

Saginaw Valley Quality Source

Saginaw Valley Section 1004 Newsletter

Volume 1

September 2002

Dinner Meeting Notice

Date: Wednesday, September 18, 2002

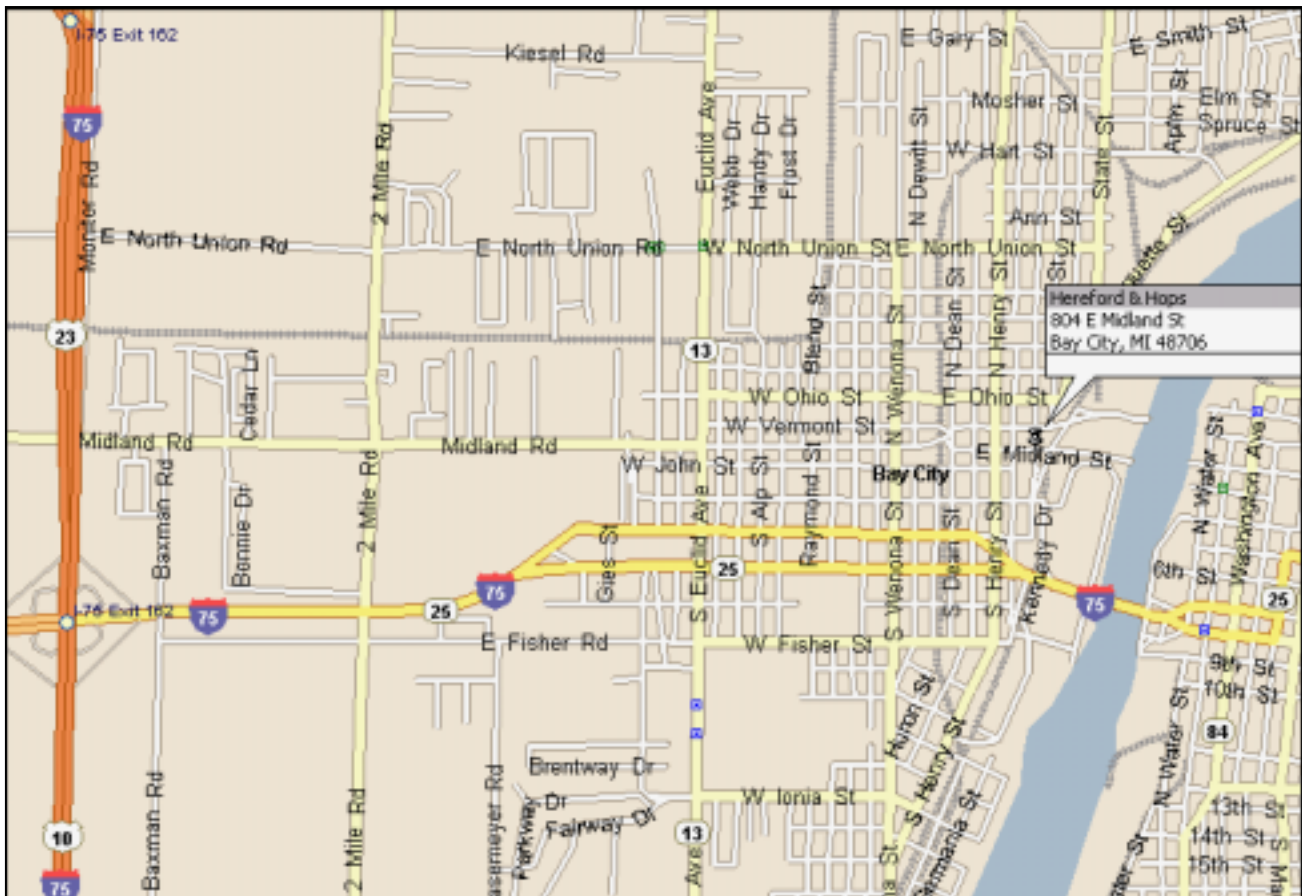
Location: **Hereford & Hops**

There will be a cash bar available from 6:00 to 6:30.

Agenda:	6:00 PM Social Time
	6:30 PM Business Meeting
	7:00 PM Dinner
	7:45 PM Speaker

Dinner will be: Grill your own fish or chicken, or pick and grill your own steak
Salad Bar w/ baked potatoes, sweet potatoes, and bread

Cost is \$17.00 for member's w/reservations and \$19.00 for members and non-members at the door. Please call Shelly Bennett at (989) 496-8202 by Friday September 13th for Dinner RSVP and leave a message.



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Developing Work Instructions for Alliterate Users

Introductory Speaker:
Patrick Sweeney

"Two of every five Americans are (functionally) illiterate. An even greater number are alliterate-able to read but not interested in doing so"

Managing Corporate Aliteracy- By Brian McKay

www.dominopower.com/issues /issue200108/aliteracy

Aliteracy is the paradox of being able to read but choosing not to. In America, aliteracy is a growing phenomenon caused by time pressure, lack of concentration, distractions and poor reading skills.

In parallel with the rise in aliteracy, American industry pours out an increasing flood of written technical instructions to design, build, sell, purchase, install, operate and maintain products of every description. Typically, these instructions are mostly written words that a user must read to perform a task, fix a problem or follow a procedure. But under typical job conditions of pressure and distractions, users won't read text-heavy instruction. Instead of reading, these users will guess or start a trial and error solution. Chances are, whatever they do will be wrong and result in a costly loss of efficiency, accuracy, productivity and quality.

This program presents the case that aliteracy is on the rise, that reading skills of workers are declining and that conventional, text-heavy instructions are less effective then ever. As a solution, this program reports on an innovative approach for developing better work instructions. Integrated Instructions merge limited text and graphics into a single, inviting focus that helps users work faster, easier, safer and more accurately. The program includes case histories, before-and-after examples, and suggestions for developing more effective work instructions.

Patrick Sweeney is an ASQ member and President of the Bishop Company, a Kalamazoo-based technical documentation and training company. He is a noted writer and speaker in the field of work instructions and document usability. Sweeney's other professional affiliations include Society of Technical Communication and the Society of Manufacturing Engineers. His education includes a B.S. in Mathematics and Chemistry from Central Michigan University and MBA from the University of Michigan.

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The following is a listing of the Executive Committee members for the 2002-2003 fiscal year. If you have any questions, please feel free to contact any committee member.

Section 1004 Executive Committee 2001-2002

Greg Rovoll	Section Chair	(989) 757-5951	Karl Eckerle	Recertification	(989) 758-3630
Todd Bero	Vice Chair	(989) 667-0267	Christine Eckerle	Section Management	(989) 686-9442
Jean Esckelson	Treasurer	(989) 757-3384	Troy Rohn	Publicity	(989) 757-3095
Jim Galm	Education	(989) 757-5691	Barb Amberg	Past Chair	(989) 757-4645
Rudy Salinger	Secretary	(989) 631-4135	Ken Zimmer	Student Sections	(989) 757-6102
Bill Menzl	Membership	(989) 496-5804	Bill Menzl	On-line Chair	(989) 496-5804
Shelly Bennett	Programs	(989) 496-8202			

From the Webmaster/Membership Chair:

Please take a moment and subscribe to the electronic newsletter. To do this, visit <http://www.asq1004.org> and sign up under the **Newsletters** link.

Also available at our website is a link under **Your Membership** where you can update your address (and e-mail options) information and a link under **Dinner Meetings** for making reservations online!

Any questions can be sent to webmaster@asq1004.org.
Thanks!

A Message from the Section Chair:

I would like to welcome everyone to a new program year with the ASQ. We have some great dinner meeting locations and very interesting topics this year. Shelly Bennett has worked very hard to bring us a great variety of locations and some great speakers too. Please join us for our first meeting on September 18th at *Hereford & Hops* in Bay City and check out the dinner meeting schedule for the entire year on the last page of the newsletter or at our web site at <http://www.asq1004.org>. I am looking forward to working with all of you to make this an enjoyable year.

Greg Rovoll

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EASTERN MICHIGAN UNIVERSITY

MS Degree in Continuous Improvement (Quality) Methods

Join other professionals in post-graduate study culminating in an MS degree with a major in Quality. The program is currently offered in Ypsilanti, Livonia, and on-line via the Internet. It has also been offered at other public sites in Michigan and at dedicated corporate locations. Please call for further information if a corporate site better suit your needs.

Our students are typically mid-career individuals with quality-related responsibilities in areas such as manufacturing, social services, education, construction, food services, finance, government, healthcare and printing. The curriculum consists of 30 semester hours and includes: Value Analysis, Cost of Quality, Human Factors in Continuous Improvement, Lean Practices, Customer Satisfaction, Quality Systems: Practice & Theory (TQM), Quality Planning, Operational Auditing, Statistical Process Control (SPC), Design of Experiments, Geometric Dimensioning & Tolerancing, Reliability, Research Methods, and a capstone research project or thesis. The program can be tailored to meet the diverse needs of any organization seeking to improve. Those applying to the program must have a baccalaureate degree with an overall grade point average of 2.5. Note that individual courses may be taken prior to admission to the graduate degree program.

For further information, send e-mail to Bob Chapman at: CHAPHOOK@AOL.COM, or call the Department of Industrial Technology at: 734-487-2040.

Advertising space available in this newsletter

Circulation 400+

1/8 page	\$35.00 month
1/4 page	\$75.00 month
1/2 page	\$140.00 month
Full page	\$200.00 month

For more information about space, contact:
Troy Rohn, ASQ CQE, CQA
Delphi Automotive, Saginaw Steering Systems
troy.rohn@delphiauto.com
(989) 757-3095

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Date:	Location	Topic	Presenter
September 18 th	Hereford & Hops- Bay City	Training for Alliterate	Pat Sweeney
October 9 th	Broad Street North- Flushing	Customer Expectations	Jan Hoggard
November 13 th	Damon's- Saginaw	On-line Security	
December 11 th	Heritage House- Chesaning	Actuaries	
January 8 th	Hereford & Hops- Bay City	MDOT- Highway Material Testing	
February 12 th	Center for the Arts- Midland	Amphibian Studies	Lori Sargent
March 12 th	Zehnder's- Frankenmuth	Migratory Bird Analysis	Ray Adams
April 9 th	Daniel's- Flint	Quality of Testing: Asbestos	Jeff Frazier
May 7 th	Tuscany- Midland	Recognition Night	

CQA Refresher Course

We would like to try something new with the CQA Refresher Course. Since a lot of our membership already has background with auditing concepts and experience with auditing, we would like to offer an abbreviated course that just addresses preparation for the CQA exam, which is offered in December and June. We would meet on 3 Saturday mornings beginning in late September. Since the class will be shorter and more self-directed, the cost will be less also. We will offer the class for \$250 per student for ASQ members and \$300 for non-members. This includes the study primer. The class would be offered at a location to be announced in the Bay City, Saginaw, and Midland area.

If you are interested in finding out more about a CQA refresher, please contact Greg Rovoll at 989-757-5951 or email greg.rovoll@delphiauto.com.

American Society for Quality

Saginaw Valley Section (1004)

P.O. Box 14947

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