MANAGING CHANGE

2013 WORLD CONFERENCE ON QUALITY AND IMPROVEMENT
May 6 – 8, 2013 | Indianapolis, IN

Preliminary Program

wcqi.asq.org

ASQ
The Global Voice of Quality™

Four Easy Ways to Register!

MAIL: The completed registration to:
ASQ Customer Care
P.O. Box 3005, Milwaukee, WI
53201-3005

CALL: ASQ at 800-248-1946 or 414-272-8575
and have credit card information ready.

FAX: The completed registration form with credit
card or purchase order information to
ASQ Customer Care at 414-272-1734

WEB: Complete the online registration form at
wcqi.asq.org

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**Register today at
wcqi.asq.org**

2013 ASQ World Conference on Quality and Improvement

Conference Location

Indiana Convention Center
100 S. Capitol Avenue
Indianapolis, IN 46225

Dates

Preconference Events
Wednesday, May 1 – Sunday, May 5

Conference Dates
Monday, May 6 – Wednesday, May 8

Conference Presentations

Approximately two weeks prior to the conference, all registered attendees will receive access to the PowerPoint presentations for the sessions of the World Conference, industry, and topic sessions.

Recordings – only $49!

All conference attendees are able to purchase access to all of the session recordings for a reduced rate of $49, compared to $495 for all non-attendees. There will be more than 100 flash video recordings available and each will be accompanied by a copy of the presentation, an MP3 audio file of the session, and an MP4 file to view on your smart phone or tablet. See sessions you missed, review sessions you attended, and share sessions with your colleagues once you return. Those who purchase this offer will receive a link to access these recordings approximately four weeks after the conference.

Attendee Registration

Registration will be located in the Indiana Convention Center.

Hours
(Subject to change)
Saturday, May 4
2:00 p.m. – 5:00 p.m.
Sunday, May 5
9:00 a.m. – 1:00 p.m.
4:00 p.m. – 8:00 p.m.
Monday, May 6
7:00 a.m. – 5:00 p.m.
Tuesday, May 7
7:30 a.m. – 5:00 p.m.
Wednesday, May 8
7:30 a.m. – 10:00 a.m.

Recertification

Reminder to ASQ Certified Engineers, Auditors, Reliability Engineers, Software Engineers, Six Sigma Black Belts, Master Black Belts, Calibration Technicians, HACCP Auditors, Biomedical Auditors, Managers, Pharmaceutical GMP Professionals, and ASQ/DON Lean Six Sigma Black Belts: Full participation in the World Conference can earn you three recertification units (RUs) toward maintenance of your certification requirements (one RU per day). Keep your identification badge as evidence for your Section Examining Committee and the ASQ Certification Committee.

International Travelers

Visa Information

For international attendees who may require a visa, we suggest you visit **travel. state.gov/visa/visa_1750.html** for information, guidelines, and forms. Keep in mind some visa applications can take up to three months to be processed.

Registration Cancellation and Substitution Policy

Cancellation requests received on or before April 15, 2013, will incur a $175 processing fee. Any cancellations received after April 15, 2013, will result in forfeiture of the full registration fee. Refunds are not granted for failure to attend, late arrival, unattended events, or early departure. Refunds are not granted for individuals who do not attend the conference (no shows). Substitutions can be made at any time.

Special Needs

Do you have any special needs or dietary restrictions that we can address to make your participation more enjoyable? Please call, write, or fax ASQ Customer Care at:

P.O. Box 3005
Milwaukee, WI 53201-3005 USA
United States and Canada: 800-248-1946
Mexico: 001-800-514-1564
All other locations: +1-414-272-8575
Fax: 414-272-1734

2013 Theme

Managing Change

The accessibility, volume, and variety of information that is available today far exceeds that of any other time in history. This fact, coupled with the ever-increasing influence of the global marketplace, has brought about many changes to today's businesses. It has changed how we work, increased the number of places where we're able to work, and expanded the number of people we're able to work with. This evolution has changed the dynamic between businesses and their customers, increased the amount of work we are able to do, and created new opportunities and new challenges.

Change is ever-present, unpredictable, and occurring at an ever-increasing pace. In the face of this change, the 2013 World Conference on Quality and Improvement offers both respite and guidance in the navigation of today's changing world. The conference offers a forum of ideas and an international network of thought leaders, experts, and peers eager to share the proven results achieved through quality.

ASQ invites you to share in its efforts to demonstrate the impact that quality can have on our ability to navigate today's changing world.

2013 Focus Areas

Today's Technology Landscape

The Internet, mobile Web, and social media have changed how we communicate, access information, and share the information we have. As this landscape evolves, it affects how individuals work and how organizations do business. The sessions of this focus area will highlight new and innovative ways that technology can be leveraged in the application of quality concepts. Topics in this track may include (but are not limited to) issues such as:

- Innovation
- Social media
- Mobile interaction
- Industrial security
- Virtual work teams

Customer Awareness

Increased access to information has made today's savvy consumers more aware of the choices they have, more in touch with what they want or don't want, and less patient with those products that don't fit the specifications they are looking for. Many businesses find themselves having to go beyond mere customer satisfaction in order to build customer loyalty. Competitiveness in today's business world requires a deeper attention to and knowledge of the consumer. The sessions of this focus area examine proven quality tools, approaches, and techniques that can be leveraged to understand and satisfy your customer. Topics in this track may include (but are not limited to) issues such as:

- Customer satisfaction vs. customer loyalty
- Customer experience
- Anticipating future customer needs
- Voice of the customer
- Having the agility and flexibility to meet consumer needs

Sustaining Results

The never-ending pursuit of excellence requires that we go from merely producing results to maintaining them as well. Reaching and sustaining success requires leadership, professional development, and due care and diligence in the management of risk. Those who succeed do so by fostering a culture of quality and a work environment in which innovation is embraced and allowed to flourish. The sessions of this focus area will explore proven models, tools, and practical applications that can produce and sustain results. Topics in this track may include (but are not limited to) issues such as:

- Creating a culture of quality
- Fostering innovation
- Leadership
- Professional development

Globalization

The business world is becoming more and more connected. International markets continue to influence each other, supply chains have become increasingly international in scope, and more and more businesses are required to consider and align to the standards of multiple countries. The sessions of this focus area explore how quality tools and approaches can be leveraged to bring structure and stability to organizations and management systems that touch and are touched by multiple countries and varying cultures. Topics in this track may include (but are not limited to) issues such as:

- The global supply chain
- Quality system harmonization
- International standards and regulations
- Logistics on a global scale

Quality Fundamentals

Understanding the basic rules, tools, and fundamentals of quality are key to effectiveness. The sessions of this focus area explore and demonstrate proven and practical applications of quality's primary elements. These sessions also celebrate the scope of quality by demonstrating how the application of quality principles can go beyond the traditional uses of the past. Topics in this track may include (but are not limited to) issues such as:

- The power and impact of the basic tools of quality
- New applications for basic quality tools and techniques
- The fundamentals of quality
- Innovative applications of basic quality tools

CONFERENCE AT A GLANCE

Monday, May 6

7:45 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	Noon	1:00 p.m.
7:45 a.m. – 9:45 a.m. Opening Session and Keynote Speaker *Daniel Pink*		**10:00 a.m. – 11:15 a.m.** Networking Break	**11:15 a.m. – 12:15 p.m.** Lunch in Exhibit Hall	**12:15 p.m. – 1:15 p.m.** Featured Speaker *James Melton*	
		10:00 a.m. – 11:00 a.m. Professional Sessions ICQI01-ICQI04		Industry Session ISE01	
		Quality Impact Sessions/Live Team Case Studies*		Professional Sessions Keynote	

Tuesday, May 7

8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	Noon	1:00 p.m.
8:00 a.m. – 9:00 a.m. Keynote Speaker *Jamais Cascio*	**9:15 a.m. – 10:15 a.m.** WCQI Sessions* T01–T09	**10:15 a.m. - 10:45 a.m** Networking Session	**10:45 a.m. – 11:45 a.m.** WCQI Sessions* T11–T20	**11:45 a.m. – 12:45 p.m.** Lunch in Exhibit Hall	
	Industry Session ISE06		Industry Session ISE07		**12:30 p.m. – 1:30 p.m.** Professional Sessions Keynote
	Professional Sessions ICQI13-ICQI16		Professional Sessions ICQI17-ICQI20		
	Quality Impact Sessions/Live Team Case Studies*		Quality Impact Sessions/Live Team Case Studies*		
	9:15 a.m. – 11:45 a.m. WCQI Workshops T10-T11				

Wednesday, May 8

8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	Noon	1:00 p.m.
8:00 a.m. – 9:00 a.m. WCQI Sessions* W01–W08	**9:00 a.m. – 9:30 a.m** Networking Session	**9:30 a.m - 10:30 a.m** WCQI Sessions* W11–W18	**10:45 a.m. – Noon** Closing Session, International Team Excellence Award Ceremony, and Keynote Speaker *Sally Hogshead*		
Industry Session ISE09		Industry Session ISE10			
8:00 a.m. – 10:00 a.m. Professional Sessions ICQI25-ICQI28					
8:00 a.m. – 10:30 a.m. WCQI Workshops W09-W10					

*Sessions and session times are subject to change. For the latest information on sessions, please visit wcqi.asq.org.

Monday, May 6

1:30 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.
1:30 p.m. – 2:30 p.m.		**3:00 p.m. – 4:00 p.m.**	**4:15 p.m. – 5:15 p.m.**		**5:30 p.m. – 6:45 p.m.**
WCQI Sessions* M01–M09		WCQI Sessions* M12–M20	WCQI Sessions* M21–M30		"After 5" Sessions AF01–AF05
Industry Sessions ISE02-ISE03		Industry Session ISE04	Industry Session ISE05		
Professional Sessions ICQI05-ICQI08		Professional Sessions ICQI09-ICQI12			
Quality Impact Sessions/Live Team Case Studies*		Quality Impact Sessions/Live Team Case Studies*	Quality Impact Sessions/Live Team Case Studies*		
1:30 p.m. – 4:00 p.m.					
WCQI Workshops M10-M11					

Tuesday, May 7

1:30 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.
1:15 p.m. – 2:15 p.m.		**2:45 p.m. – 3:45 p.m.**	**4:00 p.m. – 5:00 p.m.**		
Featured Speaker		Exhibit Hall Extravaganza	WCQI Sessions* T21–T30		
Industry Session ISE08		Quality Impact Sessions/Live Team Case Studies*	Quality Impact Sessions/Live Team Case Studies*		
		3:00 p.m. – 5:00 p.m.			
		Professional Sessions ICQI21-ICQI24			

*Sessions and session times are subject to change. For the latest information on sessions, please visit wcqi.asq.org.

EVENTS

Sunday, May 5

ASQ Certification Exams

10:00 a.m. – 3:00 p.m.
ASQ will administer 16 on-site certification exams prior to the World Conference. The application deadline is **March 22, 2013**. Space is limited, so apply early. We will accept on-site registration Saturday, May 4, if space is available. There is no on-site registration for the Certified Six Sigma Black Belt exam due to project affidavit validation.

Fellows Lunch

11:45 a.m. – 2:30 p.m.
(Invitation only)
Network with ASQ Fellows. Share lunch, talk informally with other attendees, and recognize the new Fellows as they receive their pins and certificates. Lunch will be served at 12:30 p.m.

ASQ Annual Business Meeting

Recognition of the 2013 Medalists and Award Winners

5:00 p.m. – 6:30 p.m.
Indiana Convention Center
Get up-to-date information on ASQ. This year's meeting includes the election results for the 2014 officers and a presentation on the State of the Society.

Conference Opening Reception

6:30 p.m. – 8:30 p.m.
Indiana Convention Center, Exhibit Halls D and E
The World Conference opening reception is a truly memorable experience. Network with colleagues, catch up with old friends, and enjoy hors d'oeuvres and a cash bar as you celebrate quality in the exhibit hall.

Monday – Wednesday, May 6 – 8

Quality Impact Sessions*/Live Team Case Studies

Monday – Tuesday
Quality Impact Sessions
Wednesday
Award Ceremony
This is the only international team recognition process of its kind in the country. Attend the free sessions and see how international and U.S. teams applied a variety of tools to improve quality, customer/stakeholder satisfaction, and the bottom line.

*Quality Impact Sessions are demonstrated real-life applications of quality. Come see the results first-hand!

Sunday – Tuesday, May 5 – 7

Internet Café

Use the interactive Internet cafés inside the exhibit hall. Several computer terminals give you online access so you are never out of touch with your work.

Tuesday, May 7

Networking Reception

7:00 p.m. – 9:30 p.m.
John Timmerman, ASQ chair, will preside over the festivities. Additional tickets to attend the event are available by registering online or on-site at the conference.

Keynote Speaker Monday, May 6

Daniel H. Pink

Daniel H. Pink is the author of four provocative books about the changing world of work, including the long-running *New York Times* best seller, *A Whole New Mind,* and the no. 1 *New York Times* best seller, *Drive.* His books have been translated into 32 languages.

His latest work, *Drive: The Surprising Truth About What Motivates Us,* uses 40 years of behavioral science to overturn the conventional wisdom about human motivation. Pink shows that carrot and stick motivators have been oversold and that high performance depends much more on the deeply human need to direct our own lives, to learn, and create new things and do better by ourselves and the world.

Daniel H. Pink

Pink's articles on business and technology have appeared in many publications, including *The New York Times, Harvard Business Review,* and *Fast Company.* He has provided analysis of business trends on CNN, CNBC, ABC, NPR, and other networks in the United States and abroad. He also advises both Fortune 100 companies and startups on recruiting, innovation, and work practices.

From 1995 to 1997, Pink served as chief speechwriter for Vice President Al Gore. He also worked as an aide to U.S. Labor Secretary Robert Reich and in other positions in politics and government.

He received a BA from Northwestern University, where he was elected to Phi Beta Kappa, and a JD from Yale Law School.

Featured Speaker Monday, May 6

James Melton

James Melton, a nationally renowned professional speaker and trainer, is a modern-day philosopher who travels the globe sharing insights on how people can achieve higher levels of personal and professional success. For more than two decades he has analyzed businesspeople in action, centering his research on innovation, productivity, leadership, motivation, and people skills.

Holding a Ph.D. in management, Melton provides leadership, management, and future trends training for many of the top Fortune 500 companies. With a rich and varied background

James Melton

as a news reporter, college instructor, and professional pilot, he has appeared on national radio and television talk shows and has authored numerous articles, audio and video programs, and published several best-selling books. Public television produced an eight-part series on his work entitled, "Reaching New Heights of Excellence." In addition, he is represented internationally through the "Melton Leadership System," a video-based series for training and development.

He is the founder of the Agency for Speakers and Entertainers and, as an agent, he has researched the work of, represented, and personally met with and represented noted personalities, journalists, authors, and environmentalists.

With candid and inspiring insights, Melton has dedicated himself to presenting innovative ways to release human potential in his lectures and writings. His book, *Leadership Above & Beyond The Crowd,* is an example of his scope and depth of research.

KEYNOTE AND FEATURED SPEAKERS

Keynote Speaker Tuesday, May 7

Jamais Cascio

Selected by *Foreign Policy* magazine as one of its Top 100 Global Thinkers, Jamais Cascio specializes in the design and creation of plausible scenarios of the future. His work appears in publications such as *The Atlantic, The New York Times,* and *Foreign Policy.* Cascio speaks about future possibilities around the world, and he has been featured in a variety of television programs on emerging issues. In 2009, Cascio published his first nonfiction book, *Hacking the Earth: Understanding the Consequences of Geoengineering,* and is now at work on his second.

Jamais Cascio

Cascio is currently a Distinguished Fellow at the Institute for the Future, and serves as Senior Fellow at the Institute for Ethics and Emerging Technologies. In 2003, he co-founded www.worldchanging.com, the award-winning website dedicated to building a "bright green" future. In March 2006, he started www.openthefuture.com as his online home.

Keynote Speaker Wednesday, May 8

Sally Hogshead

Sally Hogshead is a speaker, international author, and a leading expert on fascination. After graduating from Duke University and starting in advertising, Hogshead was named "the most successful junior copywriter of all time." At age 27 she opened her first agency and went on to conquer the worlds of branding and marketing.

Over the past decade, Hogshead's research has uncovered surprising trends. In today's distracted world, people have a nine-second attention span. With only nine seconds to communicate value, we must use our advantages to immediately

Sally Hogshead

break through. Hogshead teaches how to break through the distraction and competition by creating moments of intense focus.

In her research, Hogshead has measured over 100,000 people to identify a scientific approach to personal branding.

Rather than measuring how you see the world, Hogshead measures how the world sees you. Hogshead is the author of *Radical Careering: 100 Truths to Jumpstart Your Job, Your Career, and Your Life,* and *Fascinate,* which was published internationally. In 2013, HarperCollins will publish Hogshead's new book, *How the World Sees You: From First Impressions to Lasting Value.* She is a 2012 recipient of the coveted CPAE award for lifetime achievement in speaking excellence. Recent clients include Intel, Cisco, Million Dollar Round Table, GE, New York Life, YPO, and Intuit. Her audiences range from Fortune 500 CEOs to entrepreneurs in Saudi Arabia.

CERTIFICATION EXAMS

Sunday, May 5
10:00 a.m. – 3:00 p.m.

ASQ continues to offer on-site certification exams prior to the World Conference. Start your knowledge-packed three-day conference on the right foot. Take your exam Sunday, and spend the next three days of the World Conference networking, learning, and exploring. Complete the certification application on pages 59-60 of this brochure or online at **wcqi.asq.org.**

- Biomedical Auditor–CBA
- Calibration Technician–CCT
- HACCP Auditor–CHA
- Manager of Quality/Organizational Excellence–CMQ/OE
- Lean Certification (SME/AME/Shingo Prize/ASQ Partnership)
- Pharmaceutical GMP Professional–CPGP
- Quality Inspector–CQI
- Quality Auditor–CQA
- Quality Engineer–CQE
- Quality Improvement Associate–CQIA
- Quality Process Analyst–CQPA
- Quality Technician–CQT
- Reliability Engineer–CRE
- Six Sigma Black Belt–CSSBB
- Six Sigma Green Belt–CSSGB
- Software Quality Engineer–CSQE

Application Deadline
March 22, 2013

On-Site Registration
May 4, 2013
2:00 p.m. – 5:00 p.m.

Exam Date
May 5, 2013

*On-site applications will be accepted only if space is available.

There will be no on-site registration for the Certified Six Sigma Black Belt exam due to affidavit validation.

PRECONFERENCE COURSES

May 1 – 5, 2013
The Westin Indianapolis
50 South Capitol Avenue
Indianapolis, IN 46204
Phone: 800-228-3000

16-Hour ISO 9001:2008 Lead Auditor Training (RABQSA Certified) – 6521

Anyone with ASQ CQA status, potential RABQSA-certified lead auditors, and potential ISO 9001 organizations are invited to attend this course.

This RABQSA-certified course meets the training requirements for RABQSA Quality Management Systems Lead Auditors, Auditors, and Provisional Auditors with ASQ CQA status. This course makes extensive use of student activities and case studies to help students fully understand the requirements of auditing to the ISO 9001:2008 standard. Lecture time is held to a minimum, providing students time to learn and then practice their newly acquired skills in real-life audit situations that ensure that students are prepared to conduct effective audits. The ANSI/ISO/ASQ Q9001:2008 Quality Management Standard Requirements are included with this course.

Note: You must be a CQA or have extensive audit experience to take this course. Due to stringent international standards guidelines, a maximum course enrollment will be strictly enforced. If you are told you are on a waiting list or have registered and not received a confirmation letter prior to the course, contact ASQ immediately to verify your status before you make travel arrangements. All attendees are required to bring their own copy of the ISO 9001:2008 standard to this training course. These will not be provided for you. You can purchase a copy of this standard from ASQ (Item # T860).

May 4, 7:30 a.m. – 7:00 p.m. and
May 5, 7:30 a.m. – 5:00 p.m.
Member Price: $1,095
Conference Price: $1,195
CEUs and ASQ RUs: 1.9

Lean Enterprise – 6522

In today's business environment, where global competition and constant price-reduction demands from customers impact heavily on management decisions, lean enterprise concepts have helped companies remain competitive, innovative, and profitable. Lean implementation results in enhanced cost and cycle-time reduction, customer satisfaction, and standardized high quality. This two-day course will focus on lean methods that can be used to minimize all forms of waste and maximize value for the customer.

May 4 – 5, 8:00 a.m. – 5:00 p.m.
Member Price: $1,195
Conference Price: $1,295
CEUs and ASQ RUs: 1.4

Measuring Process and Organizational Performance – 6523

This two-day course provides you with the metrics and tools to help you analyze and measure your processes. It presents a process for selecting what to measure and specifying the "what" and "how" to create the appropriate metric for your organization and/or processes. This culminates with how to review, report, and act upon these metrics. A balance of lecture, discussion, practice, and case studies allows you to gain insights into your own situation.

May 4, 8:00 a.m. – 5:00 p.m. and
May 5, 8:00 a.m. – 4:00 p.m.
Member Price: $1,095
Conference Price: $1,295
CEUs and ASQ RUs: 1.3

Systematic Problem Solving for Sustained Improvement With Quality Tools – 6524

By providing you with a proven methodology, this course will help you achieve improvement and sustain it. An in-depth examination of established tools and approaches will help you acquire the skills needed for sustainability. You'll spend two days in a hands-on learning environment covering the benefits of a fact-based, problem-solving, and proven methodology. Class exercises and discussion will examine how to apply the problem-solving process, when to apply it, which tools to use within it, and how those tools work.

May 4 – 5, 8:00 a.m. – 4:00 p.m.
Member Price: $995
Conference Price: $1,195
CEUs and ASQ RUs: 1.3

Leadership in Excellence and Customer Focus – 6525

This two-day course will benefit change leaders wanting to go beyond tactical process improvement and focus on strategic outcomes. Robin Lawton will equip you and your associates to achieve business growth using a customer-centric approach. The course helps you apply revolutionary 21st century tools to your knowledge-intensive organization. Learn innovative framework and tools for uncovering and translating the mind of the customer in ways you never thought possible.

May 2 – 3, 8:00 a.m. – 5:00 p.m.
Teams of three or more are required for registration. See pricing details at wcqi.asq.org/training.html.
CEUs and ASQ RUs: 1.6

Introduction to CMMI-Development – 6561

This three-day Introduction to CMMI-Dev (Capability Maturity Model Integration - Development) course is offered to professional groups and corporations only through the SEI and its licensed partners. It provides participants with fundamental concepts for staged and continuous representation of the CMMI-Dev model, providing time for exercises, questions, and real-world process improvement examples.

May 2 – 3, 8:30 a.m. – 5:00 p.m.
May 4, 8:30 a.m. – 4:00 p.m.
Member Price: $1,445.00
Conference Price: $1,595.00
CEUs and ASQ RUs: 2.5

Certified Quality Auditor Certification Preparation – 6605
Presented by the ASQ Audit Division
Location: Indianapolis Marriot

Want to update yourself on the Certified Quality Auditor (CQA) Body of Knowledge (BoK) before you take the certification exam at the World Conference? This is the perfect opportunity!

The ASQ Audit Division will sponsor an exam refresher to help experienced auditors become better prepared for the CQA exam. Class discussion will include an overview, which will offer all participants a better understanding of the basic principles and applications that will appear on the exam. The basis for the exam is the CQA BoK. All course participants will receive the course text *The ASQ Auditing Handbook, Fourth Edition.*

May 1 – 2, 8:00 a.m. – 5:00 p.m.
May 3, 8:00 a.m. – 12:00 p.m.
Special Price: $895
CEUs: 1.5
For more information, visit **wcqi.asq.org**.

Sessions
1:30 p.m. – 2:30 p.m.

Session M01: From Bulb Failures to Bowling: Making Sure Your Designed Experiments Succeed
Presenter: Scott Sterbenz, Ford Motor Company

Level: Intermediate
Focus Area: Quality Fundamentals

Design of experiments (DOE) is a powerful tool in a quality practitioner's toolbox. With DOE, we can simultaneously assess the effects of several factors and identify optimal settings. Learn how to make your DOEs succeed with lessons learned from experiments conducted in a variety of situations, from bulb failures to the bowling alley.

Session M02: How to Raise a Family Using Statistics
Presenter: Russell Roberson, GE Healthcare

Level: Intermediate
Focus Area: Quality Fundamentals
Statistics is not always easy for others to understand. This presentation takes a humorous approach to understanding statistical concepts, e.g., being able to statistically prove which child you love the most and, in the process, learning about z and t score difference tests. The methods discussed in this presentation can be applied in your workplace to improve the level of statistical understanding and, from there, aid in the proper and effective application of statistical models.

Session M03: Process Training Through Assessments
Presenter: Clayton Lessmeister, Hatch

Division: Audit Division
Level: Intermediate
Focus Area: Quality Fundamentals
This presentation will provide real-world examples on how to effectively deliver training while assessing and monitoring the effectiveness of a process.

Session M04: Collaboration Improves Care Rapidly and Saves Billions of Dollars
Presenters: Tonya Kirby and Jan Englert, Premier Healthcare Alliance

Level: Intermediate
Focus Area: Sustaining Results
Premier's two largest collaboratives consist of more than 400 member hospitals achieving phenomenal results in six dimensions of strategic concern to all U.S. hospitals: delivering perfect evidence-based care, reducing harm, readmissions, and mortality, while saving $4.5 billion and increasing patient experience scores. Healthcare works when people transparently share leading practices! You will hear not only the results but the how-tos of strategic improvement for your patients and the community you serve!

Session M05: When David Has to Satisfy Goliath
Presenter: Deborah Hopen, Deborah Hopen Associates Inc.

Division: Customer-Supplier Division
Level: Advanced
Focus Area: Customer Awareness
When a small business supplies a much larger customer, there can be challenges that don't occur in the typical supply chain between more equally sized organizations. This presentation discusses some fundamental principles of social psychology related to human dynamics and manipulation. It then proposes three key strategies for leveling the playing field. Participants will learn practical methods for implementing each strategy.

Session M06: Lean Six Sigma in Software Testing

Presenter: Jorge Moreno and Edward Jung, U.S. Army ARDEC

Division: Government Division
Level: Intermediate
Focus Area: Quality Fundamentals
Lean Six Sigma (LSS) tools have predominantly been focused on production methods. One of the challenges of LSS is applying them to software (SW) quality products. This presentation focuses on breaking these barriers and utilizing the tools of LSS to provide constant improvements to SW testing throughout each level.

Session M07: Risk Management and Its Impact on QMS

Presenter: Glenn McCarty, EtQ

Level: Intermediate
Focus Area: Today's Technology Landscape
Risk management is becoming the standard benchmark for identifying potential hazards at all levels of an organization. It is not only important to understand the various areas where risk can be applied, but also the common methodologies available to help identify, quantify, and mitigate these risks. This session will look at these areas and explore the tools and technologies needed to implement risk within an organization.

Session M08: Implementing a Food Safety Change Control Process

Presenters: Cory Radloff, Sargento Foods Inc.; Jim Loseke, Sargento Foods Inc.

Division: Food, Drug, and Cosmetics Division
Level: Basic
Focus Area: Quality Fundamentals
Learn how a food company developed and implemented a change control process to address new food safety regulations. This presentation will focus on the development and implementation of a change control process in conjunction with significant regulatory change mandated through regulations. Takeaways will include a broader understanding of how to recognize significant change and how that change can be documented and tracked through a process designed to produce safe products.

Session M09: The Key to Long-term Six Sigma Sustainment

Presenter: Jerry Mairani, Mairani & Associates

Level: Intermediate
Focus Area: Sustaining Results
Quality program sustainment has been an issue for two decades. This presentation is a continuation of the concurrent session and workshop presented at the 2012 World Conference on Quality and Improvement. This presentation includes the completed research findings of an ASQ research team and the true root cause issue that research uncovered. The findings of an actual Six Sigma enterprise-level implementation of the solutions to those findings are presented. You will learn what you can do to address this issue.

Workshop Sessions
1:30 p.m. – 4:00 p.m.

Session M10: Navigating a Multigenerational Workforce
Presenters: Lori Dellinger, Citizens Bank; Jason Spiegler, Camstar Systems Inc.

Level: Basic
Focus Area: Quality Fundamentals
Our workforce is composed of four different generations, each with its own unique attributes, needs, and expectations. This presentation will take you through a detailed look at how generations work together, and then panelists from each generation will share their experiences and answer questions from attendees.

Session M11: Superior Process Mapping With Simulation Modeling
Presenter: Bradford Jensen, Bradford Consulting Group

Level: Intermediate
Focus Area: Quality Fundamentals
The most powerful tool in the quality arsenal today is process mapping. The concept has been around since Six Sigma began, but the tools have been upgraded. Simulation programs show us performance over time and help us visualize the process in motion. The good news is that these powerful programs today are inexpensive and easy to use. During this workshop you will learn how to collect data, build simulation models, analyze the results, and make a blueprint to improve your process.

Sessions
3:00 p.m. – 4:00 p.m.

Session M12: The True Value and Drivers of a Culture of Quality
Presenters: Jennifer Callaway, CEB; Michael Campagna, Wrigley, A Subsidiary of Mars Inc.

Level: Advanced
Focus Area: Sustaining Results
This session focuses on how to establish a strong culture of quality to reduce the likelihood and the impact of quality errors. We will share practical solutions quality leaders can use to evaluate the presence of quality in their company culture, demonstrate its value, and deepen the culture of quality at their organizations. We will combine quantitative results with a practical example of how Wrigley, a subsidiary of Mars Inc., has made advances on a key driver of a culture of quality.

Session M13: Battle of the Improvement Methodologies
Presenter: Gil Lugo, Green And Sustainable Solutions Inc.

Level: Basic
Focus Area: Sustaining Results
With so much hype and emotion about Lean Six Sigma, ISO 9001, and theory of constraints, how do we choose which is the best methodology to implement? We'll explore these improvement methodologies to get the answer to the number-one question clients ask. "Which methodology is really the best one? And more importantly, why is it the best one for my organization?" Join us for this informative and revealing presentation that will help you determine which methodology is right for your organization.

Session M14: Scorecard Metrics: Training to Drive Operations

Presenter: Shane Yount, Competitive Solutions Inc.

Level: Advanced

Focus Area: Quality Fundamentals

This lively and interactive session addresses the basic foundations for leadership training that can actually improve a business' bottom line. Both humorous and informative, the presenter will discuss why leaders fail, personal leadership implementation experiences, and successes and failures companies have experienced during the transition of management. This presentation provides all who attend the knowledge and understanding to begin implementing practical, auditable leadership implementation techniques to their individual work environments.

Session M15: How Delightful Is Your Audit Program?

Presenter: Lance Coleman, Full Moon Consulting

Level: Intermediate

Focus Area: Sustaining Results

Learn why your internal audit program should be an integral part of how your organization sustains positive results and how to make that happen if it is not. The four evolutionary stages of audit program development will be discussed in detail as this session teaches attendees how to develop an internal audit program from one that is backward facing, reactionary, and solely compliance based to one that is forward seeking, continuous improvement driving, and results sustaining.

Session M16: Using Multiple Customer Voices to Drive Quality

Presenters: John Goodman, Customer Care Measurement and Consulting; John Adamo, Moen

Level: Intermediate

Focus Area: Customer Awareness

Both consumer and B2B companies have multiple customers with conflicting priorities. This session will show how to integrate the voices of multiple customers (VoC) to drive a unified set of priorities that are a win-win for the company (enhanced revenue and word of mouth) and all levels of customers, and can be quantified in a manner the CFO will accept. John Goodman will present a basic framework and VoC success factors and John Adamo of Moen will show how they have implemented it.

Session M17: Use of Six Sigma Methodology to Minimize Rework and Revision

Presenters: Lakshman Mapa, Purdue University Calumet; Tashmeen Mozammel, Purdue University Calumet

Level: Intermediate

Focus Area: Quality Fundamentals

In today's competitive global telecommunication market, the pressure to provide consumers quality products and services at a cost beneficial to all stakeholders has telecommunication companies searching for strategies to eliminate cost and efficiently manage local infrastructures with limited resources. This presentation demonstrates the ability to utilize Six Sigma in a network construction and engineering department to reduce the amount of revisions and rework in the process life cycle of a digital circuit by 20 percent, which results in a cost reduction of approximately $350,000 (recurring) for the external plant engineering division of the organization. The techniques used were frequency and histogram plots to analyze missed critical dates, Pareto charts to show the vital few reasons, residual and normality checks, time-series plots to indicate the critical misses, order life-cycle process flowcharts, and SIPOC analysis.

Session M18 Motivational Change
Presenter: Robert Bryant, CSC

Level: Intermediate
Focus Area: Sustaining Results
Without motivation, participants and leaders in process improvement initiatives will struggle. The motivation comes from a passionate and committed executive sponsor who will assist the team to overcome obstacles. This briefing describes how to keep your executive sponsor involved as a passionate driver.

Session M19: Change the Business With A3 Strategy Deployment
Presenters: Ha Dao, Emerson Climate Technologies; Tom Spayde, Emerson Climate Technologies

Division: Automotive Division
Level: Basic
Focus Area: Sustaining Results
This presentation will give an overview of A3 strategy deployment in general and give a case study using the framework to change the business. The A3 strategy deployment is a proven and powerful approach used by Toyota and many other global companies. A3 strategy deployment enables organizations to focus and align their resources to achieve strategic breakthroughs, resulting in increased customer satisfaction and profits. A participative approach is used to transform a vision into actionable projects at all levels of the organization. Strategies are cascaded into effective annual plans that provide guidance and feedback for the employees, with the expectation of continuous improvement.

Session M20: Social Media: Key Opportunities for Quality Professionals
Presenter: Eric Michrowski, TELUS

Level: Intermediate
Focus: Today's Technology Landscape
Learn how to leverage social media to drive employee engagement in operational excellence. We now hear of social media daily in the press, and the inroads that social media has made into every discipline and industry are now apparent. An increasing number of organizations find that the real-time knowledge sharing and collaboration that social media fosters complement key quality principles. In today's global workplace, these tools bring a significant edge in addressing cross-functional and cross-geographical improvements while helping to drive employee engagement and accelerate change acceptance. Learn how TELUS, Canada's communication giant, tackled this opportunity within its award-winning corporate quality and process team while pioneering many new techniques and approaches. The team has continuously experimented with social media and virtual collaboration to support its virtual project environment and has demonstrated significant positive impacts.

Sessions
4:15 p.m. – 5:15 p.m.

Session M21: Measure It Right! Improvement Through Measurement Systems Analysis
Presenters: Jason McCreight, Sherwin Williams; Brian Mullen, Sherwin Williams

Level: Advanced
Focus: Quality Fundamentals

Sherwin Williams is a leader in the development, manufacture, and sale of coatings and related products. Recently, a manufacturing quality control gauge was identified as unacceptable, per measurement system analysis. Learn how a cross-functional team identified root cause and commercialized an innovative solution, resulting in an acceptable gauge. The project delivered several improvements: 25 percent reduction in customer complaints, 15 percent improvement in manufacturing efficiency, and $500,000 in savings.

Session M23: Energizing Your Quality Culture With the ITEA Criteria
Presenter: Michael Levenhagen, Oshkosh Defense

Level: Basic
Focus Area: Quality Fundamentals

For 25 years, ASQ's International Team Excellence Award (ITEA) criteria has been used to both guide and judge team performance. Participants will understand the criteria's historical roots and learn how to leverage the criteria to maximize their quality and continuous improvement initiatives. They will get a behind-the-scenes look at the criteria, including major theme areas and "hidden" linkages.

Session M25: Transforming Your Customer Experience
Presenter: Jeff Israel, SatisFaction Strategies LLC

Division: Customer-Supplier Division
Level: Intermediate
Focus Area: Customer Awareness

Improving customer experience is a hot topic in business. However, unless the key concepts are fully embraced, initiatives to improve it will yield limited results. This session details the essential elements for effective customer experience management (CEM) deployment. A systemic framework helps organizations reap the significant benefits of customer experience, emphasizing not only the tools of practice, but the crucial conversations required for conscious and intentional transformation.

Session M26: Hoshin Kanri: From Strategy to Personal Planning
Presenter: Julie Miller, Integrys Energy Services

Level: Intermediate
Focus Area: Sustaining Results

Many employees and leaders struggle to understand how they fit into the larger piece of the puzzle and how what they do on a daily basis really impacts the big picture. Planned use of Hoshin Kanri, specifically the X matrix, can help create a visible link for everyone to understand their contribution. Once understood, employee engagement and productivity can increase, the project selection process gets smarter, change can become easier, and everyone can point to how they make a difference.

Session M27: iCan, U Can 2!

Presenter: Sarah Mott, Pharmaceutics International Inc.

Level: Basic

Focus Area: Quality Fundamentals

This personal connection with life-altering change will provide an "I can" belief in the ability to change—to change a person, a team, an organization, and the world. This presentation will demonstrate how basic quality principles guided the speaker through a significant change in life. Ultimately, successfully navigating personal change made the speaker a better professional change agent. You will learn how utilizing these same principles enables everyone to manage change—personally and professionally.

Session M28: The Role of Entrepreneurship in Managing Change

Presenter: John Baranzelli, Illinois Department of Transportation

Division: Government Division

Level: Basic

Focus Area: Sustaining Results

In today's fast-paced business environment, the ability to successfully manage change is essential to the success of every organization. Recent research demonstrates that 70 percent of all change programs fail to produce substantive and sustainable change. In this entertaining and thought-provoking one-hour session, award-winning public speaker John Baranzelli will examine an exciting new model for success that will forever transform the way you look at change management.

Session M29: Proven Methods for Sustaining Continuous Quality Improvements

Presenter: Gordon Masiuk, Masiuk Consulting Services Ltd.

Level: Intermediate

Focus Area: Sustaining Results

This presentation will focus on applying proven methods and tools for sustaining and optimizing CQI initiatives. The emphasis will be on providing a practical understanding of the human side of change and engagement when implementing and sustaining continuous quality improvement programs and initiatives. Throughout the presentation, real-life examples, specific tools and methods, and practical tips will be provided for use by leaders and teams.

Session M30: Teaching Six Sigma by Applying Six Sigma

Presenter: Brandon Theiss, Rutgers University

Level: Basic

Focus Area: Quality Fundamentals

This presentation details a case study of a novel pedagogical method using the tools, techniques, and methods included in the Lean Six Sigma toolkit to improve the process of students passing the ASQ CSSGB exam. By using a DMAIC cycle as both a roadmap through the CSSGB BoK as well as a methodology for instruction, an academically and professionally diverse group of students was able to establish a collective personal connection with the CSSGB BoK and obtain certification.

After 5 Sessions
5:30 p.m. – 6:45 p.m.

Session AF01: A Thing of Beauty Is a Joy Forever: John Keats
Presenter: Willy Vandenbrande, QS Consult

Looking at quality management through works of art gives us a totally different view on many aspects of our profession. Works of Picasso, Tolstoy, Keats, David Bowie, Leonardo da Vinci, and many others will be used to give an inspiring and at times controversial view on fundamental concepts of quality. This will include the definition of quality itself, leadership and people management, change management, and ethics. Let beauty be your guide through this artistic quality journey.

Session AF02: Front-line Decisions: Lessons from the US Civil War
Presenter: Kelly Roggenkamp, Humana Inc.

We all know that front-line workers make important decisions every day. Simple everyday decisions can make or break an organization based on what our front-line individuals chose to do or not do, say or not say, and escalate or not escalate. Some things never change. On the 150th anniversary of the U.S. Civil War, we will examine examples when individuals with low levels of command authority (or none at all!) changed the outcome of the entire war.

Session AF03: Market Yourself as a Quality Professional!
Presenter: Derek Purdy, BaroSense Inc.

When our parents were just starting out in life, they might have been advised: Get in with a good company, keep your head down, work hard, and in the end you'll get your gold watch. Those days are long since gone. In today's business climate, you must actively manage your own career, which includes the often overlooked step of developing and projecting your personal brand-image. Come join us as we examine some common mistakes and better practices to follow.

Session AF04: Reduce Stress: Yoga at Your Desk
Presenter: Janet Raddatz, Sargento Foods Inc.

Do you feel like you get shorter and more slumped as the day goes on? Are you reaching for coffee or cookies to give yourself an afternoon lift? Try some yoga stretches and breathing at your desk to clear your head and refresh your nervous system. Come prepared to relax and regenerate yourself after a day at the conference and learn simple techniques to take back to your desk.

Session AF05: Steal the Home Organizing Gurus' Mojo
Presenter: Scott Smith, SNF Holding Company

Many home organizers make a living telling people how to organize their homes. These sages have become rich and famous telling people how to do things around the house better/quicker/easier/more creatively, etc., by applying the principles that quality professionals have known about for years. The presenter will describe how he and his wife used free or low-cost techniques derived from the process improvement toolkit to organize and standardize tasks to free up time to spend with the family!

Sessions

9:15 a.m. – 10:15 a.m.

Session T01: Using MS Excel to Make Statistical Analysis
Presenters: Rolando Guido Saenz, PXS Global; Garro Chavaria, PXS Global

Level: Intermediate
Focus Area: Quality Fundamentals
This presentation includes two recent statistical analyses performed on two manufacturing plants. We will show how to use MS Excel to effectively prepare basic statistical analysis. The presentation will address the preparation of data and interpretation of the results for chi-square test for independence, random sampling, multiple regression, normal plots, histograms, descriptive statistics, confidence intervals, and box plots.

Session T02: Goal: New Teams Score
Presenter: May Kamalick, FBI/LSS

Level: Intermediate
Focus Area: Today's Technology Landscape
Linguists provide a crucial service to the mission of the FBI. The quality and standards programs ensure accuracy of products involving more than a hundred languages. In the last four years, virtual teams in language services have scored major successes, not only in enhancing the original objectives of quality translations, but also in exporting the ideas and successes to other units within the FBI and to other organizations, worldwide.

Session T03: Improving Leadership Through Quality Training
Presenter: Vance Kinsey, U.S. Navy

Level: Intermediate
Focus Area: Sustaining Results
All supervisors in government organizations must receive specific training shortly after promotion, as well as refresher training. Our organization used to accomplish this using knowledge checks, briefings, and Web-based training. These were not having the desired positive impact on supervisor performance. Presented here is the story of how one large organization dramatically changed the quality of training and improved supervisor performance while transforming into a learning organization.

Session T04: Achieving Breakthrough Process Performance
Presenter: Jose Federico Garcia, Winegard Company

Level: Intermediate
Focus Area: Sustaining Results
This presentation explains the first time through capability system (FTTCS), which is an evolutionary methodology needed to sustain continuous improvement efforts to reduce variation in manufacturing processes and to improve the quality of the parts produced. This methodology develops a continuous process knowledge (CPK) and exposes the true performance of the process, enabling stronger defect prevention leading to higher customer satisfaction.

Session T05: A TQM Management Model for the 21st Century?

Presenter: Johan Veltmeyer, Griffith University

Level: Advanced
Focus Area: Quality Fundamentals
This presentation is of a research investigation into the totality and hierarchical nature of total quality management (TQM), where TQM is defined as a model covering management activities and practices. The development of the TQM model is an important step forward in providing a fresh approach—as well as a clearer understanding and direction—for ongoing research into the application of quality management models applicable into the 21st century.

Session T06: Quality Solutions Using the A3 Methodology

Presenter: Anthony Manos, Profero Inc.

Level: Intermediate
Focus Area: Quality Fundamentals
What is A3 problem solving? This session will walk attendees through the A3 problem-solving process, including the PDCA cycle and real-world examples.

Session T07: Stand-alone Paperless Records and 21 CFR Part 11

Presenter: Jay Bucher, Bucherview Metrology Services LLC

Division: Measurement Quality Division
Level: Basic
Focus Area: Today's Technology Landscape
Moving from hardcopy to paperless records can be daunting from many perspectives: cost, integration into an existing or future system, the learning curve for the person or departments accomplishing the improvement, but most importantly for most, how to meet 21 CFR Part 11 requirements. This presentation will familiarize the attendees on how to cover all these base requirements while developing a stand-alone system that is user friendly.

Session T08: Embrace Change to Optimize the Global Supply Chain

Presenter: Doug Fair, InfinityQS International

Level: Intermediate
Focus Area: Globalization
With the changing global landscape, manufacturers strive to achieve top quality on the plant floor and across the supply chain. Embracing this change through end-to-end supply chain visibility from engineers to executives, mobile and plant floor technologies, and using manufacturing intelligence to discover the true value of data, manufacturers not only maintain the highest level of quality products and processes, but also decrease costs and remain competitive in the global market.

Session T09: Sustaining Results to Achieve Peak Performance
Presenter: Vincent Miller, MCU

Division: Quality Management Division
Level: Intermediate
Focus Area: Sustaining Results
An organization aspiring for continuous improvement must develop an environment that supports the sustaining of incremental improvements. This session introduces a multistep process to perform a sustaining requirements analysis to determine the conditions or needs to make possible a new or improved process with the goal of achieving breakthrough performance. The presentation will highlight real project challenges and deliver measurable business value results. With this foundation, participants can customize their own winning strategy to sustain results.

Workshop Sessions
9:15 a.m. – 11:45 a.m.

Session T10: Align Strategy, Measures, and Voice of the Customer
Presenter: Robin Lawton, International Management Technologies Inc.

Level: Intermediate
Focus Area: Customer Awareness
Change leaders like you have high expectations, a vision of the possible, and urgency to engage others for fast results. This entertaining, paradigm-shifting, and pragmatic session is for leaders, management, and workgroups wanting to go beyond tactical process improvement. Experience a thought-leading, elegantly simple framework to integrate, simplify, and transcend core elements of improvement methodologies such as LSS, change management, ISO 9000, VoC, Baldrige, HCAHPS, and more.

Session T11: Getting Lean With WorkOut
Presenter: Carol Knight-Wallace, KnightVision Consulting LLC

Level: Intermediate
Focus Area: Quality Fundamentals
Lean is known for tools such as poka-yoke, 5S, standardization, and kaizen events. It should also include WorkOut, a systematic tool for bringing groups to solutions in a single day. WorkOut is a one-day, problem-solving methodology that: 1. Organizes the use of common sense to resolve an issue or improve cost, quality, delivery, and responsiveness to customer needs. 2. Is usually facilitated by someone outside the process or problem. 3. Identifies an area in need of improvement and brings together those most knowledgeable about the issue to identify solutions. 4. Recommends solutions through a team meeting outside of the normal work environment. 5. Presents team recommendations to the responsible manager, who accepts or rejects the proposal on the spot. Because it focuses on quickly taking "work out," it is the perfect tool for any Lean Six Sigma practitioner. Participants will learn the basics of the process through an interactive, fast-paced simulation exercise.

Sessions
10:45 a.m. – 11:45 a.m.

T12: Translating Voice of Customer Into True Customer Needs
Presenter: Glenn Mazur

Level: Basic
Focus Area: Customer Awareness

Many quality methods assume that customers give complete and accurate statements of their needs. In fact, most customer interviews, focus groups, and surveys ask customers about today's product features and not today's or future benefits. Thus, the reasons why a customer selects a product or service often go unvoiced—leaving developers and decision makers to guess at what customers really want. Diverse global markets make this even more difficult. Modern QFD methods have been developed to help translate the voice of the customer into true customer needs that are independent of the product or solution so we can understand the problems customers eliminate, the opportunities customers want to grasp, or the image they want to enhance. Examples from product, service, healthcare, and software industries will be presented.

Session T14: Creating a Lean Culture at Ecolab
Presenters: Denis Devos, Devos Associates Inc.; Peter Dyer, Ecolab

Division: Quality Management Division
Level: Intermediate
Focus Area: Sustaining Results

This presentation will relate a success story for implementing a culture to support lean manufacturing in an Ecolab chemical processing plant in Garland, TX. Presenters include Peter Dyer, the Garland plant manager, and Denis Devos, the lean expert who facilitated and coached them along their journey. This "how to" presentation will be valuable for anyone who has faced frustration in successfully implementing lean in their organization.

Session T15: Sustaining Lean: Lessons in Change Management

Presenters: Marti Beltz, Marti Beltz Consulting; Bo Stults, University of Texas Medical Branch

Level: Basic
Focus Area: Sustaining Results

Lean is an intuitive, low-tech, and easily learned process improvement methodology, well suited to addressing the complexities of healthcare. However, even the most sophisticated and earnest medical centers often struggle to sustain the momentum and successes associated with their lean initiatives. A seasoned psychologist/lean practitioner partners with a healthcare system leader to share lessons learned and practical strategies for creating a culture in which lean change can take root.

Session T16: Reliability Meets the Necessary Condition for Lean

Presenter: David Auda, Volvo

Division: Reliability Division
Level: Intermediate
Focus Area: Quality Fundamentals

Lean, in its ideal implementation, is single piece flow through the process, where all actions are value-adding actions. In order for lean to be able to exploit the value stream, and begin to approach the ideal state, the supplies, equipment, people, and infrastructure need to be highly reliable, otherwise a single disruption can render the value stream unavailable. This session identifies the reliability baseline activities so that proper steps can be taken to meet this necessary condition.

Session T17: Balance Chart Analysis of the Value Stream Map

Presenter: Ken Leeth, Common Sense Quality Solutions

Level: Intermediate
Focus Area: Today's Technology Landscape

Sometimes value stream maps don't give the whole picture of the process. A balance chart, used in conjunction with the value stream map, may show bottlenecks and other waste that may be hidden in the process.

Session T18: Quality Assurance in High-consequence Engineering

Presenter: Marcey Hoover, Sandia National Laboratories

Division: Aviation, Space, and Defense Division
Level: Intermediate
Focus Area: Sustaining Results

High-consequence engineering organizations must deliver products with engineering excellence, a quality assurance challenge that heightens with changes in the environment. This session will describe historic approaches, current challenges, and a new strategy for quality assurance within a high-consequence and expert-based engineering environment. Elements of the new strategy that will be presented include approaches for staffing, quality training, engineering practices, and customer engagement.

Session T19: Skepticism at Work: Recognizing Logical Fallacies

Presenter: Stephen Cena, Avox Systems

Level: Basic

Focus Area: Quality Fundamentals

We should only believe things for which there is adequate evidence. But what evidence is adequate? We decide based on our experiences, beliefs, judgments, and reasoning. However, we often commit logical fallacies (errors in reasoning). When this happens, either sound evidence is rejected or questionable evidence is accepted while leaving us feeling that we have made the right decision. Recognizing these errors can help us avoid making wrong decisions and promote data-based decision making.

Session T20: Excellence Through Outcome Segmentation Analysis

Presenter: Lawrence Sproul, U.S. Food and Drug Administration

Level: Advanced

Focus Area: Sustaining Results

This presentation demonstrates a strategy for sustaining excellence in public health and regulatory outcome control through application of a combination of common quality management tools. The author refers to this strategy as "SETOSA" or "sustained excellence through outcome segmentation analysis."

Sessions
4:00 p.m. – 5:00 p.m.

Session T21: Coleman Aerospace Lessons Learned

Presenter: Hugh Kroehling, Coleman Aerospace

Level: Intermediate

Focus Area: Sustaining Results

Coleman Aerospace is a division of L3 Corp. that makes missile targets for the Missile Defense Agency. Coleman recognized in 2010 that missions undertaken were an excellent opportunity to transfer knowledge from one mission to the next so that issues from previous missions could be avoided in future missions. As a result, a lessons-learned database was established. This presentation describes the chronology of that database from identifying the need to implementation of the database, including its governing procedures and measures of effectiveness.

Session T22: Statistical Engineering at Arcor Group: A Case Study

Presenters: Daniel Firka, IAPC Argentinean Institute for Quality; Pablo Albarracin, Arcor

Level: Advanced

Focus Area: Quality Fundamentals

In the food industry, many customers' needs are subjective and can only be defined as attributes (go/no-go). Arcor experienced quality problems related to these attributes on the market, with products manufactured in plants belonging to its food division. As an example of statistical engineering, we describe a workflow designed to transform these attributes into measurable characteristics of internal processes that could be optimized. We show quality indices used to validate those processes.

Session T23: Reliability Tools in Lean Product Development

Presenter: John Paschkewitz, Watlow

Level: Intermediate

Focus Area: Quality Fundamentals

Lean product development is a front-loaded, knowledge-based method focused on customer value and eliminating waste of design rework. For quality and reliability, this enables up-front learning to ensure robust and reliable products. This presentation introduces lean product development and shows how it is applied to understand customer needs, improve design decisions, reduce risk, establish critical characteristics and process control, target product testing, and use failure analysis to improve product reliability.

Session T24: Building/Maintaining a Culture of Quality

Presenters: Judith Ann Pauley and Joseph Pauley, Process Communications Inc.

Division: Team and Workplace Excellence Forum
Level: Basic
Focus Area: Sustaining Results

In this fun-filled session participants will learn how to establish positive relationships, reduce distress, create a healthy work environment, improve communication, and influence others to want to establish a culture of quality. The strategies have been applied successfully worldwide in corporations, healthcare facilities, government agencies, nonprofit organizations, service organizations, and education organizations. Specific examples will be discussed.

Session T25: Innovation or Quality?

Presenter: William Robinson, Stevens Institute of Technology

Level: Intermediate
Focus Area: Sustaining Results

Customers expect both innovation and quality in the products/services they purchase, but the explosion of innovation continues at an increasing rate. Our capability to scale quality may not equal our capability to scale innovation if dealt with separately, but we can deal with this dilemma by applying a systems thinking approach. Organizations that use such an approach demonstrate that systematically delivering innovation need not be in conflict with delivering high quality.

Session T26: The Kano Survey: Translating Theory Into Practice

Presenter: Christine Robinson, Deborah Hopen Associates Inc.

Division: Education Division
Level: Intermediate
Focus Area: Customer Awareness

Many quality professionals understand the theory underlying the Kano diagram, but few have actually performed a Kano survey to learn what their customers think. This session will begin with a brief review of the theory followed by step-by-step instructions on how to successfully design a Kano survey and analyze its results. Data from an actual survey will be shared.

Session T27: Re-examining Deming for the 21st Century

Presenter: Richard Shainin, Shainin Problem Solving and Prevention

Level: Intermediate

Focus Area: Sustaining Results

W. Edwards Deming has had a profound influence on our understanding of the transformation necessary to build a successful organization. His 14 points for management were first published in 1982 in *Out of the Crisis*. In the three decades since publication the world has changed dramatically. The fundamental understanding of variation that forms the foundation of Dr. Deming's teachings has been called into question. This presentation reviews Deming's 14 points in light of these changes and further advances in process improvement and lean thinking. It provides a roadmap for leadership within a successful organizational transformation in the 21st century.

Session T28: Joy in Managing Change: A Necessity, Not a Nicety

Presenter: Paul Armstrong, eNthusaProve LLC

Level: Intermediate

Focus Area: Today's Technology Landscape

Worried about managing change? Follow Deming's advice in a 2010s way. Driving out fear, creating joy in work, and continually improving are mutual necessities, not niceties. Learn how to apply this philosophy to managing change in our era of social networking technology, global innovation teams, and knowledge-sharing communities. This session will ignite your enthusiasm and provide a strategy for managing change through building connections, tapping creativity, and accelerating contribution.

Session T29: Make a Positive Difference: Journey to Eco-sustainability

Presenter: Catherine Chiu, Crystal Group

Level: Basic

Focus Area: Globalization

Discover how a Chinese-owned garment manufacturer stepped into the journey of eco-sustainability in 2007 after watching the film, "An Inconvenient Truth." Crystal Group, with 40,000 employees worldwide, implemented a series of energy and carbon-reduction objectives and projects to become the first garment factory in China to achieve a platinum ranking through WWF's Low Carbon Manufacturing Program (LCMP) with a 17 percent carbon footprint reduction in one year, and significant savings in costs, energy, and carbon emissions. Learn how Crystal Group, which produced 240 million pieces of garments in 2011, became a leader of eco-sustainability in the garment industry.

T30: Interactive SPC, a Textile Quality Case Study

Presenter: Scott Wise

Level: Basic

Focus Area: Quality Fundamentals

This real statistical process control (SPC) manufacturing case study will inform and motivate you to start using SPC in a new interactive and exploratory way in order to uncover true root causes and help drive improvements in your key processes.

Sessions
8:00 a.m. – 9:00 a.m.

Session W01: Interactive Rational Subgrouping With Marshmallow Peeps
Presenter: Diane Evans, Rose-Hulman Institute of Technology

Level: Basic
Focus Area: Quality Fundamentals
This fun, interactive, and instructional exercise places participants as SPC operators in a manufacturing setting where marshmallow Peeps are produced by four different machines. The operators explore different machine subgrouping arrangements in order to supply the "best" possible information to their stakeholders about Peep "sponginess."

Session W03: Process Design and Implementation Analysis
Presenter: BW (Ben) Marguglio, BW (Ben) Marguglio LLC/High Technology Seminars

Division: Energy and Environmental Division
Level: Basic
Focus Area: Today's Technology Landscape
This presentation demonstrates a method: (1) by which to assess each task in a process for the existence of any one or more of the eight wastes, the existence of an opportunity to apply any one or more of the 5 S's, and the existence of any hazard (e.g., quality, safety, environmental, and other types of hazards); and (2) by which to address the nonvalue-added wastes and hazards. The assessment method uses a combination of process mapping and hazard-barrier-effects analysis. This method can be used to improve the quality of the process design when the process is being originally created or for root cause analysis following a process failure. This method has been successfully implemented at a high-technology, multifacility enterprise.

Session W04: Louisville Metro's Continuous Improvement Journey
Presenters: Daro Mott, Louisville Metro; Ryan Kruer, Humana

Level: Basic
Focus Area: Quality Fundamentals
When one thinks of government, a model of efficiency and continuous improvement may not come to mind. But in January 2012, Louisville Mayor Greg Fischer made good on his campaign pledge to develop a culture of continuous improvement within Louisville, KY metropolitan government and the community at large. That is when the mayor established the Office of Performance Improvement (OPI) to help transform the culture within metropolitan government from individual departments "just doing the basics" to a cohesive, dynamic, and engaged improvement-driven organization. His goal is to create the best, most efficient city government possible, and then to make it even better. Learn how their journey started and continues to change the culture to drive toward effectiveness, efficiency, and excellence.

Session W05: Options Profiling in Design for Six Sigma
Presenter: Frank Murdock, Plymouth Tube Company

Level: Intermediate
Focus Area: Quality Fundamentals

Process improvement teams consistently struggle when it comes to the improvement step in DMAIC or when trying to fashion a radical future state value stream or "should" process map. Process improvement methodologies such as lean and Six Sigma have provided excellent methods to define, assess, and understand the existing process or value stream. Through such tools as is/is not, root cause analysis, value stream maps, and statistical process control, teams develop a common understanding of what works and what is not working, what is adding value and what is not adding value, where there is wasted effort, wasted product, both predictably and unpredictably. But when it comes to envisioning a radically new process, beyond just solving the problems with the current process, teams usually hit a wall.

Session W07: Changes Coming for ISO 14001 EMS
Presenter: Susan Briggs, Textron Systems

Division: Standards Group Division
Level: Intermediate
Focus Area: Globalization

The world's most important management system standards on quality and the environment are in the process of being revised. This session will give attendees a preview to new requirements being proposed for ISO 14001 and insight into the potential impact these changes will have on organizations that are using the standard, are certified to it, or are considering adoption of the standard. This presentation will preview the changes planned for ISO 14001, including:

1. Existing EMS requirements have been restructured and in most cases rewritten to conform to new ISO directives on management system standards (MSS).

2. Requirements for six new clauses imposed on MSS by ISO.

3. Proposals to address recommendations to enhance requirements on legal compliance, environmental performance improvement, external communication, sustainable development, and supply chain.

Session W08: Communicating Your Quality Standards to Customers

Presenter: Zia Siddiqi, Ph.D., B.C.E., Orkin Commercial Services

Level: Intermediate
Focus Area: Customer Awareness

Quality standards are important in ensuring business success. Even more important is communicating quality standards to customers and clients. During this session, which is based on Orkin's experience, you will learn how to implement a quality standard company-wide, how to develop programs that help to further improve quality, and how these quality standards and special programs can impact your business when properly communicated to your customers and clients.

Workshop Sessions
8:00 a.m. – 10:30 a.m.

Session W09: Is My "Improved" Process Still Working?

Presenter: Richard Coley, CFS Consulting Group LLC, Sandi Claudell, CFS Consulting Group LLC

Level: Intermediate
Focus Area: Sustaining Results

In today's competitive business climate, the need to sustain improvements is critical. However, this is a frequent failure in lean and other quality initiatives. Using slides and a simulation, we will cover the "control" phase of a project, including: the necessary systems needed to sustain the gains; how to monitor the improved process; discovering root causes when a process goes out of control; the costs to the organization when a process loses ground; and the common drivers of noncompliance.

Session W10: DMAIC in Warped Speed: Applications in Healthcare

Presenter: William Stieber, Orchestrated Dynamics

Level: Advanced
Focus Area: Quality Fundamentals

Understanding the basic approaches and tools to Lean Six Sigma as they apply to healthcare and other similar organizations is key for effective and efficient organizations. In this session participants will not only become familiar with DMAIC but also will learn some basic approaches and uses of common DMAIC tools in lean healthcare environments today. Get on board as we review DMAIC at warped speed in a highly interactive and practical session that highlights contemporary application.

Sessions
9:30 a.m. – 10:30 a.m.

Session W11: Risks and Benefits of Innovation and Measuring Devices
Presenter: John Vandenbemden, Independent Consultant

Division: Inspection Division
Level: Basic
Focus Area: Today's Technology Landscape
In our work environments today, innovation has a significant impact on measuring devices and test equipment. Many organizations do not take the time to assess risk if there is a return on investment prior to purchasing. This has resulted in placing many organizations in financial constraints. Thus, we will present how to assess risk and benefits as well as consequences when the assessment is not conducted.

Session W12: Fun: A State of Mind for Personal Well Being and Quality
Presenter: Jesus Gilberto Concepción, Universidad Nacional Pedro Heriquez Urena and JGC & Associates

Division: Human Development and Leadership Division
Level: Basic
Focus Area: Sustaining Results
Learn the importance of personal well being in order to increase the probability of success in your life, including your work, your relationships with others, and your spiritual life. In the literature of multiple intelligences, a new type of intelligence has been recently added—physical intelligence—and it is considered one of the most important dimensions of intelligence. The idea is not to create a moment of pleasure, but rather to establish a continuous state of mind. In this presentation we will show how a person can learn to have a balance between the brain levels while increasing the possibility of experiencing fun and transmitting this effect to others.

Session W13: Cross-functional Support Process Management
Presenter: Lars Sorqvist, Sandholm Associates
Division: International Academy for Quality (IAQ)

Level: Basic
Focus Area: Quality Fundamentals
Most companies and organizations today have some kind of process focus in the core business. When looking at support activities like finance, HR, IT, quality, and environment, however, the situation is different. The work is usually organized within functions and very seldom as cross-functional processes based on the need of the core business. This presentation demonstrates a new cross-functional way for organizing and managing support activities that also will affect the way the entire company is managed.

Session W14: Henry Ford's Universal Code

Presenter: William Levinson, Levinson Productivity Systems P.C.

Level: Basic
Focus Area: Quality Fundamentals

Henry Ford's "universal code" for proven world-class performance consists of a simple triad of impartial economic, scientific, and behavioral laws. Economic law says no system or supply chain can disburse more wealth than it produces. Manufacturing science, and many principles apply to services as well, allow the system to produce more wealth through the elimination of waste. Behavioral law mandates a square deal for all supply chain stakeholders including customers, suppliers, and workers.

Session W15: Finding Innovators

Presenter: Richard Buckles, Bianetics LLC

Level: Basic
Focus Area: Sustaining Results

This session deals with a unique approach to identifying, selecting, and developing innovators: the thinking styles and strategies for problem solving. We will look at ways to identify, find, assess, select, and develop people considered to be innovators. It does not deal with the level of competence one has in creative problem-solving techniques but, rather, what strategy or style the innovative problem solver chooses. This approach demonstrates that people have a diversity of styles that are normally distributed along a continuum ranging from high adaption to high innovation.

Session W16: Seven New Quality Tools and Appreciative Inquiry

Presenter: Shu Liu, MEMC Electronic Materials Inc.

Level: Advanced
Focus Area: Quality Fundamentals

The seven management and planning tools are still powerful today. Appreciative inquiry is a positive revolution in organizational development. Applying the seven tools to appreciative inquiry will make it more effective in liberating positive energies from individuals and organizations.

Session W17: Risk and Usability: Applying Post-launch Improvements

Presenter: Richard Vincins, Emergo Group

Division: Biomedical Division
Level: Basic
Focus Area: Globalization

Organizations use various methods of risk management, including standardized methods in design controls to reduce hazards, or remove hazards and risks that are associated with their products. This may or may not include a review of usability or human factors to ensure that customers can use their products safely and effectively. In both of these instances—risk analysis and usability—these methods are typically covered in the design and development of new products. The difficulty is these methods are rarely used after post-production launch once their customers are actually using the product. Recording items such as customer feedback and/or customer complaints is commonly completed, but oftentimes there is a failure to link these back to the original risk assessment and usability factors. This presentation will help the attendees understand how they can implement methods for continually assessing their product performance from design control through product launch to post-market review to ensure they can take advantage of improvement opportunities.

Session W18: Collaborating for Creativity and Change

Presenter: Peter Merrill,
Quest Management Systems

Division: Quality Management Division
Level: Intermediate
Focus Area: Customer Awareness

To be competitive in the complex and changing marketplace, the innovator finds unfulfilled customer needs that open new opportunities. Cause and effect are not immediately related in a complex environment, so we draw on collective knowledge inside and outside our organization to find innovative solutions. This presentation demonstrates methods for the idea generation or "ideation" process and explains how group diversity is vital. An abundance of ideas is essential before selecting solutions.

QUALITY IMPACT SESSIONS/LIVE TEAM CASE STUDIES

Quality Impact Sessions are demonstrated real-life applications of quality. Come see the results firsthand!

For more than 27 years, the International Team Excellence Award process has provided process teams the platform to showcase their commitment to performance improvement. This premier event has enjoyed participation from more than 1,050 teams from around the world. Attend this year's quality impact sessions and see outstanding results including: **reduced costs, increased efficiency, and improved customer satisfaction.**

Quality Impact Sessions/Live Team Case Studies from finalist teams include:

- Breakthrough technology reduced energy consumption by 60 percent, resulted in numerous spin-offs, was adopted by other organizations, and achieved $150,000 savings in annual energy bill.
- 3.11 percent reduction of scrap and 0.66 percent quality deviations. Savings of $137,000 and increased productivity savings of $994,000 per year. Improved work culture, broke paradigms, and changed standards established 40 years ago.
- Collaboraton of internal and external stakeholders resulted in cost avoidance of $365,000 per year or $1.46 million for the remaining life of the program.

- DMAIC approach, process mapping, elemental analysis, MSA, process walk-through, correlation, design of experiments, technology evaluation, PFMEA, trend charts, etc., resulted in savings of $30 million.
- PDCA methodology, process analysis tools (FMEA, SIPOC, process capabilities) and data analysis tools (correlation, two-sample t-test) were used to identify a set of key root causes and annualized benefit of $380,000.
- Cross-functional team's solution led to a revenue enhancement of $3.5 million and increase in customer satisfaction scores.

QUALITY IMPACT SESSIONS/LIVE TEAM CASE STUDIES

- Six Sigma methodology achieved 95 percent punctuality and a 40 percent reduction in installation time to 44 days and annual savings of $425,500. Intangible results included pride in the achievement, improved interdepartmental communication, and the possibility of repeating the improvements with other providers.

- PDCA, cause and effect diagrams, and other tools were used to find a solution to repeated failures of a cooling fan system, resulting in a cost savings of $71,214 and elimination of the premature failure of the cooling fan.

- Redesigned process in a law library resulted in sustainable incremental improvements with an annual time-cost savings of about $19,000 from shorter processing time, greater efficiency and staff productivity, and increased research productivity.

- Effective application of multiple problem-solving methodologies and tools incorporated into one project: value stream mapping, five whys and seven ways, DMAIC, business process management system, project management, and change management resulted in the delivery of $1.6 million in margin savings for the client with an improvement of 2 percent in the collection rate.

- Tree diagram and L matrix, serendipity technique, random word technique, and lotus blossom technique were used to achieve total cost savings of about $118,000 per year. This innovation has improved site productivity and eliminated dust and noise pollution.

- Process mapping, brainstorming, Pareto charts, cause and effect diagrams, FMEA, potential X's, and hypothesis testing were used to reduce the rework rate by over 50 percent from the previous level, reducing costs by over $720,000. Organization was also rated as no. 2 in customer satisfaction in JD Power survey.

- VOC, survey, evaluation matrix, and Pareto helped information collection, project prioritization, and impact evaluation. Fishbone, brainstorming, Pareto, five whys, and impact matrix guided us to find the potential and final root causes of current ATE situation. Results included a total savings of $4.58 million, fixed investment reduction of 25 percent, customer satisfaction increase of 12.8 percent, and employee satisfaction increase of 25.8 percent.

Testimonials

The pursuit of continuous quality and process improvements has directly benefited the Boeing C-17 program by successful implementation of multiple, significant projects. This successful history both raised internal expectations and set a high chinning bar for measuring success. Fulfilling these expectations is directly attributed to our utilization of the ASQ ITEA criterion. The ASQ ITEA process criterion and sub-criterion are utilized as a foundation means to establish a high-level project management template. The ASQ ITEA template is also utilized to measure and document project results. Ultimately, our project results have been outstanding. The C-17 program has successfully participated in the ASQ ITEA process for the past nine years, receiving multiple awards on all levels.

Ron Gill
Technical Lead Manufacturing Engineer
C-17 Fuselage, The Boeing Company

I have found great value in serving as a judge for the International Team Excellence Award (ITEA) process. We utilize the judging process as a tool to develop our senior leaders, which results in a heightened awareness of internal team reviews. In addition, the ITEA provides a fantastic opportunity to recognize team efforts, as well as to receive professional feedback on strengths and opportunities for improvement. The Ritz-Carlton will be implementing an internal team recognition process based on the ITEA criteria, and our winning team will be rewarded with an entry into ASQ's International Team Excellence Award process.

Janet Crutchfield Souter
Senior Director, Quality
The Ritz-Carlton Hotel Company LLC

Technical excellence and good engineering are only a segment of the necessary skills that are required to successfully solve a problem and implement the solution. The ITEA process assesses not only the soundness of the analysis and solution, but also evaluates other important aspects of the project such as stakeholder impact, alignment to corporate goals and strategies, and team development. A truly successful project encompasses all of these criteria, and the ITEA process allows us to share the tools and analysis methods we have used to solve some very complicated quality issues. Our hope is that other quality practitioners can learn from our analyses and apply what they have learned to contribute to the success of their company.

Scott C. Sterbenz, P.E.
Six Sigma Master Black Belt (Level II)
Worldwide Product Development – Body Engineering
Office of the Technical Fellow
Ford Motor Company

QUALITY IMPACT SESSIONS/LIVE TEAM CASE STUDIES

By participating in the ASQ International Team Excellence Award process, AB-InBev Metal Container has been able to benchmark our teams against some of the best in the world. As a result, we have been able to identify and implement improvements to our team systems. In addition, the ITEA process has become an important form of recognition for our employees who make significant contributions to our business through their participation on improvement teams.

Don MacGavin
Zone Management Systems Specialist
Anheuser-Busch InBev/Metal Container Corp.

At Alcoa, we support our customers' success by creating exceptional value through innovative product and service solutions. We earn sustainable financial results that enable profitable growth and superior shareholder value. Continuous improvement through people engagement and problem solving, at all levels, is a very important part of what we do within Alcoa. The ITEA process structure as well as review of the criteria helps us to evaluate our team approach and improve this approach to optimize effectiveness of our team efforts. From stakeholder analysis and employee engagement, through improvement, to implementation of sustainability methods, we continue to improve our team approach and results. By participating in the ITEA competition, we afforded the opportunity to experience, firsthand, the success of others and benchmark various methods and techniques that may help us to improve our own processes.

Bud Newton
Quality Consultant
Alcoa Corporate Quality

ASQ's International Team Excellence Award process provides an excellent opportunity for organizations such as General Motors to showcase "Best of the Best" quality improvement projects in a global platform. Teams from a broad spectrum of manufacturing and service industries, educational institutions, healthcare, and government participate in this unique recognition process. The team spirit and enthusiasm expressed during presentations by these teams is amazing. This forum also provides a great read-across and benchmarking opportunity for organizations. General Motors will continue to participate and leverage ASQ ITEA Process.

Kush K. Shah
Manager, Global Electrification Quality
General Motors

Industry Sessions

Although open to all, these sessions are intended to cater to the interests and perspective of those conference delegates from a particular industry background and perspective. There are multiple industries that these sessions cover, but each session is developed with a particular audience in mind. Industries of focus emphasized in these sessions include energy and environment, software, and design and construction. For details as to which type of conference delegate these sessions are best suited for, please refer to the key and descriptions below.

Software

These sessions are aimed to speak directly to those conference delegates who are involved with software quality development and implementation (including software inspection, testing, verification, and validation). Those involved in implementing software maintenance processes and methods would also benefit from these sessions. Software quality professionals, software engineers, and those interested in applying quality principles to software development are also ideal candidates to attend these sessions.

Energy and Environmental

These industry sessions are best suited for conference delegates who work in the fields of energy and environment (including technology and construction, power production, resource extraction, and processing). Individuals whose work involves them in environmental operations, decontamination and decommissioning, waste minimization and pollution prevention, sampling and analysis, and research and development will also benefit from their content.

Design and Construction

Architects, engineers, designers, construction managers, contractors, safety engineers, facility managers, and other professionals involved in this type of work will benefit greatly from the content shared in these industry sessions.

Software Sessions
Monday, May 6
12:15 p.m. – 1:15 p.m.

ISE01: Influencing Without Authority
Presenter: Rick Hefner

Level: Basic

When an organization needs to change (for example, adopting a new quality standard), the change initiative is often assigned to a change agent. Leading the change can be difficult if the change agent does not have any direct authority over the people whose behavior needs to change, they have not "bought in," and they do not see the benefit in changing.

1:30 p.m. – 2:30 p.m.

ISE02: Software Reliability Engineering Contributions to Software Security
Presenter: Taz Daughtrey

Level: Intermediate

Software reliability engineering represents a well-established set of techniques supporting specification and assessment of dependability aspects of software-based systems. Key aspects include: establishing quantitative reliability targets, constructing usage profiles of the operational system, and conducting statistically based testing to predict system reliability. Security analysis would involve suitable modifications, such as: establishing multiple quantitative targets including availability and loss function, using threat modeling to identify a variety of misuse/abuse cases, and rethinking reliability growth modeling for application to security growth modeling. Security growth modeling, analogous to reliability growth modeling, is an attempt to quantify how the projected security of a system increases with additional detection and removal of software vulnerabilities. Such insights would be crucial in allocating development and assurance resources, as well as making informed release or revision decisions.

ISE03: Risk-based Agile Deployment of Mobile Medical Apps in Healthcare IT
Presenter: Byron Mattingly

Level: Intermediate

This talk focuses on risk management/control throughout the software life cycle and how to use the FDA's Mobile Medical Applications (draft) guidance and "Agile Manifesto" (expected to be finalized in 2012 as AAMI TIR 254) to optimally deploy smartphone and tablet apps in a rapidly changing healthcare technology landscape. Specific examples illustrate the importance of supporting Agile systems engineering and software development best practices (e.g., "test-first," "loose coupling," etc.) with some of the newest quality technologies. First, the scope of the definitions for mobile platforms, mobile applications, and mobile medical applications (as per the FDA's guidance) is examined in the context of validations of iPad and Android-based tablet apps. Next, the so-called "FDA Agile Manifesto" (AAMI TIR 254) is investigated. Finally, mobile medical apps will be considered as complex systems in a validation environment of an ever-changing healthcare IT ecology. Recommendations will be made to minimize the effects of "vertical cascading," which can push an overall system to a tipping point and into catastrophic failure.

Software Sessions (continued)

3:00 p.m. – 4:00 p.m.

ISE04: Proving the Value of Quality Through Metrics and Communication
Presenter: Carol Dekkers

Level: Intermediate

As software and quality practitioners, we understand the value and positive return on investment (ROI) of quality, yet the rest of the world often needs to be convinced. This presentation focuses on tools, techniques, and tips to aid the quality professional to effectively communicate (and prove) the value of quality to constituents, peers, bosses, and subordinates to achieve success.

4:15 p.m. – 5:15 p.m.

ISE05 Panel: Software Is Everywhere: And How to Live With It
Moderator: Arnold Clark

Level: Basic

Survey and LinkedIn discussion will be started that will include participation by the panelists. Panelists include: Phillip Laplante, Linda Westfall, and Taz Daughrey.

Tuesday, May 7
9:15 a.m. – 10:15 a.m.

ISE06: Leveraging the CMMI to Pursue Excellence in Software Development
Presenter: David Walker

Level: Basic

The CMMI has been used by tens of thousands of software organizations to improve product development processes in an incremental manner. This presentation will describe what the CMMI is, how it is properly used, distinguishing features, and how to leverage the CMMI to get started, get good, and pursue excellence in software development.

10:45 a.m. – 11:45 a.m.

ISE07: Risk-based Approach to Grading Software
Presenter: David Peercy

Level: Intermediate

A graded approach for determining an acceptable software practice level based on consequence and likelihood levels is described in this presentation. The risk-based approach depends on the system context for the software application and is linked to the practice activities of the SEI CMMI. In addition, depending on the criticality of the software (e.g., safety consequences) additional practice activities are defined. The following steps summarize the graded approach described in this presentation. Step 1: Determine consequence of failure level. Step 2: Determine likelihood of failure level. Step 3: Determine risk level and associated practice level. Step 4: Risk level adjustment.

Software Sessions (continued)

1:15 p.m. – 2:15 p.m.

ISE08: Risk-based Configuration Control: Balancing Flexibility With Stability

Presenter: Linda Westfall

Level: Intermediate

This presentation will provide practical approaches, tools, and techniques for introducing and sustaining change in your organization. Successful change requires the right combination of strategy, structure, and support. Your chances of success depend on your current culture, the desired end state, the resources available, and the past response to change. Special attention will be paid to influencing change without direct authority. This workshop will be useful to anyone looking to jump-start improvement or revitalize a failing initiative.

Wednesday, May 8

8:00 a.m. – 9:00 a.m.

ISE09: Project Management

Presenter: Arnold Clark

Level: Intermediate

This talk focuses on risk management/control throughout the software life cycle and how to use the FDA's Mobile Medical Applications (draft) guidance and "Agile Manifesto" (expected to be finalized in 2012 as AAMI TIR 254) to optimally deploy smartphone and tablet apps in a rapidly changing healthcare technology landscape. Specific examples illustrate the importance of supporting Agile systems engineering and software development best practices (e.g., "test-first," "loose coupling," etc.) with some of the newest quality technologies. First, the scope of the definitions for mobile platforms, mobile applications, and mobile medical applications (as per the FDA's guidance) is examined in the context of validations of iPad and Android-based tablet apps. Next, the so-called "FDA Agile Manifesto" (AAMI TIR 254) is investigated. Finally, mobile medical apps will be considered as complex systems in a validation environment of an ever-changing healthcare IT ecology.

9:30 a.m. – 10:30 a.m.

ISE10: Safe and Secure Software Systems and the Role of Professional Licensure

Presenter: Phillip Laplante

Level: Basic

Licensure of certain software engineers in the United States will be required in at least 10 states by 2013 and, likely, by all U.S. states and jurisdictions within a few years. States license engineers to ensure that those who offer services directly to the public are minimally competent. But what kinds of software systems affect the health, safety, and welfare of the public? Which software engineers will need to be licensed? The answers to these two questions are both a matter of law and of science. This session introduces some of the scientific aspects of these two questions from the perspective of reliability engineering and suggests new research directions to help answer these questions.

INDUSTRY AND PROFESSIONAL SESSIONS

Professional Sessions

Although open to all, these sessions are intended to cater to the interests and perspective of those conference delegates from a particular professional background and perspective. There are multiple focuses that these sessions cover, but each session is developed with a particular audience in mind. Areas of focus included in these sessions include quality management and statistics. For details as to which type of conference delegate these sessions are best suited for, please refer to the key and descriptions below.

Statistics

These professional sessions are tailored for quality managers, engineers, and statisticians. They also pertain to educators and other individuals who apply, research, develop, and promote statistical methods in their daily work.

Quality Management

These professional sessions pertain to all levels of management including executives, managers, team and project leaders, supervisors, and quality professionals aspiring to those positions. Individuals involved in leading team efforts, establishing and monitoring customer/supplier relations, and supporting strategic planning and deployment will also benefit from their content.

Statistics Sessions

Monday, May 6
10:00 a.m. – 11:00 a.m.

ICQI 01: Recent Advances and Future Directions for Quality Engineering
Presenter: Geoff Vining
Level: Intermediate
Quality engineers practicing quality engineering apply basic statistical methodologies to improve the quality and productivity of products and processes. This presentation begins with a review of key advances and trends within quality engineering over the past decade. The second part of the presentation uses the first part as a foundation to outline new application areas for the field. It also discusses how quality engineering needs to evolve in order to make significant contributions to these new areas.

ICQI 02: Quality by Design (QbD) for Pharmaceuticals and Beyond
Presenter: Mark Anderson
Level: Intermediate
Quality by Design (QbD) is a hot topic in the pharmaceutical industry, heavily promoted by the FDA. However, these tools should be used by every industry interested in producing high-quality products. The general concepts are not new, but the tools to implement them have dramatically improved in the last few years. This presentation provides a briefing on QbD along with state-of-the-art response surface methods (RSMs) for developing a robust design space.

12:15 p.m. – 1:15 p.m.

Professional Sessions Keynote and Opening-day Remarks: Gordon Clark, Conference Co-Chair and Roger Hoerl, Keynote Address

Statistics Sessions (continued)

1:30 p.m. – 2:30 p.m.

ICQI 05: Statistical Engineering in Business Management
Presenter: Forrest Breyfogle

Level: Intermediate

A statistical engineering business management system (with hospital application illustration) is described. This methodology provides an orchestration technique for integrating predictive organizational performance measurements with the determination of analytical/innovative strategies. These targeted strategies then lead to the definition of focused Lean Six Sigma and other improvement projects so that the enterprise as a whole benefits.

ICQI 06: Creating Stable Operations: A Systems Approach
Presenter: Ron Snee

Level: Intermediate

Control charts are effective but often lead to unanswered questions regarding process stability, including which stability problems to attack and in what order. The proposed approach to answer this question provides a metric to identify when process stability is a critical issue. It also integrates process control and improvement to create improvements in stability, and provides a management system that sustains stability over time. Examples and case studies are included to illustrate the proposed approach.

Workshop Sessions
3:00 p.m. – 5:00 p.m.

ICQI 09: Team-based Variability Reduction
Presenter: Susan Schall

Level: Basic

This workshop will engage participants in a case study of how one company used a team-based variability reduction methodology to enable operations teams to identify and eliminate sources of variability, establish the daily disciplines necessary to sustain productivity improvements over time, and create an environment to facilitate step-change productivity improvement through Six Sigma.

ICQI 10: Well-founded and Quantitative Decision Making When Balancing Multiple Objectives
Presenters: Christine Anderson-Cook and Lu Lu

Level: Intermediate

When faced with choosing the best solution for a problem, most of us find it difficult to balance competing objectives when different team members value the objectives differently. This workshop provides strategies/tools for these situations. Using the Pareto front approach, we objectively eliminate all nonrational candidates before subjectively incorporating the study priorities. We illustrate with a simple example before participants are given opportunities to practice on other scenarios.

Tuesday, May 7
9:15 a.m. – 10:15 a.m.

ICQI 13: Hospital Revenue Cycle Hybrid Model Project
Presenter: Kathy Merrill

Level: Basic

An inner-city, nonprofit, level 1 trauma teaching medical center, with 443 beds, 2,500 employees treating 20,000 inpatients, and 76,000 emergency cases annually—coupled with outpatient services—used change management methodology to improve revenue capture. Results increased net revenue and claims billed by $33 million and 11 percent, respectively, in the second year of the program. A hybrid model of lean/Six Sigma coupled with project management was used, impacting both clinical and administrative departments.

Statistics Sessions (continued)

ICQI 14: Acceptance Sampling: Facts and Fantasies

Presenter: Dean Neubaurer

Level: Basic

In this talk, facts about acceptance sampling plans will be covered relative to how they can be derived (minus the calculations) and where you can find published sampling plans. Several misconceptions about how to determine sample sizes for doing acceptance sampling that are not correct and often lead to risks that are too large for the producer and/or consumer will be discussed. Misapplication of sampling plans can lead to large consumer risks, which often results in lost business for the manufacturer. A top-10 list of reasons for performing acceptance sampling will also be given.

10:45 a.m. – 11:45 a.m.

ICQI 17: Sampling Plan for Expanded Gage R&R Studies

Presenters: Louis Johnson, Daniel Griffith, and Jim Colton

Level: Intermediate

A comprehensive assessment of your measurement system often requires expanding your standard gage R&R by adding a third variable such as gage, laboratory, or location to the study. Replicating the standard 10 part x three operators x two repeats data collection at each level of the additional variable is not only inefficient but often incorrect. Several industrial measurement system case studies will be used to illustrate efficient data collection plans and analysis for the most commonly used expanded gage R&R studies.

ICQI 18: Design of Experiments in Search Engine Optimization: A Six Sigma Approach

Presenters: Mustafa Shraim and Thairajan Rajamani

Level: Intermediate

This presentation will cover a Six Sigma project in online marketing. Specifically, it involves the application of designed experiments in pay-per-click search engine optimization (SEO). A number of controllable factors are considered to determine their impact on click-rate (response) in a pay-per-click environment. After identifying the significant effects, settings for best click-rate responses are decided and tested. The potential savings, including recovered opportunity, were calculated along with simple payback period. The presentation will follow the DMAIC process of Six Sigma.

12:30 p.m. – 1:30 p.m.

Workshop Sessions
3:00 p.m. – 5:00 p.m.

ICQI 21: Quality Improvement Initiatives at MD Anderson Cancer Center

Presenters: Connie Borror and John Terrell

Level: Basic

The Office of Performance Improvement at the MD Anderson Cancer Center, Houston, TX, has been leading quality improvement initiatives throughout the organization. These initiatives have resulted in significant monetary savings as well as improved efficiency in departments from facilities to the operating room. In this presentation, several project examples will be discussed emphasizing statistics, Six Sigma methodology, and the systems engineering approach currently in place at MD Anderson.

Statistics Sessions (continued)

8:00 a.m. – 10:00 a.m.

ICQI 22: Differentiating Troubleshooting From Root Cause Analysis in Order to Speed Up Problem Solving

Presenter: Gary Jing

Level: Intermediate

There are good connections between root cause analysis (RCA) and troubleshooting, yet significant differences exist. They both rely on cause-effect relationships. Yet RCA is more long-term oriented, focusing on why; while troubleshooting is more short-term oriented, focusing on what, where, how, and quick turnaround. This session will clarify some critical confusion: the true meaning of RCA, the difference between troubleshooting and RCA, techniques and tools for RCA, and troubleshooting.

ICQI 26: Teaching Concepts to Encourage Data-based Decision Making

Presenter: Michael Joner and William Brenneman

Level: Basic

The best data-based decisions come from well-planned, well-executed experiments and appropriate analysis, visualization, and interpretation of data. Engineers, scientists, managers, and other specialists have substantial expertise in their discipline but may have a less complete picture of data science and statistics. We will discuss how to develop, schedule, deliver, improve, and maintain training to encourage efficient experimentation, critical thinking, and good decision making.

Wednesday, May 8

Workshop Sessions

8:00 a.m. – 10:00 a.m.

ICQI 25: Continual Improvement in Large Health Networks

Presenters: Elizabeth Cudney and Brian Smith

Level: Intermediate

This session will present ongoing efforts focused on continual improvement in one of the largest healthcare provider organizations in the United States. Four continual improvement projects in the healthcare system will be presented to illustrate a wide breadth of continual improvement efforts. Topics include patient flow optimization, metric development through analysis of the voice of the customer, risk assessment, and improving knowledge sharing within the health system.

Quality Management Sessions
10:00 a.m. – 11:00 a.m.

Monday, May 6

ICQI 03: What Is Streamlined Process Improvement?
Presenter: H. James Harrington

Level: Intermediate

Business process improvement (BPI) concepts have continuously been improved and refined in the last 30 years, evolving into the 21st century approach called "streamlined process improvement (SPI)." This refined methodology focuses on how to redesign processes to create maximum value to all the organization's stakeholders. This five-phase approach takes you all the way from defining what your organization's major processes are, to maximizing their efficiency, effectiveness, and adaptability, and on to continuously improving them after the process has gone through a step-function improvement.

ICQI 04: Cost-effective Risk-based RoHS Validation Strategy
Presenter: Keith Grim

Level: Intermediate

Are you in an industry that must comply with the EU regulations for RoHS? This presentation will demonstrate a cost-effective risk-based RoHS validation strategy to test products that a company receives from outside suppliers. By assessing risk in four key assessment areas, a company can easily create a cost-effective RoHS validation system. Over time, as a company's supplier base becomes more compliant, the overall cost for testing can be reduced.

1:30 p.m. – 2:30 p.m.

ICQI 07: Implementing an Enterprise-wide Quality Management System
Presenter: Prashant Hoskote

Level: Advanced

Discover how to integrate quality concepts to drive, measure, and continuously improve an organization. The presenter will explain how he created an enterprise-wide quality system for a multisubsidiary corporation. Fundamental structures, functions, and measures that will be described include: lean/Six Sigma, performance excellence, corporate balanced scorecard, best practice sharing, reward and recognition, service excellence, and a systematic communications strategy—all driven by a corporate quality council.

ICQI 08: Changing Management Perception of Root Cause Analysis
Presenter: Denise Robitaille

Level: Intermediate

Management is probably finally on board with the value of corrective actions. However, many managers still don't have a clear understanding of the link between "We've got a problem" and "This is what we have to do to make sure it doesn't happen again." There's an underlying assumption that we know why something went wrong. But, without thorough root cause analysis we end up spinning our wheels. This session will deal with essential needs for an effective root cause analysis process.

Quality Management Sessions (continued)

Workshop Sessions
3:00 p.m. – 5:00 p.m.

ICQI 11: Tired of Hearing "No Time For Auditors/QA"? Change "Not Now" Into "When Can You Start?"
Presenter: JR McGee

Level: Intermediate

The biggest problem facing quality leaders is convincing decision makers that your efforts are worthy of providing sufficient resources and support. Developing an effective business case is only part of the solution! This presentation will help us understand why we as a profession struggle with decision makers. Tired of having your budget slashed? Learn how to become a truly respected quality leader and how to develop effective strategies to change your approach to get you a real seat at the table!

ICQI 12: Four-plus Uses for SIPOC
Presenter: Duke Okes

Level: Intermediate

Most quality professionals are familiar with the SIPOC diagram, which demonstrates the concept of a process and its relationship with internal and/or external customers and suppliers. Participants will actually conduct a SIPOC analysis with metrics, resources, and controls that includes the use of a template to conduct an analysis on processes within their own organizations. The resulting information can be used for process planning, identifying/assessing performance metrics, internal audit planning, and root cause analysis.

Tuesday, May 7
9:15 a.m. – 10:15 a.m.

ICQI 15: Competency Modeling to Build the Talent Pipeline
Presenter: Robert Fowler

Level: Basic
Learn how Northrop Grumman Corp.

(NGC) identified the key outcomes and behaviors of a superstar quality and mission assurance director, and produced a competency model describing 10 key technical competencies and 10 key behavioral competencies, to aid in employee selection, development, and career planning. Discover the process by which the competency model was developed and the high-level competencies that were ultimately identified.

ICQI 16: Driving a Quality/Lean Steering Committee
Presenter: Jd Marhevko

Level: Intermediate

This interactive overview of how to develop, manage, and implement an effective quality or lean steering committee will enable attendees to walk away with a model that they can apply in their own organizations. Participants will actively partake in the development of the key components of a steering committee process. A working Hoshin Kanri model will be demonstrated for the conference participants. Several metrics with results will be shared based on several successful quality and lean steering committee implementations.

10:45 a.m. – 11:45 a.m.

ICQI 19: Linked Quality and Financial Case Studies
Presenter: Sandford Liebesman

Level: Intermediate
This presentation illustrates how organizations can link their quality and financial management systems and describes the benefits of these systems working together. The best way of presenting the information is through case studies. Students will be asked to comment on each case study during the presentation. The three case studies used are taken from the presenter's book, *Competitive Advantage: Linked Management Systems.*

INDUSTRY AND PROFESSIONAL SESSIONS

Quality Management Sessions (continued)

ICQI 20: Seven Super Tools for Healthcare Improvement
Presenter: Tom Pearson

Level: Intermediate

Unprecedented changes, threats, and opportunities loom on the healthcare horizon. Six Sigma, lean, balanced scorecard, and Baldrige have yielded some improvements, but systems breakthroughs are needed now more than ever. The rise of big data and predictive analytics now offers new opportunities to revolutionize healthcare systems. This presentation will examine seven new business informatics and analytics super tools that are changing the fundamental ways we improve healthcare.

12:30 p.m. – 1:30 p.m.

Professional Sessions Keynote and Day-two Remarks: David Little, Conference Co-Chair and Grace Duffy, Keynote Address

Workshop Sessions
3:00 p.m. – 5:00 p.m.

ICQI 23: Innovation Live!!!
Presenter: Tracy Owens

Level: Advanced

Have you ever come up with a great idea and then run into doubts and objections from the people whose support you will need? This workshop demonstrates how to develop a new solution using innovation tools and techniques, and then how to prepare a plan to execute that solution. See how you can make your team more capable and more innovative in a very short time using the organized and collaborative techniques from QMD's technical committee on innovation and value creation.

ICQI 24: Use a School of Fishbones for Process Improvement
Presenter: Grace Duffy

Level: Intermediate

Practice with a school of fishbones for process improvement. The cause and effect diagram organizes symptoms impacting an outcome. A force and effect chart focuses on resolving conflict arising from suggested symptoms. The solution and effect diagram pursues high potential symptoms affecting the outcome. A success and effect diagram uses past successes for further gains. Bring your own issue to explore with these tools.

Wednesday, May 8

Workshop Sessions
8:00 a.m. – 10:00 a.m.

ICQI 27 How to Manage With Versatility in Management Relations
Presenter: Sandy Miller

Level: Intermediate

Studies have proven that every individual has a preferred way to assimilate and convey information, as well as a preferred style of interacting with other people. This course will teach you how to conduct a personality assessment of yourself and others using the Wilson Social Styles for Personality Profiling. Along with learning your personality profile, you will learn a quick and effective way to determine other individuals' profiles and learn how to accommodate their styles.

ICQI 28 Implementing Enterprise-wide Risk Management
Presenter: Ron Meier

Level: Advanced

Effectively managing or controlling the root causes of risk can result in market leadership and robust growth. In this session participants will learn useful tools to help them implement risk management across the entire organization, including how to: write risk statements; determine where risks originate; define downstream effects of risks; identify relationships among root cause, condition, consequence, and downstream effects; create cause and effect matrices; define a risk's probability, impact, and exposure; select a strategy to manage risk; create a preventive and corrective action plan; and identify responsibilities for communications, monitoring, and control.

Exhibit Hall Hours:

(Subject to change)

Sunday, May 5 • 6:30 p.m. – 8:30 p.m.
Monday, May 6 • 9:00 a.m. – 5:00 p.m.
Tuesday, May 7 • 9:00 a.m. – 4:00 p.m.

This premier quality event brings suppliers and customers face to face. Browse the latest solutions for quality professionals and network with peers as you discuss the ever-changing global quality community.

ASQ Center and Bookstore

Browse the latest publications from Quality Press and meet and greet authors. Fill your library with the best in quality literature while enjoying reduced conference pricing. See what makes Quality Press the largest publisher of quality-related books.

Career Fair

Tuesday, May 7

9:00 a.m. – 4:00 p.m.

The ASQ Career Fair is an opportunity for quality professionals from all over the world to meet with representatives from top organizations seeking talented people to fill open positions. Please register for the 2013 Career Fair by completing the *Exhibit Hall and Career Fair Pass* or when registering for the 2013 World Conference.

Tuesday, May 7

2:15 p.m. – 4:00 p.m.

Exhibit Hall Extravaganza

Brought to you by
The Quality Council of Indiana

Come visit the exhibit hall one last time for a fun and entertaining finale, participate in prize drawings, enjoy refreshments, watch video footage of conference events, play games, and meet and relax with other conference participants.

Free! Exhibit Hall Pass

Can't attend the conference but want to be a part of the excitement in the exhibit hall? Use the complimentary *Exhibit Hall and Career Fair Pass* on page 56 for free admission. Bring your boss or a colleague. The pass is also available on the official conference website. Registration and name badge distribution will be done at the Exhibit Registration Area of the Indiana Convention Center during exhibit hall hours.

Exhibit and Sponsor Opportunities

- Meet prospective clients face to face.
- Gain immediate access to a vast number of qualified buyers.
- Heighten your visibility in a competitive marketplace.

The ASQ World Conference on Quality and Improvement gives you access to a highly qualified pool of professionals who are looking at your latest products, services, and solutions. Sponsorship packages are combined with an exhibit booth, creating a highly visible platform to showcase your products and company. Your competitors will be there—will you? If you represent a company that would be interested in sponsoring or exhibiting its products and services to 2,000 quality professionals from more than 50 countries worldwide, simply contact an ASQ Media Sales representative at 866-277-5666 (U.S. and Canada) or +1-352-333-3399 (all other locations).

QUALITY COUNCIL of INDIANA

2013 Sponsors

Minitab Inc. – Team Excellence and Lanyard Sponsor
Quality Council of Indiana – Exhibit Hall Extravaganza Sponsor
Northrop Grumman – Executive Roundtable Sponsor

2013 Exhibitors

A2LA

Actio Software

AIAG

American Quality Institute

ASQ Media Sales/Naylor

AQS Management Systems Inc.

ASI DATAMYTE

Baldrige Performance
Excellence Program

BSI

California State University –
Dominguez Hills

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EMNS Inc.–Global Supplier
Quality Assurance (GSQA)

EtQ Inc.

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JMP Software from SAS

M-Files Inc.

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McGraw-Hill

Memory Jogger

Minitab Inc.

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The National Graduate
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QI Macros SPC Software for Excel

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Quality Council of Indiana

Quality Institute of America Inc.

QualiWare Inc.

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Stat-Ease Inc.

StatPoint Technologies Inc.

Stratosphere Quality LLC

System Improvements/TapRooT®

Systems2win

Taylor & Francis

University of Michigan College of
Engineering

Vree Health

2013 ASQ CAREER FAIR

Tuesday, May 7 • 9:00 a.m. – 4:00 p.m.

Indiana Convention Center

Job Seekers

Bring your résumé and meet with employers looking for quality professionals like you!

Employers

Is your company looking for great employees? People who know how to solve problems, reduce waste, and help your bottom line? And with so many people looking for work, you may be inundated with résumés from unqualified candidates. You need to ensure your employee search is quick and easy. ASQ's Career Fair can help you by giving you access to the most highly qualified quality job seekers—our members!

As a Career Fair exhibitor, you get:

- Table
- Two chairs
- Carpeting
- The opportunity to meet attendees face to face
- 30-day online job posting in ASQ's Career Center
- 30-résumé database search
- 30-day Brand2Recruit banner ad in ASQ's online Career Center

For more details, contact **ASQ Media Sales at 866-277-5666** or become a sponsor by contacting **mediasales@asq.org.**

FREE ADMISSION TO EXHIBIT HALL ONLY

2013 WORLD CONFERENCE ON QUALITY AND IMPROVEMENT

Please complete and present this pass to the registration area located in the Indiana Convention Center. *(Note: Do not complete this pass if you have already completed a registration form for the World Conference. Admission to the exhibit hall is included with your conference registration.)*

Full Name _____

First Name for Badge _____

Job Title _____

Company _____

Business Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Email _____

Phone _____ Fax _____

EXHIBIT HALL HOURS:

Monday, May 6, 2013 • 9:00 a.m. – 5:00 p.m.
Tuesday, May 7, 2013 • 9:00 a.m. – 4:00 p.m.
Separate registration is available for the World Conference.

2013 ASQ CAREER FAIR

Tuesday, May 7, 2013 • 9:00 a.m. – 4:00 p.m.

During the World Conference on Quality and Improvement, the ASQ Center will provide an opportunity for you to meet top quality professionals and employers from all over the world in manufacturing, services, healthcare, and education.

I plan to attend the Career Fair. (SVY4) ◯ Yes   ◯ No

600 N. Plankinton Ave.
Milwaukee, WI 53203-2914

The Global Voice of Quality™

FOUR EASY WAYS TO REGISTER!

MAIL the registration form to: ASQ Customer Care
P.O. Box 3066,
Milwaukee, WI, USA 53201-3066

CALL 800-248-1946 (U.S. and Canada), +1-414-272-8575 (all other locations), or 001-800-514-1564 (Mexico) and have your credit card ready. To make the registration easy and faster, complete the registration form before calling.

FAX your completed registration form (both sides) with credit card number (MC/VISA/AMEX only) to ASQ Customer Care, 414-272-1734.

ONLINE Complete the online registration form on the official website of the World Conference on Quality and Improvement at wcqi.asq.org.

Register for the World Conference and gain access to four more conferences!

In addition to the sessions offered by the World Conference on Quality and Improvement, your registration gives you access to dozens more industry-specific educational sessions.

FOR MORE INFORMATION, PLEASE VISIT **wcqi.asq.org.**

ASQ
The Global Voice of Quality™

FULL REGISTRATION

All prices listed in U.S. dollars.

Includes admission to sessions all three days of the conference, admission to the exhibit hall, admission to the Conference Opening Reception, admission to the Quality Impact Sesions/Live Team Case Studies sessions, a box lunch on Monday and Tuesday, admission to the Tuesday Networking Reception, refreshment breaks, and the conference proceedings online.

Early-bird:
❏ *Member $895* ❏ *Nonmember $1,095*

After March 14, 2013:
❏ *Member $995*
❏ *Nonmember $1,195*

> ### REMINDERS
> * *Reserve your hotel room early and save money!*
> * *Become an ASQ member. Complete an application at* **asq.org/membership.**

ONE-DAY REGISTRATION

All prices listed in U.S. dollars.

Prices are per day. Includes admission to sessions on that day, admission to the exhibit hall, admission to International Team Excellence Award Process sessions, refreshment breaks, and the conference proceedings online. (Please indicate the day you will attend.)

❏ *Member $495* ❏ *Nonmember $595*

❏ *Monday* ❏ *Tuesday*

GROUP REGISTRATION

Registering as part of a group?

❏ *Three or more attendees will receive a discounted rate of $795 per person.*

Group registrations must be submitted at the same time. One registration form must be completed for each individual.

To receive the group rate, all registrants must be from the same organization and registrations must be submitted at the same time. The group discount only applies to full conference registration (does not apply to one-day registrations or any other special offer or discount). If registering online, go to **wcqi.asq.org** *and complete one registration form for each individual group member, using the space provided on the form to indicate the names of the individuals who are part of the group. If registering by mail, all individual registration forms must be sent together.*

Registration Fee Total (USD) $_____

Create Your Own World Conference Schedule!

Visit wcqi.asq.org/program to:

• View sessions.

• Add sessions into your itinerary.

• Download to your smartphone or PDA.

• Print a hardcopy of your individualized itinerary.

You will need to create an account to use this function. Please note, this can be but does not have to be your ASQ login information.

> ### CONFERENCE RECORDINGS DISCOUNT
> Your conference registration makes you eligible for a 90% discount on all session recordings. There will be more than 100 recordings that regularly sell for $495, which will be available to you for only $49. See sessions you missed, review sessions you attended, and share sessions with your colleagues once you return. Click below to take advantage of this discounted rate.
>
> Conference Recordings Discount: ❏ **$49**

Find all session descriptions online at wcqi.asq.org.

ADDITIONAL MEAL TICKETS

(All meal functions included with full registration)

Extra Monday Lunch Ticket (MONLUN)
❏ $30 x _____ = $ _____

Extra Tuesday Lunch Ticket (TUESLUN)
❏ $30 x _____ = $ _____

Extra Tuesday Reception Ticket (TUESRECP)
❏ $65 x _____ = $ _____

Meal Ticket Total (USD) $_____

PRECONFERENCE COURSES
**Westin Indianapolis
MAY 1-5, 2013**

16-Hour ISO 9001:2008 Lead Auditor Training (RABQSA Certified) – 6521
Saturday: 7:30 a.m. – 7:00 p.m.
Sunday: 7:30 a.m. – 5:00 p.m.
❏ Member: $1,095.00
❏ List: $1,195.00
CEUs and ASQ RUs: 1.9

Lean Enterprise – 6522
Saturday: 8:00 a.m. – 5:00 p.m.
Sunday: 8:00 a.m. – 5:00 p.m.
❏ Member: $1,195.00
❏ List: $1,295.00
CEUs and ASQ RUs: 1.4

Measuring Process and Organizational Performance – 6523
Saturday: 8:00 a.m. – 5:00 p.m.
Sunday: 8:00 a.m. – 4:00 p.m.
❏ Member Price: $1,095.00
❏ List Price: $1,295.00
CEUs and ASQ RUs: 1.3

Systematic Problem Solving for Sustained Improvement With Quality Tools – 6524
Saturday: 8:00 a.m. – 4:00 p.m.
Sunday: 8:00 a.m. – 4:00 p.m.
❏ Member: $995.00
❏ List: $1,195.00
CEUs and ASQ RUs: 1.3

Leadership in Excellence and Customer Focus – 6525
Thursday : 8:00 a.m. – 5:00 p.m.
Friday: 8:00 a.m. – 5:00 p.m.
Teams of three or more are required for registration. See pricing details at asq.org/excellence.

CEUs and ASQ RUs: 1.6

Introduction to CMMI Development – 6561
Thursday and Friday: 8:30 a.m. – 5:00 p.m.
Saturday: 8:30 a.m. – 4:00 p.m.
❏ Member Price: $1,445.00
❏ List Price: $1,595.00
CEUs and ASQ RUs: 2.5

Certified Quality Auditor Exam Refresher – 6605
Presented by the ASQ Audit Division
Location: Indianapolis Marriot
Wednesday: 8:00 a.m. – 5:00 p.m.,
Thursday: 8:00 a.m. – 5:00 p.m.,
Friday: 8:00 a.m. – 12:00 p.m.
❏ Special Price: $895
CEUs: 1.5

Preconference Course Total (USD)
$_____

REGISTRANT INFORMATION

AQKDE52

Priority Code
For faster service, please provide the priority code when registering.

Please print clearly or type. ❏ Mr. ❏ Ms. ❏ Mrs. ❏ Dr.
ASQ Member No. _____
Badge Name (Nickname) _____
Name _____
      First Name   Middle Initial   Last Name
Company _____
Title _____
❏ Home ❏ Business   *(Please choose one)*
Address _____
    _____
    City   State   Zip/Postal Code
Country _____
Telephone _____
    Area Code
Email Address _____
Spouse/Guest _____
    First Name   Middle Initial   Last Name

❏ Yes, I would like to receive information from conference sponsors and exhibitors via email (SVY5).

PAYMENT INFORMATION

Advance registration must be accompanied by payment in full for all desired activities. Funds payable in U.S. dollars, drawn on a U.S. financial institution. Purchase orders will be accepted. All phone registrations or faxes MUST include the number of a major credit card that will be charged for the registration fees (MC/VISA/AMEX accepted). Do not follow up phone or fax registrations with a mail-in registration. All registrations (whether phoned, faxed, mailed in, or completed online) will be confirmed by mail with a receipt and confirmation letter within two weeks of receipt.

Purchase Order No. _____
(Must include original hard copy of purchase order)

❏ Check enclosed   Check No. _____

❏ Please charge my credit card:

❏ Visa   ❏ MasterCard   ❏ AMEX

Credit Card Number _____Exp. Date _____

Signature _____

Address _____

City _____ State _____ Zip _____

FEES FOR REGISTRATION will only be accepted in U.S. dollars.

Registration Fee . . . . $_____

Additional Meal Tickets . . . . $_____

Preconference Courses . . . . $_____

GRAND TOTAL (USD) . . . . $_____

Q ASQ
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CERTIFICATION EXAM APPLICATION

TO BE USED FOR THE MAY 5, 2013, EXAM ONLY

1. ASQ MEMBERSHIP NUMBER

If you are not an ASQ
member, leave blank [_____]

2. NAME/ADDRESS INFORMATION

❏ Mr. ❏ Ms. ❏ Mrs. ❏ Dr.
Name _____

       First Name   Middle Initial   Last Name

Home Address _____

                                              Apt./Ste.

_____

       City   State   Zip Code

Telephone _____

       Area Code

Employer Name _____

Address _____

_____

     City   State   Zip Code   Country

Title _____

Telephone _____ Fax _____

    Area Code   Area Code

Email Address _____

3. FEE

Check the applicable box below. If you are interested in becoming a member, include payment and the membership application with your certification fee.

You may pay by check, money order, bank draft, Visa, MasterCard, or American Express. Tuition vouchers and purchase orders are not accepted.

Your application will be returned unprocessed if payment is not enclosed. $50.00 of your fee is an application fee and is not refundable.

CQI (Inspector) ....❏ Retake .... $129.00 U.S.
❏ ASQ Member .... $189.00 U.S.
❏ Nonmember.. $339.00 U.S.

CQT ....❏ Retake .... $129.00 U.S.
❏ ASQ Member .... $189.00 U.S.
❏ Nonmember.. $339.00 U.S.

CRE ....❏ Retake .... $219.00 U.S.
❏ ASQ Member .... $269.00 U.S.
❏ Nonmember.. $419.00 U.S.

CSQE ....❏ Retake .... $219.00 U.S.
❏ ASQ Member .... $269.00 U.S.
❏ Nonmember.. $419.00 U.S.

CQA ....❏ Retake .... $219.00 U.S.
❏ ASQ Member .... $269.00 U.S.
❏ Nonmember.. $419.00 U.S.

CQE ....❏ Retake .... $219.00 U.S.
❏ ASQ Member .... $269.00 U.S.
❏ Nonmember.. $419.00 U.S.

CMQ/OE ....❏ Retake .... $289.00 U.S.
❏ ASQ Member .... $339.00 U.S.
❏ Nonmember.. $489.00 U.S.

CPGP ....❏ Retake .... $219.00 U.S.
❏ ASQ Member .... $269.00 U.S.
❏ Nonmember.. $419.00 U.S.

CBA ....❏ Retake .... $219.00 U.S.

❏ ASQ Member .... $269.00 U.S.
❏ Nonmember.. $419.00 U.S.

CQIA................................❏ Retake .... $129.00 U.S.
❏ ASQ Member .... $189.00 U.S.
❏ Nonmember.. $339.00 U.S.

CCT.................................❏ Retake .... $129.00 U.S.
❏ ASQ Member .... $189.00 U.S.
❏ Nonmember.. $339.00 U.S.

CHA.................................❏ Retake .... $219.00 U.S.
❏ ASQ Member .... $269.00 U.S.
❏ Nonmember.. $419.00 U.S.

CQPA................................❏ Retake .... $129.00 U.S.
❏ ASQ Member .... $189.00 U.S.
❏ Nonmember.. $339.00 U.S.

CSSGB ....❏ Retake .... $159.00 U.S.
❏ ASQ Member .... $209.00 U.S.
❏ Nonmember.. $359.00 U.S.

CSSBB*..............................❏ Retake .... $259.00 U.S.
❏ ASQ Member .... $309.00 U.S.
❏ Nonmember.. $459.00 U.S.

*Your Six Sigma Black Belt application will be on hold until your affidavit(s) is received at ASQ. Signed Six Sigma Black Belt affidavit(s) must be received at ASQ within one week of receiving your application. If not, your application will be canceled and a partial refund (less application fee) will be returned to you.

You may pay by check, money order, bank draft, Visa, MasterCard, or American Express. Tuition vouchers and purchase orders not accepted.

❏ Visa ❏ MasterCard ❏ American Express (Check one)
Credit Card No._____ Exp. Date _____
Signature_____

Fees subject to change without notice. If the payment amount submitted is incorrect or a price increase occurs, we will bill you accordingly or charge your credit card the appropriate amount.

4. EXAMINATION DATE SUNDAY, MAY 5, 2013

Application Deadline—March 22, 2013
Your application must be received by the application deadline. On-site registration† will be accepted only if space is available on Saturday, May 4, from 2:00 p.m. – 5:00 p.m.

†There will be no on-site registration for the Certified Six Sigma Black Belt due to affidavit verification.

5. EXAMINATION SITE

ASQ WORLD CONFERENCE ON QUALITY AND IMPROVEMENT— INDIANAPOLIS, IN
Exam Times: All exams will start at 10:00 a.m.

6. EDUCATION

Complete the section below showing the highest completed educational degree or diploma you have received, the name and location of the institution conferring it, and the year you received it. You may not claim any credit for nondegree education or for partially completed degree programs.

International applicants must provide documentation to verify educational equivalency.
Degree or Diploma _____ Year _____
Name of Institution_____
Location of Institution_____

Please complete both sides of this application.

SEATING IS LIMITED FOR ALL EXAMS. DON'T WAIT UNTIL THE LAST MINUTE — REGISTER NOW!
Application Deadline—MARCH 22, 2013

7. WORK EXPERIENCE

If you do not meet all of the necessary qualifications, you will not be allowed to take this exam.

CQIA and CQPA require TWO years of work experience or an associate's degree or TWO years of equivalent higher education.

CQI requires TWO years of work experience. If you do not have a high school diploma or GED, you must have THREE additional years' work experience.

CQT requires FOUR years of higher education and/or work experience.

CRE, CQA, CQE, and CSQE require EIGHT years of higher education and/or work experience including THREE years in a decision-making position.

CBA and CHA require FIVE years of work experience including ONE year in a decision-making position.

CMQ/OE requires 10 years of higher education and/or work experience including FIVE years in a decision-making position.

CSSBB requires TWO completed projects with signed affidavits or ONE project with signed affidavit and THREE years of work experience. No education waivers are given.

CCT requires FIVE years of on-the-job experience.

CPGP requires FIVE years of on-the-job experience including THREE years in a decision-making position. No education waivers are given.

CSSGB requires THREE years of work experience. No affidavit required.

All work experience must relate to one or more areas of the body of knowledge of that specific certification.

"DECISION MAKING" is defined as having the authority to define, execute, or control projects/processes and being responsible for the outcome.

The following does not apply for CQI, CSSBB, CPGP, or CSSGB.

If you have completed a degree, diploma, or certificate program beyond high school, you may waive some of the required experience as follows:

Certificate/diploma from a technical or trade school ❏ 1 year
CCT 2 years

Associate's degree (college or technical institute) ❏ 2 years
CBA, CHA 1 year

Bachelor's degree ❏ 4 years
CQT, CHA, CBA 3 years CCT 2 years

Master's/doctoral degree ❏ 5 years
CBA, CHA 4 years
CQT 3 years, CCT 2 years

You must attach a résumé or provide your work experience below; employment dates must be by month/year.

Job Title_____
From (Mo/Yr) To (Mo/Yr)
Employer_____ Supervisor_____

Address_____

Job Title_____
From (Mo/Yr) To (Mo/Yr)
Employer_____ Supervisor_____

Address_____

Job Title_____
From (Mo/Yr) To (Mo/Yr)
(Mo/Yr)
Employer_____ Supervisor_____

Address_____

8. COMPLIANCE WITH RULES

Please read the ASQ Code of Ethics below. Compliance with the Code of Ethics is mandatory.

ASQ CODE OF ETHICS
Fundamental Principles

ASQ requires its members and certification holders to conduct themselves ethically by:

I. Being honest and impartial in serving the public, their employers, customers, and clients.

II. Striving to increase the competence and prestige of the quality profession.

III. Using their knowledge and skill for the enhancement of human welfare.

Members and certification holders are required to observe the tenets set forth below:

Relations With the Public

Article 1 — Hold paramount the safety, health, and welfare of the public in the performance of their professional duties.

Relations With Employers, Customers, and Clients

Article 2 — Perform services only in their areas of competence.

Article 3 — Continue their professional development throughout their careers and provide opportunities for the professional and ethical development of others.

Article 4 — Act in a professional manner in dealings with ASQ staff and each employer, customer, or client.

Article 5 — Act as faithful agents or trustees and avoid conflict of interest and the appearance of conflicts of interest.

Relations With Peers

Article 6 — Build their professional reputation on the merit of their services and not compete unfairly with others.

Article 7 — Ensure that credit for the work of others is given to those to whom it is due.

"I have read, and I understand the ASQ Code of Ethics and agree to comply with them. I agree not to discuss or release in any form the contents. I affirm that all the information contained in this application is correct."

Signature_____

Please print your name _____

Date_____

❏ Check here if you have special needs that we can address. You must also contact ASQ Certification at cert@asq.org or 800-248-1946 (United States and Canada), 001-800-514-1564 (Mexico), or +1-414-272-8575 (all other locations) regarding your special needs.

DID YOU
- **Complete both sides of the application**
- **Include payment**
- **Attach your résumé or provide your work experience with employment dates by month/year**
- **Sign your application**
- **Include your CSSBB affidavit(s) — Affidavits can be found at asq.org/certification**

RETURN THIS APPLICATION TO:
ASQ
P. O. BOX 3066
MILWAUKEE, WI 53201-3066

Priority Code CEKDD22

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HOTEL AND TRANSPORTATION INFORMATION

If you plan to arrive in Indianapolis on Friday please make your reservations as soon as possible. The 2013 OneAmerica 500 Festival Mini Marathon is Saturday, May 4, at 7:30 a.m. Hotels are expected to sell out.

Conference Location

Indiana Convention Center
100 S. Capitol Avenue,
Indianapolis, IN 46225

Hotel Locations

Indianapolis Marriott Downtown
Rates: $179.00 single/double occupancy; $189.00 triple occupancy; $199.00 quad occupancy, plus applicable state and local taxes (currently 17%, subject to change). Rooms must be guaranteed with a major credit card. When phoning in your reservation, please identify yourself as an attendee to the **ASQ World Conference on Quality and Improvement.**

Check In: 4:00 p.m.

Check Out: 11:00 a.m.

Extended Stay: The above rates are available two (2) days post-conference, based upon availability.

Hotel Internet: Internet is $12.95 per day. Complimentary Wi-Fi is available in the lobby.
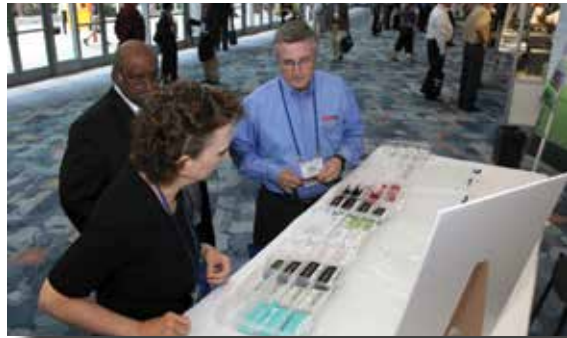
Cancellation: Notification of cancellation of individual reservations must be received 48 hours prior to arrival to avoid cancellation charges of one night's stay.

Hotel Parking: Valet: Daily Guest - $21.00; Overnight - $34.00 Self-Parking: Daily Guest rates range from $10.00-$25.00 depending on length of time (see garage parking for rates); Overnight - $28.00.
All pricing is subject to change.

The Westin Indianapolis
Rates: $179.00 single/double/triple/quad occupancy, plus applicable state and local taxes (currently 17%, subject to change). A deposit equal to one night's room and tax will be charged at the time of making a reservation. If phoning in your reservation, please identify yourself as an attendee to the **ASQ World Conference on Quality and Improvement**.

Check In: 3:00 p.m.

Check Out: Noon

Extended Stay: The above rates are available two (2) days post-conference, based upon availability.

Hotel Internet: Internet is $9.95 per day. Complimentary Wi-Fi is available in the lobby and in Starbucks.

Cancellation: Notification of cancellation of individual reservations must be received seven (7) days prior to arrival to avoid cancellation charges of one night's stay.

Hotel Parking: Valet: $34.00 per 24 hours with in/out privileges; Self-Parking: $28.00 per 24 hours with no in/out privileges (see posted hourly rates in the garage).
All pricing is subject to change.

Hyatt Regency Indianapolis
Room Rates: $165.00 single/double occupancy; $185.00 triple; $205.00 quad occupancy; plus applicable taxes (currently 17%, subject to change). All reservations must be accompanied by a first-night room deposit, or guaranteed with a major credit card. When phoning in your reservation to the Passkey Reservations System, please refer to ASQ. **NOTE: Do not call the hotel to make reservations; they are being done by the Passkey Reservations System, either via the Reservations Link or the number listed above**.

Extended Stay: The above rates are available two (2) days post-conference, based upon availability.

Cancellation: Notification of cancellation of individual reservations must be received by 3:00 p.m. EST 48 hours prior to the day of arrival in order to avoid cancellation charges of one night plus taxes.

Internet Service: Complimentary in-room Internet is available to all attendees booking within the hotel room block; otherwise there is a $9.95 charge per day. Wi-Fi is available in all public hotel spaces, with the exception of meeting rooms.

Check In: 3:00 p.m.

Check Out: Noon (no late check outs can be provided)

Hotel Parking: Valet overnight: $30.00 (in/out privileges); Valet up to eight hours: $20.00; Self-Parking (limited availability and no discount): $22.00 per day with no in/out privileges (see posted hourly rates in the garage).

All pricing is subject to change.

Omni Severin Indianapolis

Rates: $160.00 single/double occupancy, $170.00 triple, $180.00 quad occupancy, plus applicable taxes (currently 17%, subject to change). All reservations must be accompanied by a first-night room deposit, or guaranteed with a major credit card.

Check In: 3:00 p.m.

Check Out: Noon

Hotel Internet: In-room Internet is available at $9.95 per day, plus applicable taxes. However, if you join the Select Guest Loyalty Program (http://www.omnihotels.com/SelectGuestProgram) you can enjoy complimentary Internet access during your stay as well as other benefits. Wi-Fi is available in all lobbies and designated public spaces but it is not available in meeting rooms.

Cancellation: Notification of cancellation of individual reservations must be received 72 hours prior to the day of arrival in order to avoid cancellation charges of one night plus taxes.

Hotel Parking: Valet overnight: $29.00 (in/out privileges) and Valet day parking: $20.00 (no in/out privileges). Self-parking is available approximately one block from the hotel in the Pan Am parking garage (approximately $22.00 per 24 hours with no in/out privileges). Large vehicle and RV parking is located one block south and one block west (approximately $25.00 per day).

All pricing is subject to change.

All Hotels – Cutoff Date

Reservations for all hotels must be made by Wednesday, April 10, 2013. Rates are available until either 1) the contracted block of rooms has been filled, or 2) if reservations are made prior to Wednesday, April 10, 2013, whichever occurs first. Attendees are strongly urged to make their hotel reservations early.

Transportation Information

Indianapolis International Airport (airport code: IND) Website: www.indianapolisairport.com

Airlines: Air Canada, American, Delta, Frontier, Southwest, United, and U.S. Airways (airlines subject to change)

Shuttle/Taxi Information: The Ground Transportation Center is located at Zone 6 (between the airport terminal/baggage claim area and the parking structure). Taxi: $35.00 – IndyGo Green Line Downtown/Airport Express (317) 635-3344; $7.00 one-way (prices subject to change).

Third-party Reservations: Please note that when making hotel reservations with Internet booking companies, most reservations must be pre-paid and are nonrefundable. ASQ and all of the above hotels cannot reimburse you for reservations made through these companies.

600 N. Plankinton Ave.
Milwaukee, WI 53203-2914

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2013 WORLD CONFERENCE ON QUALITY AND IMPROVEMENT
May 6 – 8, 2013 | Indianapolis, IN

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