



**October Dinner Meeting  
Joint with APICS**

***The Road to Regulation: Perdition or  
Salvation?***

Cynthia Rawlinson is the Valley Health Director of Quality and Patient Safety. She was raised in Chicago, graduated summa cum laude from Tulsa University, and began a short career in oil and gas refining. Following major federal regulatory changes in oil and gas, Cynthia changed career tracks and went to work in healthcare management. She has worked with major healthcare systems in Tulsa, Oklahoma and St. Louis, Missouri, prior to joining Valley Health in Winchester 19 years ago. She has held various positions in healthcare management, with a focus on contracts, performance improvement, quality assurance, process design, patient focused care, patient safety, patient satisfaction, accreditation, quality and pay for performance. She has been a featured speaker at various conferences on Performance Improvement and Quality. She was trained as a facilitator by Deming and Juran. She has been married 40 years. Her husband works at Mt Weather. They have one grown daughter who lives in Manhattan.

The healthcare reform laws contain provisions that will lead to significant change, but the particulars will come in regulations that are continually being developed and modified. The amount of uncertainty regarding the future of healthcare is enormous. Hospitals and providers know they are going to get less money, but they just don't know how or to what degree. They know every way in which they currently operate is going to change. Particularly, providers need to significantly decrease costs of care, at the same time improve clinical outcomes. There is a lot of confusion about what data is going to be reported, how and when, and whether or not that data will be consistent and valid. The presentation will highlight some of the challenges healthcare providers face based on quality and costs, and what that means to consumers.

See registration details at the end of the newsletter.

**Join the NSV ASQ Section on Facebook**

The NSV ASQ Section is on Facebook!  
To register, click here:



If you are already a member of Facebook, add ASQ – Northern Shenandoah Valley Section 1131.

**WELCOME NEW MEMBERS!!!!!!**



We welcome the following new members to the ASQ Northern Shenandoah Valley Section 1131:

Rich Gaudette, Alcatel-Lucent  
Suzanne Bevans, Henderson Elementary School

**The Baldrige Collaborative Assessment**

Imagine what it would be like to have a team of national Baldrige examiners come to your organization and collaboratively work with your leadership and staff to assess your organization and identify areas of strength and opportunities for improvement based on the Baldrige Criteria.

This assessment against the [Baldrige Criteria for Performance Excellence](#) gives you timely, actionable feedback that you can begin using right away to improve your organization.

Here's how the assessment works:

- You receive a 4 1/2-day site visit from a team of four experienced Baldrige examiners.
- They work collaboratively with your leadership and staff to identify key strengths and opportunities across the six process categories of the Baldrige Criteria, using results to support the findings.
- The end product is immediate feedback on your organization's areas of strength and opportunities for improvement, followed by a written feedback report.

Unlike the Malcolm Baldrige National Quality Award process, you don't need to write a 50-page application and you don't compete for an award. Baldrige Collaborative Assessments are offered within the United States throughout the year, with the exception of mid-April through the end of May, September, and October. The fee for this on-site assessment, including all preparation work, is \$20,000 plus reasonable hotel accommodations for small organizations (500 or less employees) and \$30,000 plus reasonable hotel accommodations for all others.

The number of Baldrige Collaborative Assessments available in 2014 is limited, so contact Baldrige Customer Service (301-975-2036, [baldrige@nist.gov](mailto:baldrige@nist.gov)) now to schedule your assessment.

**Recertification Reminder:** If your ASQ certification expires in June, don't forget to submit your recertification journal to Firoz Kabir. It is due by 30 June, but you have a 6 month grace period, if needed.

**Member Reminder:** If you have moved or changed your email address, please update your profile with ASQ on the member website. The Northern Shenandoah Valley ASQ Section receives contact information from National HQ and uses it to distribute announcements and the link to this newsletter.



**Let's keep "U" in "Quality"!**

### Training at Your Fingertips

ASQ Learning Institute offers a multitude of training opportunities in several formats, including web-based and onsite events. Here are a few topics being offered:

- Management of Supply and Demand
- Failure Mode & Effects Analysis (FMEA)

- SPC Comprehensive
- Root Cause Analysis: Solve Problems by Eliminating Causes

### Proctors Needed

Proctors are needed for the ASQ certification exams. Proctors must hold at least one ASQ certification. Proctors will earn 0.5 RUs toward recertification. If interested, please contact Firoz Kabir, Chair, via email at [firkabir@gmail.com](mailto:firkabir@gmail.com)

### Upcoming Certification Exams

Invest in your career and your future with an ASQ certification exam. Certification is a mark of excellence. It demonstrates that the certified individual has the knowledge to assure quality of products and services.

The following ASQ exams will be held December 7<sup>th</sup>, 2013 (sign-up by October 18<sup>th</sup>):

- Calibration Technician
- Certified Pharmaceutical GMP Professional
- Quality Auditor
- Quality Engineer
- Quality Improvement Associate
- Quality Process Analyst
- Six Sigma Green Belt
- Software Quality Engineer

### Local Meetings

**ASQ Section 0502 (Baltimore, MD):** Tue, Oct 15<sup>th</sup>,  
**Topic:** MPEF – Presentations on the Baldrige Experience **Speaker:** Multiple **Location:** Snyders, Linthicum, MA **Time:** 6:30-7pm Registration; 7-8pm Dinner; 8-9:30pm Panel Discussion **Cost:** \$30 by deadline, \$35 otherwise To make a reservation, email [programs123@asq0511.org](mailto:programs123@asq0511.org)

**ASQ Section 0503 (Harrisburg, VA):** Wed, Oct 9<sup>th</sup>,  
**Topic:** The Future of Pennsylvania's Manufacturing Sector **Speaker:** Ryan C. Unger, COO Team PA Foundation **Location:** Holiday Inn Harrisburg East



**Time:** 6:00pm Registration; 6:30pm Dinner; 7:15pm Program **Cost:** \$30 at the door (\$35 non-members) To make a reservation, email fhammo@gmail.com

**ASQ Section 0511 (Northern VA):** Wed, Oct 9<sup>th</sup>, **Topic:** The Red Bead Experiment **Speaker:** Rip Stauffer **Location:** Amphora, Herndon **Time:** 6:30-7pm Registration; 7-8pm Dinner; 8-9:30pm Panel Discussion **Cost:** \$30 by deadline, \$35 otherwise To make a reservation, email programs123@asq0511.org

**ASQ Section 0803 (Pittsburgh):** Thur, Oct 24<sup>th</sup>, **Topic:** Building a Successful Customer Satisfaction & Loyalty Program **Speaker:** Adrian Posteraro **Location:** Sigmas Conference & Event Center, Pittsburgh **Time:** 5:30pm Registration; 6pm Dinner; 6:30pm Presentation **Cost:** \$25 To Register, call ESWP 412.261.4300

**ASQ Section 1104 (Richmond, VA):** Tue, Nov 12<sup>th</sup>, **Topic:** VA Dept of Emergency Management **Speaker:** Ted Costin **Location:** TBA **Time:** 5:30pm Registration; 6pm Dinner; 6:30pm Presentation **Cost:** \$25 To Register, emails aebouldin@aol.com

**ASQ Section 1108 (Blue Ridge Section):** Thur, Oct 17<sup>th</sup>, **Topic:** Multi-Media Quality Presentation: Building the First "Steamship" in History, with Quality in Mind (Joint with IEEE) **Speaker:** John Laurence Busch **Location:** UVA, Thornton Hall **Time:** 5:30pm Registration; 6pm Dinner; 6:30pm Presentation **Cost:** \$25 To Register, emails aebouldin@aol.com

**MARSQA (Mid-Atlantic SQA):** 5-7 Nov 2013, **Topic:** CSV Training **Time:** TBA **Location:** Cock-n-Bull Restaurant, Lahaska PA **Cost:** TBA

**Virginia Regional Chamber of Commerce (Winchester):** Thur Oct 17<sup>th</sup>, **Topic:** 1<sup>st</sup> Annual Valor Awards **Time:** 6:30 – 9pm **Location:** Best Western Lee-Jackson Inn & Conference Center, Winchester, CA **Cost:** \$30 for Public Safety Personnel, \$50 to the Public. [www.regionalchamber.biz](http://www.regionalchamber.biz)

**NSV Section Officers**

|                                    |                              |  |              |
|------------------------------------|------------------------------|--|--------------|
| Chair:<br>Firoz Kabir              |                              | <a href="mailto:firkabir@gmail.com">firkabir@gmail.com</a>                             | 540-869-2037 |
| Chair-Elect:<br>Jerry Clarke       | Lean Quality Associates, LLC | <a href="mailto:auditwiz@leanquality.net">auditwiz@leanquality.net</a>                 | 262-834-8476 |
| Secretary:<br>Josh Tinelli         | Volvo Powertrain             | <a href="mailto:joshua.tinelli@volvo.com">joshua.tinelli@volvo.com</a>                 | 301-790-5422 |
| Treasurer:<br>Melissa Mangene      | Dewberry                     | <a href="mailto:Melissa.mangene@gmail.com">Melissa.mangene@gmail.com</a>               | 703-208-1748 |
| Membership:<br>Bill Saunders       | Thermo Fisher Scientific     | <a href="mailto:bill.saunders@thermofisher.com">bill.saunders@thermofisher.com</a>     | 540-869-8392 |
| Programs:<br>OPEN                  |                              |  |              |
| Recertification<br>Firoz Kabir     |                              | <a href="mailto:firkabir@gmail.com">firkabir@gmail.com</a>                             | 540-869-2037 |
| Newsletter:<br>Heather Boyce       | Mylan Pharmaceuticals        | <a href="mailto:heather.boyce@mylan.com">heather.boyce@mylan.com</a>                   | 304-554-5191 |
| Education<br>Chair: Don Grimley    | Don Grimley Consulting       | <a href="mailto:grimleye5@aol.com">grimleye5@aol.com</a>                               | 304-282-2149 |
| Internet:<br>Susan Schall          | SOS Consulting               | <a href="mailto:susan.sosconsult@comcast.net">susan.sosconsult@comcast.net</a>         | 540-636-1418 |
| Auditing:<br>Jeffrey Vaughan       | Thermo Fisher Scientific     | <a href="mailto:Jeffrey.vaughan@thermofisher.com">Jeffrey.vaughan@thermofisher.com</a> | 540-869-8296 |
| Nominations<br>Chair: Josh Tinelli | Volvo Powertrain             | <a href="mailto:joshua.tinelli@volvo.com">joshua.tinelli@volvo.com</a>                 | 301-790-5422 |
| Executive Board<br>Members:        | Don Thomas                   | Bob Cain   |              |
|                                    |                              | Charles Ernst  |              |

# October 2013 Meeting

*The Road to Regulation: Perdition or Salvation?*

**October 14<sup>th</sup>, 2013**

5:30pm Registration & Networking

6:30pm Dinner

7:30pm Presentation

**Cost:** meal ordered from menu

**Meeting Location:**

Historic Gateway Holiday Inn

522 South

Winchester, VA 22602

To register, go to: <http://asq1131.eventbrite.com>

Meeting registration by close of business on Friday, October 11<sup>th</sup>.