



Boulder Section 1313

The next ASQ Boulder Section meeting will be Thurs, Oct. 23rd at the Day Inn Motel in Boulder. The tutorial starts at 5:30pm and main presentation start at approx 6:20pm. See page 3 in this newsletter for more details.

Volume 15, Issue 3

October 2008

CHAIR MESSAGE

Hello all. Autumn is here and the ASQ Boulder Section will meet again on October 23rd at the Days Inn Motel; 5397 South Boulder Rd, Boulder, CO. The tutorial will begin at 5:30PM and free pizza after the main meeting presentation. Read on in this newsletter to see the information about the presenter(s) at this meeting, on page 3.

We have another great year of tutorials, program presentations, and educational opportunities. You have a chance to also be more involved and encourage others to join and share their knowledge and experiences in the profession. The Boulder Section is a leader in the area for offering help toward recertification studies and in hosting the tests. Looking forward to seeing you on the 23rd.

Best Regards, Janet Mutthersbough
Section Chair 303-485-9372

October Is National Quality Month National Quality Month (NQM) reinforces the critical role of quality in every industry. It's a great opportunity to raise awareness of quality practices in your local community-particularly during a time when news headlines reflect a need for quality systems in a variety of manufacturing and service industries. All ASQ members are encouraged to go to ASQ's main website at www.asq.org and view the national press release in its entirety (several pages).

Annual ASQ Boulder Section Spouses Night December spouses-night at the Boulder Dinner Theater on Wed, Dec 17th. The performance is: "The Producers" winner of 12 Emmy Awards. Seating for ASQ Boulder Section member and a significant other is priced at \$20 each per ticket: first come first serve. Seating starts at 5:30pm. Contact Gerry Naugle at: 303-591-2830 as soon as possible. Ticket includes the standard BDT dinner and coffee or tea. Extra-cost entrees, desserts, wine or cocktails are a la carte. Can use gnaugle@earthlink.net also.

ASQ'S Customer Care Center:

E-MAIL: help@asq.org

PHONE: 800-248-1946

FAX: 414-272-1734

USPS ASQ Communications

MAIL: 600 N. Plankinton Ave.
Milwaukee, WI 53201-3005

We suggest that you go to the ASQ National main website at: www.asq.org for complete ASQ national news, regional event links, books, courses, conferences, certification testing, many member-related forms including: re-certification, membership upgrades, divisions' information and any updates to your own ASQ member profile. Also, please visit our **ASQ Boulder Section** main website at: www.asq1313.org

Did You Know? The ASQ Divisions and Sections offer approx. 80 or more scholarships, some of which go untapped due to limited number of student applicants. We suggest you go to: www.asq.org to explore the different scholarships available.

ASQ National News

ASQ Begins Transition to Revised Logo

On October 1, ASQ began the transition to a slightly revised version of its logo. Implementation will take time for the entire organization. Member units will be expected to adhere to the revised Graphic Standards and Guidelines when they become available, and begin implementation as current materials are updated or replaced. New versions of member unit logos and materials will be provided to facilitate these changes. Member units working on current material updates may request copies of the logo immediately. If you need a logo, or have any questions about the logo transition please call 1-800-248-1946, or go to www.asq.org



Boulder Section Officers and Committee Leaders for 2008-2009

ASQ Section 1313		Boulder, CO	
Title: Chair Name: Janet Mutthersbough Phone: 303-485-9372 E-mail : muttherj@msn.com	Title: Vice Chair Name: Mike Ferraro Phone: 720-684-2035 E-Mail: michael.a.ferraro@seagate.com	Title: Secretary Name: Rebecca Jessep Phone : 303-527-7593 E-mail: rebecca.jessep@jdsu.com	Title: Treasurer Name : Ewald Schelert Phone : 303-702-9009 E-mail: Schelert@mesanetworks.net
Title: Publicity & Re-Cert Name: Larry Darouin Phone: 303-431-9287 E-Mail: LWDerouin@comcast.net	Title: Internet & Website Name : Arnold Miller Phone : 303-385-6671 E-Mail: Arnold.miller@openwave.com	Title: Financial Auditing Name: Michael Chapman Phone: 303-442-0715 E-mail:	Title: Education Chair Name: Ron Sedlock Phone: 303-716-5873 E-mail: rsedlock@msn.com

michaelichapman@gmail.com Title: Newsletter Editor Name: Gerry Naugle Phone: 303-591-2830 E-mail: gnaugle@earthlink.net
Title: Certification Name: Wells Lange Phone: 303-604-6694 E-mail: wellsolly@comcast.net

Title: SMP Name: Joan Fiore Phone: 303-939-8077 E-mail: joan_tom@msn.com
Title: Programs Name: Guy Harris Phone: 303-470-2975 E-Mail: harrisgb@comcast.net

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QUALITY CRUISE PLANNING



MBNQA

For info on the Malcolm Baldrige National Quality Award Program, visit www.quality.nist.gov

CPEX

For info on the Colo Performance Excellence Award (Colorado state quality/performance) Program, visit www.coloradoexcellence.org See more details of the upcoming fall 2008 main CPEx event starting on page 5
Local contact: Exec Director, Mr. Tom Mauro tmmauro@coloradoexcellence.org 303-893-2739

Tutorial & Main-Presenters For Upcoming ASQ #1313 Meetings, as of: 14 October 2008

All Boulder Section meeting tutorials start at 5:30pm on the 4th Thurs of each month at the Boulder Day-Inn Motel in the 3rd Floor Conference Room at: 5397 South Boulder Rd 80303 (Except Where Date, Location or other aspect is noted in blue)

Thurs, Oct. 23rd

Presenter: Mike Mahoney of Holonyx Inc. on: **“Benefits That Holonics Brings to Your Manufacturing Business” (a joint meeting with the ASQ #1309 Northern Colo Section).**

R. Michael Mahoney is a leader on high-mix strategy, and the author of the college text High-Mix, Low-Volume Manufacturing, published through Hewlett-Packard Press by Prentice-Hall © 1997. He has published numerous articles in the trade press on subjects relating to product design, process design, test and total quality control. Mahoney has over two decades of experience in high-mix manufacturing environments of Hewlett-Packard Company with broad experience from the customer site through product development to the factory floor. Mike is a guru of manufacturing strategy and developed the Multiple Constraint Synchronization algorithm.

Mike is recognized in the International Who's Who of Professionals for his contributions in production and inventory management and is a Fellow of the American Production and Inventory Control Society. He is a member of the Association for Manufacturing Excellence (AME), the American Society for Quality (ASQ), the Institute for Operations Research and the Management Sciences (INFORMS), the Institute of Industrial Engineers (IIE), the Institute of Electrical and Electronic Engineers (IEEE), and the American Management Association.

30-Min Tutorial: Ed Arling, Amgen Corp Longmont, CO **“ASQ Regional Councilor for the FD&C Division”**

Abstract: Ed is the Regional Councilor for the FDC Division, Region 13, and a member of the ASQ Boulder Section.

He has worked in the QA Department at Amgen Corp in Longmont and would like the FDC Division to become more active with our Boulder Section. He will give a 30 minute tutorial presentation on the Division and it's benefits to ASQ members.

Thurs, Nov. 20th

Presenter: Gary Vansuch of the Oppenheimer Funds, Inc on: **“Using Creativity and Innovation Tools”**

(a joint meeting with the IEEE Reliability Society).

Abstract: Minds are like parachutes: they function best when they are open! So, open up your mind to the possibilities of creativity and innovation in your organization. At our November meeting, we will explore some tools that can help us keep an open mind, question assumptions, see different perspectives more clearly, develop new ideas, and recognize when it is time to change our operations. However, a new idea is just the beginning, not the end, of the creative process. It must jump over many hurdles before being embraced as an organizational product or solution. The organizational climate plays a crucial role in determining whether new ideas bubble to the surface or are suppressed. At our November meeting, we will also discuss how to nurture an organizational climate to that will help good ideas blossom!

GARY VANSUCH is a Six Sigma Master Black Belt at Oppenheimer Funds, a mutual fund company in Centennial, Colorado. He has over 25 years of business improvement experience in the energy and financial services industries. Gary is a Senior Member of ASQ. He served 6 years with the Malcolm Baldrige National Quality Award program, including 4 years as a Senior Examiner and as a member of the Case Study Development Team. And, LOVES creative challenges!

30-Min Tutorial: Rebecca Jessep, JDSU Corp, topic: **“Excellence in Product Development”**

Annual Section Spouses Night at the Boulder Dinner Theater on Wed. Dec 17th, performance is: “The Producers” Seating starts at 5:30pm.

Boulder ASQ Member and one significant other at \$20 per ticket; first come first serve:

Ticket includes a standard BDT dinner and coffee or tea.

Extra-cost entrees, desserts, wine or cocktails are a la carte

Reservations Information: contact Gerry Naugle at

email: gnaugle@earthlink.net

Phone: 303-591-2830

Payment Information (on/before 12 Dec 2008)

Check payable to: ASQ Section 1313

Mail to Address:

Gerry Naugle, P.O. Box 3783, Boulder, CO 80307

and receive your tickets back in the mail or at the show

ASQ Boulder Section News

New USPS correspondence address for the section is:

ASQ Boulder Section

P.O. Box 21595

Boulder, CO 80308-4595

Note: All education materials and course registrations should be sent to the Section Education Chair (see page 8)

Boulder Section Announcement New Policy on Quarterly Charity Donations

The Boulder Section exec board has approved a new policy of the donation of \$100 per calendar quarter to a local charity. If you have in mind a bonafide local charity, let a Section officer know about it at a monthly meeting. Bring any information regarding the charity with you to pass on to, and for review by the exec board at their business meetings.

ASQ NATIONAL NEWS cont from pg 1

Recruit Members and Win Upto a \$100 Gas Card!

For each member you refer through ASQ's [Each One Reach One \(EORO\)](#) referral program in September, you will be entered into a drawing for a \$100, \$50, or \$25 gas card. That's in addition to your ASQ Bucks for recruiting individual members, K-12 school and district members, Site members, and Enterprise members.

ASQ Knowledge Center: Find What You Need When You Need It

ASQ's Body of Knowledge is now housed in one convenient, dynamic area! Find Hot Topics in Quality, Case Studies, Ask a Librarian, and more. The Knowledge Center is a great place to locate what you're looking for, call 1-800-248-1946 for more information (or) see the www.asq.org main website and click on the [HTML links](#).

Please Take Time to Participate In the Knowledge Center Survey

Please log in to your on-line member account and spend five minutes telling us what you think about our new [Knowledge Center](#) features. Give us your opinion on Editor's Picks, Ask a Librarian, Standards Central, the powerful Knowledge Center Search, and the other new ways we've created to help you find the ASQ content you need. And, tell us how to make them work better for you.

Wanted: Subject Matter Experts for CSQE Development

ASQ National is seeking experts to write practice questions for the Certified Software Quality Engineer (CSQE) body of

knowledge. These questions will be used to develop an online product to give ASQ members and customers the opportunity to take practice tests similar to the certification exam. Subject matter experts must be certified and should not have written for an actual ASQ exam within the past two years to maintain the integrity of our certification exams. If you are interested in participating, please contact [Jessica Miller](#) for details.

Subject Matter Experts Needed for CQT Development

ASQ National is seeking experts to develop content for a Certified Quality Technician (CQT) certification preparation course. This self-paced, online product will give ASQ members and customers the opportunity to prepare for the certification exam. Subject matter experts must be CQT-certified and should not have written for an actual ASQ exam within the past two years to maintain the integrity of our certification exams. If you are interested in participating, please contact [Jessica Miller](#) for details.

Quality Institute for Healthcare - Now Accepting Presentations!

ASQ's [Quality Institute for Healthcare \(QIHC\)](#) : Building Better Performing Delivery Systems will take place May 18-20, 2009, in Minneapolis, MN. It will focus on discovering and presenting models that improve performance of healthcare delivery. Share adoptable and sustainable models that have worked for your department, your organization, and your community from other medical professionals inside the United States and abroad. [Learn more](#) from the ASQ main webpage and links about the types of initiatives ASQ's 2009 QIHC seeks to deliver.

Colorado Performance Excellence (CPEX) Fall 2008 News

Colorado Performance Excellence

Quest for Excellence VII

SAVE THE DATE - Friday, November 7, 2008

7:00 AM to 5:00 PM

Marriott Denver South at Park Meadows.



Inspiring Innovation for Performance Excellence

Presenters:

Former Colorado Governor Dick Lamm, Center for Public Policy, University of Denver, David Mulvey, The Disney Institute, John Vinyard, Managing Partner, Genitect LLC, Leon Spackman, PMC Solutions, Inc., Priscilla Nuwash, Director, Poudre Valley Health System, Sonja Wulff, Manager, Performance Excellence, Poudre Valley Health System, Karen Trisko, Leading Excellence, Denver Colorado, Lisa Fenton Free, Rocky Mountain Health Plans, Grand Junction, Colorado.

For Complete Information and Registration to this CPEX Event, hit the "CTRL key" and then click [here](#)

CPEX High Plains / Introductory Workshop

hit the "CTRL key" and then click [here](#) for a course overview including locations, dates, and times.

hit the "CTRL key" and then click [here](#) to register.

CPEX (and Baldrige) Application Writing Workshop

hit the "CTRL key" and then click [here](#) for a course overview including locations, dates, and times.

hit the "CTRL key" and then click [here](#) to register.

hit the "CTRL key" and then click on → **CPEX DVD Videos**

To find out about our latest videos offered, or,

hit the "CTRL key" and then click [here](#) to order.

ASQ BOULDER SECTION #1313 COURSE DESCRIPTIONS

Revised 9-16-2008

1301 – CERTIFIED QUALITY ENGINEER (CQE) REVIEW

This is a refresher course for those preparing to take the ASQ Certification exam. This course is advanced and intense. The instructor has an excellent text specific to this course, which is provided at no additional cost. It is recommended the student bring a copy of Juran's Quality Handbook, 5th ed., which can be purchased for about \$135 through ASQ but used copies can often be found for much less on the Internet. The students must bring their own calculator. For additional details or questions, contact the Education Chair.

1302 – CERTIFIED QUALITY AUDITOR (CQA) REVIEW

This is a refresher course for those preparing to take the ASQ Certification exam. This course adds strength and credibility to your auditing experience plus prepares you for taking the ASQ Certification exam. The exam requires that you have some auditing background and you need to meet certain minimum requirements. Each student needs to purchase the latest edition of the CQA Primer published by the Quality Council of Indiana (QCI) prior to the first class (cost is approximately \$65). To order, contact QCI at 1-800-660-4215 or www.qualitycouncil.com. A recommended book to also purchase is Management Audits, 3rd ed. by Allan Sayle, which can also be purchased through QCI at a discount. It may also be found used, for less on the Internet. For additional details or questions, contact the Education Chair.

1305 – CERTIFIED SOFTWARE QUALITY ENGINEER (CSQE) REVIEW

This is a refresher course to aid in your preparation for taking the ASQ Certification exam. The Certified Software Quality Engineer is a professional who has comprehensive understanding of software quality development and implementation, a thorough understanding of software inspection, testing, verification, and validation, and can implement software development and maintenance processes and methods. The exam requires you have minimum software testing or development experience and you must meet certain minimum requirements. Each student needs to purchase the latest edition of the CSQE Primer published by the Quality Council of Indiana (QCI) prior to the first class (cost is approximately \$70). To order, contact QCI at 1-800-660-4215 or www.qualitycouncil.com. For additional details or questions, contact Education Chair.

1321 – SIX SIGMA SIMPLIFIED

This is an introductory course that will cover the benefits, basic tools, core analysis processes, and success planning for starting a six sigma program. It covers the fundamental concepts for a small to medium size team program and explains the tools for transitioning into a Six Sigma organization. The class has simplified practical applications of improvement processes and data analysis. Course books and other supporting materials are approximately \$27 and are in addition to the course fee. This course is geared toward company leaders of continuous improvement as well as six sigma team members. No prior knowledge of six sigma is required. This is a wonderful class to start the "ideas flowing" for your organizational improvement goals. For additional details or questions, contact Education Chair.

Suggest to keep this handy for current and later education course interests for yourself or others. They are excellent courses at special rates for ASQ members and non-members. For more information please contact our Section Education Chair, **Ron Sedlock, 303-716-5873 or rsedlock@msn.com**

Fall 2008 ASQ Boulder Section #1313 Course Offerings

Updated 9-15-2008

Course Name	Instructor	Course Fee (1)	Exam Date	ASQ Exam Application Deadline	Course Dates & Times	Course Registration Deadline
Developing a schedule for Oct 2008 -underway (see additional training resources on page 8)						

(¹) Course fee for ASQ or other professional society member/non-member. (2) Cost of primers, texts, workbooks, etc. are not included and must be purchased by the student prior the first class. Contact the Boulder Education Chair, Ron Sedlock, (information below) for details.

COURSE REGISTRATION INFORMATION

You do not have to be a member of ASQ to attend a class however, members of ASQ and other professional societies receive a discount for classes. Local Quality professionals teach all classes in the Boulder/Longmont/ Broomfield area unless otherwise noted. We contact you at least two weeks in advance of the class start date for the exact location. Classes are typically held at a company that employs one of the students. You may nominate your company for

hosting a class. Directions and registration confirmations are provided. Participants receive a certificate upon completion of the course. We need a minimum of about 4 - 5 students to hold a course and we reserve the right to cancel or postpone classes not having enough students. A full refund will be given if minimum class registration requirements are not met. If you cancel within two weeks prior to a class beginning you may not receive a refund.

ASQ CERTIFICATION REVIEW COURSES: These courses are intended as a refresher course for those preparing to take the ASQ Certification exam. These courses are typically not introductory and are intended for people with either academic and/or on the job experience. NOTE: Enrollment in a class DOES NOT enroll the student for the certification exam. The student is responsible for confirming exam dates and application deadlines with ASQ Headquarters. Qualification requirements for sitting for an exam and information regarding exam applications may be obtained by calling ASQ Headquarters at 1-800-248-1946 or go to <http://www.asq.org>.

INSTRUCTORS & COURSE DESCRIPTIONS: A list of instructor biographies and course descriptions can be found on the ASQ Boulder Section web site, <http://www.asq1313.org/>

COURSES LOCATIONS: Contact the ASQ Boulder Education Chair, Ron Sedlock, to see if the class you want can be made available in the Colorado Springs, Denver, Loveland or Ft. Collins area.

GUARANTEE: If you pay for and take one of our ASQ Certification review courses and still fail the Certification Exam, you may retake the course for free as many times as you need. The instructor reserves the right to charge for course materials (e.g., handouts, etc.). Your ASQ section leadership is committed to meeting your quality-related education and certification needs. If you have any questions about a particular course, please contact the instructor or the Education Chair, Ron Sedlock at: 303-716-5873 or rsedlock@msn.com

- - ASQ Boulder Section Courses registration form on page 9 - -

ASQ #1313 COURSE REGISTRATION FORM

Please complete the following information as thoroughly as possible. In case of a schedule change or cancellation, we really appreciate two phone numbers to contact you.

Student's Name: _____ ASQ Membership #: _____

Title: _____

Company name: _____

Address: _____

Daytime phone: _____ Night time phone: _____

FAX: _____ E-mail: _____

Course # and Name: _____

Course Start Date: _____

Course Fee: \$ _____ (ASQ Member) \$ _____ (Non-member)

Please enclose a check payable to "ASQ Section 1313" and mail this form with your check to:

Ron Sedlock 12474 West Nevada Place #207 Lakewood, CO 80228-3222
rsedlock@msn.com 303-716-5873

Additional Non-ASQ Boulder Section (or) Non-ASQ Denver Section Training Resources

ASQ Boulder Members:

As valued customers, I would like your input. I'm currently putting together my training offerings for the fall of 2008.

If you or your company have specific training needs, please let me know. Based on the voice of customer (that's you!), I will be designing various public seminars and in-house training classes. Your input will be highly regarded and is greatly appreciated.

At your service,

Ron Sedlock

the quality Catalyst, Inc.
phone: 303-716-5873 or 303-587-9153 (cell)
www.thequalitycatalyst.com

QE Manager Needed

Job Title: Manager, Quality Engineering

Function: Quality

Reports to: Director, Quality Engineering

Direct Reports: Yes, 1 analyst

Job Location: Orlando, FL

POSITION QUALIFICATION SUMMARY

Ensure organization-wide operations conform to the highest quality standards through implementation control programs. Establish robust SOP retention and communication process, work with Quality Training Manager to develop and roll-out training content.

Key Accountabilities

- Develop and document all quality organization Standard Operating Procedures (SOPs).
 - o Maintain on an on-going basis ensuring SOPs are kept consistent, up to date and meet all publication requirements.
- Develop and implement a consistent transferable approach to customer quality audit requirements.
- Serve as the main point of contact for all customer quality audits ensuring appropriate resources are in place for all quality audit requirement. Maintain audit results, coordinate action planning and drive issue resolution for all identified needs identified by quality audits.
 - o Strategically deploy resources ensuring sales needs are taken into consideration.
- Translate issue resolution into best practice implementation throughout network.
- Provide overall ownership of technical solution development throughout network.

Mandatory Qualifications

- Quality Process Engineering Experience.
- Experience with quality systems management and the application of statistical tracking tools.
- BS degree in Quality Systems or manufacturing engineering.
- Excellent communication and leadership skills.
- Experience in the creation, implementation and execution of a quality operating system.
- 3 to 5 years working experience as a quality engineer/quality manager
- Experience writing quality specifications.
- Experience in the creation and implementation of quality standards and tracking methods.
- Database management skills.

Preferred Qualifications

- Certification in ISO 9001, Certified Quality Systems Auditor.
- Masters in engineering or business administration
- 3 to 5 years of project management experience
- Experience working in a matrix organization
- Solid public speaking and ability to teach others.

Contact: Evette Thomas (below)



Evette Thomas

Specialist, Talent Acquisition

HUMAN RESOURCES

8517 SOUTH PARK CIRCLE
ORLANDO, FL 32819

A BRAMBLES COMPANY

TEL: 407-355-7069
evette.thomas@chep.com

ASQ World Conference to Highlight the Global Culture of Quality

Multiple Conferences Built Into This Year's Event

Milwaukee, Wis., September 25, 2008 – Imagine the world without quality. Quality is important in every aspect of life all over the world. As a reflection of this global quality landscape, the American Society for Quality's (ASQ) theme for the 2009 World Conference on Quality and Improvement is, "The Culture of Quality: Serving Customers, Organizations, and Communities." The conference will take place May 18-20, 2009, at the Minneapolis Convention Center, in Minneapolis, Minn.

The conference content—comprised of more than 90 breakout sessions—is designed to create, promote, and grow the culture of quality on a global scale, through five focus areas: quality basics; customer service; driving quality through the organization; improved performance; and 21st century needs, competencies and issues. The conference will offer attendees the latest quality knowledge and tools through networking with quality experts, as well as opportunities to generate quality ideas through a broad range of sessions. Back by popular demand are the **"After 5" sessions**. These unique, interactive presentations are designed to demonstrate how quality can be incorporated into everyday life—with sessions on yoga, skincare, sushi, kitchen improvements, power tool safety and much more.

Four Conferences for the Price of One

This year's conference offers a unique opportunity for attendees to take part in three other "mini-conferences" that will be held concurrently with the ASQ World Conference, all for **one registration fee**:

- Quality Institute for Healthcare (QIHC) – 12 sessions and 8 workshops available
- The Quality Institute for Software – 9 sessions available
- The Quality in Sustainability Conference – 12 sessions, 8 workshops and 1 keynote

Watch for detailed content information about breakout sessions—as well as keynote speaker information—in the next few weeks on the ASQ World Conference Web site, <http://wcqi.asq.org>.

About Minneapolis

Minneapolis has one of the most thriving corporate climates in the country, with 20 Fortune 500 companies headquartered there, including Target Corporation, 3M, Best Buy, General Mills and many others. It has more than 90 percent of the primary U.S. industries existing there as well. Minneapolis was also named one of "The Top 10 Greenest Cities in America" by Homestore.com, and the 11th of 50 greenest cities by *Popular Science* magazine. Visit www.minneapolis.org.

The American Society for Quality, www.asq.org, has been the world's leading authority on quality for more than 60 years. With more than 90,000 individual and organizational members, the professional association advances learning, quality improvement and knowledge exchange to improve business results, and to create better workplaces and communities worldwide. As a 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®. ASQ has been the sole administrator of the prestigious Malcolm Baldrige National Quality Award since 1991. Headquartered in Milwaukee, Wis., ASQ is a founding partner of the American Customer Satisfaction Index (ACSI), a prominent quarterly economic indicator, and also produces the Quarterly Quality Report.



The 17th Annual Audit Conference is almost here! [Register today](#) for the opportunity to participate in any of the interactive preconference courses or the 40 concurrent sessions being offered. This is a must attend conference for auditors of all experience levels.

Session Tracks Include:

- Getting Equipped and Teeing Up
- On the Fairway and Out of the Rough
- The Short Game
- Leaderboard



You can find course or tutorial descriptions, pricing, and program information online in the [conference brochure](#). Choose your sessions, and sign up for the [golf tournament](#) held at [River Golf Club](#) Saturday, October 18.

2008 Keynote Speakers



Steve Ettlinger is the author of seven books and has long been fascinated with

everyday consumer products from hardware to beer. In the course of publicizing his work, he has appeared on all of the major morning network TV shows as well as many other national and regional shows. A veteran of dozens of radio and newspaper interviews, his interviews and essays have been syndicated and blogged widely.



Prior to becoming a book producer and writer, Ettlinger was associate picture editor at *GEO* magazine and worked on two of the Day in the Life projects. During this time, he taught at The New School, The School of Visual Arts, and Fordham University. Ettlinger lived in Paris for six years where he was assistant bureau chief for Magnum Photos. Ettlinger is a graduate of Tufts University.

A Senior member of ASQ, **Paul Palmes** is president of Business Standards Architects, Inc. in Fargo, ND. He serves as vice chair and membership chair of the US TAG to ISO TC 176 and was the United States' lead delegate and working group secretary during development of ISO 10014. His publications include two books, *Process Driven Comprehensive Auditing* and *The Magic of Self Directed Work Teams*, published by ASQ Quality Press, as well as numerous articles in trade magazines and *The Auditor Newsletter*. He is the US TAG representative and co-chair of the ISO TC 176 Conformity Assessment Liaison Group, member of the IAF Auditing Practices Group, and member of the Quality Council of the ANSI/ASQ National Accreditation Board (ANAB).

Paul Borawski is the executive director and chief strategic officer of the American Society for Quality. He joined ASQ in 1986 as director of programs and technical services and was appointed to executive director in 1988. In 2003, the board of directors acknowledged the growth of his role by naming him chief strategic officer.

Borawski actively promotes the application of quality management in associations and nonprofit organizations and has given several keynote addresses, workshops, and presentations on the topic here and abroad. An advocate of practicing what he preachers, Borawski ensures that ASQ is visited by

other professional societies that seek service excellence.

A native of Detroit, Borawski studied electrical engineering at Lawrence University and industrial

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