



# Iowa Quality Newsletter



A joint publication of ASQ Section 1303, 1308, and the Iowa Quality Center

Volume 15, Issue 8

April 2007

## Spring Quality Conference 2007 Sponsored by ASQ Section 1303 and the Iowa Quality Center

Thursday, April 12, 2007

### Keynote Speaker

**Clay Jones, Chairman, President and CEO  
Rockwell Collins**



Clayton (Clay) M. Jones is Chairman, President and Chief Executive Officer of Rockwell Collins, a position he was appointed to in June 2002.

Jones was president and chief executive officer of Rockwell Collins since 2001, and previously had served as president of Rockwell

Collins and was a corporate officer and senior vice president of Rockwell International, positions he was appointed to in December 1998. Prior to that he held positions as vice president and general manager of the Collins Air Transport Division and as corporate senior vice president of Government Operations and International in Washington, D.C., where he represented all Rockwell businesses to international and domestic customers.

A native of Nashville, Tennessee, Jones joined Rockwell International in 1979 after serving in the U.S. Air Force as a fighter pilot. Jones holds a bachelor's degree from the University of Tennessee and a master's degree in business administration from George Washington University.

Locally, Jones serves on the Board of Directors of Priority One, the economic development arm of the Cedar Rapids Area Chamber of Commerce. He also serves on the Tippie College of Business Board of Visitors at The University of Iowa, the Board of Trustees for the United Way of East Central Iowa (UWECI), and is a member of the Iowa Business Council.

### Keynote Address

***Building Global Competitiveness in Iowa***

An Industry Leader for 70 years, Rockwell Collins (NYSE: COL) is a leader in aviation electronics and communications for government and commercial applications. Rockwell Collins is a global company providing aviation electronics for the world's aircraft manufacturers and more than 400 airline customers, as well as a major share of the world's military forces. Since spinning off in 2001, Rockwell Collins has seen tremendous growth in all of its business units. Clay will speak on Rockwell Collins' lean journey, STEM (Science Technology Engineering Mathematics), how to keep the engineering pipeline full and diversity.

See pages 2 and 4 for more details on the Spring Quality Conference 2007: ***Building Global Competitiveness in Iowa.***



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# ASQ Section 1303 - State University of Iowa

"Serving Quality Professionals Since 1944" - Meet us on the web at "[www.quality.org/asq1303.htm](http://www.quality.org/asq1303.htm)"

**The Spring Quality Conference 2007 will take the place of the regular Section 1303 meeting for April.**

## WELCOME - WELCOME

It is our pleasure to welcome the following new members to section 1303:

Mr. Ronald D. Atkinson, Lake Orion, MI  
Mr. Dan Burke, East Moline, IL  
Mr. Pankaj K. Chugh, Dubuque, IA  
Mr. Curtis L. Franklin, Coralville, IA  
Mr. Dave S. Girling, Cedar Rapids, IA  
Mr. Eric T. Jones, Muscatine, IA

Mr. Don McDonough, Muscatine, IA  
Ms. Laurel L. Morud, Cedar Rapids, IA  
Mr. Joseph E. Powell, Cedar Rapids, IA  
Mr. Ramesh P. Shah, Waterloo, IA  
Mr. Kelly D. Williams, Cedar Rapids, IA

## Spring Quality Conference 2007

### Lunchtime Keynote Speakers

**Dr. Dave Markward, Superintendent of the Cedar Rapids School District and Jay Marino, Associate Superintendent for Organizational Effectiveness and Accountability**

### **Setting and communicating direction for developing "world class learners"**

It is the responsibility of leaders to effectively set and communicate direction within the organization. Developing *world class* learners is the mission of the Cedar Rapids Community School District. Learn how the school district is utilizing the Baldrige criteria to work toward its mission to prepare students to compete globally in what Thomas Friedman described as the ever-changing "flat world." Participants will learn more about strategies the district is implementing such as: the strategic plan on a page; continuous improvement tools and the Plan Do Study Act cycle.

#### **Dr. Dave Markward**

Dr. Dave Markward has been a public school educator for 36 years. He is currently in his third year as the Superintendent of the Cedar Rapids School System in Cedar Rapids, Iowa. He previously served six years as the Superintendent of the Rock Island Public School District #41 Superintendent in Rock Island,



Illinois, following several years in administrative and teaching positions in the Illinois-Quad Cities area.

He initiated the use of the Malcolm Baldrige National Quality Program as a continuous improvement framework in both Cedar Rapids and Rock Island and has been both an applicant and examiner in the State Quality Award programs in Iowa and Illinois.

#### **Jay Marino**

Jay Marino is the Associate Superintendent for Organizational Effectiveness and Accountability in the Cedar Rapids Community School District in Cedar Rapids, Iowa. Jay has implemented continuous improvement in his previous positions while serving as an elementary and middle school teacher, elementary school administrator, Special Education Coordinator, Director of Technology, Director of Instruction and Assistant Superintendent.



Jay has presented several key note presentations at local, state and national conferences in America. Jay has been actively involved in State Quality Award programs as an applicant and an examiner and has assisted in obtaining recognition for school districts in which he has worked in both Iowa and Illinois.

Recently, Jay served as an editor for a book published by ASQ titled "Quality Across the Curriculum; Integrating Quality Tools and PDSA with Standards." Jay's latest venture is leading an educational quality "blog" for ASQ to encourage dialog around quality in education to provide an outlet for information and resource sharing.

# ASQ Central Iowa Section 1308

SECTION MEETING, THURSDAY, APRIL 12, 2007

## ASQ Section 1308 April Meeting Joint Meeting with SME

**Thursday, April 12, 2007**

6:00 p.m. – Gates Corporation – Tour  
2121 Industrial Park Road, Boone, IA

6.30 p.m. – 6.30 p.m. – Dinner and presentations  
Boone Golf & Country Club  
601 S Cedar St, Boone, IA.

### Presenter

Sarath Jayatilleka, Quality Manager, Gates Corporation - World Wide Fluid Power Division

Quality Initiatives in Gates Corporation, Boone IA. (~20 min). Topics will include: Introduction to Gates Rubber Company; QS to TS Transition; and Six Sigma Initiatives.

"Accelerated Life Testing for Speedier Product Development: Problems and Strategies," (~25 min). William A.J. Golomski Award Winner of best paper in 52<sup>nd</sup> International Conference for Quality & Integrity 2007. (See <http://www.iienet2.org/Landing.aspx?id=898>)

### Cost

\$20 for ASQ & SME Members  
\$25 for non-members

RSVP to Kira Clark by 5:00 p.m. April 10, 2007  
[kira.clark@colorbiotics.com](mailto:kira.clark@colorbiotics.com) or (515) 956-2314.

(SME is the **Society of Manufacturing Engineers** and is a professional international society that is celebrating its 75th anniversary year in 2007. The Des Moines Chapter 80 has over 100 members and has been serving central Iowa for over 45 years. Chapter 80 is one of six chapters in Iowa.)

Directions to Gates Corporation:  
from Des Moines

Come north in I-35

Take exit #111B onto US-30 toward I 35 BUS/  
AMES - go 13.2 mi Take I-30 west.

Take ramp toward BOONE - go 0.4 mi

Turn Right on S AVE[IA-17] - go 1.1 mi

Turn Left on OLD HWY 30 - go 1.5 mi

Turn Right on QUARTZ AVE - go 0.5 mi

Turn Left on 8TH ST - go 0.8 mi

Arrive at 2121 INDUSTRIAL PARK RD, BOONE, on the right Gates Rubber Company (515) 432-7120  
2121 INDUSTRIAL PARK RD, Boone, IA, 50036

## ANSI/ISO/ASQ 9001:2000 Internal Auditor Training

April 17 – 19, 2007

8 a.m. – 5 p.m. each day

Class location is Comfort Suites at Living History Farms, Urbandale, Iowa.

\$595.00 per person

### Class

The class will teach you how to audit according to ANSI/ISO/ASQ QE19011S – 2004, *Guidelines for quality/and or environmental management systems auditing*. It will teach you how to conduct process audits, the tools, techniques and audit protocol to use for successful audits and an understanding of ISO 9001:2000. The last day of class is an audit off-site to practice the skills learned during the class. Prior experience with a quality management system is not required for this class.

### Who Should Attend?

Anyone interested in learning how to be an ISO 9001:2000 internal auditor or anyone who is to implement an ISO 9001:2000 system.

### Sponsors

Iowa State University, CIRAS

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Central Iowa Chapter ASQ, Section 1308

### Interested in Attending?

Please contact Registration Coordinator, Jenny Felt, at (515) 278-8002 or [feltj@validuservices.com](mailto:feltj@validuservices.com).

### Questions about the Course?

Please contact Verl Anders at [vanders@iastate.edu](mailto:vanders@iastate.edu) or Lesa Vold at [voldl@validuservices.com](mailto:voldl@validuservices.com)

## WELCOME NEW MEMBERS

We would like to welcome the following new members to Section 1308. We thank you for being part of this growing section and we look forward to being of service to you and your participation in the section activities.

Mr. Ronald D. Atkinson, Lake Orion, MI

Mr. Robert C. Deranleau, Creston, IA

Mr. Lonnie P. Miller, Anamosa, IA

Ms. Jill M. Moline, Ellsworth, IA

Mr. David Ridlen, Ames, IA

Mr. Dan Thomas, Ames, IA

Mr. Steven L. Warneke, Readlyn, IA

# Spring Quality Conference 2007

Sponsored by ASQ Section 1303 and the Iowa Quality Center

Thursday, April 12, 2007, 8 a.m. - 4 p.m.

## Building Global Competitiveness in Iowa



ASQ Section 1303 and the Iowa Quality Center's annual Spring Quality Conference is the place to go in Eastern Iowa to learn from top organizations across our state. Sign up now so you can join colleagues from all sectors to share ideas, learn best practice techniques and spot new trends.

For session descriptions and other information, please visit [www.iowaQC.org](http://www.iowaQC.org) or [www.quality.org/asq1303](http://www.quality.org/asq1303).

7:30–8:15 a.m.	Registration		
8:15–9:15 a.m.	Keynote Address: <b>Clay Jones</b> , CEO, Rockwell Collins		
9:30–10:30 a.m.	Creating a Culture of Performance Excellence in Healthcare <b>Teresa Colgan and Lynette Collier</b> , Great River Medical Center	Rapid Continuous Improvement at The HON Company <b>Tim Murray</b> , The HON Company - Oak Steel Plant	Six Sigma Training in the Workplace <b>J. Tate Hamann</b> , Rockwell Collins
10:30–10:45 a.m.	Break		
10:45–11:45 a.m.	Deploying Six Sigma at John Deere Credit <b>Krista Schmidt</b> , John Deere Credit	The Power of Innovation <b>Deb Oliver</b> , Iowa Quality Center	The Continuous Improvement Journey in Food Manufacturing <b>Mike Becker</b> , General Mills
11:45 a.m.–1:15 p.m.	Lunch and Keynote Address: <b>David Markward</b> , Superintendent and <b>Jay Marino</b> , Associate Superintendent, Cedar Rapids Community School District		
1:30–2:30 p.m.	Achieving Exceptional Results through Patient Focus and Workforce Engagement <b>Mary Hagen</b> , and <b>Michelle Niermann</b> , St. Luke's Hospital	The Selection and Alignment of Value and Support Creation Processes <b>Arun Kashyap</b> , Eaton Corporation - Shenandoah Plant	Driving Competitive Advantage Through Lean <b>Glenn Hartshorn</b> , Rockwell Collins
2:30–2:45 p.m.	Break		
2:45–3:45 p.m.	Iowa State University Facilities Planning & Management Journey to World Class <b>Don Chrusciel</b> , Iowa State University	You Have Your Goals, Now, How Do You Drive World Class Results? <b>Mike McMillen</b> , Hearth & Home Technologies	Lean Into It: Using Lean Tools to Improve Your Process(es) <b>Jeff Christiaansen</b> , Amana Commercial Products
3:45–4 p.m.	Closing Remarks		

### Cost:

Early Bird (*deadline April 1*)

\$ 99 IQC/ASQ Members

\$ 125 Non Members

Regular (*after April 1*)

\$ 125 IQC/ASQ Members

\$ 150 Non Members

### To Register:

Online - [www.IowaQC.org](http://www.IowaQC.org)

Email - [Info@IowaQC.org](mailto:Info@IowaQC.org)

Phone - (319) 398-7101



# Announcing the newest Learning Network from the Iowa Quality Center the Leadership Network

Leadership deals with change and involves guiding, motivating, and engaging people. But what does great leadership look like? What leadership approaches are effective?

This learning network on Leadership will bring together leaders and those who want to strengthen their leadership skills to share their knowledge and experiences. Effective organizational leadership involves many areas and an effective leader must do them all well. This network will cover the many facets of leadership and effective leadership systems including—

- organizational alignment
- workforce engagement
- vision/mission/values
- using measures to build accountability
- ensuring ethical and legal behaviors
- communication systems
- sustaining the organization
- encouraging innovation
- developing more leaders
- getting results, and much more!

Join us on the third Thursday of every month, beginning April 19, to share your experiences and learn from others.

## April & May Learning Networks

Jones County Quality Learning  
Apr. 3 & May 1

Lean Six Sigma  
Apr. 11 & May 9

Quality Systems/ISO  
Apr. 12 & May 10

Quad Cities Quality Learning  
Apr. 18 & May 16

Cedar Valley Perf. Excellence  
Apr. 19 & May 17

Leadership  
Apr. 19 & May 17

Iowa City Quality Learning  
Apr. 24 & May 22

Systems Thinking  
Apr. 25 & May 23

## ISO 9001:2000 Internal Auditor Training

This class is modeled after the class that the Iowa Quality Center has provided for the past ten years. Participants will review the standard, learn auditing techniques, and hone their new skills by conducting an actual audit off-site during the 3-day period.

- Date:** April 30- May 2, 8 a.m. – 5 p.m. each day
- Location:** Iowa Quality Center, 3375 Armar Dr., Marion
- Fees:** \$650 IQC Members, \$900 Non Members

Register today!  
[www.IowaQC.org](http://www.IowaQC.org)

## FACES OF QUALITY



**Gary W. Smith**  
**John Deere Harvester Works**

**Job Title:** Senior Quality Engineer  
**Primary Industry:** Agricultural Equipment

**How does your use of quality tools and processes make an impact in your organization?** Our business is increasingly run by data. The use of all of the quality toolbox allows us to extract, analyze and present data in a way that helps all of us to understand our trends and needs.

**How does your use of quality tools and processes make an impact in your community and in your world?**

The reliability of our equipment is crucial to our customers and, ultimately, the amount of food that goes into the world. There is a very narrow time window to harvest the crops that our customers grow and the productivity of our combine harvesters is crucial to the maximization of crop output.

**How does your use of quality tools and processes make an impact in your personal life?** As I have grown in the quality profession, I see more of the structured reasoning, root cause analysis, and problem solving creeping into the way that I do things in every day life.

**How has ASQ assisted me in my career?** ASQ has literally made me a good quality engineer. The ASQ publications, the three certification tests that I have studied for and passed, the association with ASQ representatives, and the ASQ conferences that I have attended have shaped my thinking and guided my career in quality. ASQ membership has been a very valuable asset to me in my pursuit of quality excellence at John Deere.

**How or why did you become interested in and involved with**

**quality?** I was a manufacturing engineer and was “drafted” into the quality profession by our Total Quality Manager. He thought that I had the mentality and process thinking that would serve our company better in the quality capacity. He was absolutely right. I love everything about being a quality engineer.

**What was your first job (inside or outside of quality)?**

I began my quality career as a Quality Engineering Supervisor in our primary sheet metal facility.

**What did it teach you?** The importance of good problem solving. As time progressed, I became acutely aware of the need for proactive quality measures, such as Root Cause Analysis, Mistake Proofing, and FMEA. Every process or product has some problems. The swiftness and completeness of solving the problems (along with the feedback loop for prevention of future problems) is what separates healthy companies from ones that struggle.

**What lessons did you learn at that job that you still use today?**

One of the first things that I learned was that you must work in a team, a network of cross function, to be effective. Though one person can invent a process or technique, its deployment is not successful without the help of many others.

**What path did you take to get where you are today?** I began industrial life with a machining apprentice program in a small job shop and worked through a succession of ever better jobs. I was always encouraged to reach for excellence and betterment of myself by a network of friends and mentors. With their support, and with the help of God, I arrived at a great job with a great company. I have always worked hard and tried to be a positive contributor to every company that I have worked for. With John Deere, I found a very rewarding and fulfilling career. I will retire soon, but thanks in a large part to the training and certifications that I have gotten from ASQ, I will continue to teach and consult to add value to the companies in my community.

Thanks ASQ for being there for me every step of the way!

## Defining Continuous Improvement in Education Jay Marino

The term “Continuous improvement” or “CI” is often thrown around and is very loosely defined in educational circles. If we can’t define it, then how can we measure it? I believe continuous improvement is a philosophy, an approach and a paradigm shift - rather than a program or a set of instructional materials to purchase. CI is designed to instill a positive and collaborative school climate and an enthusiastic, participatory learning environment focusing on being better tomorrow than we are today. CI is about understanding that being “good” is never good enough and that “the biggest room in the house is the room for improvement.”

The goal of CI is to engage every student through empowerment, ownership, responsibility and accountability for their own learning. This is accomplished by creating a “customer focused environment” that involves students in the implementation of observable (and measurable) components of the continuous improvement classroom such as:

**Classroom ground rules:** Students participate in the creation of classroom expectations that all agree to follow in order to accomplish the mission of the classroom.

**Classroom mission statements:** Students collaboratively create a mission statement that focuses the learning for the year and

gets everyone “on the same page” for learning.

**Classroom SMART goals:** SMART stands for Specific, Measurable, Attainable, Results-oriented and Time bound. It is important that all classrooms in the school have goals and action plans that are aligned to school improvement goals. Students participate in goal setting that put a “laser like focus” on instruction.

**Classroom data centers:** Once goals have been created in student-friendly language, it is important that students participate in the collection and monitoring of progress toward the goals. The data center is the collection point to monitor academic progress.

**Individual student data folders:** To connect every learner to the classroom goals, students maintain a data folder that tracks and measures their individual progress toward their goals.

**Classroom meetings:** Effective classrooms take time to revisit the classroom data center, mission and goals to make sure that continuous improvement is progressing. This forum provides students an opportunity to problem-solve and modify the classroom system to obtain maximum results.

**Student-led conferences:** In a student-centered classroom, students are expected to be able to articulate their own progress of learning demonstrated through the review of their data folder. Students (instead of the teacher) facilitate the conference with parents.

*Continued on page 7....*

# OPPORTUNITIES

## Iowa Lean and Growing

May 8, 2007 9:30 to 3:30  
Iowa Valley Continuing Education  
Marshalltown, IA

Keynotes by Seth Davies, Competitive Solutions, Inc. and Dale Crownover, President & CEO, Texas Nameplate Company

### Sessions include:

Implementing LEAN End-to-End: Infrastructure for Governance, Accountability and Results - Rob Denson, President Des Moines Area Comm. College

Leaning Forward-Improving Service - John Helbling, Dir. Field Engineering, Alliant Energy/Interstate Power & Light

Leaning Healthcare-Proven Success Strategies - Vicki Baum, Indian Hills Community College

Keep Iowa Growing—Manufacturers LEAN the Way - Panel facilitated by James Scott, Consultant, TBM with Cindy Danielson, Hy Capacity, Inc, Terry Durbin, Winegard Company and Kendrig Kneen, Al-jon, Inc.

Lean Transformation-Aligning Your Organization for Success - Dale Crownover

Navigating Change - Jenny Sharp, Pella Corp.

Visual Workplace-The Foundation to Improve - James Scott

The LEAN Toolkit - Gene Lesch, Lean Training and Consulting - LLC

More information at: [www.iavalley.edu/lean&growing/](http://www.iavalley.edu/lean&growing/)

IEEE ProCon 2007

## The Leadership Quest

May 1, 2007  
Marriott Hotel on Collins Road

10<sup>th</sup> Annual Professional Conference

Two Parallel Tracks:

Leadership Development – Leadership Skills  
Project Management – Capitalizing on Processes & Methodologies for Project Management

Please visit [www.procon2007.org](http://www.procon2007.org) to register

## Looking for a Job?

ASQ Section 1303 currently has a number of positions listed on its website ([www.quality.org/asq1303.htm](http://www.quality.org/asq1303.htm)). Check back frequently as new positions are added as they come in.



Additionally, the ASQ Career Center is designed to connect employers with ASQ members, the largest, most qualified audience of quality professionals. A free service for members, this unique opportunity to connect with the quality industry's best employers is ideal for both employer and employee.

Get your résumé prepared and check out ASQ's Career Center at [www.asq.org/career/index.html](http://www.asq.org/career/index.html)

*Continued from page 6.....*

**Quality tools and PDSA in the classroom:** 21<sup>st</sup> century learners prepare for creative problem solving in the world ahead by learning and applying quality tools and the Plan Do Study Act cycle of continuous improvement. These CI tools and processes keep productivity at its peak!

Students play a unique role in continuous improvement driven systems. They are not only served by the system, but are active workers and participants in the system. The product they produce is learning, through a dynamic interchange between and among students and their teachers. Learning is focused on "what's most important" and students are able to monitor their performance and

readily observe their academic/instructional progress. Consequently, students become more receptive to learning when they are active participants and learn powerful 21<sup>st</sup> century skills that will prepare them for the world ahead.

What is your definition of continuous improvement and quality?

*Learn more from the American Society for Quality's national "Quality in Education" blog authored and moderated by Jay Marino. View the blog online at <http://www4.asq.org/blogs/edu/>. Sign up for free notifications whenever a new blog entry is posted. Hear what educators around the country are saying about implementing continuous improvement in their systems.*



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For details on above topics, contact

Dick Stump at:

Phone: 319-337-8283, or

E-mail: [StumpRB@AOL.com](mailto:StumpRB@AOL.com)

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of Iowa Section 1303 AND  
Central Iowa Section 1308

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