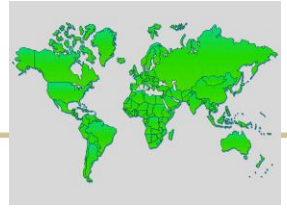


ASQ at a Glance



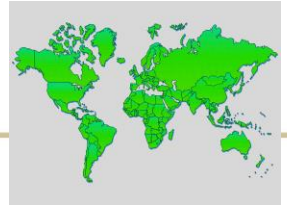
The Global Voice of Quality

The Society



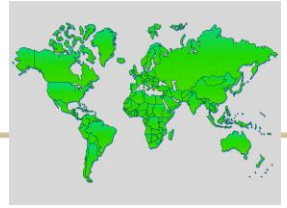
- Founded in 1946
- Not-for-Profit professional society
- Includes the ASQ and...
 - RABQSA International, Inc.
 - ASQ China, LLC
 - » offers membership, exams, exam prep

The Society



- Revenues of approx. \$40 million from
 - Dues, sponsorships, contributions
 - Sales, advertising, conferences
 - Accreditation, certification, education
 - Subscriptions, publishing
 - Royalties, licensing
 - Contract services

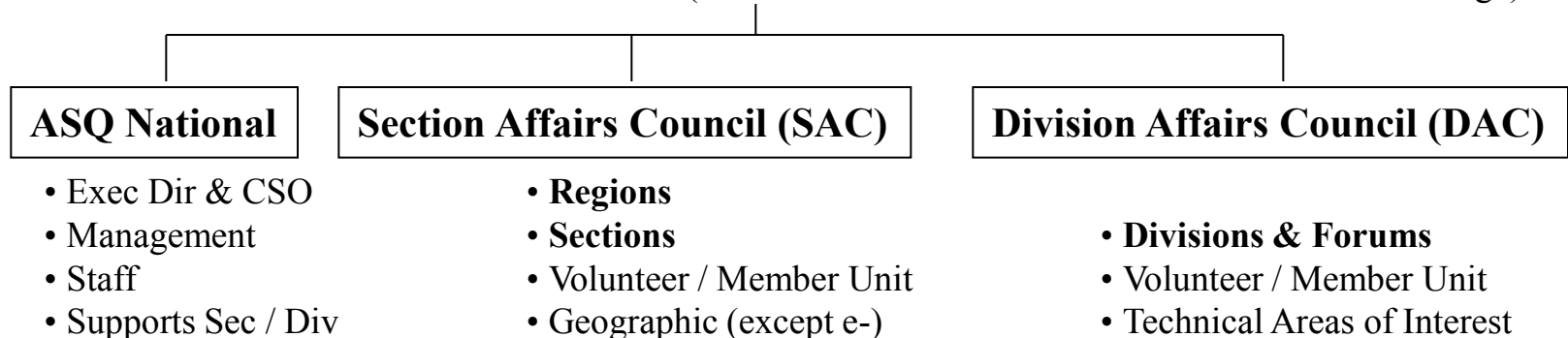
The Society (Structure)



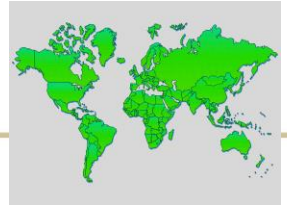
Org Chart:

ASQ Board of Directors (BoD)

- 11-20 members including
- Chair, President, President-Elect, Treasurer
- Plus Directors (4-6 from SAC... 4-6 from DAC... 4 Members at Large)



Vision

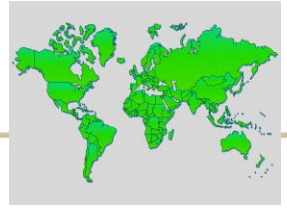


By making quality a global priority, an organizational imperative, and a personal ethic, ASQ becomes the community for everyone who seeks quality technology, concepts, or tools to improve themselves and their world

(State of the Society, sos, 2009)



Global Transformation: ASQ In the World



- **World Partners**

- Hong Kong Society for Quality (HKSQA)
- Japanese Union of Scientists and Engineers (JUSE)
- Korean Standards Association
- Singapore Quality Institute (SQI)
- European Organization for Quality (EOQ)
- Excellence Finland
- Excellence Ireland
- Spanish Association for Quality (AEC)
- PGQP – Regional Program of Quality and Productivity (Brazil)
- German Society for Quality
- Instituto Profesional Argentino para la Calidad y la Excelencia (IPACE)
- Israel Society for Quality (ISQ)
- National Quality Institute (Canada)

**Members in over
120 Countries**

ASQ WORLD HEADQUARTERS

Milwaukee, WI

ASQ CHINA

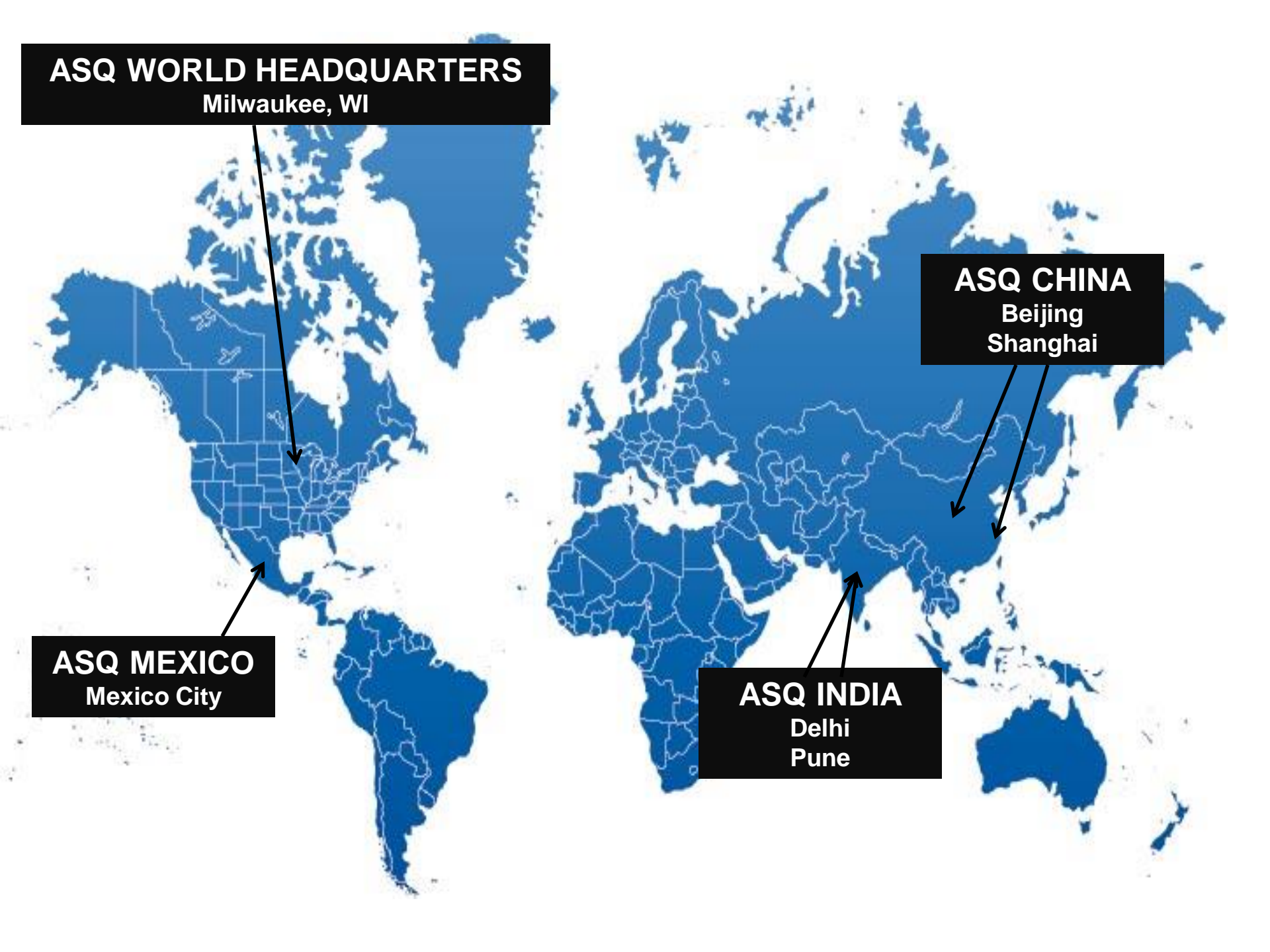
Beijing
Shanghai

ASQ MEXICO

Mexico City

ASQ INDIA

Delhi
Pune





The Americas

- Argentina
- Canada
- Brazil

- Europe**
England
Finland
Ireland
Belgium
Spain
Germany
Turkey

- Asia**
Hong Kong
Japan
Korea
Singapore

ASQ World Partners

Taiwan
Ireland
Argentina
Australia
Bermuda
Sweden
Netherlands
Greece
Chile
Singapore
Latvia
Sri Lanka

Jordan
Saudi Arabia
Thailand
United Kingdom
Venezuela
Hong Kong
Dominican Republic
Trinidad & Tobago
Sint Maarten &
Curacao
Ecuador
Serbia
Turkey
Peru
Malaysia
Phillipines
Indonesia
Qatar
Romania
South Africa
Mauritius
Japan
Finland
Nigeria


Pakistan
Uruguay
Italy
Portugal
Egypt
Kuwait
New Zealand
South Korea
Spain
UAE
Belgium

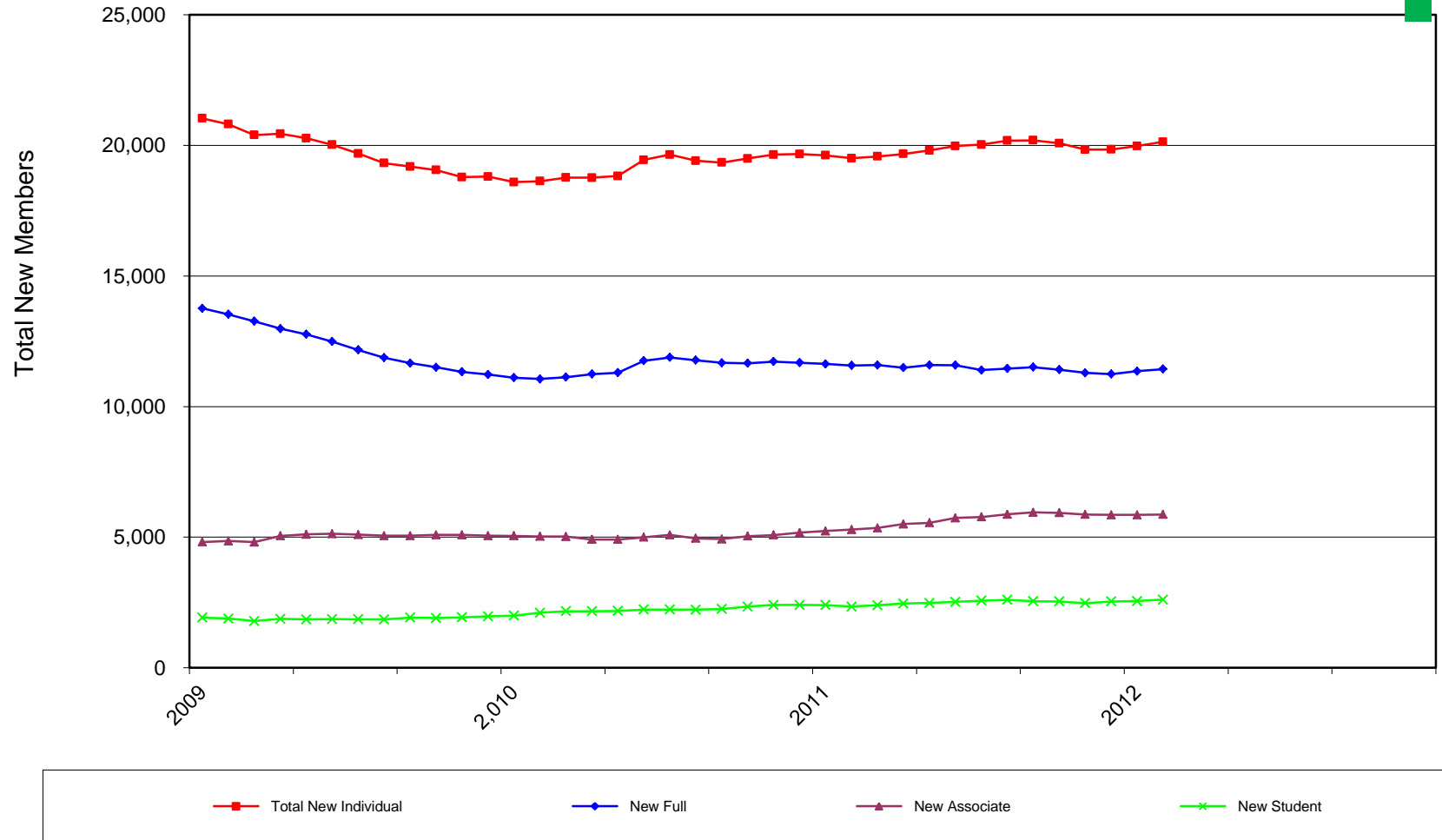
Strategic Alliances



New Individual Member

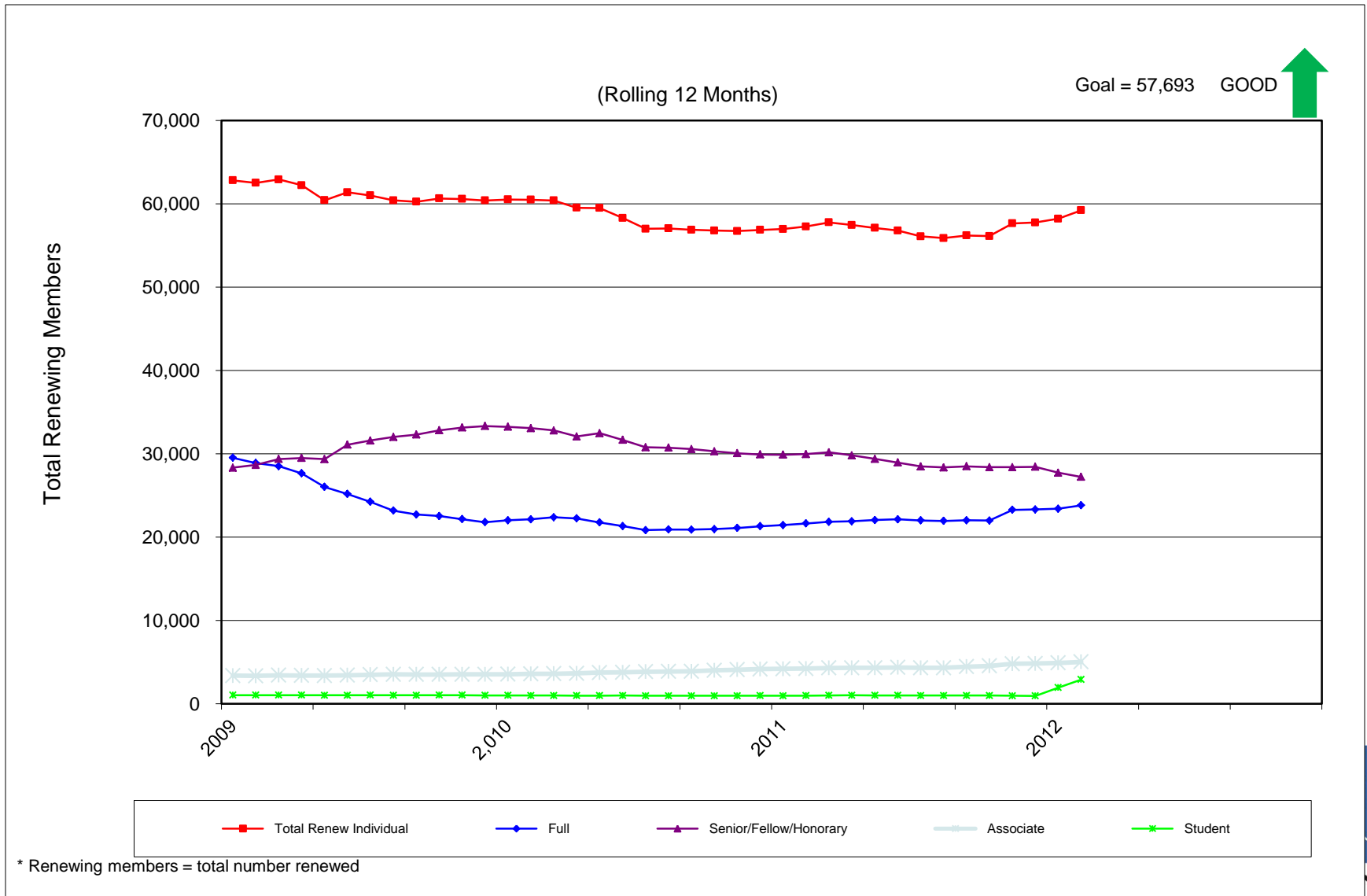
(Rolling 12 Months)

Goal = 22,212 GOOD 

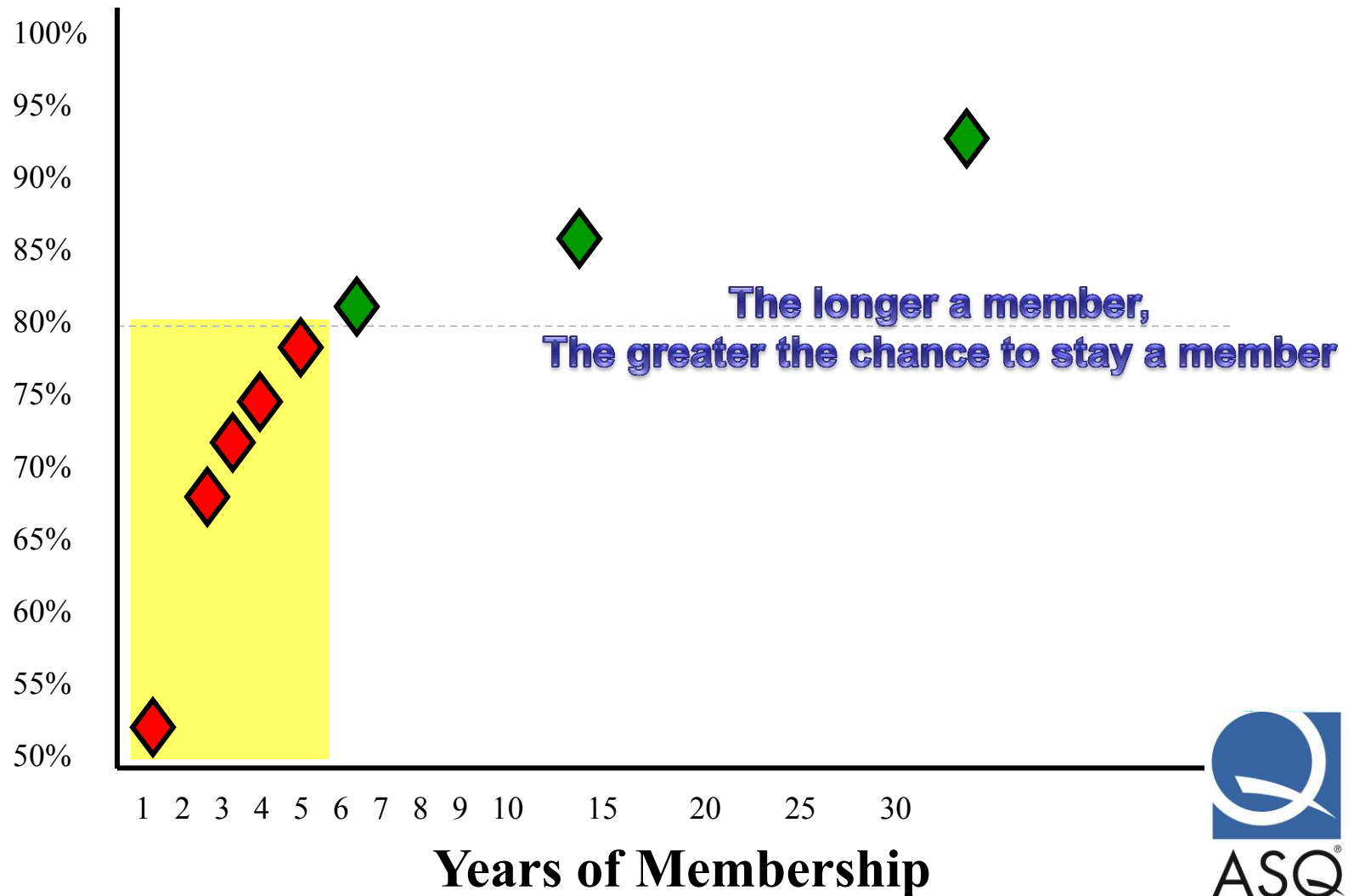


* New Individual Member Recruitment = tally of all new members at a given point in time

Renewing Members



Percent Retention of Regular Members



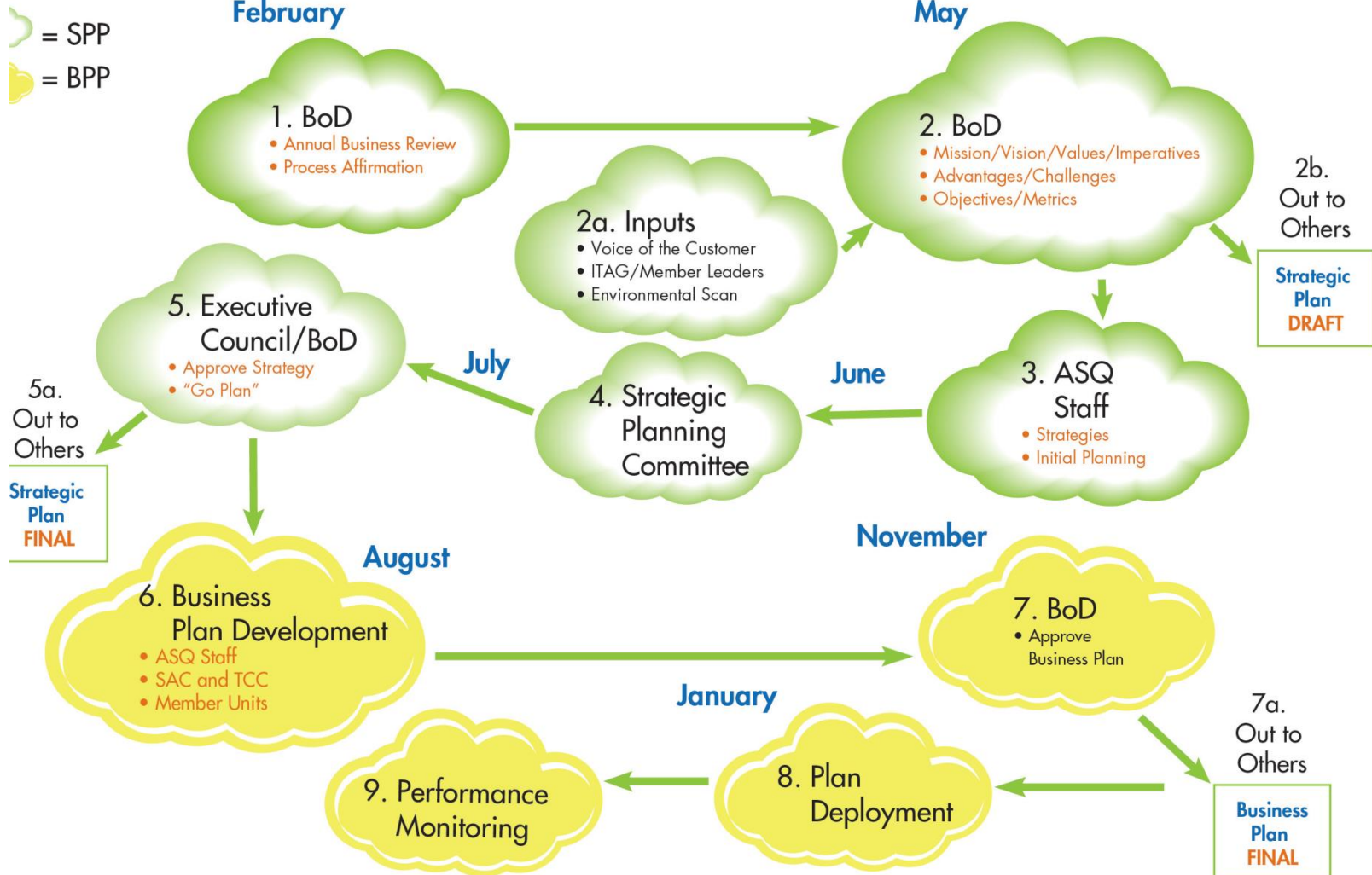
ASQ Certifications

- Biomedical auditor
- Calibration technician
- HACCP Auditor
- Manager of Quality/Organizational Excellence
- Master Black Belt
- Pharmaceutical GMP Professional
- Quality Auditor
- Quality Engineer
- Quality Improvement Associate
- Quality Inspector
- Quality Process Analyst
- Quality Technician
- Reliability Engineer
- Six Sigma Black Belt
- Six Sigma Green Belt
- SME/AME/Shingo Prize/ASQ Lean Certification
- Software Quality Engineer

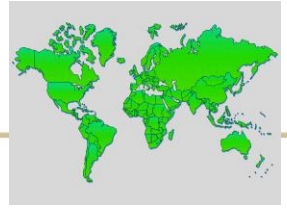


Strategy Deployment

ASQ'S STRATEGIC AND BUSINESS PLANNING PROCESS



The Society



- **Strategic Initiatives**
 - **Increase impact** (ASQ global, and brand and community impact)
 - **Grow community** (membership growth and loyalty)
 - **Grow means** (revenue, ROI, liquidity)
 - **Improve process and operations** (business excellence)
 - **Improve workforce engagement** (employee and member leader engagement)

Measures, goals and projects being developed.

ASQ Strategic Direction - 2014 Strategic Plan

ASQ MISSION

To increase the use and impact of Quality in response to the diverse needs of the World.

ASQ VISION

By making quality a global priority, an organizational imperative and personal ethic, ASQ will become the community of choice for everyone who seeks quality concepts, technology, and tools to improve themselves and their world.

VALUES

Providing value to members of the community

People with passion and commitment

Innovation and quality

Teamwork and partnering

TRANSFORMATIONAL IMPERATIVES

- Customer Engagement – Providing Value to our Members and Enabling Their Success
 - Aligned, Empowered Leadership Throughout
 - Global Voice – More Singing the Song
 - Impact – Giving the Gift of Quality

OBJECTIVES

- 1) Increase Impact
- 2) Grow MoC
- 3) Grow Means
- 4) Improve Process & Operations
- 5) Improve Workforce Engagement

STRATEGIES

Increase the **Value of Being a Member** of the ASQ Community

Support ASQ Leadership in Their Efforts to Serve Members of the Community and ASQ's Mission

Make Global ASQ a Reality for the Benefit of All Members of the Community

Leverage Technology to Deliver an Ever Higher Level of Value to the Global Quality Community

Grow Ability to **Serve the Needs of Organizations** to Increase Their Use/Impact of Quality

Support the Use of Quality to make the World a Better Place. **The Gift of Quality.**

2014 Objectives & Level 1 Key Success Indicators (KSIs)

Objective 1 Increase Impact

Increase ASQ's impact, as measured by the Impact Focus monitoring system, by December 31, 2014.

KSIs

- Impressions Index
 - Citation Index
- Percent Influenced
- Percent Realizing Results

Objective 2 Grow MOC

Grow individual/organizational members and increase loyalty, as measured by the Customer Focus monitoring system, by December 31, 2014.

KSIs

- Percent Individual MoC Growth
- Percent Organizational MoC Growth
- Percent Individual Member Loyalty
- Percent Organizational Member Loyalty

Objective 3 Grow Means

Grow operating revenue, as measured by the Means Focus monitoring system by December 31, 2014.

KSIs

- Percent Operating Revenue Growth
 - Return on Operating Revenue
 - Liquidity Ratio

Objective 4 Improve Process & Operations

Improve key work process and key project performance, as measured by the Operations Focus monitoring system, by December 31, 2014.

KSIs

- Percent of Key Work Processes Performing to Established Standards
 - Percent of Key Projects Meeting Plan Milestones

Objective 5 Improve Workforce Engagement

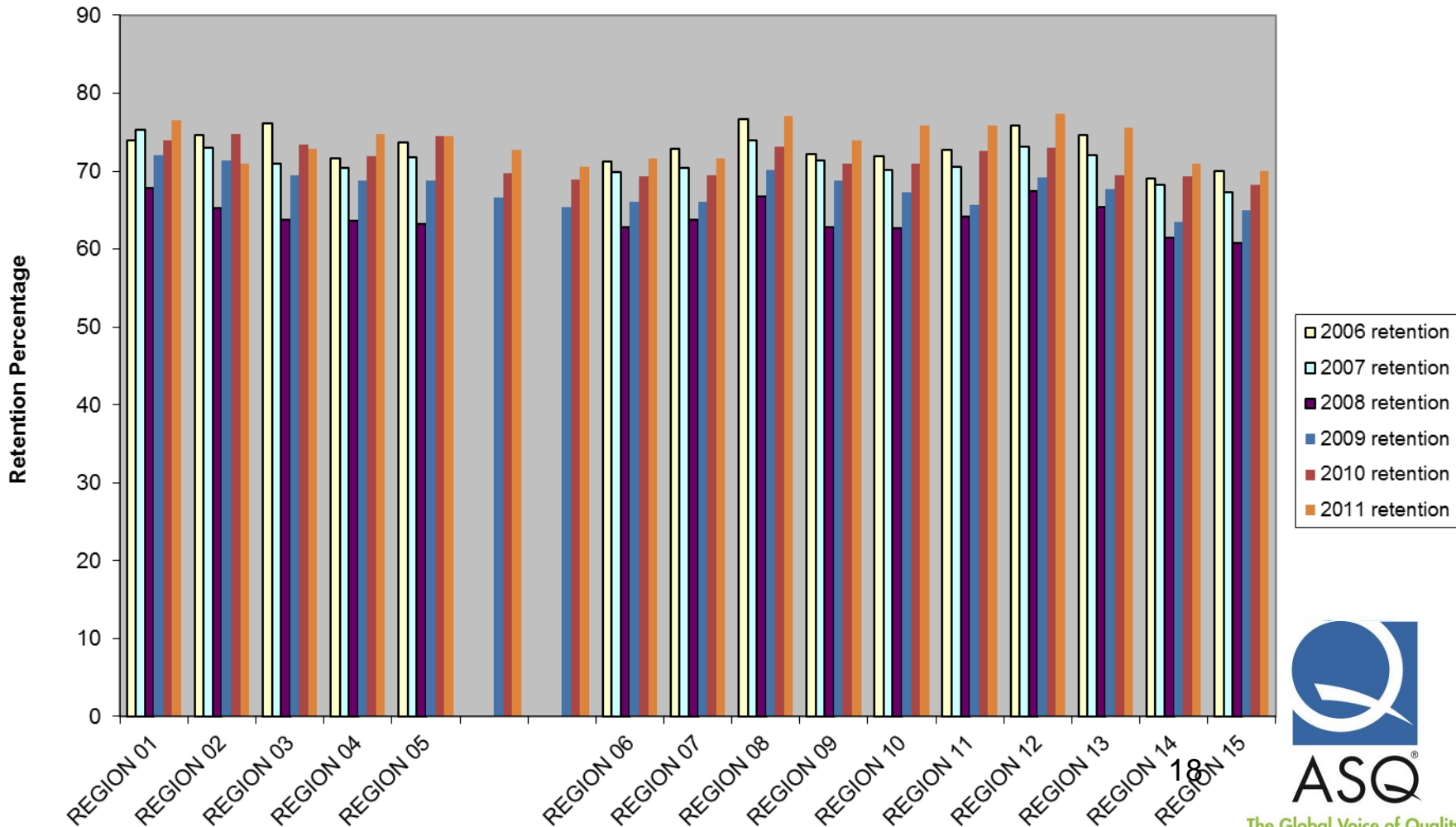
Improve employee and member leader engagement, as measured by the Workforce Focus monitoring system, by December 31, 2014.

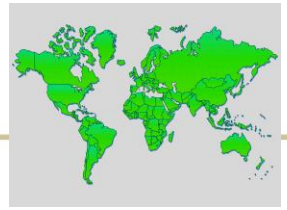
KSIs

- Percent Employees Engaged
- Percent Member Leaders Engaged

Retention % by Section by Year

Membership Retention





- A Journey started long ago...
- Using Baldrige as the vehicle
- More specifically, the Wisconsin Forward Award program
- Applications in 2003, 2004, 2006, 2008, 2011
- Twice recognized at the Mastery Level

Wisconsin Forward Award

- 1) **Leadership** -- Examines how senior executives guide the organization and how the organization addresses its responsibilities to the public and practices good citizenship.
- 2) **Strategic Planning** -- Examines how the organization sets strategic directions and how it determines key action plans.
- 3) **Customer Focus** -- How the organization determines requirements and expectations of customers and markets; builds relationships with customers; and acquires, satisfies, and retains customers.
- 4) **Measurement, Analysis, and Knowledge Management**-- Examines the management, effective use, analysis, and improvement of data and information to support key organization processes and the organization's performance management system
- 5) **Workforce Focus** -- Examines how the organization enables its workforce to develop its full potential and how the workforce is aligned with the organization's objectives
- 6) **Operations Focus** -- Examines aspects of how key production/delivery and support processes are designed, managed, and improved
- 7) **Results** -- Examines the organization's performance and improvement in its key business areas: customer satisfaction, financial and marketplace performance, human resources, supplier and partner performance, operational performance, and governance and social responsibility. The category also examines how the organization performs relative to competitors.

ASQ Region 13

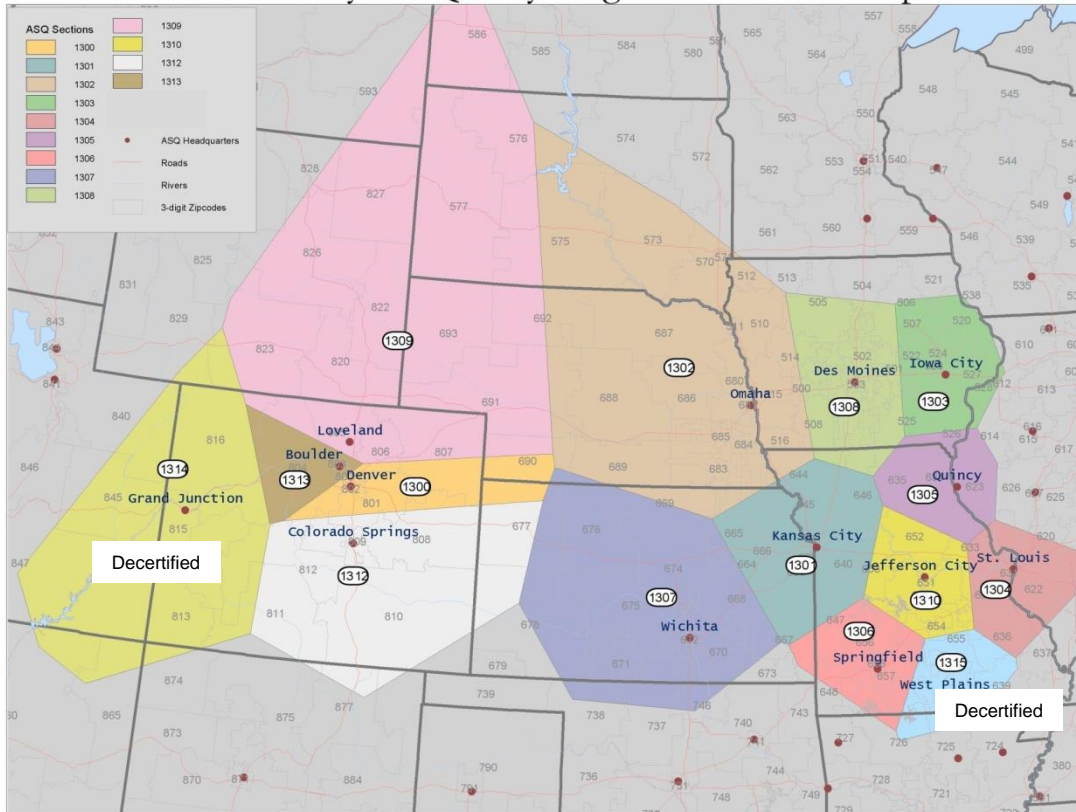
Who are we?



The Global Voice of Quality

Region 13

American Society for Quality: Region 13 Section Map



Region 13 - 13 Sections

- 1300 – Denver
- 1301 – Kansas City
- 1302 – Nebraska
- 1303 – State University of Iowa
- 1304 – St. Louis
- 1305 – Quinsippi
- 1306 – Four State (Moka)
- 1307 – Wichita
- 1308 – Central Iowa
- 1309 – Northern Colorado
- 1310 – Mid Missouri
- 1312 – Pikes Peak
- 1313 – Boulder

Sections 1314 and 1315 were decertified in 2010

Region 13 Director and Deputies

- Region 13 Director: Kim Rochetti
(kimberly.rochetti@hotmail.com)

(c) 314-740-1363

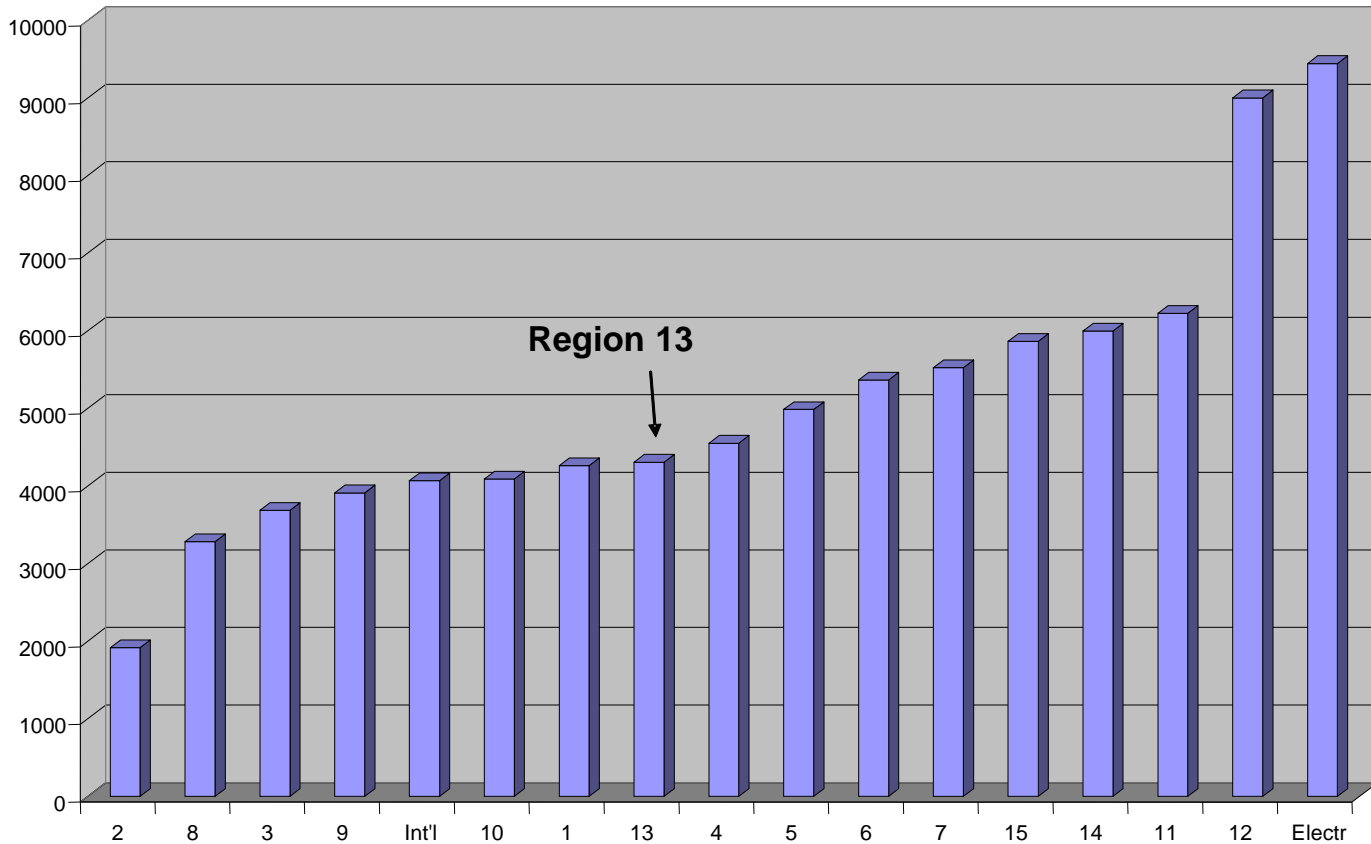


- Region 13 Deputy Regional Directors
 - Theresa Wasche: 1301 (Kansas City), 1306 (MOKA), 1310 (mid-Missouri)
 - Glen Fondaw: 1300 (Denver), 1307 (Wichita), 1312 (Pikes Peak), 1313 (Boulder)
 - Vicki Hart: 1302 (Nebraska), 1303 (Univ of Iowa), 1308 (Central Iowa)

Regions Membership



Members by Region

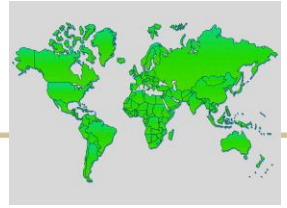


THE VALUE PROPOSITION

Top 10 reasons to be an ASQ member



TOP TEN

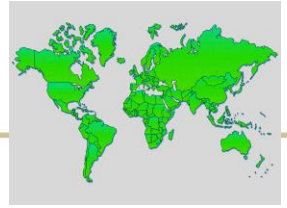


1. Network, seek solutions, and share ideas with Industry Peers.

- ASQ has created [Communities](#) dedicated to bringing industry professionals together. Join a Section, Division, Forum or Network and connect with peers today!



TOP TEN

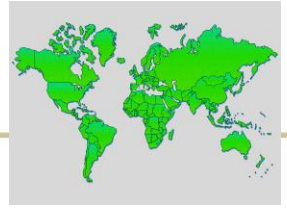


2. Access member-discounted training, certifications, and events.

- The Quality Engineer Certification exam's list price is \$360, but members pay only \$210!



TOP TEN

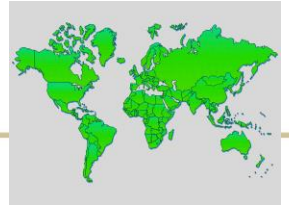


3. Stay up to date on the latest trends in quality with your subscription to *Quality Progress* included with your membership.

- ASQ's monthly flagship publication, [Quality Progress](#), provides you with the latest trends and information with in the quality world from industry experts.



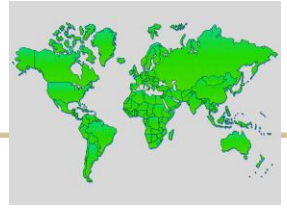
TOP TEN



- 4. Levels of membership are flexible – as you grow professionally, your membership will evolve with you.**
- Whether you're a student, new to quality, or a veteran in your industry – our [different levels of membership](#) are the right fit for your level of expertise.



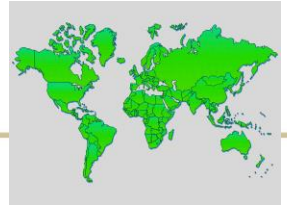
TOP TEN



5. Identify yourself as someone who strives for excellence – and seeks to Make Good Great®.

- Quality pays in every industry. A recent survey of 600 high-powered executives revealed that incorporating quality has improved the bottom-line of organizations in manufacturing, service, healthcare, and education. [ASQ makes the case for quality.](#)

TOP TEN



6. Grow your profession with our practical and relevant Body of Knowledge.

- Visit our [Quality Information Center](#), complete with our Quality InfoSearch database of several thousand documents and professional information specialists ready to gather the information you need.

TOP TEN

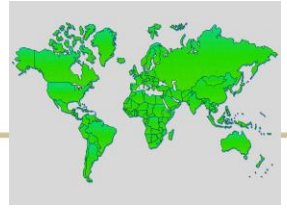


7. Search and download job specific articles, white papers, and more.

- ASQ's Quality Topics bundle together topic-specific articles for easy access online; topics range from Six Sigma, to the Malcolm Baldrige National Quality Award.

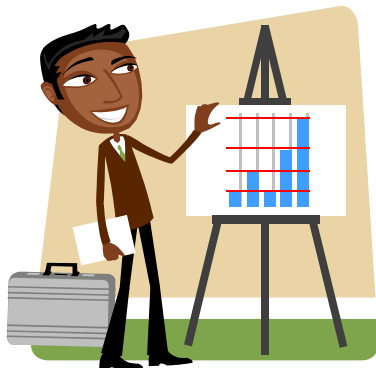


TOP TEN

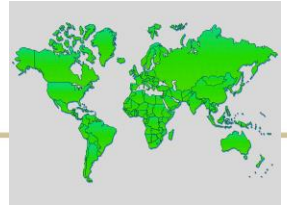


8. Web-based training courses designed for a variety of quality topics.

- Our [Web-based learning portfolio](#) boasts content covering all areas of quality, and is constantly expanding to offer more solutions to match our members' needs.



TOP TEN

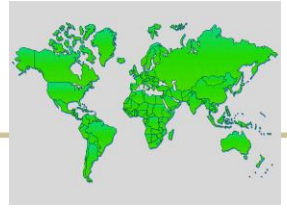


9. Proven resources to prepare you for certification.

- We have selected the best training, books and e-learning solutions for each [ASQ certification](#) exam to help you pass with flying colors!



TOP TEN



10. ASQ is the world's leading authority on everything quality for the past 60 years, and will be for generations to come.



Questions and Answers

