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<b>Write in track preference</b> _____
<input type="checkbox"/> Check here if you do not want your mailing address shared with sponsors.
<input type="checkbox"/> Check here if you are interested in a tour of Focus Hope's CAT at 5 PM.

**Conference fee is \$150 if received by September 25, or \$175 otherwise.**

***There are NO refunds after September 30.***

**Make your check or money order payable to  
"Michigan Quality 2004"  
and mail it to  
8959 Ridge Road  
Plymouth, MI 48170**

**For additional information, you can call or email us:**

Nancy at 734-459-2332 or [nmpoma@comcast.net](mailto:nmpoma@comcast.net)

Tom at 734-522-0587 or [tschoenfeldt@juno.com](mailto:tschoenfeldt@juno.com)

**WHERE IS QUALITY IN MICHIGAN?**

*Find out by coming to*

# **Michigan's 5<sup>th</sup> Annual Conference on Quality**

**October 7, 2004  
8:00 AM to 5:00 PM**

***With Keynote by Dr. Jeffrey K. Liker,  
author of The Toyota Way,  
and three tracks on  
Automotive, Software, and  
Customer Supplier Topics***

AT

**Focus Hope Conference Center  
1300 Oakman Boulevard  
Detroit, MI 48238  
313-494-4500**

# Michigan's 5<sup>th</sup> Annual Conference on Quality

7:30	<b>Registration and Continental Breakfast</b>		
8:15	<b>Welcome by Conference Committee</b>		
8:30	<b>Background on Focus Hope's Operations and their ISO 9000 Journey Eleanor Josaitis, CEO and Bill Wenzell, QS Manager</b>		
9:15	<b>Break</b>		
9:30	<b>Keynote Speaker – Jeffrey K. Liker Author of “<i>The Toyota Way</i>” and Professor of Industrial and Operations Engineering at U of M</b>		
10:45	<b>Break &amp; Book Signing</b>		
	<b>Automotive Track</b>	<b>Customer Supplier Track</b>	<b>Software Track</b>
11:00	<i>Statistical Process Control – Steve Roseland</i>	<i>Developing Customer Satisfaction Surveys for Maximum Analytical Power – Suzanne Batterman</i>	<i>Challenges of Six Sigma in Service Industry – Jatinder Kapur</i>
12:00	<b>Lunch &amp; Book Signing</b>		
1:00	<i>Problem Solving – Paul Haviland</i>	<i>Meeting Customer Satisfaction Requirements of ISO/TS 16949 – Denis J. DeVos</i>	<i>IAMM - Information Assurance Maturity Model – Dan Cohen</i>
2:00	<b>Break</b>		
2:15	<i>Employee Teams and Quality - David Phillips</i>	<i>Supplier Development: Why, When, How? – Ed Stephenson</i>	<i>How Testing Solutions Can Drive Quality throughout the Life Cycle – Elizabeth Maly</i>
3:15	<b>Break</b>		
3:30	<i>Successful APQP Applications – Bob Evanch</i>	<i>Quality Spills: Causes and Cures – John J. Casey</i>	<i>Countdown to Success – Tina Baroni-Turner</i>
4:30	<b>Wrap up &amp; prize drawing for those present – Conference Committee</b>		

# Topics and Speakers

## KEYNOTE SPEAKER

**The Toyota Way**– **Jeffrey K. Liker, Ph.D.**, is the author of **The Toyota Way** and a professor of Industrial and Operations Engineering at the University of Michigan. His writings on Toyota have appeared in a number of leading publications. **The Toyota Way** explains Toyota's unique approach to Lean management, and the 14 principles that drive Toyota's quality and efficiency-based culture. Dr. Liker will be signing copies of **The Toyota Way**, which can be purchased for \$25.

## AUTOMOTIVE TRACK

**Statistical Process Control** - **Steve Roseland**, has a Masters of Mechanical Engineering, and a Masters of Operations Management.

**Problem Solving** – **Paul Haviland**, with the Haviland Consulting Group, contracts to Ford Motor for Systems Engineering, 8-D, Six Sigma Black Belt 'train-the-trainer' and is Master Instructor for FMEA.

**Employee Teams and Quality** - **David Phillips**, with D.A. Phillips, Inc. specializes in organizational development, skill-based training, and technical problem solving for a variety of businesses and industries.

**Successful APQP Applications** – **Bob Evanch**, is a senior automotive consultant for operational performance improvement, turnarounds and technical guidance, leading many successful initiatives.

## CUSTOMER SUPPLIER TRACK

**Developing Customer Satisfaction Surveys for Maximum Analytical Power** – **Suzanne Batterman**, is a Senior Vice President at RDA Group Global Market Research and Consulting, with 15 yrs customer satisfaction & loyalty research experience.

**Meeting Customer Satisfaction Requirements of ISO/TS 16949** – **Denis J. DeVos, M. Eng, P.ENG**, Eng, has been involved in quality systems throughout his career. He has had positions in quality at General Motors and at KPMG. Currently, Devos Associates Inc. provides a wide range of advisory and training services to the automotive industry.

## CUSTOMER SUPPLIER TRACK - CONTINUED

**Quality Spills: Causes and Cures** – **John J. Casey**, has published multiple articles on quality initiatives and is well recognized in the Automotive Industry. Mr. Casey is seen as an automotive industry visionary and is cited as the father of GM's Global Quality Tracking System that was the cornerstone of GM's 85% improvement on inbound quality over a 4-year period.

**Supplier Development: Why, When, How?** – **Ed Stephenson**, has 20 years in Quality Assurance with Defiance Precision Products & GT Technologies in quality decision making positions; last two years at the corporate purchasing level representing seven facilities located in Ohio and Ontario, Canada.

## SOFTWARE TRACK

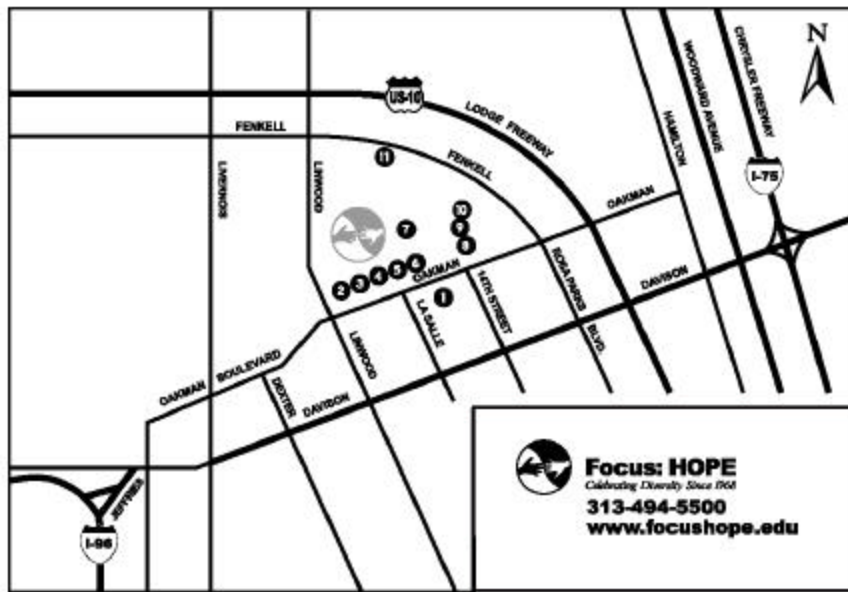
**Challenges of Six Sigma in Service Industry** – **Jatinder Kapur**, is a certified Six Sigma Black Belt. His primary emphasis is on the creation of shareholder value through application of process improvement initiatives including Six Sigma. He has IT, quality, and business, project management, leadership and international experience.

**IAMM - Information Assurance Maturity Model** – **Dan Cohen**, has 25 years as a Project Manager, Auditor, Programming Manager, Business/Systems Analyst, Programmer and teacher. He is currently the President of the Information Assurance Professionals Association (IAPA) and is a Certified Information Assurance Professional and Trainer (CIAP/T).

**How Testing Solutions Can Drive Quality throughout the Life Cycle** – **Elizabeth Maly**. This presentation highlights 2 or 3 case studies that focus on quality do's and don't at each step of the development life cycle from requirements through delivery, and risk-based testing early in the development cycle.

**Countdown to Success** – **Tina Baroni-Turner**, has over 20 years experience in IT, with 12 years specializing in metrics, and she is currently the EDS Metrics Team Leader for a large automotive account. This presentation will concentrate on metrics and the progressive maturity necessary to obtain CMMI Level 3.

## Map & Directions to Focus Hope Conference Center



### From the Chrysler (I-75) or the Lodge (US-10)

- West on Davison to LaSalle
- North on LaSalle to Oakman
- Secured parking lot is on the left and the conference center is directly across the street on Oakman

### From the Jeffries (I-96)

- East on Davison to LaSalle
- North on LaSalle to Oakman
- Secured parking lot is on the left and the conference center is directly across the street on Oakman

## Book Purchase and Signing

Dr. Jeffrey K. Liker will be available through lunch to sign copies of “The Toyota Way, which can be purchased for \$25 (via cash or check s only).

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## Conference Sponsors

American Supplier Institute  
Cleary University  
Deloitte & Touche Quality Registrar, Inc.  
Goebel Consulting Group  
Madonna University  
Microsoft

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## Conference Hosts

ASQ Automotive Division  
ASQ Customer Supplier Division  
ASQ Software Division

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## Conference Committee

Tom Schoenfeldt and Nancy Poma  
co-chairs  
Deb Beaman, Cheryl Franks-Denman,  
Clem Goebel, Salil Raje,  
Michael St. Peter, Elaine Webb