to solve problems. Also, as a contract trainer for Plexus, I am part of the group of trainers teaching the TS 16949:2002 to Certification Body registrar auditors. If you need training or coaching, here is a partial list of Quality Achievement Dynamics course offerings:

- ✓ **Executive Understanding/Briefing for ISO 9001:2000 or TS 16949:2002**—4-hours class time.
 - ✓ **Understanding ISO 9001:2000 / Overview TS 16949:2002**—8 hours class time.
 - ✓ **Understanding TS 16949:2002**—16 hours class time.
 - ✓ **How To Transition to ISO 9001:2000 or TS 16949:2002**—Gain the knowledge of the standards requirements and more importantly **the intent** of the requirements as stated by the authors of the standard. You'll identify Customer, Support, and Management-Oriented processes within your organization, which is the backbone of the standard and the audit. Course is 3 days in length for TS 16949:2002 and 2 days for ISO 9001:2000.
 - ✓ **Transitioning Internal Quality Auditors to ISO 9001:2000 or TS 16949:2002**—Depending on the level of your auditors current experience and knowledge of ISO or TS, classes can be held to transition them in 2, 3 or 4 days. Each successive day progressively provides for another level of detail.
 - ✓ **Other classes** available include Advanced Product Quality Planning (APQP), Measurement Systems Analysis (MSA), Statistical Process Control (SPC), Failure Mode & Effects Analysis, Poka-Yoke or Mistake-Proofing. **Assistance can also be given in problem solving using Shainin's Design of Experiments techniques.**
- In the St. Louis, Columbia, and Jefferson City Areas, no travel expenses involved. Please contact me for a quote.**

Advertisement

2003 – 2004 ASQ St. Louis Section 1304 Board Member Directory

NAME	FUNCTION	PHONE #	E-MAIL
ASQ St. Louis Headquarters	Engineers' Club of St. Louis	314-533-9333 314-533-9336 (Fax)	kurt.krispin@engineersclub.net
Steve Howell	Section Chair	314-577-9947(W)	steve.howell@anheuser-busch.com
Brenda Niccum	Chair Elect	314-577-7175 (W)	brenda.niccum@anheuser-busch.com
Jim Duarte	Vice Chair	314-577-3990 (W)	jim.duarte@anheuser-busch.com
Vicki Jerden	Treasurer	314-436-5000 x 333 (W)	VickiS@reedrubber.com
John DiMaria	Secretary	314-830-9382 (W)	john.dimaria@bsiamericas.com
Sally Young	Membership Chair	314-232-0517 (W)	sally.j.young@boeing.com
Jim Ebone	Examining Chair	636-677-7731 x 139 (W)	jebone@marlocoil.com
Joseph Styer	Auditing Chair	636-226-3422 (W)	joseph_styer@bausch.com
Loree Rowe/ Rob Herhold	Program Chair	314-434-2712 (W) / 314-739-1299 (W)	loreerowe@agilityinc.biz rherhold_mqa@msn.com
Vicki Jerden	Education Chair (Certification Courses & Exams)	314-436-5000 x 333 (W)	VickiS@reedrubber.com
Connie Sanders	Publicity Chair	636-271-1226 (W)	csanders@intergram-stl.com
Ed Lanser	Recertification	636-405-2468	
Cheryl Ferguson	Newsletter Editor	636-441-6747	mclfergus@sbcglobal.net
Don Denk	Placement Chair	636-861-1272 (W)	dondenk@earthlink.net
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Joseph Styer	Koalaty Kid Liaison	636-226-3422 (W)	joseph_styer@bausch.com
Bob Deufel	Historian	636-227-0576 (W)	bobduf88@msn.com
Joe Lonsdorf	Awards	314-427-4716	joelonsdorf@hotmail.com
Jim Williamson	MO Quality Liaison	636-561-2820 (W)	mbnqa@aol.com
Tom Peterdy	Section Management Program (SMP)	636-532-1862	tpeterdy@yahoo.com

FREE COUPON
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