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**ASQ Edmonton Mission:**

ASQ Canada Edmonton Section adds value to ASQ membership and promotes quality in Northern Alberta through facilitating local access to information and education on quality principles, practices and experience, and by providing opportunities to share ideas and learning.



**Message from the Chair**

Doina Varzaru

Chair Edmonton Section 014

As we are continuing our efforts to implement the activities we planned for this year, I would like to take a minute here and acknowledge the section leadership team and their contribution, dedication and continued focus on bringing value to our valued customers, you, our section members. The new team came together as a strong unit, built around the leaders who chose to continue their roles this year, and we are now proud to report on a successful first dinner event of 2016, Mark Karpinka's presentation on the recruitment process, as well as a number of great upcoming events organized for the rest of the year.

We revamped the newsletter to include contributions from the members, accomplishments and publications, as we are proud supporters of our members ASQ goals, may they be certifications, publications or presentations on topics relevant to our audience.

We are also working more closely with the other ASQ sections in Canada, so we can facilitate your access to their events should they be of interest for our members.

Leveraging on our traditional collaboration with other professional associations, like AACE and PMI, educational institutions like NAIT and UofA, is an area of focus for us as a means of staying connected and involved with the community and providing an environment of continuous learning, knowledge sharing and meaningful contribution to the society while supporting our members career development goals.

I encourage all of you to contact us with your feedback and suggestions for improvement, so we can maximize the value you receive from your membership.

In the meantime, enjoy our events, and do not forget to check the resources and benefits made available by ASQ through your membership: access your monthly ASQ gift, take advantage of the free or discounted material available to you as a member, enroll in our study groups and mentoring program to access for free the immense pool of knowledge and expertise available within our certified membership.

Have a wonderful, quality spring!

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**Upcoming Events**

1. April 20<sup>th</sup> ASQ Edmonton Dinner Meeting
2. June 4<sup>th</sup> ASQ Edmonton Social Event – Spring Barbecue with AACE (stay tuned for details)
3. [World Conference on Quality and Improvement](#)  
Milwaukee, May 16 to May 18, 2016
4. [ASQ Vancouver Section Annual Quality Conference 2016](#)  
Vancouver, May 26, 2016

## Quote of the month

*Leadership is not rank,  
privileges, titles, or money.  
It is responsibility.*  
-- Peter F. Drucker --

## USEFUL LINKS

[ASQEdmonton.org](http://ASQEdmonton.org)

[ASQ Edmonton Section 0410  
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[ASQ Global](#)

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## ASQ INTEREST GROUPS



## Next Dinner Meeting

April 20<sup>th</sup>, 5:30 pm to 8:00 pm, at Woodvale Golf Course  
Dinner will be served at 6:00, networking from 5:30 to 6:30, presentation 6:30 to 8:00 pm.  
Student: \$10, Non-Member:\$30, Member: \$20, New ASQ Members: first meeting free.

Please RSVP to program chair, Regine Seibert, at [Program@asqedmonton.org](mailto:Program@asqedmonton.org)

**Elsbeth von der Burg, Learning and Development Professional IAP**, will present us “**Tips for Engaging Presentations and Training Delivery**”, 90 minute workshop, where we will learn:

- how to prepare for any type of presentation to achieve objectives
- how to start and end presentations in a way that gets immediate buy-in from the audience and supports training participants’ learning
- to recognize and seize opportunities for participant engagement and involvement
- tips for effective PowerPoint slides
- to enhance the impact of all our deliveries.

### About Elsbeth

Building on her extensive international experience as trainer, facilitator, and coach, Elsbeth von der Burg is dedicated to facilitating personal and organizational success. She has trained well over 1000 leaders on a range of topics with measurable improvements in supervisory performance.

Elsbeth is specifically recognized for her work in Strategic Learning and Professional Development; Effective Communication and Conflict Resolution while maintaining and building relationships; Coaching and Training for Authentic, Impactful Leadership, Management and Supervision; Leading Working Groups to become Productive Teams; and Bias Awareness and Inclusion.

Her focus is on the immediate practical application of all learning in the real world outside of the training environment.

## Members Contribution Section

New initiative in which we’re trying to highlight our section members contribution, Please send us your contribution to the society so we can review it then publish it in our future newsletters.

## Market Driven Technology Innovation in Canadian Economy



Rajeev Chadha, the senior member leader of our section presented a talk on Market Driven Technology Innovation in Canadian Economy at the Canadian Institute of Mining, Metallurgy and Petroleum – Students award night.

The statistics of SMEs (Small and Medium Enterprises) shows that there are approximate 2.1 Million SMEs incorporated in Canada. 98% of these small businesses employ less than 100 people and 74% have less than 10 employees.

Although the SMEs account for 80% of new jobs created and 82% of all new technologies, their survival rate is at an alarming average of 72% after one year, 44% after three years, and 32% after five years.

The main reason why Canadian SMEs struggle to grow into medium-sized enterprises is twofold:-

1. SMEs have limited resources to invest in new and improved products, skills and technologies.
2. Weak Management & Operations capabilities prevent fully exploit opportunities.

The mandate of federal IRAP program is to help these SMEs to grow and sustain in Canadian Economy. NRC-IRAP is Canada’s engine for industrial innovation and their mission is to accelerate the growth of SMEs by providing them with a comprehensive suite of innovative services and funding.

For more details, contact IRAP Advisor Rajeev Chadha at [rajeev.chadha@nrc.gc.ca](mailto:rajeev.chadha@nrc.gc.ca)

## Opportunity to volunteer as a member leader

There are numerous opportunities to participate and champion the initiatives planned for this year, I invite you to contact the leadership team and express your desire to contribute your time and skills.

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## Synchronize ASQ Certifications for Fun and Profit

by Daniel Zrymiak, ASQ Fellow, Regional Director Region 4 (ASQ Canada)

As far as the merits and benefits of ASQ certification are concerned, I defer to the many articles already published in ASQ Quality Progress, along with the excellent ASQ video available on YouTube.

<https://www.youtube.com/watch?v=tF7lra74tJ4>

With respect to synchronizing certifications, I wanted to share some insight. My source is from the portion of the ASQ website detailing this information

<http://asq.org/cert/faq/synchronizing-certifications>

I have been synchronizing my certifications for 15 years, and consequently have been able to retain the original certifications I attained back in the mid-late 1990s. I have always appreciated this member benefit, but it was only recently that I realized that non-members of ASQ who wish to recertify their credentials have to do so individually at a substantially higher rate.

Assuming that the non-member does not abandon their certification or lets it lapse, the long-term commitment of a perpetual certification is \$109 USD, payable every 3 years, for the rest of a career. For someone who achieved their credentials in their 20s and 30s, that could result in funding an additional 10-12 renewal cycles. This adds a long-term cost of \$1,000-1,500 per renewable ASQ certification, unless ASQ member discounts are applied.

This long-term consideration is generally not considered, but let's say that a practitioner with 4 renewable certifications (CQA, CQE, CSSBB, and CMQ/OE) wants their ASQ credentials to be relevant for the next 15 years (5 renewal cycles). Calculating this out – the member would save over \$400 USD by renewing these as an ASQ Member, and these savings would be compounded 5 times, giving a nominal long-term member benefit of \$2,000 USD (even more when the time-value of money is considered).

To those ASQ members with 1 or fewer renewable certifications, the benefits of certificate synchronization do not apply. Not all career models are served by having multiple certifications, but I personally advocate that a managerial CMQ/OE complements the technical certifications like CQE, CRE, or CSQE.

According to the current pricing model, certificate renewal brings incremental advantages over a 3-year period. Let's round up prices to numbers divisible by 10.

Every 3 years, the certifications have to be renewed. The savings of doing renewals within an ASQ membership (and available discounts) are immediately available on the first certification, and if you are renewing 5 or more, the cost recovery from the money saved actually exceeds the cost of ASQ membership. This means that the investment of ASQ membership is recovered every 3 years through certification renewal savings alone. It's a good deal, and one of the most valuable and under-publicized benefits of a long-term commitment to ASQ.

If you have any questions on how to make synchronized recertification work for you, please contact me, or refer to ASQ Customer Care at 1-800-248-1946.

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**ASQ INTEREST GROUPS**



**Upcoming ASQ Certification and Training Resources**

<http://asq.org/cert/dates>

Certification	Date / Place of exam	Application deadline
<a href="#">Pharmaceutical GMP Professional (CPGP)</a>	June 4, 2016 ASQ Edmonton	April 15, 2016
<a href="#">Software Quality Engineer (CSQE)</a>		
<a href="#">Quality Auditor (CQA)</a>		
<a href="#">Quality Engineer (CQE)</a>		
<a href="#">Quality Improvement Associate (CQIA)</a>		
<a href="#">Calibration Technician (CCT)</a>		
<a href="#">Quality Process Analyst (CQPA)</a>		
<a href="#">Six-Sigma Green Belt (CSSGB)</a>		

**ASQ Training Resources**

To support quality professionals worldwide in preparing for their certification exams and day to day quality improvement activities, ASQ makes available various and methodologies at its on-line Knowledge Center at <http://asq.org/knowledge-center/index.html>. Also, ASQ provides on-site and web-based training on various quality topics and certifications at <http://asq.org/learninginstitute/index.html>. You can also order simulated ASQ Exams & Questions at (<http://cert.asq.org/certification/control/prepare>).