

influence

GIVING QUALITY A PERSONALITY,
ONE INDIVIDUAL AT A TIME.





READ THE STORIES OF 12 INDIVIDUALS, INSPIRED BY QUALITY,
WHO ARE MAKING A DIFFERENCE IN THEIR INDUSTRIES, THEIR
COMMUNITIES, AND THEIR PERSONAL LIVES.

we are the faces of quality

Quality comes in many colors...from the grey of the
steel on the assembly line, to the green of schoolroom
chalkboards, to the blue of hospital scrubs.

A GM MANAGER TAKES QUALITY TO THE MAT
USING THE TOOLS AND PRINCIPLES TO DETERMINE
TAE KWON DO COMPETITION READINESS.

competitive edge

“Quality is one of our key values at General Motors. In the Powertrain Division, the quality policy is ‘World’s Best Powertrains.’ As a total organization, quality is the key to our survival and we know it and are working hard to continuously improve.”

“I believe that there are three key components for success to every business: quality, cost, and delivery. The goal is to deliver a quality product and service on time, at or below cost. Quality is the metric that is the test of management’s integrity. If your words say one thing about quality and your actions another, you’re sunk. When looking at the metrics of quality, cost, and delivery think of the analogy of body, mind and soul or physical, mental and spiritual. Delivery is the physical; cost is the mind; quality is the soul of the organization. When you look at it this way, applying these key components for success to our personal lives just got a lot easier.

“I keep a lot of data on my physical fitness I keep check sheets on my training using my weight and body measurements as input and output variables. I compete at the national level, and recently, at the international level in Tae Kwon Do. The data doesn’t lie. I’ve analyzed the data and have given presentations on it and hope to someday write a book on quality methods applied to physical fitness. And yes, the data does help me make decisions on whether I’m ready, or can be ready, to compete in different events.”



LouAnn Lathrop
General Motors
Engineer Group Manager
member since 2000



“The use of quality tools and processes has never been more important. For healthcare, we need to develop high performance management and leadership capabilities to ‘carry our weight’ in the United States economic landscape.”

Kathleen Jennison Goonan, M.D.
MGH Center for Performance Excellence
Senior Associate
member since 2003

“Our success in life largely depends upon our understanding of our customers—whether they are our families or business partners—and being able to deliver on their expectations.”

Bob Barnes
The Hartford
Process Consultant-The Hartford's Claims Business Group
member since 1993





“As a classroom teacher I was looking for tools and processes that increase academic achievement in my classroom and was introduced to quality—I found success.”

Jay Marino
Assistant Superintendent for
Instruction and School Improvement
Rock Island-Milan Public Schools
member since 2001

“I actively work with the student chapter to provide a dynamic environment that fosters community awareness and an understanding of quality principles and their applications by involving the community in our activities, panel discussions, and plant tours.”

Haixia Wang
Ph.D. Industrial Engineering, University of Wisconsin-Madison
Vice President, UW-Madison Student Chapter
President, China Economic Forum-Madison
member since 2003



“The language of quality is universal. It became clear to me that there must be a set of integrating principles and processes that could consistently be applied to the problems of business and life in such a way that there is a balance between mind, body, and spirit. It was evident that the world of quality could provide the powerful tools required to get the most out of everything we do.”

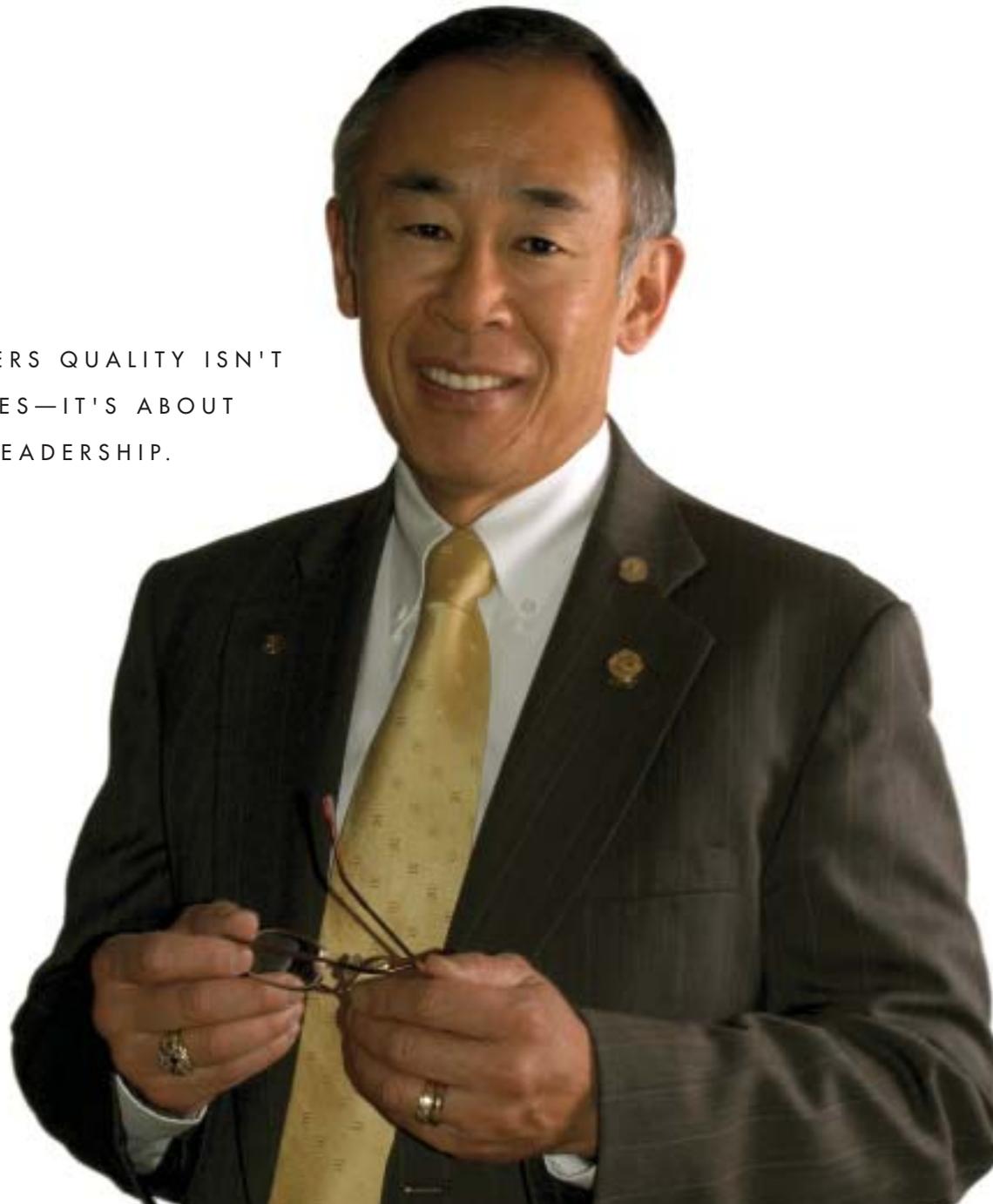
transforming lives

“If we did not make use of quality tools, we would soon find ourselves unable to serve our community well in terms of adding value to the learning experience.”

“The glue that holds this system of processes together is the loyalties that are built between team members as they focus on a common set of goals. This sense of teamwork can only come from a leadership system that encourages and supports agile thinking, and freedom from the fear of failure.

We take our mission seriously when we talk about ‘Building Dreams and Transforming Lives’ To meet this mission, we must have an integrated approach to the utilization of quality tools and processes that result in the delivery of increased value to our community, improved effectiveness of the organization as an entity, and ultimately a community that is focused on lifelong learning and development.”

A COMMUNITY COLLEGE DISCOVERS QUALITY ISN'T
ONLY ABOUT INTERNAL PROCESSES—IT'S ABOUT
COMMUNITY, EDUCATION, AND LEADERSHIP.



Frank Toda
Columbia Gorge Community College
President and Chief Executive Officer
member since 1992



“Where else can I practice technical knowledge, change management, people skills, and teaching in one career? Also, there is nothing like being referred to as the ‘Quality Guy’ every day!”

Steve Giuntoli
Harley-Davidson Motor Company
Quality Manager, Parts & Accessories
member since 1989

“Anyone who applies quality tools and processes ultimately adds value to themselves and to those around them. Practicing quality produces results, good results produce happy customers, happy customers share positive experiences with others.”

Tatrice Edwards
American Society for Quality
Speaker Activities Coordinator
member since 2002





“The understanding of quality has changed my perception of how community life should be organized. I can apply best practices from manufacturing and services to welfare activities in developing countries like India.”

Dr. Geeta Bharadwaj
Indian Merchants' Chamber
Executive Director
member since 1998

“I look at challenges differently than most people. I have a true desire to leave things in a better state than when I first encountered them and that extends to every aspect of my life.”

Jennifer Piccotti
Shea Properties
Quality Manager
member since 2000



ANESTHESIOLOGIST CREATES A CULTURE CHANGE BY
IMPROVING PROCESSES, INCREASING STAFF MORALE,
AND ORGANIZING VALUES.

culture change

“Overall, quality tools and principles gave us a different culture, characterized by objectivity, measurable characteristics, and standard approaches to identify, select, monitor, and display processes of our work.”

“Quality principles and tools helped us as leaders to change the culture and approach to work within the institution. We are based on quantifiable knowledge, not emotions or styles. We developed an internal desire to measure, monitor, and audit our own work to provide customer satisfaction, and savings, or to avoid unneeded work.”

“As individual leaders, quality tools gave us a different dimension in the way we looked at work, not to punish the person, but to change the process and make it human-error resistant. As an institution, our values were more clearly projected to the personnel at large. We were able to organize the processes of value and improve the workers’ morale. This helped to provide safer services and improve our image in the community. There were immediate savings from correcting waste and duplication, but long-term savings were established as well.”



Frank McCormack, M.D.
Maryland General Hospital
Anesthesiologist
member since 1993

who are we?

reliable

For more than a half century, the American Society for Quality has been home to quality professionals in the United States and abroad. A strong foundation built upon our members' collective knowledge has allowed ASQ to survive and thrive. From certification to professional development, networking to knowledge sharing, ASQ is considered the world's leading source of quality information and expertise. And while our history provides our foundation, it's the members that define who we are and who we will become—for the next 50 years, and beyond.

intuitive

Today, people expect more from their professional associations. The "one size fits all" membership is fast becoming a thing of the past. As quality's scope and impact in business and society expands, so, too, does ASQ's reach. With a new, innovative approach to membership, ASQ is opening its doors and inviting all interested, professional and practitioner alike, to join the worldwide quality community.

visionary

The promise of quality extends beyond the individual and the organization. Higher purpose, meaning, and "good works" matter. Our members are using quality to make the world a better place. It's our responsibility to continually provide needed information, knowledge, and resources to our members so they can continue making a difference in their careers, in their companies and organizations, and in their communities.

outspoken

Speaking the language of business and speaking the language of quality aren't mutually exclusive. Providing tools and materials to substantiate the impact of quality on the bottom line elevates quality to the executive suite. Promoting the value of quality professionals and practitioners re-ignites the quality movement. Whether through our members in their corporations and communities, or through our advocates on Capitol Hill, the message of quality will be heard.

colorful

Quality comes in many colors...from the grey of steel on the assembly line, to the green of schoolroom chalkboards, to the blue of hospital scrubs. Quality professionals and practitioners are no longer found only on the shop floor, but have emerged in education and the service sector, in healthcare, and beyond. They are the real estate agents, the superintendents, and the anesthesiologists. They are found in China, and Brazil, in Canada, and in Germany. They are your neighbors, your acquaintances, your friends. They are the kaleidoscope of quality—the faces of quality—they are ASQ.

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.

QUALITY PRACTICES ARE NOT EXCLUSIVE TO ONE INDUSTRY,
THEY ARE THE UNIVERSAL PRINCIPLES THAT DEFINE SUCCESSFUL
INDIVIDUALS, ORGANIZATIONS, AND COMMUNITIES.

we are the American Society for Quality

Stand up and be heard. The belief in quality starts with an individual, but its practice affects entire organizations, industries, and communities. To learn more about ASQ, visit our Web site at www.asq.org or call 800-248-1946.

On the inside front cover (from left):

row 1: Steve Giuntoli, Harley-Davidson Motor Company, Quality Manager, Parts & Accessories, member since 1989; Frank Toda, Columbia Gorge Community College, President and Chief Executive Officer, member since 1992; Jennifer Piccotti, Shea Properties, Quality Manager, member since 2000; Xavier Lozano, Monterrey Productivity Center, General Director, member since 2000

row 2: Lorelei Watts, Edison Junior High School, Teacher, ASQ Koalaty Kid Alliance member since 2002; Bob Barnes, The Hartford, Process Consultant-The Hartford's Claim Business Group, member since 1993; Jay Marino, Superintendent, Rock Island-Milan Public Schools, member since 2001; Lorri Hunt, Honeywell, Management Product Specialist, member since 2002

row 3: Frank McCormack, M.D., Maryland General Hospital, Anesthesiologist, member since 1993; Mackenzie Barnes, Plastmade Industries, Quality Supervisor, member since 2000; ; Dr. Geeta Bharadwaj, Indian Merchants' Chamber, Executive Director, member since 1998; Darrell Williams, Whittier Elementary School, Teacher, ASQ Koalaty Kid Alliance member since 2003

row 4: Tatrice Edwards, American Society for Quality, Speaker Activities Coordinator, member since 2002; LouAnn Lathrop, General Motors, Engineer Group Manager, member since 2000; Kathleen Jennison Goonan, M.D., MGH Center for Performance Excellence, Senior Associate, member since 2003; Haixia Wang, Ph.D. Industrial Engineering, University of Wisconsin-Madison, Vice President, UW-Madison Student Chapter, President, China Economic Forum-Madison, member since 2003

On the front cover:

"When I noticed how much impact quality has in achieving the mission of the organization, I decided to make it my career."

Keith Joy
Oak Ridge National Laboratory
Quality Manager
member since 1987



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