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Quality Corner: How Quality Systems Can Bolster Your Business Strategy & Become a Competitive Advantage



Author: Eliana Pouchard, CBA

One would think that success is a direct result of a phenomenal strategy. One would think that success is a direct result of arduous work looking for ways to differentiate yourself from the competition and establish the so desired competitive advantage. In my opinion, that's half the truth. People, the right people, are the key ingredient in the perfect recipe for success. The right people will drive the strategy in the right direction, should it ever lose sight of true north. And with the right people comes the right culture, a culture that celebrates the value of the quality-minded, a culture that inextricably integrates the notion of Quality Systems.

But what are Quality Systems and how can they help?

Simply put, quality systems are the building blocks that define a culture based on the idea of continuous improvement. In the competitive landscape we now face, continuous positive change is the life-jacket that will save us from drowning in an ocean of fierce predatory competition. The concept of continuous improvement does not only apply to the provision of products

and services. This concept applies to how you approach training for your employees, what standards you set for your suppliers, what type of relationships you forge with your customers, among many others. It should be the nectar that nurtures your day to day operations and decision making at all levels.

Performance monitoring, supported by adequate tracking and trending, is the fuel that keeps the idea of continuous improvement alive. Tracking and trending to unveil key messages is paramount in painting the picture of where we stand. Well informed, we're better poised to take any necessary actions, whether it is to prevent recurrence of problems, to prevent occurrence of potentially adverse events, or to reinforce what has resulted in positive outcomes. For instance, it may be part of your business strategy to provide top notch service. Tracking and trending the effectiveness of your training programs will allow you to realize whether your employees have the required training to provide the best service in the industry. It may also identify areas where additional resources are needed to launch better training programs.

Negative feedback from customers can be a blessing in disguise and should also be tracked and trended. If properly handled, customer complaints can open up opportunities for improvement. Tracking and trending of negative customer experiences will unveil messages that have the potential to result in innovative product and process changes. Receiving that negative feedback from customers is a much better situation than remaining oblivious to deleterious issues and ultimately losing valued customers.

Issues will arise, processes will fail at some point or another, but having the right culture that drives you to address issues and to learn from past experiences is what will raise you to the top. This culture will equip you well to face adversity when it shows at your doorstep. Your customers will notice your approach and that might just be the competitive advantage that influences your customer's next purchasing decision.

Interested in submitting your article for next month's Quality Corner? Below are some helpful guidelines for Quality Corner submissions:

1. Email submissions to communication@asqtoronto.org by the 15th of the month.
2. Maximum 500 words.
3. A small image (4 cm x 6 cm) can be included.
4. Submission of an article will not guarantee publishing in a given month's newsletter and may be published in a subsequent newsletter.
5. If your submission is selected, the Newsletter Editor will contact you directly.
6. Your submission will be reviewed for clarity, readability, grammar, spelling, etc. and may require revisions prior to publishing in the newsletter.

If you have any questions, please contact the Communications Chair at communication@asqtoronto.org or speak with Peter-Elias Alouche at the next section meeting.

Did You Know?

An ASQ Canada Conference is long overdue!

Come celebrate Canada's 150th anniversary as part of the quality community in Ottawa on September 25th and 26th, 2017 at the Canadian War Museum and Canadian Museum of History. Our theme is a confederation of quality practitioners working toward an inclusive and sustainable Canada. The conference objectives are to build and showcase Canadian quality practice and to welcome new members to the benefits of the ASQ community.

The program is an exciting one. We offer pre conference workshops, a gala dinner, over twenty presentations from leading experts, a chance to meet new authors within the Quality field and many occasions to network. You may even wish to write a certification exam...

To register, visit conference2017.asqottawa.ca or conference2017.asqottawa.com.

Looking for opportunities to sponsor or take part as an exhibitor, please contact the Toronto Section or Chair, ASQ Ottawa Valley at ruthstanley61@gmail.com.

Member of the Month



We want to hear from you, our members and recognize those of you doing great work in the Quality community. We would like to help promote our valued and trusted members so that each of us can get to know one another a little better while recognizing the expertise that is part of our community. We will be featuring a section in the monthly newsletter for someone that made a great contribution to the quality world. If you are interested in being featured, please visit <https://goo.gl/forms/9Cewa17TZwaUDZIS2> and submit the required information by the deadline.

Testimonials



ASQ Toronto is looking for members to participate in a quick 2 minute testimonial that we will use to promote the ASQ Toronto community via our new [ASQ Toronto YouTube channel](#). Video recordings will take place at the end of the monthly ASQ section meeting or remotely. To participate, go to <https://goo.gl/forms/27ZMDg4llp3VLbn2>. You will need to answer the following in the 2 min video testimonial:

1. What is your name, job title, and how long have you been a member of ASQ?
2. What is 1 thing you learned from the section meeting?
3. What do you enjoy the most as an ASQ Toronto member?

April Section Meeting

This month's section meeting took place on April 12, 2017 at the SpringHill Suites in Vaughan. The guest speaker was Goran Novkovic who spoke to ASQ Toronto members about Software and Data Regulatory Compliance in the Cloud.

About the Speaker: Goran Novkovic

Goran has over 15 years of experience in various regulated industry sectors. His area of expertise is related to automation and controls engineering, computer systems validation, network and cloud security, data integrity and regulatory compliance. Goran has a formal education in Electrical Engineering and Project Management and possesses a master's degree in Information Technology. He has a number of professional licenses and designations. He is a licensed Professional Engineer in Ontario, certified ITIL, certified Agile Project Manager and Project Management Professional with PMI. Goran is an active senior member of ASQ, Audit and Software Divisions and is a holder of CQA and CSQE certifications. Goran is a consultant with Valiver (www.valiver.com), and he is helping organizations with software validation and system cybersecurity projects and initiatives.



Topic: Software and Data Regulatory Compliance in the Cloud

Cloud computing is making a transformational shift in the way we do business and manage software quality and information security in an increasingly complex regulatory environment. Cloud computing certainly offers multiple benefits, but also raises many security concerns from customers, which, if not well understood and managed, can boost a fear and turn the cloud experience into information security disaster derived from loss of visibility and control over software and data assets. Organizations are taking a cautious attitude to cloud computing, because of concerns about compliance with their security policies and respecting regulatory obligations. The adoption of cloud technologies should always be subject to careful evaluation and should be integrated with risk management processes and information security governance of the organization. Satisfying regulatory requirements triggers many questions, and it is equally new for cloud providers and users.

The presentation offered a practical approach and real solutions for customers in the process of adopting cloud services and managing software applications and sensitive data in the cloud. It is a part of ASQ 2017 WCQI (World Conference on Quality and Improvement) program and was presented in Charlotte on May 2, 2017.

The key takeaways from the presentation were:

- Identify roles and responsibilities for securing data and software assets in the cloud.
- Understand a difference between "Security of the Cloud" and "Security in the Cloud".
- Implement a cloud security life-cycle model based on risk management framework to manage data and software security and regulatory compliance.
- Classify data assets based on sensitivity and criticality for the business and utilize phases of data life-cycle model to manage data security in the cloud.
- Implement secure software development life-cycle (S-SDLC) model to software engineering and quality assurance in the cloud.



Fast Fact

The ASQ Toronto section is the 3rd largest section membership of ASQ globally with over 1,344 members.

The largest member section is Minnesota with a whopping 1,621 members.

What would it take for ASQ Toronto to be even bigger and better next month? Next Year? Speak to a member of the ASQ Toronto executive team at the next section meeting or contact them by [email!!!](#)

SPRING SEMINAR 2017: APRIL 25

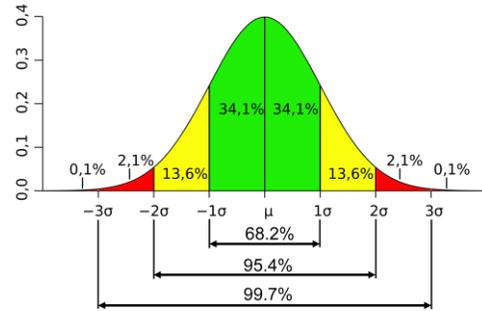
On April 25, 2017, ASQ Toronto hosted the annual ASQ Toronto Spring Seminar at the Edward Village Markham located at 50 East Valhalla Drive, Markham, ON. Thank you to everyone that attended the event.

Sustaining Business Excellence through Quality Management Systems is challenged by ever changing socio-economic, political and regulatory requirements. This seminar shall provide a forum for quality professionals to network and share their experiences with balancing technological innovations, customer needs and regulatory changes using quality management systems. A panel discussion in the afternoon session will provide a forum for the audience to actively participate with a panel of speakers. ASQ Toronto would like to thank everyone for their participation in the event and look forward to seeing you all again next year. Additional information can be accessed via the flyer: <http://asqtoronto.org/wp-content/uploads/2017/03/asqrev6-2017-.pdf>



ASQ Statistics Webinars

The ASQ Statistics division has several free webinars available for its members to learn more about risk based statistics for product testing, process capability analysis, DOE, and paired t-tests. To watch any of the webinars visit <https://www.youtube.com/ASQStatsDivision> today.



Volunteers Needed: Photographers

All photographers on deck! We're currently looking for ASQ members in good standing with strong photography skills to take quality photos in one or more of ASQ Toronto's special events such as the Employment Assistance meeting in March, Spring Seminar in April, and Awards & Recognition meeting in December. Volunteers will receive 0.3 RU per meeting per session as applicable. It would be ideal if you could bring your own DSLR camera for these events.

If you are interested, please submit a brief resume or share your LinkedIn profile with Savita Deshpande, Volunteer Chair at volunteers@asqtoronto.org.



Change in Exam Format

ASQ has moved from the traditional "pencil and paper" exam format to computer-based testing (CBT). Detailed information is available on ASQ's website at <http://asq.org/cbt/>. Since this exam format is still new, please visit the website from time to time as ASQ provides new updates.



Job Postings

Job Title	Company	Expiry Date
Quality Technician	Bombardier	July 13, 2017
Quality Project Coordinator	Bombardier	July 13, 2017
Quality Supervisor, Receiving	Bombardier	July 13, 2017
Quality Supervisor, Final Assembly Line	Bombardier	July 13, 2017
Quality Supervisor, Corrective Action	Bombardier	July 13, 2017
Flaw & Crack Inspector	Bombardier	July 13, 2017
Transformational Analyst	Health IT Services	May 15, 2017
Product Engineer	CTI Industries	July 10, 2017
Quality Inspector	BCI	May 17, 2017
Quality Engineer	Inscape Solutions	May 16, 2017
Quality Assurance Technician	Inscape Solutions	May 16, 2017



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Feedback

Please let us know your opinion about the newsletters. What would you like to see in the newsletter and how we can make it better? Your ideas are most welcome.

Please email your comments to the Communications team at communication@asqtoronto.org.