

# ASQ Youngstown-Warren Section 0805

March 2007

Membership Meeting – March 12, 2007

**Join us for the March meeting of the 2006-2007 year.** The meeting will be held, as usual, on the second Monday of the month at Café 422. All members are invited and anyone else interested in the quality field. Please feel free to invite your associates. This month's topic is customer satisfaction. If you are in charge of improving customer satisfaction for your company or assigned the task of conducting a customer survey – this meeting should interest you and provide the information to help you achieve your goal.

Attend the presentation and the technical meeting at no charge. Dinner is just \$15.00 for members with prior reservations, and \$17.00 for non-members and those not making a prior reservation; with the following menu choices: Italian Sampler, Grilled Chicken, Pork Chops or Broiled Cod (or attend the presentation only at no charge). To make your reservations, please e-mail [jwwaid@earthlink.net](mailto:jwwaid@earthlink.net) **before 5:00 p.m. on Friday March 9<sup>th</sup>**. This can be fast and easy if you just click on the address and when your e-mail form comes up, just put in your reservation(s). Please note there has been a change to our dinner format from previous years. You no longer need to pre-select your choice.

**5:00 – 6:00 PM Pre-Meeting Technical:** The first presentation is on **How Can We Benefit From Measuring Customer Dissatisfaction?** presented by Ted Allen. Everyone today has procedural format used to address customer satisfaction. The requirement is explicit in TS 16949 standards or other. However, if we take the customer satisfaction scores and turn them upside down, we find what percentage of customers are not pleased with the service they receive. Ted will provide some thoughts to improve and more importantly retain, grow or even win back customers. We will compare satisfaction vs. loss surveys and the organizational changes required to positively

impact customers not simply fix internal problems.

Ted Allen is an Industrial Engineer and Certified CQM, CQE, CQA, & Lead Auditor. Ted is currently Plant Manager at General Extrusion, Inc. with TS16949 certification. Ted has a total 30 years QA and Manufacturing experience.

**Dinner will be at 6:00 – 7:00 PM.**

**Presentation at 7:00PM: Managing Customer Relationships.** This session continues on from the pre-meeting technical session, where Michaelleen (Micki) Dom will expand on the process of measuring customer satisfaction/dissatisfaction to include other methods for achieving customer satisfaction. Traditionally companies were product oriented organizations, but today's winning companies will be those that provide excellence in customer experience, service and responsiveness along with a great product. Micki will provide a look at one company's approach to achieving sustained excellence in the eyes of their customers by using a 3 tiered approach – a holistic way to Manage Customer Relationships.

Micki is the Quality/Regulatory Manager for Volk Optical Inc., a medical device manufacturer. Micki is a certified Quality Auditor, Quality Engineer, and Reliability Engineer with over 25 years experience.

[www.asqyw.org](http://www.asqyw.org) Find information about our section and valuable links at our website – check it out.

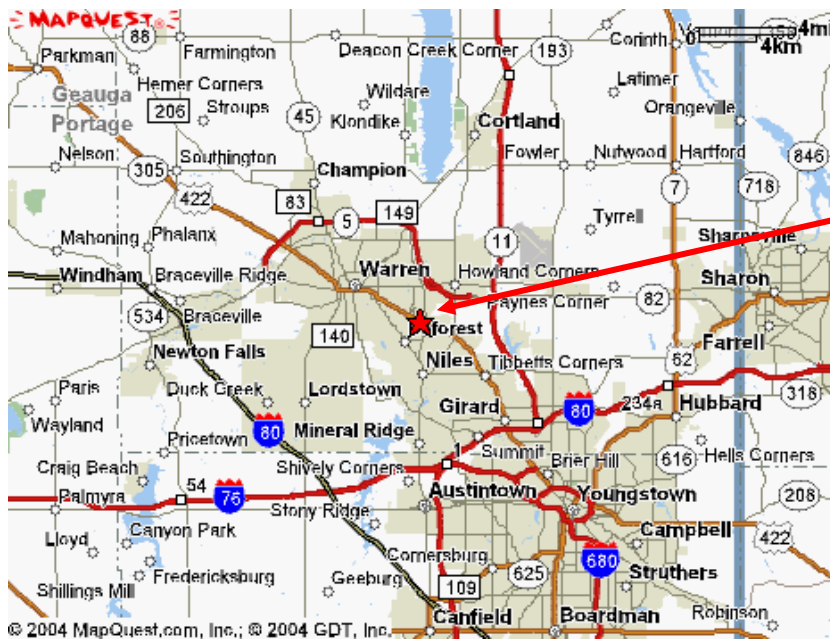
**SECTION OFFICER ELECTIONS:** The election continues to be scheduled for the March meeting. **WE NEED VOLUNTEERS!** Contact Doug Sewell (Nominations) at [dmsewellassoc@cs.com](mailto:dmsewellassoc@cs.com) or call him at (330) 219-4162 by Sunday, March 11, 2007. Thank you.

**Mark your calendar for our upcoming meetings:**

Meeting Date (Monday)	ASQ Mtg. type	Pre-Meeting Topic 5:00 PM	Dinner Topic 6:00 PM
3/12/2007	Dinner	Customer Satisfaction Measurement	Officer Elections For 2007-2008 Managing Customer Relationships
4/19/2007	Dinner	ISO / TS / AS	ISO TS / AS
5/14/2007	Dinner Joint w/ ASM	NONE	Scholarship Awards presented [ Meeting topic TBA ]

**SECTION MEMBER LEADER LIST**

Name	Position	Work phone	Fax or Home	Email
Ted Allen	Chair	330-783-0270	F 330-788-1250	<a href="mailto:tlallen@genext.com">tlallen@genext.com</a>
Lee Helbig	Chair Elect	330-373-4409	F330-372-1754	<a href="mailto:lhelbig@alltel.net">lhelbig@alltel.net</a>
Bill Katko	Vice Chair & Membership	330-530-9118	F 330-530-8181	<a href="mailto:katko@mcdonaldsteel.com">katko@mcdonaldsteel.com</a>
Bob Summers	Secretary	330-782-1127	F 330-782-3061	<a href="mailto:summerbob@aol.com">summerbob@aol.com</a>
Joe Waid	Treasurer & Examiner	440-294-3377		<a href="mailto:jwwaid@earthlink.net">jwwaid@earthlink.net</a>
Jim Odom	Education	330-373-3872		<a href="mailto:jim@jlodom.com">jim@jlodom.com</a>
Micki Dom	Newsletter	440-942-6161	F 440-942-2257	<a href="mailto:mickid@volk.com">mickid@volk.com</a>
Beverly Kiglics	Historian & Internet Liaison		H 330-426-9657	<a href="mailto:beverly.kiglics@us.linde-gas.com">beverly.kiglics@us.linde-gas.com</a>
Bill Dreier	Placement		H 330-856-6715	<a href="mailto:billd12@aol.com">billd12@aol.com</a>
Nick DeMaiolo	Cert/Re-certification	330-505-8531	F 330-505-8550	<a href="mailto:njdemaio@aol.com">njdemaio@aol.com</a>
Doug Sewell	Nominating Chair & Publicity	330-219-4162		<a href="mailto:dmsewellassoc@cs.com">dmsewellassoc@cs.com</a>
Brian Shar	Scholarship & DBase	330-856-3344 X20121	F 330-856-1408	<a href="mailto:bshar@stoneridge.com">bshar@stoneridge.com</a>
Shirley Walters	Auditor Chair		H 330-889-9332	<a href="mailto:sw5826@aol.com">sw5826@aol.com</a>



**\*Meeting Location:**  
Café 422  
4422 Youngstown Rd. SE  
Warren, OH 44484

**Check our website - [www.asqyw.org](http://www.asqyw.org)** - press control+click to access our website. Information on meetings and other events can be found there.