

Chairman's Corner



A special thanks to both Rod Baxter of The Hoover Company and Bill Exposito of Aultman Hospital for taking time out of their busy schedules to speak at the Section's February Technical Clinic And Dinner Meeting. Both presentations were excellent and we had our highest attendance of the year. I would, also, like to thank Greg Jevnikar, our Healthcare Liaison for the Section, for all the time and effort he put into making the meetings a success.

This month Vera Teachout, our Professional Development Chairwoman, will speak about The Re-Certification Process at our Technical Clinic. Jeff Massoni, the Quality Manager at Mansfield Screw Machine Products, will present Project Teaming at the Dinner Session.

I hope to see everyone at the dinner meeting.

Chuck Estep (CQE, CQA, CQT, CMI)

Section Trivia

Jerrold Hoover, Section Database Administrator

Akron-Canton Section Members : By Job Title And Job Function

Job Title	Number	%	Job Function	Number	%
Manager	231	32.7	Quality/QC/QA	398	56.3
Engineer/Stats	119	16.8	Management/Admin	71	10.0
Analyst/Tech	87	12.3	Engineering/Design	39	5.5
President/Dir	61	8.6	Inspection/Audit	32	4.5
Inspector/Auditor	55	7.8	Mfg/Operations	22	3.1
Staff/Coordinator	38	5.4	Consulting	22	3.1
Supervisor	25	3.5	Technical	18	2.5
Consultant	23	3.3	Marketing/Sales	14	2.0
Professor/Instr	7	1.0	Lab/Analysis	12	1.7
Chemist/Scientist	3	0.4	Education/Training	8	1.1
Others/Retired/None	58	8.2	Others/Retired/None	71	10.0

ASQ Spring 2004 Conference

The Akron-Canton Section spring conference was held on Friday March 19, 2004, at the Kent State University Stark Campus Professional Education and Conference Center. The conference featured multi-track presentations on Analysis and Evaluation Techniques for the Quality Professional and a second track on Expanding Your Professional Horizons. The conference featured speakers from Smart Solutions, NCK Consulting, Summit Business Consulting, SGS Tool, WINCO and NASA. Also featured were several exhibitors who displayed a wide selection of quality tools and reference books.

My thanks to the volunteers from our section, the speakers and the attendees who all took time away from their busy schedules to make the conference a success.

Please plan on joining us on October 22, 2004, for the fall conference. If you have any suggestions for topics or speakers that you would like to have featured please contact any member of the board.

Chuck Estep

ASQ Certification Exams Coming June 5th Application Deadline Is April 9th !!!

**Calibration Technician (CCT) ... Quality Auditor (CQA) ... Quality Engineer (CQE)
Quality Improvement Associate (CQAI) ... Software Quality Engineer (CSQE)**

Receive Application Forms And Information From ASQ National

Don't Forget Your Technical Clinic & Dinner Meeting

Thursday, April 15th

356th Fighter Group Restaurant

4919 MT. PLEASANT ROAD - NORTH CANTON, OHIO 44720

TECHNICAL CLINIC

5:30PM - 6:30PM

"The Re-Certification Process"

**Vera Teachout (CQE/CQA)
Customer Service Manager
The Timken Company**

Free Admission

DINNER MEETING

6:30PM - 8:30PM

"Project Teaming"

**Jeff Massoni (CQT)
Quality Manager
Mansfield Screw Machine Products Company**

\$20 Admission

Make Reservations To Attend Through Either Your PACT CONTACT * Or The Section Web Site.

* PACT CONTACTS

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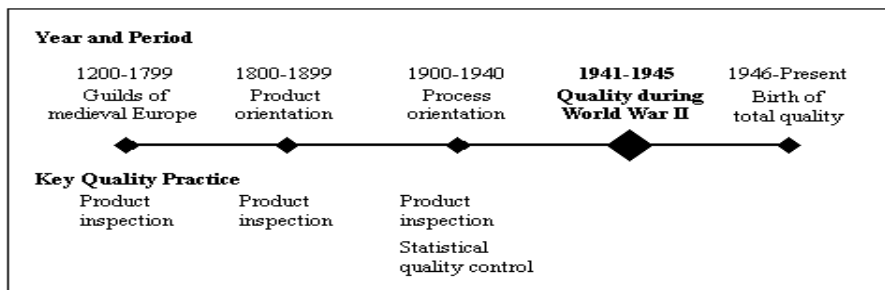
Dinner Speaker Bio: Jeff Massoni is the Quality Assurance Manager at Mansfield Screw Machine Products Company (MSM) in Lexington, Ohio. MSM is a fourth generation business started in 1945 and currently under the leadership of CEO Rick Witchey.

Jeff is an ASQ Certified Quality Technician with 20 years of Quality Assurance experience in Automotive and Non-Automotive environments.

Jeff has Quality Assurance experience in Metal Stamping on Single, Double and Triple Action Presses, Fiberglass Compression Molding, Transfer, Injection and Compression Molding of Rubber Elastomers, Plastic Injection Molding, Paint Line and Assembly processes.

Jeff is versant in ISO & QS quality standards. MSM is registered to ISO 9001:2000 (without design) maintaining the registration through three surveillance audits.

THE HISTORY OF QUALITY



**Source:
Quality 101**

Quality During World War II:

After entering World War II in December 1941, the United States enacted legislation to help gear the civilian economy to military production. At that time, military contracts were typically awarded to manufacturers who submitted the lowest competitive bid. Upon delivery, products were inspected to ensure conformance to requirements. ... **(continued on back)**

Customer Complaints: A Powerful Tool To Improve Customer Loyalty

Nick Koumoutzis (CQM) – NCK Consulting, Inc.

Customers have a lot of choices these days. The internet alone has given each one of us the ability to compare products, prices and locate the closest outlets before we step foot outside of our homes!

How can a company hope to find customers, deliver to them what they want and keep them coming back? Marketers use many techniques to target their audience and pull them in for the sale. Ultimately though, customer loyalty comes down to trust and a feeling of comfort that their needs are taken care off .

Listen to your customers and I mean really listen! Don't assume that if they are dissatisfied they will tell you so. Look for subtle hints and disguised messages. Studies show that the majority of unhappy customers don't complain, they just take their business elsewhere.

Use a few simple steps to get you thinking in the right direction:

STEP 1:

- a) Look for direct or disguised threats the customer will switch brands or service suppliers, whether carried out or not. The threat itself raises a concern that the dissatisfaction may become serious enough to impact loyalty in a negative way.
- b) Look at feedback cards and ask whether the customer would recommend the product or service to others. These tools are probably the most effective means of evaluation. If customers respond that they would not recommend the product then a problem exists.

If either or both of the above are evident in very small numbers relative to customer base, the situation is not worth worrying about. But if evidence exists in some significant numbers, then further action is required.

STEP 2:

Try to estimate how widespread the problem is. This can be done in a couple of ways:

- a) A direct survey of customers either by calling or using the web is the best method but can be time consuming.
- b) An indirect method is to periodically survey customers about problems they have encountered and where they complained (if they complained). Some combination of direct and indirect method will give you the best result. They key is to project the complaints to the number of instances in the marketplace.

STEP 3:

Examine the information to figure out the cause of the problem. The more information you gather in step 2 the easier it will be to determine that. Examples may be: Is it a design or a training issue? Did it fail under reasonable use? Did the customer maintain the item properly? Does the customer have different expectations about the product or service?

STEP 4:

Determine the solution and evaluate the resources necessary to bring it to a close. Just be careful that you evaluate the cost of fixing the problem in terms of human and capital resources versus the impact it has on the rest of the business. Remember, you need to fix the problem but not neglect the rest of the business in the meantime.

STEP 5:

Keep listening to your customers for signs of problems and repeat this cycle when you spot something out of the ordinary. This is by far the most important step. Repeating the loop over and over again. Not only you will get better at addressing problems but you will also find the right process that works for you.

Becoming more customer centric is an ongoing journey. It is not something that can be accomplished through a one time project. It's a methodology and a variety of tools that starts when you first make contact with a potential customer and continues after you make the sale. But if you use the above steps you will lay the foundation toward keeping your customers satisfied and coming back. In the long run, this repetition will pay off in a big way.

NCK Consulting, Inc. specializes in teaching companies practical, proven strategies for improving processes and boosting the bottom line. Using continual improvement techniques and other quality tools we help organizations become world-class companies by satisfying customer requirements. For more information about NCK Consulting, Inc., call (330) 327-3060, or visit our website at <http://www.nckconsulting.com/>.

**It Is Common Sense To
Take A Method And Try It.
If It Fails, Admit It
Frankly And Try Another.
But Above All, Try Some-
thing.**



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**ASQ Akron/Canton
New Members**

February - 2004

David J Deiters
Ann M Fry
J Matthew Garran
Sharon L Jordan
Gary E Lenhart
Brigette D Wicks

MK Morse
Ben Venue Laboratories
Hitachi Construction Truck Manufacturing
The Timken Company
Gerdau Ameristeel Bright Bar
Automotive Sourcing Management Group

**The Time To
Repair The Roof
Is When The Sun
Is Shining.**

- John F. Kennedy

The History of Quality... cont from pg#2.

During this period, quality became a means to safety. Unsafe military equipment was clearly unacceptable, and the armed forces inspected virtually every unit of product to ensure that it was safe for operation. This practice required huge inspection forces and caused problems in recruiting and retaining competent inspection personnel.

To ease the problems without compromising product safety, the armed forces began to utilize sampling inspection to replace unit-by-unit inspection. With the aid of industry consultants, particularly the Bell Laboratories, they adapted sampling tables and published them in a military standard: Mil-Std-105. The tables were incorporated into the military contracts themselves.

In addition to creating military standards, the armed forces helped their suppliers improve their quality by sponsoring training courses in Shewhart's statistical quality control (SQC) techniques. While the training led to quality improvements in some organizations, most companies had little motivation to truly integrate the techniques. As long as government contracts paid the bills, organizations' top priority remained meeting production deadlines. Most SQC programs were terminated once the government contracts came to an end.