



Our Mission: To Promote and Apply Quality Principles in London and Region through Leadership, Networking and Learning Opportunities .

London Section 403 News—June 2008

A Message from your Chair

By Sandra Carruthers-Terry

Hello Everyone

As we enter into the month of June and realize our next meeting is the banquet, we realize how quickly we reached the end of our 2007-2008 ASQ term.

Inside This Issue	
Message from the Chair	1
May Meeting Recap	2
June Dinner Announcement	3
Education News	4
Employment Wanted and Opportunities	5
Executive Team Contact Info	6

Our section is one of the most active in the area and the credit for that goes to our members. This season our meeting attendance numbers grew and our membership base provided great feedback in areas of future meeting topics, guest speakers, job postings and meeting feedback. Thank you for your support and involvement. Your feedback helps develop our section to meet the evolving needs of you, our members.

I want to take this opportunity to thank the executive for their help this year, their ideas and enthusiasm. It was a great experience being Chair and I recommend it to anyone seeking more involvement within ASQ and the quality field.

I wish Joe Da Silva, incoming Chair, Steve Britton, Chair Elect and both new and returning executives, all the best in 2008-2009 term.

Have a safe and enjoyable summer; see you in September.

Sandy

“Points to Ponder”

"A smooth sea never made a skilled mariner."
- *English Proverb*

"I have had dreams and I have had nightmares, but I have conquered my nightmares because of my dreams."
- *Dr. Jonas Salk*

"If they can make penicillin out of moldy bread, they can sure make something out of you."
- *Mohammed Ali*

May Meeting Recap

Winning and Keeping Customers

Stephen King – Regional Training Coordinator for the Ontario Telemedicine Network

How do you handle an irate customer on the phone who discovered the last shipment does not meet requirements and they need to use these parts today? How can you win with the customer that you are right person to speak to and that you can help them?

This was the challenge I put to our May meeting speaker, Stephen King, who is the Regional Training Coordinator for the Ontario Telemedicine Network. He works daily with tough customers such as surgeons and doctors and knows that one bad experience means lost customer relationship for six months. Stephen King gave us valuable information, tips and resources during his presentation.

He shared the foundation to win customers. The three basic elements are:

- Manage your personal state
- Manage the other person's emotional state
- Solve the problem

As a quality professional, we are trained on the job and through seminars to various degrees on element #3 – solve the problem. It was the first two elements I found fascinating and wished I had coaching on years ago.

In element #1, manage your personal state. The focus is to get in control; that you are not

disrespectful to the customer. You need to find your own triggers that help you relax - feeling like you can laugh. By having a good trigger you can ask focussing questions to help clarify the problem and not react to the customer's emotion.

In element #2, manage the other's emotional state demands listening skills. Listening means undivided attention, good body language even if you are on the phone and prompting. The three parts of listening that Stephen shared are:

- Echo – paraphrase what they said, pay attention to tone of voice
- Sympathize – you want to empathize where they are coming from
- Thank them for bringing the problem to you.

There were lots of questions in the Q&A session and during the meeting.

Resources that Stephen King drew his presentation on:

- “Customer Satisfaction is Worthless, Customer Loyalty is Priceless” by Jeffrey Gitomer
- “Winning with the Customer from Hell” by Shaun Belding
- “Perfect Phrases for Customer Service” by Robert Bacal



ASQ London Section 0403 presents....

Annual Awards Dinner

Date: Thursday June 12, 2008

6:30 PM – 9:00 PM

Location: Four Points Sheraton

1150 Wellington Road South · London, Ontario N6E 1M3

Phone: (519) 681-0600

(just across from White Oaks Mall)

Featuring a Keynote Presentation by:

**Department of Alumni Relations,
University of Western Ontario**

2008 London Quality Award Winner

Come and enjoy a scrumptious buffet dinner

Members \$25 (about ½ the cost to ASQ)

Guests \$30

Agenda

6:30 – 7:00 Networking

7:00 – 7:15 ASQ Business & Introductions

7:15 – 8:30 Dinner

8:30 - 9:00 Keynote Speaker

9:00 Awards

RSVP to [Lorraine DaSilva](#)

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***GUESTS.... ARE.... WELCOME!***



## Education News by Irshad Syed Hussain

### *Education/Certification Exam Update*

**Important!** Application to sit for the Certified Quality Technician examination on October 18, 2008 must be sent to ASQ headquarters in Milwaukee Wisconsin, and be postmarked no later than August 15, 2008.

Register for the exam by mailing your CQT Exam Application to:  
American Society for Quality  
611 East Wisconsin Avenue  
P.O. Box 3005 Milwaukee, WI 53201-3001 (Phone: 1-800-248-1946)

Alternatively you can apply to write the CQT Exam on-line by going through the ASQ website at [www.asq.org](http://www.asq.org) and following the links for certification.

If you have any questions about any course, feel free to contact:  
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## Senior Membership

You don't have to be a Senior in order to enjoy the benefits of a Senior Membership.

Leadership and professional achievement do not go unnoticed by ASQ. Advancement to Senior Membership signifies demonstrated and enduring commitment to quality by those who serve as steadfast advocates for the Society.

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## Employment Opportunities

### None Listed for this Newsletter

See ASQ London's website, [www.asqlondon.on.ca](http://www.asqlondon.on.ca) for the most up-to-date Employment Opportunities

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## Employment Wanted

Alex Kobzar

- BSc in Automation and Control Systems,
  - Master in Quality Assurance and Reliability,
  - CQE and CQA designation from ASQ,
  - more than 7 years of progressive experience in QC and QA in automotive, assembly, metal and plastics processing and in other industries,
  - extensive experience in Industrial and Quality Engineering, APQP, PPAP, SPC, metrology and GDnT, ISO 9001:2000, ISO/TS 16949:2002 and ISO 14000, equipment and work safety and ergonomics.
- ph.: (519) 455-6233 e-mail: [kobzar\\_ao@yahoo.com](mailto:kobzar_ao@yahoo.com)

## Section 403 - Executive 2007-2008

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# MARK YOUR CALENDAR

### Monthly Meeting Agenda 2007 - 2008

| Meeting       | Topic                                                                                     | Venue             |
|---------------|-------------------------------------------------------------------------------------------|-------------------|
| Sep 13, 2007  | Risk Management                                                                           | Lambeth C. C.     |
| Oct 11, 2007  | Water Quality Management                                                                  | Lambeth C. C.     |
| Nov 08, 2007  | Multitasking, Operational Effectiveness                                                   | Lambeth C. C.     |
| Dec 12, 2007  | Career Development – <b>Note Date</b>                                                     | Labatts           |
| Jan 10, 2008  | 5S Lean                                                                                   | Lambeth C. C.     |
| Feb. 14, 2008 | Leadership Bridge                                                                         | Lambeth C. C.     |
| Mar. 13, 2008 | CMM Measurement                                                                           | Lambeth C. C.     |
| Apr. 10, 2008 | Plant Tour –Biotron                                                                       | UWO               |
| May 08, 2008  | Winning Customers                                                                         | Lambeth C. C.     |
| June 12, 2008 | Award and Banquet - Keynote address by the new LQA winner, Dept. of Alumni Relations, UWO | 4-Points Sheraton |

## Looking Ahead to September

Although ASQ London's year is officially over, your Executive will be meeting later on in June to plan next year's meetings. We will use results from past surveys to help select the topics. Make your voice heard – complete your survey every month.

We wish you a safe and happy summer. See you in September

### ADVERTISING RATES

| Category      | Business to Business |          | Employer Job Ads |          | Others   |
|---------------|----------------------|----------|------------------|----------|----------|
|               | Members              | Non      | Members          | Non      | Inserts  |
| Business Card | Free                 | \$15.00  | Free             | \$15.00  | \$40.00  |
| ¼ Page        | \$50.00              | \$75.00  | \$25.00          | \$40.00  | \$75.00  |
| ½ Page        | \$65.00              | \$95.00  | \$40.00          | \$65.00  | \$95.00  |
| Full Page     | \$130.00             | \$190.00 | \$65.00          | \$95.00  | \$155.00 |
| Brochure      | \$155.00             | \$190.00 | \$130.00         | \$190.00 | \$190.00 |

We're on the Web!

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[www.asqlondon.on.ca](http://www.asqlondon.on.ca)