



Meeting 4

(planning phase)

Project:

ASQ

MONTERREY SECTION

October 2nd, 2006



MEETING AGENDA

1. Welcome / Purpose
2. Introductions
3. Opening Comments
4. Section Presentation
5. Message: RD and S.1425
6. Official documents
7. What's next?
8. Closing comments
9. Adjourn



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AMERICAN SOCIETY
FOR QUALITY™

PRESENTATION

Project:

ASQ

MONTERREY SECTION

To: Belinda Chavez, Sylvia Soria, Oscar Leal

October 2nd, 2006



Presentation Content

1. How all this started
2. Our team goals

THE SECTION:

3. Geographic area
4. Who is represented
5. Mission
6. Leadership Committee
7. Plan of activities

(1)
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MONTERREY SECTION
PROJECT...

HOW ALL THIS
STARTED



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MONTERREY SECTION PROJECT...

OUR TEAM GOALS



OUR GOALS

- *We are a group of ASQ members living in the Monterrey area who want to:*
- **Create the ASQ Monterrey Section**
 - Subsection, early 2007
 - Section, 2008?
- **From here, we will describe the elements of our Section.**



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MONTERREY SECTION

GEOGRAPHIC AREA



GEOGRAPHIC AREA

- We will serve the Monterrey metropolitan area.
 - 7 municipalities (m, sc, g, spgg, sng, e, a)
 - About 3.2 million people
 - 8,000 factories
 - 60 universities
 - 2nd/3rd biggest city in Mexico
 - Number of ASQ members???

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- Mid term: the State of Nuevo Leon?
 - Long term: Northwest Mexico?

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WHO IS
REPRESENTED?



WHO IS REPRESENTED

- Major universities
- Major industries
- Leading consulting and training firms
- Some intermediate organizations
- Government
- On the leadership committee, 4 universities, 5 corporations, 3 consulting groups, and 1 intermediate body are represented.



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MONTERREY SECTION

MISSION



Mission

ASQ Mty Section

The ASQ Monterrey Section,
a group of people engaged in the
philosophy and practice of quality,

promotes the development and interchange of
knowledge, experiences, and services related
to quality, innovation, and competitiveness,

to advance the personal and professional
development of its members, improve the
performance of the organizations in the
region, and contribute to the creation of a
more prosperous society.



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MONTERREY SECTION

LEADERSHIP
COMMITTEE

AMERICAN SOCIETY FOR QUALITY (SUB) SECTION - MONTERREY LEADERSHIP COMMITTEE



- Chair*: Benito Flores J.
- Vice-Chair*: Laura Ávila
- Secretary*: Luz Ma. Valdez
- Treasurer*: Juan Sillero P.
- Membership: Raúl González S.
- Retention: Pedro R. García.
- Examining*: Alberto Hernández L.
- Auditing*: Sergio L. Garza
- Certifications: Roberto Arriaga
- Re-certifications: Ricardo Espinoza
- Web, Newsletter Ed: Jesús Tamez
- Publicity: Alejandro Aguilar
- Programs: Gumersindo Montemayor
- Education: Xavier Lozano
- Historian: Juan Manuel Aldape
- Placement: Jesús G. Cruz

* = required
__ = executive comm





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MONTERREY SECTION

B BUSINESS PLAN



GOALS

(what we try to accomplish through our activities plan)

- Increase member value
- Increase membership and member retention
- Serve and interact with our community

How we will do that?



1/3 Increase member value

○ Promote member learning and development

- Have our own learning sessions and discussion groups; promote ASQ certification programs; have a presence and “space” in major quality events in Mty; promote the “upgrade” of member’s membership status

○ Inform and assist local ASQ members

- Help with questions; spread information through our web page and e-newsletter about ASQ and about quality.

○ Offer interaction opportunities.

- This will be the group of “people of quality” in Mty.
- Celebrate social gatherings [one or two per year?].
- Participate in local and other quality events.



2/3 Increase membership

- Increase membership
 - Program *Bring a Friend*
- Retention program
 - Implement various activities that help retain members
- Support / Create Student Branches
 - The Future of ASQ and Quality! [UANL, UNITEC, TEC Milenio, UR...?].



3/3 Serve and interact with our community

○ Serve our community and promote quality philosophy

- Serve as a source of speakers (have our own data base).
- Serve as a reference for services members provide. We don't sell services!
- Be the "expert opinion" on quality in Mty
- Involvement with local, national, international groups
- Promote, participate, and support signature quality events—awards, forums, conferences—in Monterrey

Note: Subsection's Mission, Plan of Activities, and other planning elements are already linked to: budget; plan of Leadership Committee meetings (two with parent section); petition letter; and operating guidelines and agreement with parent section 1425.



End of Presentation



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BELINDA CHAVEZ
SYLVIA SORIA
OSCAR LEAL

¡THANK YOU!