



Quality Connection

Official Newsletter of the Baltimore Section, ASQ
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*Support your local Section this year.
Attend monthly Section meetings..*

Message From The Chair

Hello. I'm **Geoff Withnell**, and I have the privilege of being the ASQ Baltimore Section Chair for the 2005-2006 year. I think we have a great year coming up, with a number of excellent programs. We will start the year in September with a Member Appreciation Night. We will have a special gift and reduced price for all the members attending. Other great programs will follow.

Let me give you some background on myself. I'm a Principal Quality Engineer at Fairchild Controls Corporation in Frederick, MD. I first joined ASQ in 1979, and am now a senior member (I have the gray hair to prove it!). I hold several certifications, and I've been on the board of four different ASQ Sections in my travels.

Why am I a member of ASQ? Like most people, a number of reasons. The first is the certifications. I joined in 1979 because my boss at that time was encouraging his subordinates to get certified, and it was as cheap to join as not when taking a certification exam. Certification is still important to me. I was RIF'ed in a reorganization last Spring. It is impressive how many job listing say "certification desired" or words to that effect. In fact, when interviewing for my current job, the Quality Director stated he didn't feel it necessary to discuss whether I could do the job, my certifications took care of that. He only needed to know if I would fit

in his department. That sort of leads to the second reason I am a member. Networking. My first action on finding out I was being RIF'ed was to get the jobs list that the Section maintains. And while I used a lot of other resources, it was in fact on the job list that I found my current position. I spent most of my career as a contractor, so I was always looking for the best networking opportunities. And ASQ for a Quality professional is at the top of the list. The third reason is education. Whether it's the monthly meeting presentation, refresher courses, seminars, conferences, or just "hobnobbing with my fellow quality wizards" which is what my wife Michele says we do at meetings; ASQ is the best source for information about the Quality profession. By the way, Michele is a member in her own right.

So why are you a member. Feel free to email me and let me know, and also how Baltimore Section can make your membership more valuable. By the way, fourth reason for being an active member is that the board and the "regulars" are a pretty nice bunch of people. If you would like to make a difference in Quality in the Baltimore area, and meet some interesting people at the same time, we always could use new volunteers for various positions. Some require a commitment of only an hour or two a month. Contact any board member. We would love to hear from you.

**Remarks of Jerry Mairani
Incoming President of ASQ**

As presentation at the ASQ Annual Banquet May 17, 2005 - Seattle, Washington

Let me say first I am honored to have been selected as ASQ's President for 2005-2006. It's indeed a privilege for me to stand alongside our distinguished ASQ presidents — including those of you who have honored us with your presence here this evening.

However, this is not about me but about you—our members, and the quality profession. ASQ is the only organization in the world positioned to deliver on its Vision, which I call its promise: ***“By making quality a global priority, an organizational imperative, and a personal ethic, the American Society for Quality becomes the community for everyone who seeks quality technology, concepts, or tools to improve themselves and their world.”***

As I see people actually living out this vision and attempting to make it real for themselves, it has become apparent to me that our vision means different things to different people. Let me share with you what it means to me by sharing a little mental movie that I use to keep me focused on my work here at the Society.

The movie opens in a company workplace somewhere in middle America—the company might make a product or deliver services, and it's a place not unlike the hundreds or thousands of such places that you and I have seen before. I see a quality manager or supervisor at work at her desk placing pencil dots on a poor quality copy of an SPC chart. A look of concern blankets her face — customer satisfaction has been declining and she is being pressured by management to turn things around. Her eyes and her body language tell me she's worried as she looks for some answer, hoping to get that one idea to latch onto. She knows her job may be on the line if she does not find it.

Now, I know some of you here this evening have been there and done that. I know I have. Well, the bottom line for me is this is what ASQ is all about — helping. It may be this one individual, a community, or even a country, but what good is quality if it does not make a positive difference in peoples lives at some level.

ASQ has a rich history of helping. I've heard many stories about ASQ customers who were thrilled by the service they received, or by an act of uncommon helpfulness.

Our customer service staff considers this just doing their job; but it's consistent performance like this that enables them to routinely outperform their benchmark organizations on measures such as responsiveness, service level and cost.

Our Faces of Quality campaign showcases real people talking about their lives and experiences as quality practitioners. This campaign is uncovering many more examples of how quality and ASQ touch people's lives and have lasting positive effects on organizations.

For example, **Mike Nichols** of American Express tells us, “ASQ has helped me reach the position I am in today. The talents that I possess and the skills that I learned in school or on the job, in my opinion, did not give me enough to handle the job that I have. I got that ‘extra’ piece, or part of the puzzle, from ASQ. Personally, I feel that ASQ has given me more insights than my education and career — insights that I can now share with others.”

Linda McKean, a quality consultant, tells a similar story. She says, “My ASQ connections and training make me and my knowledge a valued resource for my clients.”

Mark Sidote of the Saber Travel Network tells us that “ASQ has helped move my organization from good to great.”

Six Sigma Black Belt **Matt Redmond** says, “I am using a general strategic planning process steeped in quality principles to help provide direction for my church. We did not have measurable objectives or a clear vision. Now we are on a path to chart our course into the next decade, making sure that the actions we take today will propel us to realizing our vision.”

Scott Leavengood, an extension agent at Oregon State University, tells how quality impacts his life and others: “My interest in quality stemmed from an interest in conservation. I believe that helping natural resource-based industries minimize waste and extend product life is a key approach to conserving resources and being good stewards of the environment. Thus, there is a link between quality and conservation. By helping manufacturers to improve product quality and minimize waste, I help firms to remain competitive and keep people employed. This is the economic development dimension of quality. There is a personal dimension as well, in that training people to use tools like DOE and SPC helps them to improve their skills and confidence. A single parent once told me that learning SPC gave her the confidence to help her teenage daughter with her math homework.”

One more short story: The ASQ Orlando Section co-sponsored an extensive Six Sigma Community Good Works set of three projects during 2003 and 2004 with the cooperation of the University of Central Florida student chapter of ASQ. **Frank Voehl**, former chair of the ASQ Community Quality Councils, and **Rick Harrington**, owner of corporate sponsor Harrington Software in Orlando, donated significant tangible and intangible assets to the projects. This project had a significant impact on the lives of the 17 graduate and undergraduate student participants. As part of the project, they were able to successfully complete either Green Belt or Black Belt training — a significant boost to their resumes as they prepared to enter the work world. And at least two of the graduate students (**Archana Magadi** and **Amar-Raja Thiraviam**) received excellent job offers specifically because of their Six Sigma project experience and certification.

These are just a few examples of hundreds. But we are going to do even better. Let me share some of what we have begun and then replay my little mental movie for you.

We have begun to organize and document our Body of Knowledge so that all members will have access to the knowledge they need, when they need it. In Lean terms we are going to add a pull system. I call it knowledge on demand. It is a vast undertaking that will take time and technology but it is the right thing to do.

We are researching, documenting, and then making accessible the Economic Case for Quality to business and industry leaders. We all know how important leadership involvement and support are to any quality system. As Dr. Juran reminded us often, the language of leadership is money. If quality is going to flourish where our members live and work we simply must get leadership on the quality team.

Now, some of you have heard me say that ASQ is the greatest stealth organization in the world. Most of us have experienced that sinking feeling when we mention ASQ in a conversation with an individual in a leadership position and they have not heard of us. Well, we are working on this, too. With a consistent image and branding campaign. With advertising in trade magazines. And by getting ASQ in front of leaders so we can tell our story about why what we do is important, especially to them.

And the Bylaws amendments that our members just ratified will make our governance more nimble

and even more responsive to the needs of members and the challenges of the marketplace.

There are more examples but I do not want to miss the opportunity to share my vision for ASQ.

- When an ASQ member has a quality issue and a need to find answers, ASQ is who they call first. Why? Because every time, without fail, ASQ is able to either answer their need or direct them to where that need can be fulfilled.
- When any organization anywhere in the world has a quality need their very first thought is to contact ASQ. Why? Because they know that ASQ will assist them in fulfilling that need. They have confidence in ASQ because ASQ has earned that confidence.
- That ASQ is the cutting edge leader in the development of quality technologies because of its world class thinkers and volunteers dedicated to the quality profession.
- That ASQ is viewed as a valued asset by our government and public policy makers, and our input on matters of quality is sought out by them, be they City, County, State, or even Washington.

What about my mental movie. Well, it has the only ending I like: a happy one.

Our quality friend perhaps contacted ASQ; maybe a Section, maybe a Division, or maybe through our 800 line or Web site. She was put in contact with some of the many expert volunteers we have who helped our friend find the solution. Maybe she went to our website and used a state of the art search engine that tapped into our now available Body of Knowledge and found just the piece of knowledge she needed. Or, maybe ASQ was able to direct our friend to other professional services offered by someone outside of ASQ because the specific assistance needed was not available. Bottom line: ASQ was invaluable in assisting our friend toward a solution.

To make our ASQ Vision a reality, whether defined as I have or in some other way, is going to take hard work, a willingness to accept new ideas, patience (not too much I hope), and a continued altruistic dedication by our members, our staff, and the many partners and vendors that have supported ASQ over the years. We have a good start, we have momentum, and we have a great team throughout ASQ. You have my pledge to do all I can to keep moving us forward.

Thank you.

From the Regional Director

Dear Baltimore Section Members,

Hello, my name is **Rick Litts** the ASQ Region 5 Regional Director for 2005 – 2007. Welcome to the 2005 – 2006 program year. Your interest in Quality and your membership in ASQ are greatly appreciated. It is dedicated quality professionals like you who will continue to help ASQ meet its vision.

You are part of a large region which consists of 11 sections. The sections are 0500 Lehigh Valley PA, 0501 North Central PA, 0502 Baltimore MD, 0503 Harrisburg PA, 0505 Philadelphia PA, 0506 Delaware, 0508 Southern Jersey, 0509 Washington, DC, 0510 Reading, PA, 0511 Northern Virginia, and 0512 Delmarva.

To help manage the region, I have appointed 4 Deputy Regional Directors (DRDs). They are **Jim Cooper** from the Baltimore Section, **Wayne Paupst** from the Lehigh Valley Section, **Jim Pasquali** from the Harrisburg Section, and **Dave Little** from the Harrisburg Section. The DRDs have been assigned responsibility for specific sections. The section assignments for the region are as follows:

Rick Litts: 0508 Southern Jersey, 0506 Delaware and 0512 Delmarva

Wayne Paupst: 0500 Lehigh Valley, 0505 Philadelphia and 0510 Reading

Jim Pasquali: 0501 North Central PA, and 0503 Harrisburg

Jim Cooper: 0502 Baltimore, 0509 Washington, DC, and 0511 Northern Virginia

Dave Little: Advisor/Mentoring and Special Projects

Recently the DRDs and I had a planning session in Lancaster, PA. We have many ideas and will be sharing them with you in the future as well as soliciting your ideas for the Baltimore section and our region.

I would like to thank **Geoffrey Withnell** – Chair 2005 – 2006, the officers and committee members for your dedicated service and effort in managing the Baltimore Section. I am looking forward to meeting the officers, members and working with Jim Cooper this program year.

If you have not had an opportunity to attend a program meeting or participate on a committee, now is the time to become involved. The section can always use additional help or support.

Sincerely,

Rick Litts

Newly Certified Quality Personnel

The Baltimore Section recognizes the following newly certified individuals who have passed either the June 2005 ASQ exams.

Certified Quality Auditor

Sherry Hudgins	Northrop Grumman
Lyn Knight	SAIC
David Small	SAIC
Gail Claiborne	Becton Dickinson
Douglas Martin	Knorr Brake Corp.
Christi Marshall	Johns Hopkins Hospital
Stephen L. Smith	Moore Wallace DCS
Robert Tambe	Alpharma
Richard German	Human Genome Sciences
Sandra Leister	Becton Dickinson
Kimberly Cartier	Becton Dickinson

Certified Quality Engineer

Jan Szpara	BD Diagnostic Systems
David Wilcox	AAI Corp.

Certified Quality Improvement Associate

Mary Collard	Chimes
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We commend each of these individuals that have successfully achieved these Certifications. They have reached a new level in their professional growth.

Section Pass Rates - June 2005

Exam	Total	Pass	Per Cent
CQA	11	11	100.0%
CQE	4	2	50.0%
CQIA	1	1	100.0%
CSQE	1	0	0.0%

Comments on Certification

Sherry Hudgins, CQA - I was thrilled that I passed this certification exam and look forward to taking other exams in the future.

Kimberly, Cartier, CQA - My only feedback for the exam is that even though I passed, it would have been helpful to know what I didn't get correct. This could provide great feedback to better my audit skills.

Stephen Smith, CQA - I took an on-line course through the ASQ's Foundation in Quality Learning Series Program. It was excellent, especially the fact that it allowed you to re-take the final exam as many times as you wanted to. You receive immediate results so you know where your weak areas are. I thought the exam at Catonsville Community College was very well ran except for the fact that there were no signs on any doors directing you to a specific classroom.

Lyn Knight, CQA - The examination process went smoothly and I am grateful to the proctors who, I believe, volunteer their time! Without them, we certainly would not be able to take our examinations and/or we may be crowded into smaller spaces with more people.

I studied with the text from ASQ and the primer from the Quality Council of Indiana. I had just returned from a holiday in England/Wales/Scotland and perhaps having the down time also helped the examination process;-). My practical experience with RAB, ISO & CMMI audits and appraisals was certainly another factor in successfully passing the exam. I am currently studying for the PMI's PMP exam and the ASQ Six Sigma exam. After obtaining practical experience in both of these areas I feel it is time to obtain "official" recognition as well. Who knows perhaps the CQM after that?

Christi Marshall, CQA - The exam was much more intense than I expected. I thought with it being open book that it would be easier. I did however, enjoy preparing for the exam and was delighted when I learned that I had passed. I was the very last one to walk out of the room on the day of the exam and really was unsure of if I were going to pass or not. I am excited to put what I have learned to use within the organization in which I work and to help others with the audit process as well.

Doug Martin, CQA - I was actually very surprised that I passed. This was the second time I took the test and I didn't have a lot of time to study for it. My supervisor **John Jeffas** and I studied approx. 3 days a week during our lunch breaks. He just got his CQM in the last Section newsletter. He took a lot of his personal time to help me pass the exam. He answered any question that I had in a way that I understood.

Dave Wilcox, CQE - I prepared for the exam by reviewing "*The Certified Quality Engineer Handbook*," "*Juran's Quality Handbook*", and numerous reference material that I have used during my work in quality systems, engineering, and statistical tools. I did the practice problems in the back of the CQE Handbook and reviewed problems that I had difficulty with.

I was quite pleased when I received the notification that I passed on my first sitting for the exam. It was a challenging exam that I needed all 5 hours for and I found myself not relying on my reference materials during the exam, but because of my exam preparation I did not need them.

It was a good exam that I felt relied on "real world" applications and did not go overboard on theory.

I finally was motivated to sit for the exam, because I have seen how this professional designation is more and more referred to as qualifications for positions within my company and throughout various industries .

Richard German, CQA - I am happy to be credentialed in quality auditing now, I have an opportunity to spread myself.

Certified Quality Manager Exam Being Renamed March 2006

The role of quality professionals is evolving at all levels, and the role of the Quality Manager is no exception. To acknowledge this change and broaden the scope of the examination, the name will change.

The Quality Management Division surveyed current CQ Managers and other recognized subject matter experts. The results indicated that not only has the Body of Knowledge for Quality Managers changed, but the name of the program itself must be updated to reflect the broader scope of this position. With the approval of the ASQ Certification Board, the Certified Quality Manager program will become the new Certified Manager of Quality/Organizational Excellence (CMQ/OE), effective with the March 2006 administration.

If you are a current CQ Manager, you will retain that title until it is time for you to recertify. Once you meet the recertification requirements, you'll be sent a new card and certificate that reflects the new name. The Certified Manager of Quality/Organizational Excellence (CMQ/OE) is a professional who leads and champions process improvement initiatives in small businesses or multinational corporations that can have regional or global focus in a variety of service and industrial settings.

A CMQ/OE facilitates and leads team efforts to establish and monitor customer/supplier relations, supports strategic planning and deployment initiatives, and helps develop measurement systems to determine organizational improvement, etc. The CMQ/OE should be able to motivate and evaluate staff, manage projects and human resources, analyze financial situations, determine and evaluate risk, and employ knowledge management tools and techniques in resolving organizational challenges.

***RABQSA International to recognize the CQA as
RABQSA Certified Provisional QMS Auditors!***

Sydney Australia / Milwaukee, WI – Following comprehensive discussion at the ASQ World Quality Conference, RABQSA International (RABQSA) and ASQ have today announced that RABQSA will recognize the ASQ Certified Quality Auditor (CQA) for immediate certification as an RABQSA certified QMS Provisional Auditor in the *Accredited (ISO/IEC17024:2003) QMS Personnel Certification Scheme*.

“Having determined that the CQA examination and related criteria meets the knowledge based competency requirements of RABQSA’s accredited QMS Auditor certification, we are extremely proud to offer accredited certification to ASQ CQA’s”, said **Michael Carmody**, CEO RABQSA. “The increased international recognition and ASQ CQA entry into the ISO based personnel certification community will provide a firm base on which to further develop the relationship between the American Society for Quality and RABQSA to the benefit of our certified personnel,” said Carmody

“We are excited at the added value the relationship with RABQSA will create within ASQ and the Quality Audit Division (QAD), said **Mark Kempf**, Chairman of QAD. “For a number of years ASQ has strived to establish international recognition within the ISO conformity assessment framework, with RABQSA now firmly supporting the ASQ CQA program our potential to achieve enhanced recognition and international acceptance has now been realized”, said Kempf.

All ASQ CQA will be contacted over the next four weeks with information outlining the application process for RABQSA certification. Data exchange between both organizations has enabled RABQSA to streamline its application and evaluation process

ASQ CQA certified by RABQSA will be listed on the RABQSA international register of certified auditors and will receive a certification Certificate and ID Card marked with the logos of RABQSA, the American Society for Quality and the Accreditation Body.

Notes from Recertification Chair

By Joel Glazer

The ASQ Recertification committee has made it easier to synchronize all your recertification efforts. One no longer needs to accumulate additional points for each recertification to bring all certificates up to the same date. One set of 18 points - over a three year

period - does the job. For a complete set of guidelines visit the ASQ website at www.asq.org/cert/recert

There is truth in the old adage “haste makes waste” even for the certified quality professionals that are schooled in retaining objective evidence, and documenting their case for recertification. In the haste to meet the six months extension dead line, I have encountered about a 30% error rate in the 12/31/2004 applications I have received to date. Typically the errors are missing objective evidence of employment, RU units for courses, payment, signatures, member # and certificate #.

There are also cases of overwhelming documentation – such as entire presentations or course content – when a one or two page description will suffice.

Some applications arrive with an abundance of points, which does not contribute to the recertification – since all claims must be substantiated – this is added work for the applicant and the reviewers of the application. There is a cap for the number of points in each category. If an applicant has doubts on the validity of some objective evidence, additional evidence is welcomed – but if the guidelines are followed, work is minimized for all, and we could use the time more productively in other areas.

There is only **ONE** expiration date and that is the **RECERTIFY BY** Date. The society recognizes that many members are busy, on travel, etc and allows a 6 months grace period before they pull the certification and for the journal application to be submitted. This is similar to the IRS who gives the tax payer a grace period when they are out of the country on April 15th. The last minute submissions cause a flood of applications to be completed in haste, usually with errors, and stress the system and the ASQ reviewers. For the late submitters - this will cause a delay in your receiving your recertification certificates from national.

When sending your recertification applications, **do not** request "return signature" but allow the mail carrier to leave the application at home. No one is at home during mail delivery time, and it will sit in the post office until I can retrieve the application over the weekend.

Supplier Management Learning Opportunities

ASQ's Customer-Supplier Division is pleased to bring two of its most popular courses to the Newark (Sept 19-20), Philadelphia (Sept 20-21) and Baltimore (Sept 21-22) areas. ***"Quality Audits for Improved Supplier Performance"*** and ***"Supplier Certification:***

The Quality Link in Supply Chain Management" are each 1-day courses, offered on back-to-back days in each of the three cities. While each class has a different emphasis, they are very complementary Supplier Management approaches.

"Quality Audits for Improved Supplier Performance" is taught by **Dennis Arter**. Topics addressed in this 1-day course include:

- Supplier Quality
- Purchasing Controls
- Your Audit System
- Preparing to Audit
- Fieldwork
- Reporting Results
- Follow up

"Supplier Certification: The Quality Link in Supply Chain Management" is taught by **Richard Gould**. Topics addressed in this 1-day course include:

- Supplier Certification?
- Introduction and Definitions
- Specifications
- What about ISO & Clones?
- Choosing Suppliers
- The Players
- Supplier Performance Measurement

Significant discounts for early registration (by August 19); attending both courses; or for sending three or more from the same company. For more information; to download a brochure; or, to register for the course, please visit www.asq.org/cs/courses.

ASQ's Each One Reach One Program

Participate in ASQ's member referral program and share your passion for quality. When you promote ASQ's mission among your colleagues by recruiting new members, you share access to a wealth of opportunities for learning and knowledge exchange. Through the Each One Reach One program, you can utilize and strengthen your leadership skills, receive recognition, and earn rewards.

Recruiting Benefits You - Member recruitment allows you the opportunity to create your own network of professionals who share common interests. Recruiting new members shows your commitment to

quality. You'll help your colleagues receive information they need to advance and succeed in their career. Growing our membership provides you with increased opportunities for networking and access to expertise and new ideas.

Recognition - ASQ rewards individual members who become strong quality advocates and actively invite and recruit colleagues to become ASQ members. In addition to the opportunity to earn rewards, you will receive a thank you postcard or e-mail when someone you sponsor becomes a new member. The Century Club Award is presented every spring to members who recruited 100 new members during their years with ASQ.

How to Recruit New Members - Recruiting new members is easy. Provide colleagues and friends with this application, the membership application in Quality Progress magazine, or direct them online. Make sure your name and member number is added to the referral section of the application, so you qualify for the rewards. Check out our tips for recruiting new members.

Your commitment to quality and your participation in ASQ's Each One Reach One program is appreciated.

Make sure your name and member number is added to the referral section of the application so you can qualify for rewards.

You may download these referral cards to pass along to prospective members, or order cards by calling 800-248-1946 or 414- 272-8575 and requesting item #B1335.

"A 'problem' is the distance between where you are now and where you could be—no matter how good you are now." - Townsend and Gebhardt

ASQ - An Overview

The American Society for Quality (ASQ) is the world's leading authority on quality. With more than 90,000 individual and organizational members, this professional association advances learning, quality improvement, and knowledge exchange to improve business results, and to create better workplaces and communities worldwide.

As champion of the quality movement, ASQ offers technologies, concepts, tools, and training to quality professionals, quality practitioners, and everyday consumers, encouraging all to Make Good Great™.

Globally, ASQ has formed relationships with other nonprofit organizations that have (*Continued on page 8*)

Jobseekers

The Jobseekers service is provided by the Baltimore Section of the American Society for Quality” (ASQ). As a member of Jobseekers, employment opportunity information is forwarded to you as it is received by the Section. If you are interested, contact the hiring firm directly.

Effective 7/21/05, **Eric Whichard** has handed over the reins of Jobseekers to **Barb Reinhardt**. Thanks to Eric, for his most capable stewardship of Jobseekers. To be added or removed from the Jobseekers list, contact Barb Reinhardt at

jobseekers@asqbaltimore.org

ASQ - Baltimore Section 0502

THE VISION: *To be the Baltimore Metropolitan Area recognized resource on issues related to Quality.*

OUR MISSION: *To create value for our members and others by providing opportunities for development and resources for managing quality in the community.*

ASQ - An Overview (Continued from page 7)

comparable missions and principles. Our collaborative efforts are helping to meet the quality needs of companies, individuals, and organizations worldwide.

ASQ members have informed and advised the U.S. Congress, government agencies, state legislatures and other groups and individuals on quality-related topics.

And since 1991 ASQ has administered the United States’ premier quality honor—the Malcolm Baldrige National Quality Award, which annually recognizes companies and organizations that have achieved performance excellence.

Certification Exam Schedule

Examination	Application Date	Exam Date
CQT/CRE/CMI/ SSBB/HACCP/ Biomedical/ Quality Mgr.	August 19, 2005	October 22, 2005
CQE/CQA/ CSQE/CQIA/ CCT/CQPA	October 07, 2005	December 03, 2005

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