

**MINUTES OF 5/14 Q&P SECTION TELECONFERENCE ON
ISSUES PERTAINING TO ASQ**

Attending: Tom Boardman, Rick Carlson, Fred Faltin, Jeff Hooper,
Gwen Stimely, Geoff Vining (others?)

1. Is ASQ “different” from ASA, other professional societies, and its own origins?

YES—broad consensus that ASQ’s self-description as a “not for profit company” (vs. a professional society) is an accurate one with respect to its outlook and conduct, and that we should view and respond to it accordingly.

However, it was also commented that there is somewhat of a disconnect between attitudes and conduct of Stat Division vs. the corporate office; Stat Division retains significant autonomy, and continues to desire a good working relationship with us. How do we accomplish this without furthering ASQ’s revenue-generation goals that it would be inappropriate for us to support?

2. What threats/opportunities does ASQ’s corporate-like stance pose for Q&P?

T: Trivialization of technical content in the Quality profession, since ASQ leadership is dominated by management types. This is potentially detrimental to the profession as a whole and to its standing in society, and may be a void we should fill.

T: ASQ’s increasing political involvement seeks to heighten its profile and support company growth, and threatens to marginalize and isolate Q&P. Should we, or do we have the societal obligation, to become more activist ourselves in order to assure representation of objective technical professionals? Perhaps, but must be careful not to run afoul of ASA guidelines, and of how we state whose views are being represented.

O: We are in a strong position to champion the technical side of Quality and to represent the profession in this regard.

O: Disenchantment among ASQ's membership over the company's recent actions may provide us an opportunity to pick up membership from technical professionals in ASQ. We need to review what advantages we can offer them by joining Q&P. Q&P and Stat Division have had different emphases in the past.

Action item: Have a message for Geoff to take back to Stat Division from our Strategic Planning meeting on May 24.