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**ASQ MAY 2011 MEETING**

**MONDAY, MAY 16th, 2011**

**ALIOTO'S BAR & GRILL**

3041 N. MAYFAIR RD., WAUWATOSA, WI • 414-476-6900

**PRESENTATION TOPIC:**

**WORLD CLASS MANUFACTURING**

***How Modern Breweries are Changing  
 Their Quality Paradigm***

*by Mary Pellettieri*

Though the brewing industry is age old in terms of food and beverage manufacturing, the application of modern quality management principles has hardly been a linear route. Most breweries large and small have strong quality programs; this is very evident in the quality of beer today. But during the early days of most breweries the responsibility of quality generally fell directly in the hands of a Brewmaster. Because the expertise of a Brewmaster is in brewing beer, not strictly in the principles of quality, there is typically a learning curve that most breweries go through that closely mirrors quality evolution in any new venture.

We will explore the aspects of quality management that are strong in breweries and where some start-ups struggle as they grow and evolve. We will also peek into how today's bigger breweries are jumping into modern day quality principles and peeling back the old tenants once held so steady-fast. The take-away; Mapping any "expertise" to a quality management model helps ensure no gaps in the risk avoidance system, and ultimately benefits business profitability. This "learning" is applicable to any new process or innovation, or to any process that is evolving.



**See the May Speaker Bio of Mary Pellettieri on page 2**

**NO PRE-MEETING CLINIC**

**THERE IS NO ROUND TABLE DISCUSSION OR PLANT TOUR IN MAY**

**DINNER MEETING  
RESERVATIONS**

**Monday, May 16th, 2011**

Location:

**ALIOTO'S BAR & GRILL**

3041 N. Mayfair Rd., Wauwatosa, WI • (414) 476-6900

6:30 p.m. ....Dinner Meeting  
7:45 p.m. ....Speaker

**BUFFET MENU:**

*2 Entrees: Lemon Caper Chicken  
or Cod Florentine*

*4 Sides: Mashed Potatoes, Vegetable/Rice Medley,  
Pasta Salad and Fresh Fruit*

*Included with buffet: Jello Molds, Italian Bread,*

*Tossed Mixed Green Salad with  
Ranch or French Dressing*

*Coffee, Tea or Milk*

*Dessert: Vanilla Sheet Cake*

Fee: **ASQ Members** .....\$25  
**Non-ASQ Members (N)** .....\$30  
**Students** .....\$10

Upon arrival, please register at the Milwaukee ASQ table. Bring checks payable to ASQ Milwaukee Section before reaching the cashier. For more information regarding the **ARRANGEMENTS**, e-mail Jessica Andreshak at [jandreshak@cytophil.com](mailto:jandreshak@cytophil.com)

**RESERVATIONS ARE REQUIRED ONLY FOR DINERS.** You will receive your dinner confirmation when you register on-line. If you have difficulty or cannot register online, please contact **Jessica Andreshak**, ASQ Milwaukee Arrangements Coordinator at **(262) 642-2765**. Reservation cancellations can be made online or by calling the Arrangements Coordinator.

**Reservation and cancellation deadline:**  
**9:00 a.m. Sunday, May 15th, 2011**

Reservations made but not kept will be billed.

Please refer all

**SPEAKER & TOPIC QUESTIONS**

to  
**LISA CARPER - (262) 361-4515**  
[lcarper@wi.rr.com](mailto:lcarper@wi.rr.com)

or  
**DAVE OTIS - (262) 993-4696**  
[dave\\_otis@mercmarine.com](mailto:dave_otis@mercmarine.com)

**MAY SPEAKER BIO INFO**

**Mary Pellettieri**

Mary began her brewing career in 1992 with the Siebel Institute while completing her Master of Science degree at the University of Illinois - Chicago. Siebel provided a great foundation of brewing science and technology, as her full time duties there included teaching the basics of sensory class, and brewing microbiology laboratory instruction. After a six year tenure with Siebel, Mary found herself with Silliker Laboratories in South Holland, Illinois. She performed further instruction in laboratory sciences in food microbiology, and consulted and audited with the technical services group in multiple types of food plants on HACCP and Sanitation programs, GMPs and quality.



Mary Pellettieri

Mary found her way back into brewing with Goose Island Beer Co in 2001. As the Quality Director, she was part of the small brewing team that developed award winning beers at the Great American Beer Festival and World Beer Cup. Mary also represented Goose Island multiple times as a certified beer judge in these same events. Her career expanded with the American Society for Quality (ASQ) and Master Brewers Association (MBAA) activities. She earned her Certified Manager of Quality certificate from the ASQ in 2006, and joined the national MBAA technical committee in 2007. She has since taken on Chairmanship of the MBAA Technical Committee in 2009.

In 2009, Mary also began a new career with MillerCoors as the Quality Services Manager for the Milwaukee Brewery. She gladly performs her role as quality leader in the historic brewery, and hopes to lead with a passion for beer that made Milwaukee a great brewing town.

**APRIL SPEAKER**

**LEE DAWSON**



## Section NEWS 5/2011

The importance of organizational culture and how it contributes to organizational effectiveness, success, and achievement needs to be recognized. Organizational culture plays a critical role in most nonprofits, particularly those with a large and ever-changing pool of volunteers. Nonprofits generally evolve from a group of people with common interests, and working on a common cause to solve mutual problems.

Your section Leadership Team is comprised of a group of talented and dedicated members who manage the affairs of the section and strive to serve you. Your ASQ Headquarters Executive leaders has published a National Volunteers Message which is included in the newsletter to recognize our volunteer's service to you.

You may have noticed from the Leadership Team Member listing, I am now serving as your section treasurer in addition to newsletter editor. This is a new adventure for me, and I will be in this position until July 1 when Julie Shuster will begin her term as treasurer.

The Section is pleased to offer the **Hy Pitt Scholarship** for Leadership Team members. This is a great opportunity to obtain resources for training, and an incentive for joining the Leadership Team. The deadline for submission is **June 24th**. For additional information and application materials, please visit our website at [www.asqmilwaukee.org](http://www.asqmilwaukee.org).

ASQ's World Conference has been the premier training event for more than 60 years. With more than 2,500 in attendance, it is the place to network and learn for those passionate about quality improvement. This year's conference, held May 16-18, is headed to Pittsburgh, PA. Take a look at the benefits below and [register today!](#)

Register for the [World Conference on Quality and Improvement](#) and receive access to dozens more industry-specific sessions at the following four conferences: [Institute for Continual Quality Improvement](#), [Institute for Software Excellence](#), [Quality in Sustainability](#), and [Quality Institute for Healthcare Conference](#).

Access to more than [100 educational sessions](#) from all five conferences.

Benchmark your organization's quality journey against the best in the world. Review the [International Team Excellence Award](#) finalists to see how these high performance teams saved millions.

Visit with job seekers and employers at [ASQ's Career Fair](#) held Tuesday, May 17 in the exhibit hall.

*All attendees will receive a full conference recordings package that includes: PowerPoints, Webex files, and mp3s.*

Please access our website on a regular basis for current announcements that cannot be included in the newsletter. Some events are scheduled, or we are notified, after the newsletter publication due date each month.

John Montague,  
Newsletter Editor  
[jmontague03@yahoo.com](mailto:jmontague03@yahoo.com)

## NEW MEMBERS & GUESTS



**LINDA FLEMING**  
New Member



**MICHAEL EPPS**  
New Member



**DAVE HEIN**  
Member/Guest  
from Winnebago

## Milwaukee Section Scholarship Winner

There were several eligible students entered into the scholarship drawing which took place at the April Dinner meeting.

[Congratulations to our scholarship winner for 2011](#)

The winner of our section student scholarship award was **JESSICA NARR**. She was sponsored by Allen Rothman. Jessica is an honor student at Hartford Union High School.

We extend our best wishes for future success in her education and career.

## Chair Article: Chair

*By Erica Swain, Chair Elect*

Dear Valued Members and Friends,

Firstly, I would like to thank you all for the opportunity to serve as Chair for ASQ Milwaukee.

Secondly, I would like to introduce myself to those who may not know me. I started serving on the leadership team over ten years ago as newsletter editor. I was editor for three years and, during my third year, I also served as programs chair. For fulfilling both roles that year, I was honored to receive the John J. Bartelme Meritorious Service Award. Since then, I have alternated between treasurer and assistant treasurer until this year when I served as Chair Elect. Over these last ten years, I have worked with many dedicated quality professionals who have exhibited exemplary leadership skills and have helped me in my career. I have learned by their example and have decided to stretch beyond my comfort zone and serve as Chair. I am honored to do this and hope that I will be able to represent our section well. Quality is my chosen career and really is a way of life. I look forward to working with the Leadership Team and everyone in the section that shares a passion for quality.

Lastly, I would like to share my vision for the upcoming year. There have been many activities that have made our section a success; a few are the buddy program, round-table discussions on quality management, plant tours, training events, and monthly meetings with dynamic speakers and relevant, timely topics. I look forward to continuing these and expanding upon plant tours as P&H Mining has volunteered (Thank You!) to be a host company and share with us their POLCA system.

The success of this section relies on everyone. Also, interestingly, the section exists for the benefit of all so please consider taking advantage of some of those opportunities. Whether you are involved or not, we'd like to hear your feedback. Let me and anyone on the Leadership Team know what works, and more importantly, what could be done better for the benefit of our profession. Here's the continued success of the Milwaukee section!

Best regards,  
Erica Swain



## 2011 BADGER STATE SCIENCE &

## ENGINEERING FAIR AWARD WINNERS

The ASQ Milwaukee Section is pleased to provide \$1000 in helping to sponsor the 10th annual Badger State Science and Engineering Fair which took place on March 26th at Marquette University. The ASQ judging team reviewed exhibits from ten different categories and awarded two student participants a \$250 award each.

The 2011 Science Fair recipients are: Melissa Jonardi and Sophie Cohen.

Melissa Jonardi is from DSHA (Divine Savior Holy Angels HS). Melissa's exhibit was titled: "The Knowledge and Health of High School Girls in Regard to the Female Athlete Triad".

Sophie Cohen is from Nicolet HS. Sophie's exhibit was titled: "The Effect of Diphenhydramine Hydrochloride, the Active Ingredient in Benadryl on Heart Rate".

We look forward to having these recipients attend the May 16 dinner meeting and put their exhibits on display.



**SOPHIE COHEN**  
(above)



**MELISSA JONARDI**  
(at left)



## National Volunteer Week Message

The world is a better place because of the efforts of a small percent of the population who believe in donating their time and talent to the needs of the community. ASQ was founded on this principle when 200 volunteers shared a common vision of the difference quality could make in the world. They would be proud of what ASQ has become—the global community of people passionate about improvement.

It is appropriate then to acknowledge and celebrate the service of our member leader volunteers in recognition of National Volunteer Week, April 10–16. ASQ is a vibrant, global community because of the hard work, passion, and commitment of our dedicated volunteers. Even during tough economic times, the resilience and vitality of our member leaders has allowed us to grow and invest in our future. We now look forward to a bright future in which the Society continues to serve its mission.

The value that member leaders bring to ASQ cannot be emphasized enough. According to Independent Sector, a national advocacy organization in Washington, DC, the 2010 estimate for the value of a volunteer hour was \$21.36. Based on this figure, the estimated total volunteer hours of our member leaders would equate to approximately \$3,893,400 dollars a year! But a dollar value in no way equates the value that the Society derives through the sharing of expertise and learning that our members and the quality community enjoy. From board members to committee members, volunteers have taken on these roles in addition to their everyday jobs and activities, demonstrating just how passionate they are to advancing quality and ASQ.

On behalf of the global quality community, thank you for contributing your knowledge, time, and expertise to raising The Global Voice of Quality™. Dr. Juran's vision that the 21<sup>st</sup> century would be the century of quality will only become a reality through your efforts! ASQ is grateful to you.

Sincerely,

David Spong  
ASQ President

Paul Borawski  
ASQ Chief Executive Officer

LEADERSHIP TEAM APPRECIATION DINNER - APRIL 4, 2011



**SECTION CHAIR AND LEADERSHIP TEAM MEMBERS**

\*\*\* Click on e-mail address to send message \*\*\*

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**NEWSLETTER ARTICLE DEADLINES**

<b>DEADLINE ....</b>	<b>ISSUE</b>
May 10 .....	June '11
Aug. 10 .....	Sept. '11
Sept. 10 .....	Oct. '11
Oct. 10 .....	Nov. '11

**THE DEADLINE FOR ARTICLE SUBMISSION IS THE 10th OF EVERY MONTH.**

**CAREER PLACEMENT**

Please visit [www.asqmilwaukee.org](http://www.asqmilwaukee.org) for current career opportunities. Use the link Job Placement on the left side of the web page to access information on current job openings.

Milwaukee Section News is the official publication of the Milwaukee Section of the American Society For Quality and is published monthly, 10 times per year. Permission is given to reprint material, providing credit is given to the Milwaukee Section News.

**SEND CHANGE OF ADDRESS NOTIFICATION TO:**



American Society For Quality  
 600 N. Plankinton Ave., Milwaukee, WI 53203  
 or sign-in to ASQNet at  
[www.asq.org](http://www.asq.org)



**APRIL ROUNDTABLE DISCUSSION**

**2011 Quality Calendar**

**MON., MAY 16, '11**  
 Alioto's Bar & Grill • (414) 476-6900 • 3041 N Mayfair Rd., Milwaukee, WI  
*"WORLD CLASS MANUFACTURING - How Modern Breweries are Changing Their Quality Paradigm"*  
 by: **MARY PELLETTIERI, MillerCoors**

**MON., JUNE 20, '11**  
 Doubletree Hotel • (262) 792-2323 • 18155 Bluemound Rd., Brookfield, WI  
*"FOOD SAFETY - Quality in Food Safety"*  
 by: **JIM LOSEKE, Sargento / ASQ**



*Photo by  
 John Montague*



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**Attention Companies, Consultants and Service Providers**

The Milwaukee Section has a limited number of advertising slots available in this newsletter. This is a great opportunity to promote your products or service and support the activities of this ASQ local section. Advertising rates are extremely competitive for commercial advertising and reach nearly 1400 section members every month.

As an incentive to advertise with us, we offer each company the opportunity to send one employee for one day of training at our annual QC100 training event free of charge, in addition to a listing in the QC 100 brochure or other communication related to these courses.

The newsletter is also posted on the section website in addition to being emailed to members attached to the monthly dinner meeting announcement. For further information, please contact John Montague, Newsletter Editor at [jmontague03@yahoo.com](mailto:jmontague03@yahoo.com) or call 414-764-4506.



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[warren@asrworldwide.com](mailto:warren@asrworldwide.com)

[www.asrworldwide.com](http://www.asrworldwide.com)

**Rescheduled Wednesday, May 11, 2011 Rescheduled**

7:00 p.m. – 9:00 p.m.

Registration is not Required

## **Process Capability vs Process Performance**

Presented By

**Kent Ehley**

**Quality Consultant**

Location:

MATC – West

1200 South 71<sup>st</sup> Street

West Allis, WI 53214-3110

Lecture Hall Room 107 Please Park in North Student Lot

**About the Seminar:** This seminar will explore the difference between Process Capability and Process Performance. Using statistical measurements such as Cp, Cpk, Pp, and Ppk you will learn how to obtain more insight into the process. Learn the definitions, interpretations and calculations for Cp, Cpk, Pp and Ppk and how to evaluate the statistical stability of a process by comparing various statistical measurements.

### **About the Speaker: Kent Ehley**

Kent is President of Creative Quality Solutions, Inc., a management education and consulting firm serving the manufacturing and service industry. He has over 35 years experience in the Quality Assurance profession and has been a consultant to both small and Fortune 500 companies.

Active in the Milwaukee Section of ASQ, he was Chairman of the section in 1993-1994, and elected a Fellow of the society in 2004. He began his career at Allis-Chalmers Corporation, was Quality Director at Harley-Davidson, a Chief Resident Consultant for McElrath & Associates, and Vice President of Quality for The Forum, Ltd. His practical experience covers a broad spectrum of industries including food processing, machining and assembly, and electronic assembly and test.

Kent holds a BS in Mechanical Engineering, and an MBA from the University of Wisconsin, and is an ASQ Certified Quality Engineer, Certified Quality Auditor, and Certified Quality Manager. Kent is a Fellow of ASQ, Past Chair of the Milwaukee section, and currently chairs the Education Committee.

**Please Print and Post**

# 65th Annual World Conference on Quality and Improvement

May 16–18, 2011 • Pittsburgh, PA

## KEYNOTE SPEAKERS



**Adm. Thad Allen**  
USCG (Ret.)



**J.J. Irani**  
Tata Steel



**Barbara Corcoran**  
The Corcoran Group

ASQ's World Conference on Quality and Improvement brings together members of the global community who are passionate about the future of quality. The 2011 theme, *The New Role of Quality: Tomorrow's Application of Proven Quality Tools*, will challenge you to look at your company's continuous improvement process. This three-day training event features learning opportunities in the following focus areas: building a quality culture, global, organizational excellence, quality basics, and risk management. With more than 100 sessions available, the opportunities are endless. Join others who share your passion at this unforgettable event.

Find tips to save on registration at <http://wcqi.asq.org/save>.

See you in Pittsburgh, PA!

ASQ members are building the future of quality. Show your commitment to quality and give yourself a strong competitive advantage. Join today at [www.asq.org/membership](http://www.asq.org/membership) and help raise the voice of quality.

