



GREATER ATLANTA  
SECTION 1502  
AMERICAN SOCIETY  
FOR QUALITY

“DEDICATED TO  
THE ADVANCEMENT  
OF QUALITY”

NEWSLETTER  
January 27, 2003

[www.ASQatlanta.org](http://www.ASQatlanta.org)

For reservation or meeting information, contact the ASQ Atlanta section. Please do not contact the speaker or meeting location directly.

By making a reservation for the monthly dinner meeting, you obligate the section to pay for your meal. If you cannot attend, please cancel your reservation or reimburse the section for this expense. When you make reservations for the dinner meeting, please specify if you would like a special meal (meatless, no seafood, etc.)\*

Fee charged for all returned checks.

**LOCATION:**

# February Dinner Meeting Thursday February 13, 2003

## Jump \$tart or Add New Life to Your Quality Improvement Initiatives Using Activity Value Management®



**Brian Higgins**

**President, Management Resource Technologies**

★ ★ ★ **NEW LOCATION!** ★ ★ ★ **NEW LOCATION!** ★ ★ ★

**HOLIDAY INN SELECT PERIMETER**

4386 Chamblee Dunwoody Road, Chamblee, GA

Directions: Exit 30 off I-285, go south inside the perimeter, hotel is on your right

**TIME:** 5:30 P.M. Social Hour & Registration / Cash Bar  
6:30 P.M. Dinner  
7:30 P.M. Speaker / Program Begins

**COST:** \$25 per person  
Checks payable to “ASQ, Atlanta Section” are preferred. VISA MASTERCARD, and Cash are accepted.

**RSVP:** Voice Mail (770) 717-4506 or via e-mail at [asq\\_atlanta@hotmail.com](mailto:asq_atlanta@hotmail.com)  
Please leave the attendee’s name, company name, work number, & special meal requirements\* by **NOON ON MONDAY, FEB 10, 2003.**

## FEBRUARY DINNER MEETING

Activity Value Management® (AVM®) represents the next-generation of cost management that effectively integrates quantitative financial data with qualitative stakeholder experiences. AVM® responds to management needs by providing an unparalleled perspective of financial and operational performance not available through any other cost management and quality improvement approach—deriving fact-based solutions to some of management's most pressing issues. AVM® is a proven diagnostic tool that uncovers hidden opportunities for quality improvement by applying a unique and proprietary set of tools. AVM® has been used successfully to diagnose organizational opportunities prior to, and in concert with, Six Sigma initiatives—providing an immediate ROI for Six Sigma initiatives.

*The Presentation Will Cover New Ways To:*

**Identify** and cost organizational processes and activities—uncovering the true cost of products and services without using outmoded allocation methods or cost driven rates that tend to distort costs

**Uncover** new opportunities for both growth and profit improvement, capitalizing on an enhanced understanding of the linkages between costs, customer loyalty, and employee satisfaction

**Eliminate** unnecessary and avoidable costs by understanding the non-value-added and non-mission-related work that is robbing your organization of its rightful competitive position

**Discover** “hidden” opportunities to enhance financial and operational performance often missed by contemporary improvement techniques

**Jump start** improvement initiatives such as Six Sigma, Service-Profit-Chain, Balanced Scorecard®, Malcolm Baldrige, Survey Research, and ISO, etc., identifying the most opportune areas for improvement that will produce the highest returns on investment while creating a benchmark to measure actual improvement — optimizing rather than maximizing investments in improvement initiatives

The presentation will include a case study of how a nationally recognized corporation used AVM® as a prerequisite for the implementation of their Six Sigma program and generated improvements equivalent to over 8 percent of revenues.

**Brian Higgins** is the President of Management Resource Technologies. Mr. Higgins has over 25 years of progressive experience in the field of cost management and quality improvement. Mr. Higgins developed Activity Value Management® (AVM®) — an advanced cost management process designed to provide substantial value over all contemporary cost management processes. Mr. Higgins is a nationally-recognized leader in the development of advanced activity-based cost management (ABC/M) systems and recently was honored by receiving a “Best Practice” award from the American Quality and Productivity Center. Mr. Higgins has authored numerous articles and publications and has been the subject of several independent articles outlining his unique approach to cost management. He is also a frequent speaker at national conferences and universities on the subject of advanced cost management and quality improvement.

## Chair Quips

Ahh... Love is in the air as we approach the day set aside for remembering our Valentines. I'm not sure who started the tradition, but I am pretty sure that the greeting card and chocolate industries have capitalized on this opportunity. But does it really matter? For those men with spouses or “significant others” what happens if you forget to get them something for Valentines? Hmm...

**(Past) Thought:** If you had been programmed to do what you do and the first program installed was a program designed to ensure you could not be reprogrammed, would this condition account for why we are resistant to change?

We have been programmed. In the terms of the psychologists this might be called fixed action patterns. In the simplest terms these are reactions and responses that we have learned over time to be correct most of the time. We use these responses without thinking about them. They are almost an automatic response to a stimulus hidden within our mind's computer program. If you turn on a light switch (stimulus) then the light will come on (response). OK, so how many of us intelligent people (who know better) realize that when the power goes off the lights do not function as expected. I have woken up after a power failure to find most all the house lights on. When we walk into a dark room we turn on the lights. However when leaving a dark room we do not turn the lights off, because it is not part of our programming.

Here are some fixed action patterns that may have been incorporated into your programming. The important part of this programming is knowing the stimulus and reaction so that we can trigger the reaction when we want to. Think in terms of a salesperson's use of the triggers to elicit our response.

*“When we ask someone to do a favor, we will be more successful if we give a reason.”* <In some cases it does not have to be a good reason just say because I need to.>

*“Expensive = Good.”* <If the store is charging more for these items then they must be good.>

*“You get what you pay for.”* <When you buy a cheap “toy” and it breaks you say that it is expected, but when we buy an expensive item and it breaks we say something entirely different.>

Compare and contrast. When presented two items, one after the other and the second item is fairly different from the first we see it as being more different than it really is. <If I give you a heavy brick followed by a much lighter rock you will estimate the rock to weigh more than it really does.> This one is used effectively by salespeople when they want you to add to your purchases by setting your expectation for the high price of a car and the low price of adding a special radio. You still pay more but you're happy to get such a good deal.

Next month we'll look at “Reciprocity – give and take.” Comments are welcomed.

*Jay Jones*

Sponsored by Greater Atlanta Section, ASQ



**March 31 - April 3, 2003**

Wyndham Garden Hotel, Atlanta Northwest, Marietta, Georgia

*Introduction to Statistics* — March 31 – April 1

*Cost of Quality* — April 2-3

*Certified Quality Engineer Refresher* — March 31-April 3

*Certified Quality Auditor Refresher* — March 31-April 1

*Design of Experiments* — April 2-3

Visit the ASQ Atlanta Section website [www.ASQatlanta.org](http://www.ASQatlanta.org) for full information.

*Section Nominations*

The Nominating Committee of the ASQ Atlanta Chapter proposes the following slate of officers for the 2003-2004 term:

- Chair-Elect* – To be identified at the February Meeting
- Secretary* – Ruffin Booth
- Treasurer* – Sandi Reynolds

2003-2004 Chair – Larry Aft (already elected)

**CERTIFICATION EXAMS**

EXAMS	DATES
CQT/CRE/CMI/HACCP Biomedical Certified Quality Manager Six Sigma Black Belt	March 1, 2003
CERTIFICATION: Exams will be held on March 1, 2003 at the Southern Polytechnic & State University. The location will be the APPAREL & TEXTILE BUILDING, Building M. No exams will be held at the Joe Mack Wilson Student Center on this date. If you need to cancel your participation, please contact Linda Grueter in the Certification Department, ASQ Headquarters, Milwaukee at: (800)248-1946. Please do so as soon as possible. Visit the SPSU website at <a href="http://www.SPSU.edu">www.SPSU.edu</a> for a campus map.	

**IIE COURSES FROM THE INSTITUTE OF INDUSTRIAL ENGINEERS**

3577 Parkway Lane - Building 5 • Norcross, Georgia 30092  
(800) 494-0460 or (770) 449-0460

- Six Sigma Green Belt
- Principles & Practices of Industrial Engineering
- Six Sigma Black Belt
- Lean: TOC & Six Sigma
- Professional Ethics
- P.E. Exam Review for Industrial Engineers
- Applied Ergonomics for Operational Improvement

For more information, please visit [www.iienet.org](http://www.iienet.org) or call Larry Aft at (404) 786-1541 or email him: [laft@bellsouth.net](mailto:laft@bellsouth.net).

**Measuring Customer Satisfaction Could Cost You** Jeffrey C. Stephens  
Ixian Consulting, Inc.

Because of the number of consumer complaints, the Federal Trade Commission proposed a new rule in a January 2002 proposal to amend the Telemarketing Sales Rule (TSR). In December 2001, the FTC decided to move forward and request funding to implement a National No-Call List. This list would provide a vehicle for consumers to opt out of telemarketing databases. Business that engage in telemarketing would be required to compare their databases against the national no-call list and remove registered consumers.

This rule would prohibit various types of telemarketing and phone solicitation for consumers that opt out; however, the rule also prohibits business-to-business calls that do not involve the sale of nondurable office or cleaning supplies. Examples of nondurable office or cleaning supplies include paper, pencils, solvents, copying machine toner, and ink – anything that, when utilized, is depleted and must be replaced. Businesses that do have an established relationship to their customers may contact them up to 18 months after the customer's last purchase, delivery or payment.

This rule may affect companies complying with the ISO 9001:2000 section 8.2.1 Customer Satisfaction guidelines. Section 8.2.1 states "... the organization shall monitor information relating to customer perception as to whether the organization has met customer requirements." Many companies have instituted

mail surveys, phone surveys, or on-site visits to gather customer requirements. While the pure act of gathering requirements is exempt, if a telephone inquiry is combined with any type of sales activity, it would fall under the guidelines and the company would be in violation of the TSR if the business had opted out. Furthermore, if the acquisition of customer requirements is outsourced to a telemarketing company, then the survey would completely fall under the rule and have to comply with the TSR.

The effects of this rule are far reaching. Violations of the Rule are subject to civil penalties of up to \$10,000 per violation. In addition, violators may be subject to nationwide injunctions and may be required to pay redress to injured consumers. From a research perspective, the sample will not truly be random but a subset of participating companies. This could skew the results and lead to erroneous conclusions.

Fortunately, compliance can be achieved by obtaining written permission prior to administering a survey. Called opt-in panels by the market research industry, the surveyor establishes a pool of qualified respondents that he or she can repeatedly poll. Often these groups are compensated, and their response rates are correspondingly higher than with a typical unsolicited survey.

While transitioning from ISO 9001:1994 to the 2000 revision is relatively easy, compliance with the standard can be costly if the company unknowingly engages in phone solicitation.



# GREATER ATLANTA SECTION 1502

ASQ  
P. O. BOX 8687  
ATLANTA, GA 31106

PRESORTED  
FIRST CLASS  
U. S. POSTAGE  
PAID  
PERMIT NO. 3979  
ATLANTA, GA

Newsletter Editor:

Warren Blodgett

warren.blodgett@email.riverwood.com

ADDRESS SERVICE REQUESTED

## Upcoming Events

**Feb 13** — Dinner Meeting at Holiday Inn Select Perimeter

**Mar 13** — Dinner Meeting at Holiday Inn Select Perimeter

**Mar 31–Apr 3** — Quality Tools at Wyndham Garden Hotel NW

### ADDRESS CHANGES

Please inform ASQ Headquarters in Milwaukee to update your address, phone number, & Email address by calling 800-248-1946.

**NOTICE:** Members, please be aware that you will be dropped from mailing lists if your membership renewal fee is not paid in a timely manner.

Please Make Your Reservations by 12:00 Noon, February 10, for the Upcoming Meeting!  
Voice Mail (770) 717-4506 or via e-mail at [asq\\_atlanta@hotmail.com](mailto:asq_atlanta@hotmail.com)

## GREATER ATLANTA SECTION 2002 - 2003 OFFICERS AND COMMITTEE CHAIRS

### OFFICERS:

#### Section Chair

Jay Jones  
UPS eSolutions  
1000 Mansell Road  
Roswell, GA 30076  
(678) 585-1256 (ph)  
(770) 321-7876 (fax)  
jjones7969@yahoo.com

#### Chair Elect

Larry Aft  
Aft Systems, Inc.  
(404) 786-1541 (ph)  
(561) 673-8557 (fax)  
laft@bellsouth.net

#### Secretary

Jorn Bates  
Delta Air Lines  
90 Barrington Grange Drive  
Sharpsburg, GA 30277  
(404) 714-0178 (ph)  
(404) 715-5340 (fax)  
jorbates@peoplepc.com

#### Treasurer

Earl Turner  
Scientific Atlanta  
5030 Sugarloaf Pkwy  
Lawrenceville, GA 30042  
(770) 236-2606 (ph)  
(770) 236-5130 (fax)  
earl.turner@sciatl.com (w)  
e2turner@charter.net (h)

#### Assistant Treasurers

Ruffin Booth  
BioCure, Inc.  
2975 Gateway Drive, Suite 100  
Norcross, GA 30071  
(678) 966-3408 (ph)  
(770) 416-4331 (fax)  
rbooth@biocure.com

Warren Blodgett  
Riverwood International  
824 Livingston Court  
Marietta, GA 30067  
(770) 499-4809 (ph)  
(770) 499-4999 (fax)  
warren.blodgett@email.riverwood.com

#### Immediate Past Chair

Sherri Scyphers Hungate  
NISH  
112 Townpark Drive, Suite 200  
Kennesaw, GA 30144  
(770) 424-9093 (ph)  
(770) 426-7666 (fax)  
shungate@nish.org

#### Arrangements

Ruffin Booth  
BioCure, Inc.  
2975 Gateway Drive, Suite 100  
Norcross, GA 30071  
(678) 966-3408 (ph)  
(770) 416-4331 (fax)  
rbooth@biocure.com

#### Certification

Lisa M. Gooden  
Black Belt  
Quest Diagnostics, Inc.  
4055 Whispering Pines Court  
Suwanee, GA 30024  
(770) 621-7526 (ph)  
Lisa.M.Gooden@questdiagnostics.com

#### Education

Larry Aft  
Aft Systems, Inc.  
(404) 786-1541 (ph)  
(561) 673-8557 (fax)  
laft@bellsouth.net

#### Employment Assistance

Art Geist  
323 Longview Drive  
Norcross, GA 30071  
(770) 416-7189 (ph)  
apegist@mindspring.com

#### Historian

Sandi Reynolds  
(404) 995-7534 (ph)  
sirassociates@yahoo.com

#### Membership

Dinesh Gupta  
Beaulieu of America  
509 Fifth Avenue  
P.O. Box 1248  
Dalton, GA 30722-1248  
(706) 226-3010 x2201 (ph)  
(706) 272-3129 (fax)  
dgupta@mindspring.com

#### Newsletter Editor

Warren Blodgett  
Riverwood International  
824 Livingston Court  
Marietta, GA 30067  
(770) 499-4809 (ph)  
(770) 499-4999 (fax)  
warren.blodgett@email.riverwood.com

### COMMITTEE CHAIRS:

#### Programs

Robert Crowe  
165 River North Circle  
Atlanta, GA 30328  
(770) 396-2280 (ph)  
(770) 396-7010 (fax)  
jr1crow@mindspring.com

#### Publicity/Quality Awareness

Sherri Scyphers Hungate  
NISH  
60 Chastain Center Blvd., Suite 66  
Kennesaw, GA 30144  
(770) 424-9093 (ph)  
(770) 426-7666 (fax)  
shungate@nish.org

#### Recertification

John Kommeth  
C. R. Bard, Inc.  
8195 Industrial Blvd.  
Covington, GA 30014  
(770) 784-6144 (ph)  
(770) 784-6930 (fax)  
john.kommeth@crbard.com

#### Section Development

Fred Feltmann  
DCMC Lockheed Martin  
5115 Verbena Drive  
Acworth, GA 30102  
(770) 793-0790 (ph)  
(770) 793-0753 (fax)  
feltmann@bellsouth.net

#### Southeastern Quality Conference

Larry Aft  
Aft Systems, Inc.  
(404) 786-1541 (ph)  
laft@bellsouth.net

Sandi Reynolds  
(404) 995-7534 (ph)  
sirassociates@yahoo.com

#### Student Branch Counselor

Dr. Patricia DeJarnette Carden  
Southern Polytechnic State University  
1100 S. Marietta Parkway  
Marietta, GA 30060  
(770) 528-7243 (ph)  
(770) 528-4991 (fax)  
pcarden@spsu.edu

#### Webmasters

Jorn Bates  
Delta Air Lines  
90 Barrington Grange Drive  
Sharpsburg, GA 30277  
(404) 714-0178 (ph)  
(404) 715-5340 (fax)  
jorbates@peoplepc.com

Charles Kretzmann  
2048 Oakcreek Drive  
Lithia Springs, GA 30122  
(404) 487-2015 (ph/fax)  
ckretzma@bellsouth.net

## JOB OPPORTUNITIES & SCHOLARSHIPS

As a reminder, Job Listings and Scholarship info are available at the monthly dinner meetings. The scholarship application is available on-line. For consideration for Fall, applications must be postmarked by July 1.

### ADVERTISING POLICY

The ASQ Greater Atlanta Section does not accept commercial advertising. Advertisements from IRS-recognized non-profit organizations may be considered if they promote the ASQ Greater Atlanta Section's mission, vision or goals.

The newsletter editor selects which announcements or portion of announcements, if any, will be included and the amount of space allocated. The ASQ Greater Atlanta Section is not responsible for the accuracy of the advertisement's content.