



## MESSAGE FROM CHAIR



Dear ASQ members,  
Happy New Year to all of you! As we are stepping into a new year, we all hope that this New Year brings lots of improvements to our lives whether on the personal level or on the community level.

MAKE GOOD GREAT®

I know how hard these days are to all of us; we hear and see the news, we hear from our friends and neighbors and we even see this in our own companies that all of us are somehow affected by the downturn in the industry but despite all of that, we need to stay focused on our personal goals. No matter how hard the situation is, there is always an opportunity waiting out there.

We, in ASQ Windsor, are committed to help all members by holding the monthly dinner meetings, offering refresher courses for ASQ certificates, re-certifying the members, teaching at St. Clair College and providing answers to any technical questions related to the quality field, so please don't hesitate to email us if you have any question that needs answering; the collective technical expertise for all ASQ members makes it easy to obtain answers to any question and to help each other. Our email address is: [asqwindsor@yahoo.ca](mailto:asqwindsor@yahoo.ca) and our website is [www.asqwindsor.ca](http://www.asqwindsor.ca)

I also encourage each of you to give us your feedback on everything we offer to you such as the topics of the dinner meetings, the contents of our website, the contents of the Newsletter and all other things. There is always room for improvement but we need to hear your voice because it is very important to us so please take few moments of your time to complete the ASQ Section Satisfaction and Loyalty Survey available online at: <http://www.asq.org/mr/09-sect-sat.html>. Your input gives section leaders guidance for creating opportunities focused on member needs. This allows us to provide the products and services that are most important and beneficial to you. Participants will also be entered into a drawing to win one of four 2009 ASQ World Conference on Quality Improvement registrations; the conference will take place in May 18-20, 2009 in Minneapolis, MN.

Also, we still have lots of interesting topics to offer for the rest of the dinner meetings until May 2009 so I encourage all of you to attend the meetings and to take advantage of meeting with your peers to network, to ask questions and to learn new stuff.

**Moataz El-Menshawy, M. Eng, CQE, CQIA, CSSGB**

**Chair, ASQ Windsor Section 415**

### How to Contact Us?

Email us:

[asqwindsor@yahoo.ca](mailto:asqwindsor@yahoo.ca)

Visits us at:

[www.asqwindsor.ca](http://www.asqwindsor.ca)

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### Call for Volunteer!

ASQ Windsor Section is always looking for volunteers to join our Section Executive Committee and serve our section members. If you are willing to come out and join us, please email: [asqwindsor@yahoo.ca](mailto:asqwindsor@yahoo.ca) or contact any of our executive members. Look forward to hearing from you!

## *Welcome to ASQ Windsor Dinner Meeting on February 12, 2009 !*

**TOPIC:** **A Quality Assurance Nightmare - Accidents in Radiation Therapy**

**SPEAKER:** **Jeff Richer**, MS, MCCPM, received his physics degree from the University of Windsor in 1996. After successfully completing the Ontario School of Radiation Therapy certificate program in January of 1997, he worked as a Radiation Therapist at the Windsor Regional Cancer Centre until October 1998. Interested in pursuing a career in Medical Physics, Jeff moved into the physics department at the Cancer Centre as a physics associate in 1998 and completed his MS in radiological physics from Wayne State University in 2002. Since then, Jeff has worked as a medical physicist for Karmanos Cancer Institute in Detroit, Michigan and is now the Head of Medical Physics, Manager of Radiation Treatment and the Corporate Radiation Safety Officer for Windsor Regional Hospital since September of 2003. In 2005, Jeff became a member of the Canadian College of Physicists in Medicine (MCCPM). Jeff is also a course instructor with Wayne State University, responsible for teaching the Brachytherapy Physics course in the Graduate Medical Physics Education Program. Jeff is also a member of the Canadian Organization of Medical Physicists (COMP) and the American Association of Medical Physicists (AAPM) serving on several committees, most notably the Summer School Sub-Committee. In 2006, Jeff served as the Chair of the Local Arrangements Committee for the AAPM Summer School on Image Guided Radiotherapy (IGRT) and Clinical Implementation of Monte-Carlo techniques, hosted at the University of Windsor. Jeff has also served as the past chair for the Physics Professional Advisory Committee of Cancer Care Ontario, as well as many other subcommittees of the provincial cancer agency.

In 2008, Jeff received an individual Quality Award from the jointly sponsored Cancer Quality Council of Ontario, Canadian Cancer Society and Cancer Care Ontario Quality and Innovation Awards. His nomination for the award was accepted from hundreds of other applicants for his work in process improvement in reducing the wait for radiation treatment services in this region. Under his leadership, over a span of 6 months, the wait for radiation treatment services went from the worst to first in the province of Ontario, and has set the standard for proc

**TOPIC DESCRIPTION:** The fields of Radiation Oncology and Medical Physics require highly sophisticated equipment and treatment techniques that are often in a state of continuous improvement. Without thorough and detailed quality assurance systems, errors introduced in the design/manufacturing stages of the equipment or in the design/planning stages of the treatment can go undetected. The consequences of these undetected errors if they reach patients can be life-threatening and can impact a large patient population over a very short period of time.

**VENUE:** Fogolar Furlan, 1800 E.C. Row (former North Service Road), Windsor ON N8W 1Y3.

### **2008 –2009 MONTHLY EVENT AND DINNER MEETING DATES**

- **September 11, 2008**
- **October 09, 2008**
- **November 13, 2008**
- **January 15, 2009**
- **February 12, 2009**
- **March 19, 2009**
- **April 09, 2009**
- **May 14, 2009**

For updates on monthly dinner meeting topic, please check website:  
[www.asqwindsor.ca](http://www.asqwindsor.ca).

Unless specified otherwise, the monthly dinner meeting venue is at:

**FOGOLAR FURLAN**

1800 E.C. Row (North Service Road)  
Windsor, Ontario N8W 1Y3  
Phone: (519) 966-2230

Time:

**Cocktails: 5:30 pm - 6:00 pm**  
**Dinner: 6:00pm**  
**Presentation starts at 7:00pm**

## Recently Certified Professionals by ASQ - Congratulations!

The results from the certification exams written in October and December 2008 show proof of the increasing professionalism of our membership. I would like to recognize the following ASQ members for their success in the certification exams:

**Cathy Hong - CQE**

**Cathy Hong - CRE**

**Flavuis Stancu - CQA**

**Virginia Rymal - CSSBB**

**Nicole Purves - CQIA**



Certification exams are held regularly throughout the year and can be written in Windsor. Please contact ASQ at [www.asq.org](http://www.asq.org) to get information on exam schedules, eligibility requirements, the body of knowledge that is covered and a practice exam. Currently, ASQ Windsor offers a 10 week CQE refresher course in partnership with St. Clair College. Refresher courses can be held for any of the certifications providing there is sufficient interest. Please contact Betty Milburn ([bmilburn@stclaircollege.ca](mailto:bmilburn@stclaircollege.ca)) or myself ([jgrimwood@cogeco.ca](mailto:jgrimwood@cogeco.ca)) if you are interested in any refresher courses.

**Joan Grimwood**

**ASQ Windsor Education Chair**

## Maximizing your tax credits

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## Re-Certification

Please send your Re-certification Journals to:

**Tony Maria, PriceWaterhouseCoopers,**  
**245 Ouellette Ave. Suite 300, Windsor, ON N9A 7J4**  
**Direct: 519-985-8919 Fax: 519-258-5457**  
**[anthony.j.maria@ca.pwc.com](mailto:anthony.j.maria@ca.pwc.com)**

## *How is the Economy Affecting Quality Practices?*

It's easy to assume that when the economy is in a recession, businesses will make major cutbacks in order to survive. However, according to ASQ's (American Society for Quality) latest Quarterly Quality Report, many manufacturing companies are not in the crisis mode one would expect.

### Two Different Pictures

ASQ talked with its members to gain insight on the issue from practicing quality professionals. The feedback received clearly showed some of the expected pain companies are going through — such as reductions in work force, reductions in training, and budgetary cutbacks for quality initiatives.

However, not all share that view. The results displayed two very different types of organizations reacting in fundamentally different ways to eroding economic conditions. On the one hand are those going into crisis mode, cutting back and de-emphasizing quality initiatives. On the other hand are those that continue to invest in quality and innovation as a competitive advantage in the face of economic uncertainty.

It's a business dilemma that affects many other functions besides quality: To cut back or to forge ahead when the going gets tough? Organizations that refuse to panic, that move ahead with new initiatives, and that don't cut too deeply will be better positioned to excel when the economy rebounds.

"The really good news, if there is a silver lining in these times, is that while some companies are shrinking back into their shell, other organizations are moving decidedly in a forward-looking direction, and keeping quality practices at the top of the list," said Ken Case, ASQ past president and emeritus professor at Oklahoma State University.

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## 2008-2009 ASQ Windsor Section 415 Executive Committee

**Chair:**

Moataz El-Menshawy, M. Eng, CQIA, CQE, CSSGB,  
Schukra of North America,  
melmenshawy@schukra.com

**Chair-Elect:**

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**Vice-Chair:**

Flavius Stancu, CQE, CQA, CSSGB, Valiant Machine  
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Mike Kessler, CQIA, Schukra of North America  
mkessler@mnsi.net

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**Auditing/Education Chair:**

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**Nominating Chair:**

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Graham Young, CQE, Hiram Walker and Sons Ltd.,  
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**Examining / Certification Chair:**

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**Some Organizations Still Cutting**

Those members who felt their organization's viability is different today than a year ago and attributed it to the deteriorating economy were the ones who were much more likely to report reductions in work force, less training, and overall culture changes when it comes to business improvement where they work. Many were even backing away from quality initiatives that organizations typically use to cut costs.

**Balancing Efficiency and Innovation**

In between the two obvious extremes is the middle ground of organizations that are attempting to balance efficiency with innovation and growth. Members said that waste reduction and increased efficiency are receiving a considerable amount of increased attention. Also garnering more attention are efforts to generate inspiration and new ideas. Members state that they are listening to the voice of the customer more and are more engaged in programs to bolster innovation and creativity. Innovation, creativity and quality initiatives are key for organizations looking for continued growth.

Overall, many members felt their companies and the management at their companies were looking forward and using quality for long-term strategies. The results presented are an indication of what many manufacturers may also be experiencing.

The full Quality Report can be read at [www.asq.org/quality-report/reports/200901.html](http://www.asq.org/quality-report/reports/200901.html).