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<b>Write in track preference</b> (not binding)

For additional attendees on the same check, send their information on separate pieces of paper in the same envelope. For three or more on the same check, the discounted fee is \$125.00 per person.

Send check or money order payable to MiQ2002 for \$150.00 per person (or see above):

Mail to:

Quality Conference  
9910 Shadyside  
Livonia, MI 48150

For additional information call or write:

Phone 734-522-0587

Email: [tschoenfeldt@juno.com](mailto:tschoenfeldt@juno.com)

WHERE IS QUALITY IN MICHIGAN?

Find out by coming to  
**Michigan's 3rd  
Annual Conference  
on Quality**

**October 10, 2000**

**8 AM to 4:30 PM**

**Speakers in Multiple Tracks**

In

**The Patio Classrooms  
of Madonna University  
14221 Levan Road at I-96  
Livonia, Michigan**

# Michigan's 3<sup>rd</sup> Annual Conference on Quality

## All Track Speakers in the Patio Classrooms

7:30	<b>Registration and Continental Breakfast</b> <b>Welcoming Remarks in the Dining Room</b>		
	<b>Software Track</b>	<b>Automotive Track</b>	<b>Standards Track</b>
8:30	<i>Software and Document Inspection</i> - Darcie DiBasio, C.S.Q.E	<i>Lean Manufacturing</i> - William (W.E.) Cowell	<i>TS 16949:2002</i> - Dan DeMartin
9:30	<b>Break</b>		
9:45	<i>Extreme Programming</i> - James Goebel and Rich Sheridan	<i>Six Sigma (DFSS)</i> - Subir Chowdrury	<i>ISO/TS 16949:2002 Continued</i>
11:00	<b>Lunch in the Dining Room</b> <b>Luncheon Speaker</b>		
12:45	<i>Prioritizing and Selecting Test Cases</i> - Louise Tamres	<i>Overview of Quality Tools</i> - Jerry Bowen, Jim Oxenrider and Jim Imboden,	<i>ISO 9001:2000</i> - Joe Solly
1:45	<b>Break</b>		
2:00	<i>Demystifying the role of Six-Sigma with CMM</i> - Gershon Blumstein and Kazam Mirkhani	<b>FMEA</b> - Clem Goebel and Paul Haviland	<i>ISO 9001:2000 Continued</i>
3:15	<b>Wrap Up - A Panel of the Speakers to summarize the day in the Dining Room</b>		
4:15	<b>Closing Remarks and Drawing for gifts</b>		

## Tell me about the speakers and their topics!

**Gershon Blumstein** has an extensive background with medium to large multidivisional companies in domestic and international operations and is skilled in many areas. **Demystifying the role of Six-Sigma with CMM** will cover the fundamental questions and answers on the strategic and tactical approach of Six-Sigma. Presented with **Kazem Mirkhani**, they will provide an awareness of the structure, methodology, process, and tool set of the 6s program, and show the appropriate statistical analysis to evaluate your metrics based on the requirements and 6s statistical measure. Mr. Mirkhani has a unique combination of more than 25 years of formal training and practical experience in Information Technology, university, and automotive industries.

**Jerry Bowen** from GM, **Jim Oxenrider** and **Jim Imboden**, both retired from GM will present **An Overview of Quality Tools** using a manipulation game with toys to demonstrate the tools.

**Subir Chowdhury** is the Executive Vice President of American Supplier Institute and the author of "*The Power of Six Sigma*, which has been translated in more than 15 languages and *The Power of Design for Six Sigma* to be released in Nov. 2002. His most recent book, "*Design for Six Sigma*," will be his topic for this conference. **William (W.E.) Cowell** is Ford Production System Lean Manager, Dearborn Assembly Plant. He was launch manager for Heritage Project and wrote his Master's thesis on **Lean Manufacturing** in the UK.

**Dan DeMartin** is the Manager of Registration Operations at Deloitte & Touche Quality Registrar Inc. He is an ISO 9000 Lead Assessor, an AIAG/QS-9000 Auditor, QS-9000 Tooling & Equipment Lead Assessor, an ISO 14001 provisional auditor, and TL9000 auditor. Before joining Deloitte & Touche QRI, Dan served in several quality management positions with automotive supply companies including more than 30 years in various engineering, quality and executive management positions. He will present **TS16949**.

**Darcie DiBasio, C.S.Q.E.** is lead consultant of DiBasio Group, a consulting firm. **Software and Document Inspection:** The Inspection Process is absolutely essential for any organization trying to improve both the quality of software and the processes by which the work is produced. Unfortunately, misunderstandings and false preconceptions about the Inspection Process often create barriers to effective implementation. This session will cover the basics of the Inspection Process, why it is so important to quality and productivity, overcoming common barriers, and

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Section 1000**

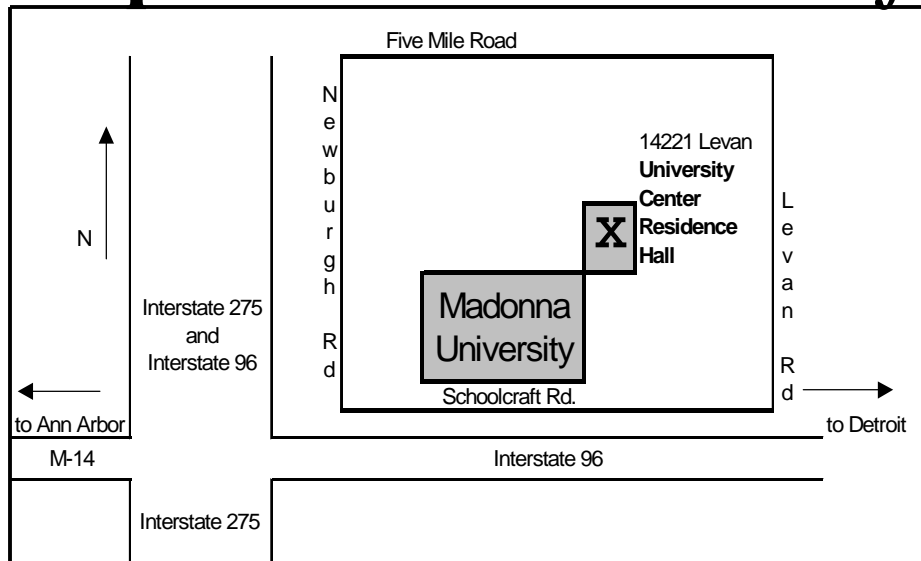
**American Society for Quality,  
Automotive Division**

**American Society for Quality,  
Software Division**

**Michigan Quality Council**

**Madonna University**

# Map to Madonna University



Patio Classrooms being used for the Conference are in the University Center building, enter second driveway on left going North on Levan Rd.

## Suggestions for an overnight stay:

Quality Inn, Plymouth Road, Livonia, 734-261-6800.  
Ask for Gary Ward for special rate for this conference of \$69 a night.

Holiday Inn, 6 Mile Road (Laurel Park Dr.), Livonia, 734-542-0992.

Livonia Marriott, 6 Mile Road (Laurel Park Dr.), Livonia, 734-462-3100.

Embassy Suites, 7 Mile Road (Victor Parkway), Livonia, 734-462-6000.

what is needed for a successful implementation.

**Clem Goebel**, with the Goebel Consulting Group, has worked 20 years in OEM quality at General Motors, White Motor Truck, Deere & Co., and Massey Ferguson. His **FMEA** presentation is "FMEA - an effective prevention tool versus a documentation requirement. -The 'Smoky the Bear' of the quality arsenal." His co-presenter is **Paul Haviland**, with the Haviland Consulting Group. Paul contracts to Ford Motor for Systems Engineering, 8-D, Six Sigma Black Belt 'train-the-trainer' and is Master Instructor for FMEA.

**James Goebel**, co-founder of Menlo Innovations in Ann Arbor, Michigan, and **Rich Sheridan** who has had a 20-year career in the software product development industry will present **Extreme Programming**. They say Management can often be frustrated by the inability of software development teams to respond quickly to changes in requirements while actually the so-called software development team is not a team but merely a group of individuals related by an organizational chart. This presentation recounts one development organization's transformation from names on an organizational chart to a high performance team using the practices of Extreme Programming.

**Joe Solly** is a Vice President at Deloitte & Touche Quality Registrar and a RAB Certified Lead Assessor of ISO 9000, QS 9000 and ISO 14000 management systems. Joe is based out of the Detroit, MI group and is responsible for managing client services, business development and operational control for the USA. He will present the **ISO 9001:2000** sessions.

**Louise Tamres** has 19 years experience in software engineering, specializing in software testing and software process improvement.  
**Prioritizing and Selecting Test Cases:** For most projects it is nearly impossible to execute all of the test cases. The true art of software testing is to select a meaningful subset of test cases that are most likely to uncover problems, thereby reducing the total number of tests while maintaining confidence in the product's operation. Several techniques exist that help identify and prioritize key testing areas.