



March 22, 2007

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## 1 – April 10, Balanced Score Card

Join us at The [Flight Deck Restaurant](#) on April 10th as Mickey Mayland speaks on the Balanced Scorecard. The dinner and social starts at 6:00pm and Mickey's presentation will start at 7:00pm.

The Balanced Scorecard is a management system that enables organizations to clarify their vision and strategy and translates them into action. It provides feedback around both the internal business processes and external outcomes in order to continuously improve strategic performance and results. When fully deployed, the balanced scorecard transforms strategic planning from an academic exercise into the nerve center of an enterprise.

Mickey Mayland has served as an educator/consultant in the area of quality, organizational performance improvement, and organizational behavior since 1998 with several Department of Defense organizations to include the Army National Guard, the US Army Reserve, the Department of the Army, and the Army Corps of Engineers, just to name a few. After retiring from active duty with the Army National Guard in February of 2007, he started his own consulting firm "Expected End Performance Group", where he continues to conduct training and workshops for various organizations throughout the Department of Defense as well as civilian companies. He currently is an adjunct faculty member for the University of Phoenix campus in Little Rock and Central Baptist College in Conway. He is currently working on his dissertation, which addresses the effects of implementing the Baldrige National Quality Program's Criteria for Performance Excellence has had on the performance of the Army National Guard. He serves as a senior examiner and judge for the Reserve Component's Army Communities of Excellence program which uses Baldrige criteria and conducts training and workshops in the areas of Organizational Strategic Planning, the Balanced Scorecard, and Six Sigma. He is a certified Franklin Covey facilitator, which allows him to train organizations in the use of the Seven Habits of Highly Effective People, he is certified to administer the Myers-Briggs Type Indicator (MBTI) instrument to organizations and he recently became certified to facilitate organizations in the use of the Situational Leadership Model by the Center for Leadership Studies based in Escondido, CA. Mr. Mayland received his BA degree in Business Data Processing from Arkansas State University in 1983 and obtained his MA degree in Health Services Management from Webster University in 1996. He is currently pursuing a doctorate in the area of business administration at NOVA Southeastern University in Fort Lauderdale, FL with a specialty in management. He is a member of the American Society for Quality and is currently serving as the president of the North Little Rock, AR chapter of the Experimental Aircraft Association.

Make Your Reservations: Contact [Floyd Washburn](#) by noon April 9<sup>th</sup> to make your reservations. (501) 268-2414 Ext. 124 or [fwashburn@yarnells.com](mailto:fwashburn@yarnells.com)

**Directions to the Flight Deck Restaurant: From I-30:** Take the 9th Street Exit and go east for .6 miles. Turn right onto Bond Ave. and go .4 miles and turn right onto Crisp Dr. Stay straight on Crisp Dr. for .4 miles and you are there. **For additional details, directions and map see [www.asq-centralark.org](http://www.asq-centralark.org)**

## 2 – Would you like to be more involved in Section 1407

The current officers would like to suggest the following nominees for the elected officers for 2007 – 2008

Cathy Webb for Chairperson, currently Vice Chair  
Richard Taylor for Vice Chair, currently Secretary  
Dan Frith for Treasurer, currently Treasurer  
Linda Appleby for Secretary, currently Auditing Chair

If you would like to nominate someone for these positions, please do so by contacting:

Chairperson, Sarah Story – [storysaraha@uams.edu](mailto:storysaraha@uams.edu)  
Vice Chair, Cathy Webb – [ccwebb@avaya.com](mailto:ccwebb@avaya.com)  
Secretary, Richard Taylor – [richmantaylor@sbcglobal.net](mailto:richmantaylor@sbcglobal.net)  
Treasurer, Dan Frith – [dan.frith@arkansas.gov](mailto:dan.frith@arkansas.gov)

The election will be held during the April 10 meeting.

### Opportunities for volunteering and joining the ASQ section 1407 Leadership Committee

The officers will be appointing the committee chairs May 22, if you are interested in becoming more involved and want to volunteer please contact:

Chairperson, Sarah Story – [storysaraha@uams.edu](mailto:storysaraha@uams.edu)  
Vice Chair, Cathy Webb – [ccwebb@avaya.com](mailto:ccwebb@avaya.com)

These are the current committees that are available, please, review and let us know if you would like to participate on one or more of the following committees: Internet, Auditing, Publicity & Newsletter, Meeting Arrangements, Education, Database, Historian, Membership, Placement, Certification, Recognition, Arkansas Quality Conference.

## 3 – NEWS MEMBERS CAN USE

For the forth consecutive year section 1407 has achieved the Gold Excellence award. Only forty-one sections achieved the top level of performance. Listed is the section that will be presented this award at the 2007 ASQ World Conference in Orlando FL in May.

0101 Naugatuck Valley	0809 Erie	1216 Lacrosse-Winona
0104 Granite State	0810 Akron-Canton	1217 Madison
0107 Rhode Island	0811 Mansfield	1303 State university of Iowa
0111 Old Colony	0814 Elyria-Lorain	1304 St Louis
0112 Vermont	0815 Scioto Valley	1407 Central Arkansas
0204 Rochester	0905 Northeastern Indiana	1416 Greater Fort Worth
0207 Binghamton	0920 South Central Kentucky	1422 Bay Area Texas
0301 Southern Connecticut	0922 Pennyrile	1530 Southwest Florida
0302 Mid-Hudson	1003 Battle Creek-Kalamazoo	1206 Winnebago
0305 New Haven	1106 Northeast Tennessee	1128 Tidewater
0306 Greater Danbury	1111 Palmetto	1131 Northern Shenandoah Valley
0308 Thames Valley	1212 Northeastern Illinois	1109 Central North Carolina
0403 London	1213 Illiana	0915 Evansville-Owensboro
0501 Lehigh Valley	1214 Hiawatha: Owatonna	

**Subject:** ASQ - Gold Excellence Awardees

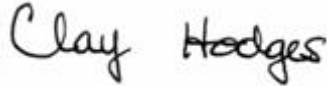
March 14, 2007

Dear Gold Excellence Section Committee,

Congratulations! Your Section (1407) has achieved SMP Section Excellence, Gold Level for the year 05-06. This is a great performance achievement for your Section and it reflects favorably on your Member Leaders and Regional Director. Your accomplishment of meeting or exceeding the Society's objectives in member satisfaction, loyalty and retention helps to make your Section, your community and ASQ stronger. I look forward to shaking the hand of your representative and Regional Director at the 2007 ASQ World Conference in Orlando, FL.

Congratulations again on this accomplishment and my thanks to the Member Leaders for their efforts.

Regards,



ASQ Section Affairs Council Chair

## **Eight Habits of Distracted Thinking That Can Knock You Off the High Wire**

What can throw a high performer off balance? Sure, the manager is constantly bombarded—by interruptions, by difficult people, by unreasonable assignments, on and on. But the only threats that really matters are internal: habits of thinking that distract from one's purpose.

1. Worry
2. Anger/resentment
3. Second-guessing
4. Guilt
5. Jumping to conclusions
6. Assuming intent
7. Desiring approval
8. Comparison

—From *On the High Wire* by Robert W. Gunn and Betsy Gullickson

## **Slight Dues Adjustment Ensures Growing Member Experience Value**

Providing value to individual and organizational member experiences, growing the ASQ body of knowledge, and creating greater awareness of quality and the role of quality professionals and practitioners is top of mind for the ASQ board of directors. The board performs periodic audits to ensure plans and programs are in place to deliver member value, including an annual review of membership dues model and structure which was recently completed.

The study found that the cost of delivering member benefits and services increased 6.4 percent in the past year.

“In order to continue adding to the benefit portfolio and member experience,” said Mike Nichols, ASQ president-elect, “we knew a dues increase was needed. However, we wanted the adjustment to be minimal, something that would go directly back to creating more member value.”

The annual review was conducted in accordance to policy and procedure F-10. The analysis includes the following:

1. A calculation to determine a Consumer Price Index (CPI) – adjusted dues forecast
2. A cost model approximating the cost to provide an ASQ membership
3. A comparative market survey of other professional and/or engineering societies

Below is a table showing the new membership dues rates for 2007-08:

<b>Individual Membership Categories</b>				
Category	2006-07 Dues	2007-08 Dues	\$ Increase	% Increase
Regular	\$119	\$125	\$6	5%
Senior/Fellow	\$119	\$125	\$6	5%
Associate	\$69	\$72	\$3	5%
Forum/Division	\$29	\$31	\$2	5%
Student	\$25	\$25	\$0	0%

<b>Organization Membership Levels</b>				
Category	2006-07 Dues	2007-08 Dues	\$ Increase	% Increase
Sustaining	\$750	\$800	\$50	6.67%

The dues adjustment will go into effect for the 2007-08 renewal season. Renewal notices will reflect the dues increase beginning in March 2007 for the fiscal year beginning July 1, 2007.

For more information about the dues adjustment, please contact [mgdteam@asq.org](mailto:mgdteam@asq.org).

## 4 – Hot New Job Listing

Check out the job listings on our website. This website is for your convenience, we welcome ways to improve, please contact our Internet Liaison, Michael Bentley – [Michael.Bentley@falconjet.com](mailto:Michael.Bentley@falconjet.com)

## 5 – List of 2006-2007 Officers

Chairperson, Sarah Story – [storysaraha@uams.edu](mailto:storysaraha@uams.edu)

Vice Chair, Cathy Webb – [ccwebb@avaya.com](mailto:ccwebb@avaya.com)

Secretary, Richard Taylor – [richmantaylor@sbcglobal.net](mailto:richmantaylor@sbcglobal.net)

Treasurer, Dan Frith – [dan.frith@arkansas.gov](mailto:dan.frith@arkansas.gov)

Internet Liaison, Michael Bentley – [Michael.Bentley@falconjet.com](mailto:Michael.Bentley@falconjet.com)

Audit Chair, Linda Appleby - [lnappleby@yahoo.com](mailto:lnappleby@yahoo.com)

Publicity & Newsletter, Barbara Harvel - [bharvel@arkansas-quality.org](mailto:bharvel@arkansas-quality.org)

Meeting Arrangements, Floyd Washburn - [fwashburn@yarnells.com](mailto:fwashburn@yarnells.com)

Education Chair, Scott Follett - [arkansasquality@hotmail.com](mailto:arkansasquality@hotmail.com)

Database Chair, John Denney - [john.denney@falconjet.com](mailto:john.denney@falconjet.com)

Historian, John Layson - [jlayson@yahoo.com](mailto:jlayson@yahoo.com)

Membership Chair, Gwen Rowell - [gwen.rowell@arkansas.gov](mailto:gwen.rowell@arkansas.gov)

Placement Chair, Robert Long - [longr@usa.redcross.org](mailto:longr@usa.redcross.org)

Certification Chair, Lee Wright - [lfwright@avaya.com](mailto:lfwright@avaya.com)

Recognition Chair, Bonnie Connelly - [bonnie.connelly@deluxemedia.com](mailto:bonnie.connelly@deluxemedia.com)

Arkansas Quality Conference Liaison - [connie.satzler@falconjet.com](mailto:connie.satzler@falconjet.com)

Member at Large, B.J. Tolbert - [tolbertbj@usa.redcross.org](mailto:tolbertbj@usa.redcross.org)

## 6 – Meeting Attendance Report Re-certification

As a service to our members, our Database Chair will be sending a Meeting Attendance Report to members who are due to re-certify. This means that you will no longer have to keep track of your meeting attendance for RUs. The Meeting Attendance Report can be submitted with your

[Re-certification Journal/Application](#) to claim RUs for section meetings that you have attended since your last certification / re-certification.

Members who are due to re-certify in June will receive their Attendance Report in May and members who are due to re-certify in December will receive their Attendance Report in November. If you find that there is an error on your report please contact the [Database Chair](#)

## 7 – Upcoming meetings for spring of 2007

Only one meeting left, hope to see you there.

May 8 – Tour of Molex in Maumelle - 6:00 PM Social and 6:30 Dinner

## 8 – Up Coming Events

### 8A

#### **ASQ Greater Ft. Worth Cowtown Quality Roundup April 13, 2007**

**What:** NO MORE THEORY! This will be a full day of **APPLICATION-ORIENTED TRAINING...** skills you can use on the job.

**When:** Friday, **APRIL 13**, 8:00 am to 5:00 pm    **REGISTRATION IS OPEN**

**Where:** Radisson Hotel, 2540 Meacham Blvd, Ft Worth (1 mile south of I-35W and 820 N intersection)

**Program:** Five Tracks structured around quality job titles – Topic Titles below and details in enclosed word.doc

**Cost:** \$87 per person... includes all-day food, Presentations CD, a Memory Jogger, lotteries and prizes

To register email John Breckline [\[mailto:jbreckline@charter.net\]](mailto:jbreckline@charter.net)

**This year our focus in on content you can learn on Friday and APPLY on MONDAY.**

**The Tracks are formed around standard Quality jobs.**

**Track: Manager / Director**

Methods and techniques that start at the Managers office and work up, down or across the organization

- **Customer Satisfaction Through "Customer Relationship Management"**
- **Managing Change, Maximizing Results**
- **Motivating your Staff by Playing to Their Strengths**
- **The "Balance Score Card" Approach to Business Excellence**

**Track: Quality Engineer / Reliability Engineer / SS Black Belt**

Statistics... that serve in projects or every-day decisions and processes

- **Statistics with Non-normal Distributions**
- **Project Metrics – from Business metrics to Project Focused ones**

- **Plackett-Burman Experimentation**
- **Chi Square – a tool for Attribute Comparisons**

**Track: Quality Technician / Process Analyst / SS Green Belt**

The core tools that are used in ongoing processes to assure capability and consistency of the process

- **SPC for Variables – XBar-R / I-MR**
- **SPC for Attributes – P-Chart / C-Chart & challenges in using them**
- **GR&R Studies – experience the process / pitfalls**
- **Sampling Techniques – sample selection – sample plans: AQL / LTPD**

**Track: Quality Auditor**

A focus on internal 'process' audits, for planning to close-out

- **Planning the Process Audit**
- **Conducting the Process Audit**
- **Reporting Findings of the Process Audit**
- **Process Audit Follow-up**

**Track: Inspector / Improvement Associate (Fundamental tools)**

Forward with the Fundamentals... learn some of the classic 7 Quality Tools for process improvement

- **PDCA – a daily use tool – a framework for the tools!**
- **Using Excel to Create Quick Data Collection Tools**
- **Brainstorming – using Fishbone, Affinity Diagrams**
- **Using Excel to Create Quick Data Analysis Tools**

8B

World Conference on Quality and Improvement

April 30-May 3, 2007 Orange County Convention Center, Orlando FL



Innovations have changed the way we do business and the way we live our lives. Innovation can improve life and is synonymous with inspiration, growth or change. In large part, it may be responsible for an organizations' ability to maintain a sustainable, competitive advantage.

It's time to connect quality to innovation.

Discover how you, today's quality professional, will fuel innovation in business, society, and our communities. Explore innovation and how it relates to change management, virtual societies, social responsibility, systems thinking and customer value with experts from the U.S. and abroad, from a variety of industries and backgrounds

## 9. Opt out information

Opt Out Information:

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To opt out of future ASQ product and service related e-mails, please visit the [Product and Services Opt Out Page](#).

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Member Services:

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**To Update Your E-mail Address:**

- Visit [www.asq.org](http://www.asq.org)
- Enter your member number and password in the "Log In Now" section.
- Select the "Manage Your Membership" blue box in the upper right-hand corner of the page.
- Update your e-mail address under "Change Contact Information".
- If you need additional help, e-mail ASQ Customer Care at [help@asq.org](mailto:help@asq.org) or call us at 800-248-1946 (United States and Canada only).