Managing Risk with Data Analysis and Quality Tools

Exploring the relationship between data and risk management, which is relevant in all industries and critical in many.

Regional conference hosted by
American Society for Quality Rochester Section

Wednesday, September 28, 2016

RIT Inn & Conference Center
5257 West Henrietta Road

Features a track on 'Back to School: Quality 101'

Conference Fee: $75.00
Includes: continental breakfast, lunch and ample free parking

Attendance earns 1.0 RU credit for ASQ recertification

For more information, visit http://www.asqrs.org/conference.php

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2016 Conference Schedule

7:30 – 8:30	Registration - Networking Begins- Continental Breakfast Visit Exhibitors - all day
8:30 – 9:30	Welcome by Conference Chairman David Lee Plenary Session **Using Data to Reduce Facility Investment Risk for San Francisco Unified Schools** Allan Donnelly, Account Executive and Lead Strategist at MKThink

9:35 - 10:25	**Session 1a** **Key Considerations for Evaluating and Selecting the Best Electronic QMS Software** Daniel J. Fenton, MS, CMQ/OE - LSI Solutions	**Session 1b** **Back to School: Quality 101** **A Framework for Quality Management: Using a system approach** Lori Cohen, Compass Quality Solutions
10:25 – 10:45	Visit Exhibitors- Network	
10:45 -11:35	**Session 2a** **Risk Management in Data Analysis: Moving Beyond Alpha & Beta** David Lee, Director, Quality and Reliability & Commercialization Manager, OLEDWorks	**Session 2b** **Back to School: Quality 101** **Empowering Employees** Kathy Bannon, Ortho Care Global Quality Manager, Ortho Clinical Diagnostics
11:40 – 12:30	**Session 3a** **Pre-emptive Six Sigma © Tools: Avoiding unintended-consequences and managing risk** Janet Nelson, President and owner of OQL Solutions	**Session 3b** **Back to School: Quality 101** **Practical and Simple: A straightforward approach to documenting any process** Deborah Lydick – Catalyst Advantage Group
12:30 -1:20	Lunch	

1:20 - 2:10	**Keynote Address** **A Leadership Perspective on Risk Management** **Ed White,** AIM Photonics Corporate Outreach Executive
2:10 - 2:30	Break - Visit Exhibitors - Network

2:30 – 3:20	**Session 4a** **Data Security: A personal cloud – a personal risk** Keith Woodbridge, Manufacturing Engineer Independent Contractor	**Session 4b** **Back to School: Quality 101** **Being a Data Detective: Using Data to Pinpoint Problems** Jill Finan – Process Excellence Manager / Master Black Belt, Ortho Clinical Diagnostics
3:25 – 4:15	**Session 5a** **_"Rules"_ for Commercialization** Giana Phelan, Director of Business Development, OLEDWorks	**Session 5b** **Back to School: Quality 101** **Thank Goodness for Problems! If it's "No Problem", it's "No Fun"! Quality Professionals - Solving and Preventing Problems – It's What We are all About!** Eric Alden – Production Products Reliability Engineer / LSS Master Black Belt – (CRE, CQE, CQM, CSSBB) - Xerox Corporation
4:15 – 4:30	Visit Exhibitors – Network Please complete your survey

Presentations and Speakers

Plenary Presentation:

Using Data to Reduce Facility Investment Risk for San Francisco Unified Schools
Allan Donnelly, Account Executive and Lead Strategist at MKThink

Abstract: Investments in operations and facility maintenance are a cost center for any organization. School systems in particular face challenges when it comes to investing in facilities because, in California, capital programs are financed by public dollars through general obligation bonds. This requires high levels of transparency and accountability in how those dollars are spent. Thus, school systems need to ensure they are spending those dollars in the most beneficial ways.

At MKThink, we use data to help our clients optimize their existing assets and reduce the risk associated with facility investment. Our work with San Francisco Unified School District (SFUSD) illustrates our approach of using data to develop a strategy for facility investment that balanced the District's need to build new production kitchens with the risk of investing in the wrong kind of facilities. SFUSD's Nutritional Services Division developed a goal to increase its school meal participation rate to 60% by 2025. To meet this goal, the District would have to increase its meal production capacity through the development of new production kitchen facilities. MKThink worked with the District to map out its food-to-meal supply chain. This supply chain model was then populated with data to assess multiple scenarios for facility investment. The data modeling and risk analysis allowed our clients to take emotion out of the decision making process and to focus their efforts on passing bond funding for the development of school kitchen facilities.

Bio: Allan Donnelly is an account executive and senior systems strategist at MKThink, a design consulting firm in San Francisco. Allan's experience in architecture, engineering, and management enables him to utilize both systems and design thinking to tackle complex problems and develop holistic solutions. Allan's particular interest is in the underlying human factors that fuel complex systems and the spatial environments in which they operate. To this end, Allan has worked with educational systems and institutions to research problems at the intersection of human behavior and the built environment. Allan holds a Bachelor of Arts in Architecture from University of California, Berkeley and a Master of Science in Engineering and Management from the Massachusetts Institute of Technology.

Keynote Presentation:

A Leadership Perspective on Risk Management
Ed White, AIM Photonics Corporate Outreach Executive

Abstract: The management of risk is important at every level of the organization. Whether you are launching a new product, setting up a new factory or installing a new process, the management of risk is important. Whether you are a senior manager, a first level supervisor or an individual contributor, managing risk is important. Understanding the factors of risk associated with our plans, projects and work is the first part of the risk management equation. Developing a plan to manage or mitigate risk is the rest of the equation. The success of the project, the team and the company is dependent on the quality of the risk management plan. This talk will address, from a leadership perspective, the process of developing and evaluating risk plans and is illustrated by projects I have worked on and led.

Bio: Ed White, a native of New York State, began his career at Kodak after earning a Bachelor of Science in Mechanical Engineering from the University of Rochester. He later went on to earn an Executive MBA also from the University of Rochester.

At Kodak, Ed held several executive positions with global responsibility including General Manager Optical Products & Vice President Commercial Imaging Group, Director WW Equipment Manufacturing & Vice President Global Manufacturing and Logistics, Director Ink Jet Manufacturing & Vice President Consumer Digital Group.

After leaving Kodak in 2009, Ed led JML Optical Company as President and CEO in an interim capacity and in 2010 he founded Edward White Consulting, LLC.

Ed was honored to be selected by the National Academy of Sciences to be a co-author of the book: "Optics and Photonics: Essential Technologies for Our Nation" published in 2012. Recommendations adopted from the book include the creation of the *National Photonic Initiative* in 2014 and an advanced manufacturing institute focused on Optics and Photonics created in 2015 (now *AIM Photonics*).

In his current position as AIM Photonics Corporate Outreach Executive, Ed has responsibility for identifying companies who will participate and benefit from improvements in Photonic Integrated Chip manufacturing, generally educating the community about the merits of Photonic Integrated devices, and increasing membership in AIM Photonics. He will also focus on AIM Photonics' sustainability post government funding. In addition to these duties, Ed is responsible for the AIM Test, Assembly and Packaging business located here in Rochester.

Ed is active in the community and currently serves on Not for Profit Boards including Hillside Family of Agencies, the United Way Services Corporation, United Way of Greater Rochester and the Children's Success Fund. He also serves on the Board of the National Photonics Initiative.

Track 1 Session 1a

Key Considerations for Evaluating and Selecting the Best Electronic QMS Software
Daniel J. Fenton, MS, CMQ/OE - LSI Solutions

Abstract: Evaluating and selecting a compliant EQMS for your organization is a crucial, yet daunting task. Choose correctly and you see great boosts in efficiency, consolidation of document and record repositories, increased search capabilities and decreased audit findings and system-related CAPAs. Choose incorrectly and you could find yourself unable to fully obsolete antiquated paper-systems, forced to hire an army of support staff, or stuck paying outrageous maintenance fees.

This presentation will arm you with a system-based approach for evaluating and selecting the best EQMS software, enabling your organization to be leaner and more flexible to adapt to the ever-changing market place.

Bio: Daniel Fenton is the Quality Assurance Manager at LSI Solutions, a local medical device company specializing in developing surgical instruments for minimally invasive heart surgeries as well as other thoracic procedures. Dan specializes in improving company-wide efficiency and effectiveness through ERP and EQMS implementation and development. Dan holds a Bachelor of Science in Physics and Astronomy from State University of New York at Geneseo and a Master of Science in Sustainable Systems from Rochester Institute of Technology

Track 1 Session 2a

Risk Management in Data Analysis: Moving Beyond Alpha & Beta
David Lee, Director, Quality and Reliability & Commercialization Manager, OLEDWorks

Abstract: The concepts of Alpha and Beta errors have long been documented in the statistical literature. Often, the notion of significance has been more widely promoted than statistical Power. Under and over powered tests can easily lead data analysts to draw invalid conclusions. The problem is further complicated by the boom of 'Big

Data' where rates of automation and data collection have increased exponentially. It is not uncommon for a data set to easily run into millions of rows and, potentially, thousands of columns.

This talk will start by discussing the fundamental concepts of alpha and beta error in data analysis, as well as statistical power, while discussing some of the common pitfalls. As data collection and computing power grow at amazing rates, there is a risk of using standard data analysis tools and making false conclusions. Newer analytic techniques have been developed to complement the wave of Big Data. Some of these newer methods will be briefly introduced as tools for modern day data analysts to consider in their quest for managing risk via proper data analysis.

Bio: David Lee has extensive experience applying statistics and engineering principles to develop robust, system-level solutions for a variety of technology areas. He is currently at OLEDWorks, the only US-based manufacturer of OLED light panels. Prior to OLEDWorks, he was the MEMS print head Reliability Manager and Principal Statistician at Eastman Kodak, where his responsibilities included predictive modeling, design of experiments and root cause analysis.

Track 1 Session 3a

Pre-emptive Six Sigma © Tools: Avoiding unintended-consequences and managing risk

Janet Nelson the President and owner of OQL Solutions

Abstract: This presentation covers the most powerful (but non-statistical) Six Sigma tools to be used for *avoiding problems*. How often have you or your staff spent unplanned time and money to recover from a poorly thought out decision or action or heard of a situation and thought, "I could have told you that would happen"?

The session shares nine, interrelated and supporting problem-*avoidance* and decision making tools and does a deeper-dive into one of them. At the end of this session the participants will be able to consider how these traditionally problem *solving* tools can lead staffs or organization to more well thought-out decisions; Ones that avoid negative, unintended consequences and collateral damage.

Bio: Janet Nelson is the President and owner of OQL Solutions, a consulting resource specializing in Operations, Quality, and Customer Loyalty improvements. OQL Solutions is a service geared to managing change and growth, and utilizes a select group of specialists versed in key areas of expertise to achieve this end.

Janet has a background as a corporate leader with extensive experience in operations, product development & engineering, as well as has held key positions in quality and strategy; having worked in senior positions in Xerox Corporation and Eastman Kodak. She holds a Master's degree in Systems Engineering from the Rochester Institute of Technology, and a Bachelor of Science in Applied Science from the State University of New York. She is a *certified Six Sigma Black Belt* from the American Society for Quality.

Janet is an active speaker; including presenting to GRQC, the Chinese Association of Women in Science and Technology (Beijing), the Bryant and Stratton Business School, HCA of Tennessee (Health association), international webcasts for www.bettermangement.com and instructs for the American Society for Quality and the International Institute of Learning.

Track 1 Session 4a

Data Security: A personal cloud – a personal risk
Keith Woodbridge, Manufacturing Engineer Independent Contractor

Abstract: Do you store personally identifiable information in the cloud? Do you have a home server operating as a personal cloud? Is your small business server secure? Is someone snooping on your work or home computer network? If so, can they access your sensitive information or gain control over your critical processing equipment?

Computer networks and data security are important topics that often don't get the full attention they deserve. This session will provide a high level overview of how the internet works, how people can gain access your network, and some basic precautions you can take to minimize the risks.

Bio: Keith Woodbridge is an ASQ Certified Quality Engineer and holds a BS in Electrical Engineering from Rochester Institute of Technology. He devoted the first 25 years of his career to Quality Engineering with Eastman Kodak, where he developed Kodak's first computerized Global Equipment Quality reporting system – a large database of supplier quality performance data. After 2 subsequent years in a Materials Engineering role, he enjoyed the next 7 years as an Aerospace Test Engineer with ITT/Exelis. Following a brief 1 year retirement, he entered the world of circuit board contract manufacturing as a Quality Engineer at API Technologies in Fairport NY. He is currently on contract through Adecco Engineering & Technology as a manufacturing engineer at a local medical equipment manufacturer.

While not a data security or IT professional, most of his career has involved programming computers, and the information being shared is from training, first-hand experience, and a personal home network invasion.

Track 1 Session 5a

'Rules' for Commercialization
   Giana Phelan, Director of Business, OLEDWorks

Abstract: Product commercialization is many-faceted and certainly challenging. Yes, sometimes organizations get in their own way and make new product launches even more challenging. This talk will use real product and process examples to convey "Rules for Commercialization" that have proven to be excellent focus tools.

Bio: Director of Business Development, Giana Phelan brings expertise in commercialization and strategic partnerships for B2B markets in the microelectronics industry. At OLEDWorks, she is applying her passion for building high performance teams with a sharp focus on customer value towards the company mission to provide superior OLED lighting at affordable cost. Giana is responsible for building OLEDWorks product definition, market presence and sales.

Track 2 Session 1b

A Framework for Quality Management: Using a system approach
   Lori Cohen, Compass Quality Solutions

Abstract: Quality is essential to the sustained success of any business, and requires that quality be managed using a systems approach. This approach includes all aspects and processes of the business while supporting the business goals and objectives. ISO 9001 is an international standard that provides the framework for quality management using a systems approach. This presentation will focus on a systems approach to managing quality using ISO 9001 as a guide.

Bio: Lori Cohen is a Quality Management Consultant specializing in ISO-based Quality Management System implementation and improvement. Her extensive knowledge in Quality Management System standards and project management expertise helps organizations achieve and maintain ISO 9001 certification, resulting in improved business performance through increased sales opportunities and measurable savings from process improvements. Lori is a certified ASQ Quality Engineer and corporate-trained certified Six Sigma Black Belt. She holds a BS degree in Mechanical Engineering from Rochester Institute of Technology and an AAS in Optical Technology from Monroe Community College.

Empowering Employees Deliver Results
Kathy Bannon, Ortho Care Global Quality Manager, Ortho Clinical Diagnostic

Abstract: Empowered employees are engaged, satisfied (if not delighted) with their position, and consistently deliver results. One critical element of empowering employees is successful training, yet only 26% of employees believe the learning and development function of their company is effective. How to increase this statistic? This interactive session presents fundamental process steps and tools to build an effective learning program and get those employees feeling empowered.

Bio: Kathy Bannon has over 30 years of Quality Management System experience, leading teams supporting change control, validation, corrective and preventive actions, training, and project management. She is a Johnson & Johnson Certified Process Excellence Black Belt and an AdPro Certified Change Management Professional. She currently serves as ASQ Rochester Section Vice-Chair and co-chair of the Women's Leadership Initiative at her company.

Track 2 Session 3b

Practical and Simple: A straightforward approach to documenting any process
Deborah Lydick, President Catalyst Advantage Group

Abstract: A prerequisite to solving a problem or making an improvement is to first understand the underlying process involved in the issue. This engaging presentation discusses the elements of a process and how to represent it pictorially. Determination and control of critical process elements is explained and examples for documenting the process in procedural format are reviewed. Strategies for process verification to ensure smooth implementation and execution will be discussed. Elements of process and document control will be emphasized throughout the presentation.

Bio: Deborah Lydick consults with regulated companies that want to improve their quality system processes and procedures. Her clients typically have regulatory issues, which they are anxious to resolve, and are usually surprised that a simple process-oriented approach enables effective improvements. Prior to consulting, Ms. Lydick worked in the medical device industry for many years and held numerous quality management positions. She is an ASQ Senior member with CQM/OE and CQA certifications and she holds certifications in ISO 13485 auditing, training management and J&J Six-Sigma Black Belt.

Track 2 Session 4b

Being a Data Detective: Using data to pinpoint problems
Jill Finan – Process Excellence Manager / Master Black Belt, Ortho Clinical Diagnostics

Abstract: Before we can solve a problem we first must understand what the problem is! Gaining this understanding can be like solving a mystery. We need good data to provide clues that help us solve that mystery. By collecting and analyzing the right data, we can discover the truth behind our situation or problem and that truth can lead us to a solution. This session discusses the various types of data, ways to collect meaningful data, and how to use simple data displays to understand the story that the data reveal.

Bio: Jill Finan has worked at Ortho Clinical Diagnostics in Rochester for 22 years, and has led Ortho's Process Excellence program for 10 years. In her role, she teaches Six Sigma and Lean methodologies, certifies the company's Yellow, Green, and Black Belts, and supports process improvement initiatives at the company's

locations around the world. Jill is a Johnson & Johnson Certified Six Sigma Master Black Belt. A former technical writer, she holds a Bachelor of Arts degree in Journalism from Georgia State University.

Track 2 Session 5b

Thank Goodness for Problems! If it's "No Problem", it's "No Fun"! Quality Professionals - Solving and Preventing Problems – It's What We are all About!
> Eric Alden – Production Products Reliability Engineer / LSS Master Black Belt – (CRE, CQE, CQM, CSSBB) - Xerox Corporation

Abstract: Problem solving and prevention are what Quality Professionals are all about. Without problems, we would not be needed! Problems Range from: "My Product Won't Sell, Won't Work!, or Cost are Too High" to "Safety Issues that can Cause Harm." Being effective at problem solving requires experience with the tools outlined in Body of Knowledge of Quality Professionals. All of the tools involve data, and methods such as PDCA and DMAIC can help focus the team of subject matter experts that are required for today's complexity. A variety of experiences will be shared along with examples of effective utilization of Quality Tools.

Bio: Eric Alden has been practicing quality and reliability engineering in the Rochester Area for over 30 years. Eric is a Xerox Certified Lean Six Sigma Master Black Belt, and is currently working for Xerox in production products reliability. He holds a Master's degree from RIT in Quality and Applied Statistics, and an undergraduate degree from RIT in Mechanical Engineering. Eric served as the 2003 – 2005 Chair of the Rochester ASQ section, and holds CRE, CQE, CQM and CSSBB certifications.

Eric has presented at numerous local ASQ dinner meetings and conferences, and also at the 2014 ASQ World Conference. He tackles his subjects with passion and exuberance in an entertaining style.

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Wednesday, **September 28, 2016**
ASQ Registration Fee: $75.00

Conference fee includes: Continental Breakfast, Luncheon and Free Parking
Please copy this form or download from www.asqrs.org.

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Registration Options:

1. Complete registration form and e-mail a pdf to vincevezza@frontiernet.net
2. Complete registration form and fax a pdf to 585.621.7275
3. Complete registration form and mail to: ASQRS, PO Box 10117, Rochester, NY 14610

Attendance earns 1.0 RU credit for ASQ recertification.

Registration questions? Contact Vince Vezza at (585) 621-7275

Presentations will be made available to attendees

For conference information, visit http://www.asqrs.org/