

April/May 2004 Vol. 3 Issue 7

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Bruce Wedeking: Storyteller, Philosopher, ASQ Certified Software Quality Engineer, Proud Member of ASQ Chicago #1201

Bruce works in software quality & testing for an unnamed communications company. (Like us, you'll just have to guess. All we could get out of him were the initials: S.B.C.) He came to the field of Software Quality after having survived a checkered past which had given him work experience in diverse areas from sales of Computer Aided Design Systems, to Performance Management & Organizational Behavior; including separate stints early in life herding bison and later as a Zamboni driver. As one ASQ Chicago member recently remarked, "Bruce knows things. Things he doesn't know about, he knows someone who does." He is scheduled to make his next presentation to this group in 2006. At this meeting he will explain why.

Joint Meeting with the Illiana Section Main Session for the April Meeting: Topic: Quality Software Creation Presentation by: Bruce Wedeking

In this program, we will look at Quality Software Development "as if" the client were ordering a "magical solution" rather than ordering custom software. In addition to a memorable story or two, we will note how the common tools of Quality can make a big difference in outcomes and client satisfaction.

Though creating quality software isn't magic, thinking of it like magic can help clients of custom software solutions.

"Tales and Topics and Tools, Oh My!"

- Why ME?
- The problem that won't go away
- Stakeholders bearing arms

Magic & Software: It isn't "real" until it is executed 99.9999% is not equal to done

- "Early & Often"
- Requirements come from Missouri?
- Risk = Chance that BAD THINGS WILL HAPPEN. Say it out loud!
- Necessary is Digital. Sufficient is Analog.
- Knowing the map • Experience with the terrain
- TOOLS

Visit our website: www.asqchicago.org for more information on the Chicago Section

**April Advance Session:
Voice of the Customer Management
By: Manu K. Vora, Ph.D., M.B.A., ASQ CQE,
ASQ Fellow and Past Vice President, ASQ**

Chairman and President, Business Excellence, Inc.

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Abstract

This presentation is designed for business professionals who want to explore why, what, and how of customer satisfaction to sustain organization focus on effectively serving their customers. You will learn key elements of a successful customer satisfaction management program. A Voice of the Customer (VOC) model will be presented. You will understand critical needs to manage customer satisfaction to improve the bottom line and learn the secrets of delivering world-class customer service. Best-in-class case studies will be shared. You will get a clear understanding of implementing a successful VOC Management process for your enterprise.

Biography

Dr. Manu Vora is Chairman and President of Business Excellence, Inc., a global quality management consulting services firm. He has over 30 years of leadership experience in telecommunications and chemical processing industries. Manu has guided Fortune 500 companies (AT&T Bell Laboratories and Lucent Technologies) with Baldrige assessment in the areas of customer satisfaction, employee well-being and satisfaction management, and continuous process improvement. He served as a Vice President at the American Society for Quality (ASQ) National Board of Directors from 2000-2002. He also served as a Chairperson for ASQ Chicago Section. He is an ASQ Fellow and Certified Quality Engineer (CQE). Manu served as a Chief Judge at the Illinois Team Excellence Award Program from 1993-1999. He presents quality management topics to local, regional, national, and international audiences.

Manu holds an MBA with Marketing Management from Keller Graduate School of Management in Chicago, M.S. & Ph.D. in Chemical Engineering from Illinois Institute of Technology (IIT) in Chicago, and B.S. in Chemical Engineering from Banaras Hindu University in India. As an Adjunct Faculty, he teaches "Quality Management" in the MBA Program at the Stuart Graduate School of Business at IIT in Chicago. Manu is a Member of the Board of Advisors of CASS Program at the Broome Community College in Binghamton, NY.

Manu gave the commencement address at Keller Graduate School of Management at their Milwaukee Center in June 2003. He has been recognized with numerous awards and honors from ASQ: "2001 Grant Medal" from ASQ Awards Board, "2002, 2001, 1996 & 1995 Testimonial Awards" from ASQ Board of Directors, "1994 Joe Lisy Award" & "1993 Founder's Award" from ASQ Chicago Section, and "1992 Annual Merit Award" from Chicago Association of Technological Societies. During his tenure at AT&T Bell Laboratories and Lucent Technologies, Manu has been recognized with many awards - most notably Employee Excellence Awards, advancement to Distinguished Member of Technical Staff, and Engineering Supervisor position. He is listed in "Who's Who in the World", "Who's Who in America", "Who's Who in the Midwest", "Who's Who in Science and Engineering", "Who's Who In Executives and Businesses", and "American Men and Women of Science". He received the prestigious J. N. Tata Endowment Scholarship in India for his graduate work in the United States. As a founding Director and President of Blind Foundation for India, Manu has raised over \$2 million to help visually impaired people in India.

Another Networking Opportunity at the Chicago Section General Meetings

The March meeting marked the introduction of an opportunity for either those who have employment opportunities or those who are seeking employment. By means of a simple red or green dot on your name tag, you can quickly identify those who are seeking to network employment positions. In addition, positions have been presented on flyers available at the registration table or announced during the business portion of the meeting. In this way, some of our members have been able to secure a new job position. Please come and take advantage of the networking activities your section meetings provide.

Chicago Section's Contribution to the American Society for Quality

By Ron Tozydlo (second in a series)

I recently had the opportunity to dine with two long-time members of the American Society for Quality (ASQ) Chicago Section. During dinner and for quite some time after, Bill Lieberman, Gil Sorber and I discussed their involvement in quality and the Chicago Section, as well as exchanged numerous stories and personal perspectives on quality. Highlights of our discussion follow that include insights to the early evolution of quality in Chicago.

Although the Chicago Society for Quality Control began two years before the formation of the American Society for Quality Control (ASQC, the term "Control" was removed in 1997) and was a founding section, Bill Lieberman and Gil Sorber did not join ASQC until 1951, and have been members ever since. Their lack of membership during the first five years of the Society did not detract from their knowledge of its early history, however.

They explained that many early members of the Chicago Society for Quality Control had previously enrolled in the five-day War Production Board training courses during and after World War II at such locales as the University of Illinois, the Illinois Institute of Technology, the University of Iowa, and the University of Michigan. The formation of the Society was an extension of this quality training as well as an integration of others interested in quality whom had been meeting once a month at Northwestern University.

Bill Lieberman spent most of his professional career in quality. He began as a quality director for a capacitor company in Chicago, later worked at a manufacturer of tape recorders and then worked at Armour and Company for twelve years. It was during his last couple of years at Armour when Bill deviated from the quality profession slightly, working in the operations research department. Bill returned to quality when he accepted a job at Abbott Laboratories as a Senior Corporate Quality Consultant where he worked for twenty-three years.

Bill not only worked professionally in quality, he also volunteered as a teacher and has held various other positions in the Society throughout the years. Bill serves as a member of the Chicago Section Board till this day, and I enjoy interacting with him on a regular basis and listening to his "quality" jokes.

In his role as a teacher, Bill was instrumental in the "Two-Day" program in statistical quality control offered by the Chicago Section. The "Two-Day" program, first offered in 1946 and remaining yet today, continues to convey our section's proud heritage. Throughout the 1950's and 1960's, each year hundreds of students took advantage of the program. One of the reasons the program was developed was to offer training to a broad range of students. A 1961 survey of Chicago area universities conducted by a Section member indicated that only three out of five offered quality control courses and only to students with a background in calculus. Many of those making useful applications of control charts and acceptance sampling plans, as examples, did not meet those prerequisites. Many students not having a calculus background, as well as many that did, took advantage of the Chicago Section's "Two-Day" programs' offerings.

Mr. Lieberman and a colleague developed and presented the Chicago Section's first course in Quality Management in 1963-1964. Later in 1967 Bill became the Chicago Section's Training Institute Director and held the position for thirteen years. It was during this tenure that Bill implemented the reimbursement program to instructors and staff that paid them for the expenses incurred for traveling and food. Although Bill maintained that helping others in the quality field was a professional obligation and not an additional source of revenue, he realized that one should not endure continual personal expense. Bill continued teaching throughout this period and was again selected as the Director of the Section's Training Institute from 1994-1997.

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Although Bill's involvement in the training program was immense, he still found time to serve the Chicago Section in other ways. He has held various positions on the Board including Chair and was a Deputy Regional Director of the American Society for Quality Control, serving Region 12 that includes sections in Illinois, northern Indiana, Wisconsin, and parts of Minnesota and Iowa.

Like many quality professionals in the early era and continuing yet today, Gil Sorber, a soft-spoken gentleman who commanded my attention throughout and after dinner, did not begin his professional life in quality. Gil started his professional career as a Plant Chemist at Corn Products in Argo, Illinois. He had always enjoyed mathematics and statistics, but indicated that back then pursuit of these sciences was usually limited to academia. After serving in World War II he spent some years employed as a chemist at a few different companies.

In the early 1950's Gil became employed at Ordnance Ammunition at the Joliet Arsenal in Joliet, Illinois where he was involved in determining the quality of ammunition manufactured for the United States military. He conducted range and accuracy experiments, which were undertaken to prevent the recurrence of the fatal results experienced in World Wars I and II from weapons discharging as they were fired. "Military personnel returning from World War I were not giving a "V" for victory sign with their hands," Gil stated, "they were expressing that two percent of all US casualties resulted from weapons discharging as they were fired." Gil's experiments determined that surface smoothness, copper-ring fixation, and the ballistic quality of the propellant were all critical-to-quality parameters.

After working at the arsenal, Gil accepted a position at Western Electric's Hawthorne Works plant in Cicero, Illinois as a Quality Engineer. Throughout his career at Western Electric, Gil was promoted to positions of increasing responsibility, eventually accepting the position of Corporate Quality Consultant that entailed much travel to various locations. Although Gil's career did not overlap with Joseph Juran's at Western Electric, Gil has retained a copy of Juran's book that was used for quality training. He had interacted with other quality gurus at Western Electric, which included attending quality meetings with Harold Dodge. He also made me laugh when he told a story involving the former Director of Quality Assurance at Hawthorne, George Edwards.

Like Bill Lieberman, Mr. Sorber was involved in the Chicago Section's quality control training program. He was the first teacher for the more formalized sixteen-week program offered by the section initially in 1961. The formalized program included a Section-approved course outline, the use of a standard quality control textbook (Gil chose Eugene L. Grant's *Statistical Quality Control*), and culminated with the receipt of a Section Certificate earned by passing a written examination. Eight years later in 1968, the Society followed suit by introducing the Certified Quality Engineer (CQE) program.

After meeting at a Chicago Section meeting in the early years of the Society, Mr. Sorber and Mr. Lieberman have remained friends and colleagues for over fifty years. Both have contributed much to the development and evolution of the Chicago Section throughout those years. I feel privileged to have been able to sit down with Gil and Bill to discuss the history of quality in the Chicago area and I thank both of them for giving me the opportunity.

REMINDER:

No Newsletter or General Meeting in the month of May.

Attention Readers:

Subscription to the newsletter is provided as long as your membership is registered with the Chicago Section. Your address and other contact information is maintained at the ASQ headquarters.

Please contact them with any changes at: ASQ

P.O. Box 3005

Milwaukee, WI 53201...or call Customer Service @ 800-248-1946.

The newsletter will be issued for: September, October, November/December, January, February, March, April/May, and June for the 2003-2004 year.

Submissions to the newsletter are welcomed. You may send them to: newsletter@asqchicago.org

REGISTRATION INFORMATION

April 14 General Meeting Agenda:

5:30-6:30 p.m.	Check-in
6:00-6:30 p.m.	Advanced Session
6:00-6:45 p.m.	Section business meeting
7:00-8:00 p.m.	Dinner
8:00-9:00 p.m.	Main program

Location:

Place: THE LEXINGTON HOUSE
7717 West 95th street
Hickory Hills IL .60457
Phone: 708-598-4150

Directions: Take Interstate 294 and exit at 95th Street westbound. Continue less than a quarter mile to arrive at the facility.

Cost: *Preregistered members, \$25; preregistered nonmembers, \$30;*
(Price night of the dinner for walk-ins: members, \$30; nonmembers, \$35)

- **Registration by phone:** Make your reservation by calling 847-358-7000 by *Friday, April 9, before 5:00 p.m.* Leave a message as directed if no one is available to take your call. Please include your name, company name, whether or not you are an ASQ member, a return phone number, whether or not you are bringing guests, (and if so, their names and membership numbers if applicable). You can also save some time at the registration table by including your credit card number with your phone registration. Visa, MasterCard, and American Express are accepted. *The Discover card is not accepted.*
- **Registration on-line:** Go to <http://asqchicago.org/onlinereg.htm> and complete the required information.
- **Registration by FAX:** Use form below.
Registrations received after the deadline are subject to availability. No refunds will be made for cancellation after the deadline or no-show at the meeting. If you wish to attend without dinner, there is no charge. Additionally, special provisions are available for unemployed members.
Please address questions to: James Persaud at 847-673-2718 X 731 or
by e-mail at JPersaud@mpcproducts.com

Fax Registration Form for April General Meeting at the Lexington House of Hickory Hills

Name: _____ Company Name: _____

Return Phone Number: _____ Membership Number (if applicable): _____

Number of Reservations: Member _____ Non-member: _____

Additional Requirements: _____

Fax your form to ASQ at: 847-202-0590

This area is for the postal information and remains blank

Scheduled Programs for 2003-2004 <i>Do you have questions regarding the meetings ? Please contact James Persaud at: 847-673-2718 Extension: 731 Registration information and FAX form is on page 5 And when your newsletter isn't at hand visit us on the web!</i>	Date	Location	Program Topics Main Meeting / Advance Session
	September		Lean Manufacturing/ Presentation of the Chicago ASQ and SPE Boards
	October		Personal Quality Improvement/ Recognition and Awards
	November		Macro-Asset Perspective/ Implementing an Effective Reliability Program
	January		Education Night by the Training Institute/ Surviving the Supplier Challenge
	February		Job Panel/ Preparing for the Unexpected
	March		Building Personal Resilience/ ISO/TS 16949
	4/14/04	THE LEXINGTON HOUSE	Quality Software Creation/ Voice of the Customer Management
	6/04	TBA	Joe Lisy Awards Dinner