

The Quality Times

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Section 0904
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Volume 54

May 2003

Number 8

“Intellectual Capital”

By Carrie A. Van Daele

President / Consultant, Van Daele & Associates, Inc

Pre-Clinic: 6:00 PM A Winning Resume for Today

Dinner: 6:30 PM Meal Cost: Pay Restaurant

Program: 7:30 PM

Wednesday, May 21, 2003 6:00 PM

About the Program. Quality professionals believe in the value of Intellectual Capital; it's just a By-law of Quality whereby, the knowledge and expertise of employees' is an asset. In a real sense, they have already adopted knowledge-based best practices i.e. documentation of processes and procedures. Now, it is time for them to think about documenting people skills, knowledge, abilities and train the trainer. Remember, Intellectual Capital is a commodity, here one day and possibly gone tomorrow. We are talkin' bottom-line stuff.

On-the-job Intellectual Capital is an underutilized off-balance sheet asset. DANGER ZONE consequence when Intellectual Capital is NOT captured and shared in the company. Right now, think to yourself about all the knowledge and expertise you and your co-workers have. "What if 35% of your employees retired in 2003 without leaving behind their skills, knowledge and ability?" "How do you react?" You hope and pray to hire the exact replica of what was lost, literally lost. Let's assume Company A decided to extract all the knowledge and expertise of their employees via documentation and train the trainer. Company A will not skip-a-beat when natural attrition hits or whatever change happens. Company A stays competitive and prosperous. "What are the consequences for the unprepared companies?"

Here's their challenge: convincing other personnel at their companies about the value of Intellectual Capital. I want to provide for your ASQ members the rationale of Intellectual Capital so they can persuade other personnel and begin to work on it. Your workforce is getting older...ouch!

About the Speaker: Carrie Van Daele is a professional speaker and writer who is extremely passionate about the topic of Intellectual Capital. Van Daele got her start in training and development on the Human Resource staff at Sheller Globe. Her first consulting engagement came through Ivy Tech where she consulted in SPC and Time Management at Whirlpool in LaPorte, IN. Van Daele's Fort Wayne based company is now a thriving business consulting and training service. When companies want to enhance or change performance to affect productivity, they call Van Daele & Associate, Inc.

Meeting will be held at:

Sirloin Stockade

4949 W. Hessler Rd., Muncie, IN Phone:(765) 287-9051

Bad Weather! – Call the Restaurant Directions on Page 4

RESERVATIONS: Not Required - Pay the Cashier

Section Information:

2002-2003 Section Officers

Section Chair	Chuck Darger Indiana Ductile, Noblesville, IN Office (317) 776-8000 Home (765) 289-5883 cdarger@comcast.net
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Region 9 Director	Mike Mazu (812) 853-4896 pmazu@aol.com

Section 0904 Calendar

2002 – 2003

<i>September 18</i>	<i>Dinner & Program</i>
<i>September 24</i>	<i>Board Meeting</i>
<i>October 4</i>	<i>Deadline: Dec. Cert Exam</i>
<i>October 16</i>	<i>Dinner & Program</i>
<i>October 19</i>	<i>Certification Exams</i>
<i>October 22</i>	<i>Board Meeting</i>
<i>November 6</i>	<i>Delco Remy Tour</i>
<i>November 19</i>	<i>Board Meeting</i>
<i>December 4</i>	<i>Delphi Plant 20 Tour</i>
<i>December 7</i>	<i>CQE / CQA Exams</i>
<i>Jan 7, 2003</i>	<i>Board Meeting</i>
<i>January 10</i>	<i>Deadline: March Cert. Exam</i>
<i>January 15</i>	<i>Dinner & Program</i>
<i>January 21</i>	<i>Board Meeting</i>
<i>February 19</i>	<i>Dinner & Program</i>
<i>February 26</i>	<i>Board Meeting</i>
<i>March 1</i>	<i>Certification Exams</i>
<i>March 19</i>	<i>Dinner & Program</i>
<i>March 26</i>	<i>Board Meeting</i>
<i>April 4</i>	<i>Deadline: June Cert Exam</i>
<i>April 16</i>	<i>Dinner and Program</i>
<i>April 23</i>	<i>Board Meeting</i>
May 21	Dinner & Program
May 28	Board Meeting

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Full Page	7.5" x 10"	\$320
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Quarter Page	3.5" x 5"	\$110
Eight Page	3.5" x 2.5"	\$60

Contact:

The Newsletter Editor: Bob Cooper

Chat from the Chair:

I was reading the editorial by Michael J. Lessiter, Editor/Publisher, in the March 2003 issue of Modern Casting and in the spirit of applying lessons learned to other areas, here is a simple outline of a continuous improvement project suggested by his thoughts:

PERCIEVED PROBLEM:

ASQ local Section meeting attendance needs to be improved.

POSSIBLE ROOT CAUSE:

Low expectations for Section

CONTINUOUS IMPROVEMENT ELEMENTS:

1. Review importance to Customer (ECI Quality Professionals)

Ask Section 904 members for input

2. Adjust vision

Look back 18 months

Look forward 3-5 years

3. Brainstorm (daydream?)

Think big and bold

Step out of our comfort zone.

4. Focus on our sphere of influence

Don't worry about the things that we don't control


Grow (No organization "cuts" its way to success ... instead of pruning, consider growing a different kind of tree)

EVALUATION: To be determined, using among other data, the survey we took at the April meeting.

Teddy Roosevelt said: *"Far better to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows not victory, nor defeat."*

Chuck Darger Section Chair

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Welcome New Members:
None this Month

April 2003 Meeting Summary

Twenty-one members and guests attend our April meeting featuring **John Finley** speaking to us on the subject of Problem Solving.
Doorprize Winners: **Dr. Jim Walters** won the Quality Technicians Handbook, **Vicki Walburn** won the 3M Tape doorprize and **Steve Harmeyer** won the 3M Post-it Notes. **Bill Haas** won the Free Meal. **Don Russell's** name was drawn for the \$100 Attendance Jackpot. Don was at the meeting and went home smarter and richer. Photos are on our Web Page.

Directions to Sirloin Stockade:

From Muncie: Follow McGalliard Road. (SR 332) West to Morrison Road. Landmarks: Wal-Mart and Lowe's on your left. The Sirloin Stockade is behind the Village Pantry on your right. Turn North (RIGHT) onto Morrison. Road Construction has changed the Sirloin Stockade entrance. Turn LEFT just north of the Village Pantry. Turn LEFT again then straight into the Sirloin Stockade parking lot.

From Anderson: Follow I69 North to SR332 (Exit 41). Follow 332 into Muncie. Turn LEFT onto Morrison Road.

From Marion: Follow I69 South to SR332 (Exit 41). From there it's the same as the Anderson instructions.

From Richmond: Follow US35 North to the Muncie Bypass (SR3 & US35). Follow the Bypass North to the first traffic light and turn LEFT on McGalliard Road (SR332). Follow the Muncie directions.

From Hartford City: Follow SR3 South to the Muncie Bypass and continue to the first traffic light (McGalliard Road). Turn RIGHT on McGalliard Road (SR332). Follow the Muncie directions above.

From Portland: Follow SR67 South to the Muncie Bypass (SR3 & US35). Continue south to the first traffic light (McGalliard Road). Turn RIGHT on McGalliard Road (SR332). Follow the Muncie directions above.



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Our Section proctors the ASQ Certification exams given in the East Central Indiana area.

**Ivy Tech Muncie Campus
North Building - Room 502
4301 South Cowan Road
Muncie, IN 47302**

Contact Steve Zylka for more information.
Our website has a map

Future exam dates and deadlines:
CQA, CQT, CMI, CRE, CQManager

CQE, CQA, CSQE, CQIA
June 7, 2003 (4/4/2003)

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Check it out!

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Upcoming ASQ Programs:

ASQ Section 904 takes the summer off. No meetings are held in June, July, and August. Our Board will be hard at work planning our 2003-2004 year. The next meeting will be September 17, 2003

Keep up over the Summer by checking our Web Page:

www.asq904.org

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New Officers for 2003-2004

Section Chair:	Rhonda Goss
Section Chair-Elect:	Mike McDonald
Secretary:	Steve Scott
Treasurer:	Rich Ehmer



Section 0904 achieved the Total Quality Level in ASQ's Section Management Program in 2001- 2002

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