

American Society for Quality (ASQ)  
Washington, DC & Maryland Metro Section (509) & Northern Virginia Section (511)  
Software Special Interest Group (SW SIG)

## ASQ Transformation Initiative

Tuesday, November 28, 2017

5:00 – 5:30 PM – Networking & Pizza

5:30 – 7:00 PM – Evening Program

7:00 – 7:15 PM – Special Announcements

*\*There is no cost to attend at Silver Spring*

Technology, Strategy, and Culture Change as Non-Profit Enablers.



**Jim Templin** – Executive Director – B2C. Jim has the responsibility for shaping the Business-to-Consumer (B2C) organization to meet the needs of individual members and customers. This includes identifying how staff will support this business through the remainder of 2017 and into 2018. The B2C business will focus on accelerating the membership experience for individuals by providing an online community to increase engagement and retention.



**Lynelle Korte** – Executive Director - B2B. Lynelle has the responsibility of developing the Business-to-Business (B2B) organization to meet the needs of our organizational members and customers. This includes strategy, product development, and methods to deliver value to organizations. B2B will focus on elevating the organizational membership experience through development of new products and services that highlight the ASQ value proposition and help develop ongoing relationships.



**Bill Brody** – As the ASQ Market Research Manager, Bill has overseen the research conducted in 2017 to support the changes being recommended to the ASQ business model. He will provide in-depth details on his team's research methodology and analysis and how the research led to the new makeup and direction of our Executive Leadership Team.



**Cynthia Nazario** – As a Senior Program Specialist, Cynthia will focus on the strategic deployment and management of ASQ's new online community platform. This new platform will provide the foundation for engagement with members, member leaders, and customers on a global scale. This will require collaboration between staff, members and member leaders to ensure a successful launch across the Society. Cynthia's 18-year career at ASQ has given her an in-depth knowledge of the association space, and we look forward to her contributions in this new capacity.

## Locations and Registration

The presenters will be remote with pizza and networking to be held at the FDA – White Oak location. Remote dial-in will be available for all interested registrants.

**US Food and Drug Administration (FDA) (White Oak)**

Building 66, Room **G512**

10903 New Hampshire Ave, **Silver Spring, MD 20993**

*Host: James Simpson/Patricia Spillar, Cell: 301-996-4976*

**Registration Webpage:** <http://www.asq509.org/ht/d/DoSurvey/i/116740>

**Join online meeting:**

<https://asq509.webex.com/asq509/j.php?MTID=m0a010c24d11fa032bb527bf80e1a7c75>

Meeting number	801 837 070
Meeting password	wYps2MMg
<b>Join by Phone:</b> 1-650-479-3208 Call-in toll number (US/Canada)	Access Code: 801 837 070

*You must register by noon on Monday, November 27, 2017. If you cannot attend at our physical location, simply select telephone dial-in when you register. FDA (Silver Spring) cannot host non-citizen visitors. Allow 5 business days for onsite registrations to be processed. Please provide government issued ID for entry into facilities.*

For registration problems or further information contact Rhonda Farrell at:

[farrell\\_rhonda@bah.com](mailto:farrell_rhonda@bah.com) or 831-419-4585

**Software SIG Chairpersons:** Rhonda Farrell (ASQ 509), Kristine Hejna, Danny Moore (ASQ 511).

**Software SIG Committee:**

Salwa M Abdul-Rauf, Farzad Aidun, Aaron Dagen, Chris Jones, Lance Kelson, Michael Kouremetis, Chris Lenk, Mary E. Lewis, David Morse, Maryam Rahmani, Patricia Spillar, James M. Simpson.

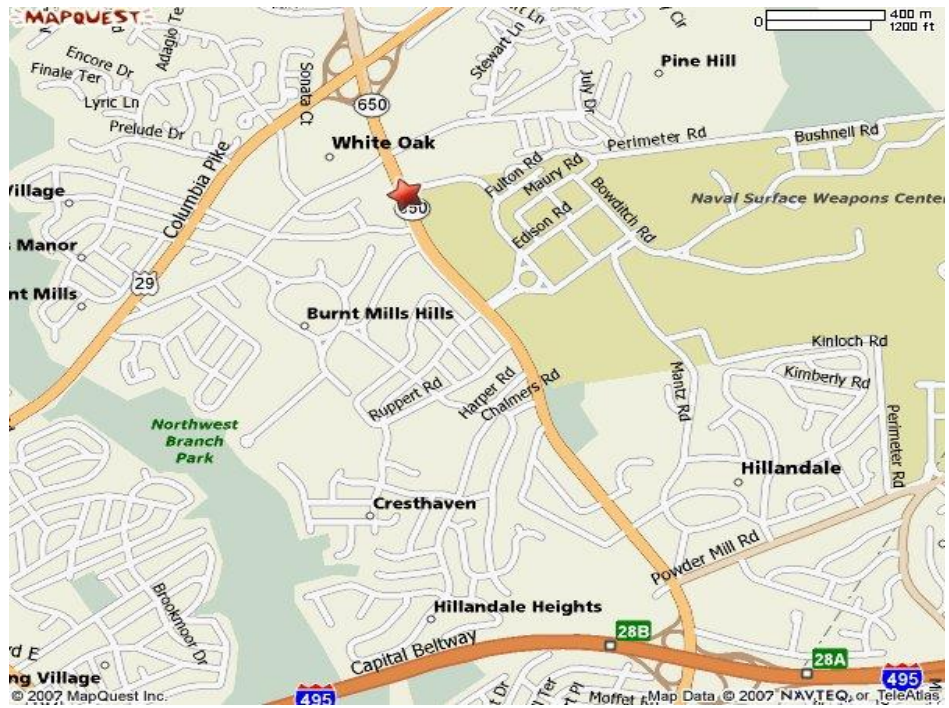
**Sponsored Jointly By:** The American Society for Quality (ASQ), Washington DC & Maryland Metro Section (509) & Northern Virginia Section (511) Software Special Interest Group (SW SIG). Members of the **ASQ SW SIG** include software quality professionals, software engineers, and others interested in applying quality principles to the field of software development. See our web page: <http://www.asq509.org/ht/d/sp/i/2499/pid/2499>.

This is the last “official” meeting of our 2017 ASQ 509 / 511 SW SIG season. A special December, 2017 CONNECT event invitation will be sent out to all SW SIG and LSS SIG distribution list members.

**FDA Facility**

**From the Capital Beltway, I-495,** take New Hampshire Ave, Rt 650 north to Michelson Rd.

**From Columbia Pike, Rt 29,** take New Hampshire Ave, Rt 650 south to Michelson Rd



White Oak Building 66 (circled), room G512. This is a large conference room just beyond the Security desk on the right side of the grand atrium.

After 6 PM, visitors may use the surface parking closest to the building 66 entrance which are reserved for commuters with car pools. The north-east parking garage is also an option.

