



**IN  
THIS  
ISSUE**

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**ASQ SEPTEMBER 2011 MEETING**

**MONDAY, SEPTEMBER 19th, 2011**

**ALIOTO'S BAR & GRILL**

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

**PRESENTATION TOPIC:**

**QUALITY IN GLOBAL ENVIRONMENT**

*The Opportunities & Challenges of Doing Business in Asia*

*by Stephan Cloutier*

Manufacturing in the U.S. is too costly for most products, right? Maybe or maybe not. Global sourcing is not without inherent risks some of which are not readily apparent up front, and present a new set of challenges to companies which in many cases they are unprepared for. The biggest problem is that most companies don't know the full extent of their exposure to risk in outsourcing.

There is nothing inherently wrong with sourcing globally and accessing foreign markets. But a single-minded focus on lowest piece-price with no regard to broader implications leads to unneeded complexities in assessing the inherent risks involved in the business decision.

This presentation will provide insight into this critical business issue and examine a number of topics from the perspective of a prominent Wisconsin manufacturer. You'll learn about;

Background to Mercury Marine  
 Involvement into Global Sourcing.

■ **Overview of our buy.**

- ✦ The reasons behind the need of Global Sourcing.
- ✦ How it started....

■ **Why & How we decided to set-up an operation in Asia.**

- ✦ Key reasons.
- ✦ Approach taken
- ✦ Where to go?
- ✦ How we decided?
- ✦ Results

■ **What did we learned from that experience?**

- ✦ Importance of a plan.
- ✦ Good Sourcing practices.
- ✦ Do not underestimate the cultural differences.
- ✦ Pitfalls to avoid & be careful of the "CNN" effect.
- ✦ Where do we go from here?

So please join us for an enlightening discussion by Stephan Cloutier, who has been directly involved in Asian Sourcing: Been There, Done That.

*See the September Speaker Bio of Stephan Cloutier on page 3*

**ROUNDTABLE DISCUSSION - SEE PAGE 2**

THERE IS **NO** PRE-MEETING CLINIC OR PLANT TOUR THIS MONTH

**DINNER MEETING  
RESERVATIONS**

**Monday, September 19th, 2011**

Location:

**ALIOTO'S BAR & GRILL**

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

5:30 p.m. ....Roundtable Discussion  
6:30 p.m. ....Dinner Meeting  
7:45 p.m. ....Speaker

**BUFFET MENU:**

*Entrees: Ribs or Breaded Chicken*

*Sides: Pasta Salad, Green Beans, Mashed Potatoes  
and Fresh Fruit*

*Includes: Italian Bread, Tossed Mixed Green Salad with  
Thousand Island or Ranch Dressing,  
Jello Molds, Coffee, Tea or Milk; Dessert: Vanilla 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 DINNERS.** You will receive your dinner confirmation when you register online. If you have difficulty or cannot register online, please contact **Jessica Andreshak**, ASQ Milwaukee Arrangements Coordinator at **(262) 716-3028**. Reservation cancellations can be made online or by calling the Arrangements Coordinator.

**Reservation and cancellation deadline:  
9:00 a.m. Sunday, September 18th, 2011**

Reservations made but not kept will be billed.

Please refer all

**SPEAKER & TOPIC QUESTIONS**

to

**ERICA SWAIN**

[erica.j.swain@gmail.com](mailto:erica.j.swain@gmail.com)

**SEPTEMBER 2011**

**ROUNDTABLE DISCUSSION TOPIC**

**Quality Mission/ Quality Policy Statements**

Those of us in the Quality profession understand how the Quality Mission and Quality Policy statements can serve as a guiding beacon for organizations. However, people often treat them as words to memorize before an audit. How has your organization made your policy come to life for employees? Please come to this discussion prepared to share what your policy is, how it was developed, how it was rolled out to employees and how your company helps employees see the relevance and meaning of the words.

Please arrive in time to start the discussion promptly at 5:30. We will distribute RU verification slips at the discussion tables at 5:45. If you arrive after 5:45 and would like to join a table, please be respectful of the discussion already in progress and be aware you will NOT receive any RUs for participation.

We'll finish up around 6:15 leaving plenty of time for you to register for the dinner meeting.

**JUNE SPEAKER**

***JIM LOSEKE***



*Jim Loseke*

## Section NEWS 9/2011

Welcome to the first issue of the newsletter for our 2011 – 2012 publishing year. By the time you read this, you should have received the Program Schedule Card in the mail for the coming year.

The card is also posted on our website at [www.asqmilwaukee.org](http://www.asqmilwaukee.org), and a limited number of cards will be available at our dinner meetings.

We have an exciting line up of speakers and topics this year. I hope you can attend and take advantage of these presentations.

We currently have two open positions on your Leadership Team. They are Technical Seminar and Advanced Programs Chair positions. If you have an interest in these areas, or are seeking an opportunity to expand your experience and networking base, and serve our section membership, please consider these. Contact Erica Swain for information.

I hope all our members have an enjoyable summer.

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

## SEPTEMBER SPEAKER BIO INFO

### Stephan Cloutier

#### *Vice President, Mercury Marine Procurement*

Stephan Cloutier is the vice president of Procurement for Mercury Marine, based in Fond du Lac, Wisconsin. In his current role, he is responsible for the worldwide purchasing of direct and indirect materials required by Mercury Marine.

Stephan joined Mercury Marine in 1999 as Senior Manager of Global Sourcing, based in Fond du Lac, was promoted to Director of Commodity Management, and served three years as Director of Asia Procurement, overseeing the Seoul, Korea and Suzhou China sourcing offices. In this role, Stephan's leadership was instrumental in procuring quality products from Korea & China for our United States business units, and the successful component localization of 40-60 hp 4-stroke components assembled in the Suzhou China facility.

Stephan's career encompasses more than 20 years experience in Engineering, Supplier Quality, Strategic Planning, and Procurement in companies such as Inglis, LTD, and Whirlpool Corp. Stephan received his certificate in Aeronautical Engineering from the National Aeronautical School in Quebec, Canada; his Bachelor's degree in Mechanical Engineering from Sherbrooke University in Quebec, and his MBA from The Notre Dame University.

Photo by  
John Montague



## Chair Article: Section Chair

*By Erica J. Swain*

Greetings to My Fellow Section Members,

First, I would like to thank you all for the opportunity to serve as your Chair of the Milwaukee Section.

Second, I would like to my background 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. The section exists for the benefit of all so please consider taking an active roll and become involved. Please attend section activities, and provide feedback in how the Section can serve you. 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. The continued growth and success of the Milwaukee section depends on you!

Erica J. Swain  
Section Chair



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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 1,400 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.

THE LATEST SECTION PHOTOS



Kent Ehley Receiving Service Award for Justin Holder from Lisa Carper



Warren Hojnacki passing the gavel to Chair, Erica Swain



Julie Taylor Receiving Service Award from Lisa Carper



Jessica Narr receiving Student Scholarship from Allen Rothman



Jessica Narr and her parents



JUNE DINNER MEETING ATTENDEES

**SECTION CHAIR AND LEADERSHIP TEAM MEMBERS**

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

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POSITION OPEN

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414-764-4506  
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**NEWSLETTER ARTICLE DEADLINES**

**DEADLINE .... ISSUE**

Sept. 10 .....	Oct. '11
Oct. 10 .....	Nov. '11
Nov. 10 .....	Dec. '11
Dec. 10.....	Jan. '12

**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.

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**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)

**2011-2012 Quality Calendar**

**Mon., Sept. 19, '11** Alioto's Bar & Grill  
**QUALITY IN GLOBAL ENVIRONMENT**  
*"The Opportunities & Challenges of Doing Business in Asia"*  
**STEPHAN CLOUTIER, Mercury Marine**

**2nd Mon., Oct. 10, '11** Marquette University  
**JOINT MEETING WITH ISM MILWAUKEE**  
Topic to be announced.  
**WI GOVERNOR SCOTT WALKER, Wis. State Government**

**Mon., Nov. 21, '11** Alioto's Bar & Grill  
**SOFTWARE FOR QUALITY**  
Minitab Tips & Tricks with Overview of "The Assistant" from Minitab  
**MARILYN WHEATLEY, MINITAB**

**2nd Mon., Dec. 12, '11** Alioto's Bar & Grill  
**QUALITY IN FUTURE**  
ASQ's 2011 Future of Quality Study  
**PAUL BORAWSKI, ASQ**

**MON., Jan. 16, '12** Alioto's Bar & Grill  
**QUALITY IN HUMAN RESOURCE**  
*"Intentional" Talent Development: Succession Planning and Leadership for Growth*  
**LAURA KOHLER, Kohler Co.**

**MON., Feb. 20, '12** Alioto's Bar & Grill  
**QUALITY IN METROLOGY**  
*Debunking the two great myths about calibration: Traceability to NIST; and, if you cannot adjust, you cannot calibrate!*  
**JAY L. BUCHER, Bucherview Metrology Services**

**MON., March 19, '12** Alioto's Bar & Grill  
**QUALITY IN WATER**  
*Troubled Waters: A look at our current and future Great Lakes*  
**J. VAL KLUMP, School of Freshwater Sciences - UW Milw**

**MON., April 16, '12** Alioto's Bar & Grill  
**QUALITY FROM BALDRIGE**  
*Improving organizational performance and sustainability with the Baldrige framework: The Wisconsin Experience*  
**LIZ MENZER, Wisconsin Center for Performance Excellence**

**MON., May 21, '12** Alioto's Bar & Grill  
**BUSINESS TRANSFORMATION AT HARLEY-DAVIDSON**  
**MIKE MUELLER, Harley-Davidson**

**MON., June 18, '12** Alioto's Bar & Grill  
**FLYING SAFE**  
*How FAA deals with Quality Assurance in Air Transportation*  
**WESLEY J. HAKARI, FAA**

**PLEASE NOTE: 2nd Monday of Month Dates**

**ALIOTO'S BAR & GRILL**  
(414) 476-6900  
3041 N Mayfair Rd., Milwaukee, WI

**MARQUETTE UNIV. ALUMNI MEMORIAL UNION**  
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