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Write in track preference (not binding)

The conference fee is \$150 for 1 person, or \$125 per person, for 3 or more people on the same check. For multiple attendees, send the registration information on separate pieces of paper in the same envelope.

Make your check or money order payable to "Michigan Quality 2003" and mail it to:

MIQ 2003 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 4<sup>th</sup> Annual Conference on Quality**

**October 23, 2003**

**8:30 AM to 4:30 PM**

*With Three Full Day Tracks -  
Automotive, Software, and  
Customer Supplier*

IN

**The Yazaki Learning Center**

**6300 Haggerty Road**

**Canton, Michigan**

# Michigan's 4<sup>th</sup> Annual Conference on Quality

7:30	Registration and Continental Breakfast		
8:30	Welcome by Yazaki and Conference Chairs		
	<b>Automotive Track</b>	<b>Software Track</b>	<b>Health Care - AM</b>
9:00	<i>Advanced Product Quality Planning</i> - Steve Roseland	<i>Defect Prediction Techniques</i> - Edward Neubecker	<i>ISO 9000 in a Hospital</i> - Robin Marchio
10:00	Break		
10:15	<i>A Conversation Around Performance Appraisals in a Deming Environment</i> - Dick Steele	<i>Simplified Project Planning</i> - James Goebel	<i>ISO 14000 in a Hospital</i> - Shelia Finch
11:15	Lunch		<b>Customer Supplier - PM</b>
12:45	<i>Six Sigma for Small Business</i> - Clem Goebel	<i>Tackling the Test Maze</i> - Louise Tamres	<i>Developing a Supplier Quality Manual</i> - Tom Vehoski
1:45	Break		
2:00	<i>Bivariate Data Analysis</i> - Dennis Craggs	<i>Establishing Meaningful Metrics</i> - Elaine Rusnak	<i>Putting on the Ritz: Customer Service is Key</i> - Laura Gutierrez
3:00	Break		
3:15	<i>Introduction to ISO/TS 16949</i> - Ray Ness	<i>SPI on the Sly</i> - Blythe Williams & Mary Watson	<i>Don't Be The Weakest Link</i> - Tom Schoenfeldt
4:15	Closing Remarks		

## Topics and Speakers

### AUTOMOTIVE TRACK

***Six Sigma for Small Business*** - Clem Goebel, with the Goebel Consulting Group, has 20 years in OEM quality at General Motors, White Motor Truck, Deere & Co., and Massey Ferguson.

***Bivariate Data Analysis*** - Dennis Craggs has a Bachelor and Masters of Mechanical Engineering, and a Masters of Operations Research. He is a Professional Mechanical Engineer, Certified Quality Engineer, and a Certified Reliability Engineer.

***A Conversation Around Performance Appraisals in a Deming Environment*** - Dick Steele is in the Deming Study Group of Greater Detroit. His presentation explains how he tried to review performance of all of the people that reported to him and stay true to the Deming philosophy.

***Introduction to ISO/TS 16949*** - Ray Ness is Automotive Operations Manager for Entela QSRD.

***Advanced Product Quality Planning*** - Steve Roseland has a Bachelor and Masters of Mechanical Engineering, and a Masters of Operations Management.

### SOFTWARE TRACK

***Defect Prediction Techniques*** - Edward Neubecker, is a software quality specialist at Visteon Corporation. He has over 10 years of experience in software development. This session will cover the application of various defect prediction techniques for automotive embedded systems.

***Simplified Project Planning*** - James Goebel (PMP), co-founder of Menlo Innovations in Ann Arbor, Michigan. His work includes bio-informatics, medical imaging, and vehicle monitoring and online bill presentment. This presentation will explore the key elements of building a project plan collaboratively.

## Conference Sponsors

American Society for Quality,  
Automotive Division

American Society for Quality,  
Customer Supplier Division

American Society for Quality,  
Software Division

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Thank you to Yazaki Corporation for the  
use of their Learning Center for this event.

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### Conference Committee

#### Co-Chairs:

Nancy Poma  
Tom Schoenfeldt

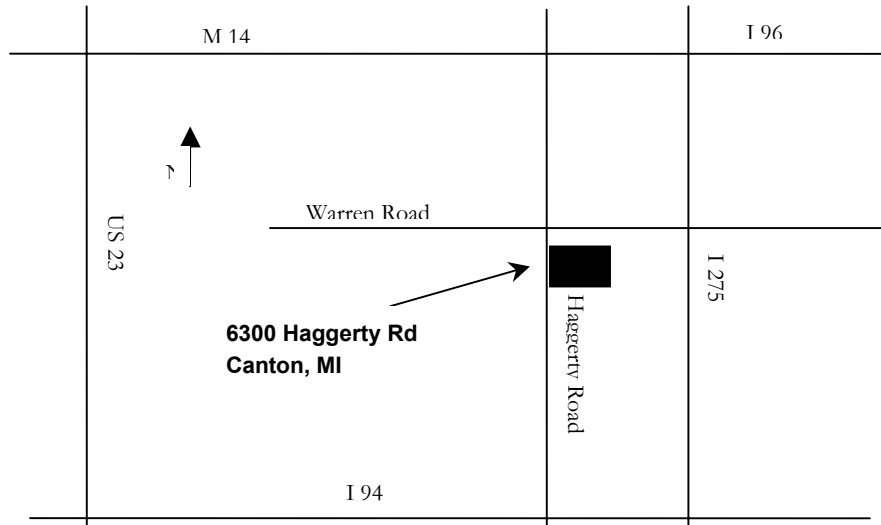
#### Other Members:

Deb Beaman  
John Clyma  
Clem Goebel  
Frances Blosser  
Cheryl Franks-Denman  
Mike St. Peter

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If you are interested in helping with next year's event,  
please contact any one of the committee members.

# Map to Yazaki International



## Suggestions for an overnight stay:

### Quality Inn

Plymouth Road, Livonia, 734-261-6800.

Ask for Gary Ward for \$69/night rate for this conference.

### 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.

**Tackling the Testing Maze** - Louise Tamres (CSQE) has 20 years experience in software engineering, specializing in testing and process improvement. This presentation will go through the series of steps and provide suitable tests for demonstrating that the application works as expected. This material comes from Louise's book on "*Introducing Software Testing*," just published in 2002.

**Establishing Meaningful Metrics** - Elaine Rusnak (CQMgr and CQA), is a manages the internal audit team and is a member of the Global Quality team at MSX headquartered in Southfield. This presentation will show how to determine the appropriate metrics for software performance improvement.

**SPI on the Sly** - Blythe Williams (PMP), has worked most recently at Blue Cross Blue Shield of Michigan as a Senior Process Specialist. Mary Watson is a Software Engineer with Continental-Teves in Auburn Hills. The presenters will share what they did to roll out software process improvements under less than ideal conditions in their respective companies.

## CUSTOMER SUPPLIER TRACK

**Don't Be The Weak Link** - Thomas I. Schoenfeldt is the President of Schoenfeldt Services, Inc., a consulting firm helping companies with Supplier Management issues and Quality System Development. He started this conference in 2000.

**Developing a Supplier Quality Manual** - Tom Vehoski (CQMgr, CQE and CQA), is a Senior Consultant with 13 years of quality management systems experience. This presentation will show examples of an effective way to communicate your organization's requirements to your suppliers.

**Putting on the Ritz: Customer Service is Key** - Laura Gutierrez (SPHR) is Director of Human Resources for The Ritz-Carlton, Dearborn, responsible for the overall service standard and employee satisfaction. She will share The Ritz-Carlton way of customer service. Twice a Malcolm Baldrige winner, The Ritz-Carlton is well-known for a high standard of customer service.