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# Assignable Causes

Section 911 Newsletter

March , 2010

## ASQ SECTION 0911

### MARCH 2010 SECTION MEETING

**Tuesday, March 9, 2010**

*(note that this is not our usual time to meet)*

*Joint meeting with APICS*

*PLANT TRIP TO*

## BIG ASS FANS

2425 Merchant Street, Lexington

**Directions:** Plant is located at Leestown and Alexandria. Enter from Merchant St. Go to Leestown Rd, 0.75 mi. outside New Circle Rd. Turn on Trade St., right on Merchant St. Enter through the front door. There are no clothing requirements, and photography is not allowed in the production areas.

### AGENDA:

- 5:30—6:00 pm     *Registration*
- 6:00—6:30 pm     *Dinner*
- 6:30—8:00 pm     *Presentation and Tour*
- 8:00 pm             *Door prize drawing*

### Dinner Information

Menu: Panera Bread dinner boxes  
Cost: \$10, half price for unemployed members  
Dinner is optional.

### RSVP

- by **NOON on Thursday, March 4**
- to Mark Shirley, 859-771-0291, chiefwoody@roadrunner.com
- Please specify if you are coming for the tour only.

## About BIG ASS FANS

From [www.bigassfans.com](http://www.bigassfans.com):

“Big Ass Fan Co. is the preeminent designer and manufacturer of 6 ft. to 24' diameter high volume/low speed (HVLS) ceiling and vertical fans developed to provide significant energy savings and improve occupant comfort year round in large commercial, industrial, agricultural and institutional buildings. In the U.S., we are based in Lexington, KY, and occupy a 120,000 sq. ft. manufacturing facility, a 33,000 sq. ft. administrative office, and a new 40,000 sq. ft. dedicated R&D facility. Big Ass Fans has over 40,000 fans in operation in hundreds of different applications all over the world. Our dedicated team of engineers, led by world-renowned architectural aerodynamics expert Dr. Richard Aynsley, rigorously designs and tests every fan we build to ensure they are the most effective and reliable fans possible. Our \$4 million, LEED-Gold R&D facility enables us to develop fans such as our Powerfoil X for the industrial market, a fan that sets the standard for air circulation, safety, and durability and that is backed by a non-prorated 10 year warranty. For the commercial and institutional markets, our Element and Isis fans use cutting-edge motor technology to meld space-age design with silent operation, allowing our customers to use them in applications as varied as schools, health clubs, auditoriums, and churches.”

Big Ass Fans has been chosen as one of the best places to work in Kentucky for 2009 and 2010.

## Job Seekers and Employers Wanted

The current economic status continues to cause companies to cut back and shed jobs. Recently, some members have made it known they are among those who have been part of employer downsizing. Your ASQ section has always been there to help members find job openings and can be a possible connection point for job seekers and employers. Job openings will be posted on the Section 0911 website ([www.section911.asqquality.org](http://www.section911.asqquality.org)), or you may contact David Hendricks ([dhendricks@linkbelt.com](mailto:dhendricks@linkbelt.com)) if you are

- a job seeker and are interested in finding a local opening—we could help you network at the monthly section meetings;
- an employer with openings, we could announce your openings during section meetings.

Also note: If you are a member/job seeker, your meal cost at meetings is half the price posted in our monthly newsletter. -- David Hendricks, Placement Chair, Lexington Sec. 0911

## An Invitation to Help Your Section.....

The Section would like to invite anyone interested in volunteering to accept a position on any of the standing committees as listed on the left side of page 1 of this newsletter. Each committee member or chair is awarded 1.5 RUs for each year of service. Please contact Harry Standing ([859-272-8178](tel:859-272-8178), [hstandin@hotmail.com](mailto:hstandin@hotmail.com)) for more information.

## EXAM or RECERTIFICATION QUESTION?

Our Examining/Recertification Chair is Darrell Gooding. You may contact Darrell at [dgooding@gmail.com](mailto:dgooding@gmail.com). OR—Mail recertification journals to: Darrell Gooding, 4508 Deering Ct., Lexington, KY 40515

Certification Exam dates can be found at the ASQ website:  
[www.asq.org/certification/dates.html](http://www.asq.org/certification/dates.html)

**NEW MEMBERS**  
None in February

## Summary of Last Month's Meeting

Will LaFollette, CQE, Operational Excellence Program Manager with Humana presented "HUMANA: A Perfect Service Journey Using the Disney Model". Humana partnered with the Disney Institute to develop the Perfect Service® business model. Perfect Service® is a registered trademark of Humana.

### Perfect Service® Defined

Perfect Service® means:

- Getting the basics done right
- Delivering unexpected value and quality
- Providing guidance on complex needs
- Building emotional engagement with those we serve

Humana associates (employees) deliver Perfect Service® by:

- Focusing on every interaction, every associate
- Putting the customer first, listen and respond to customer feedback
- Serving each individual with the same passion for delivering an exceptional experience. If associates are not passionate about what they do, they can't be emotionally engaged.

Why does the Humana Perfect Service® initiative matter? It redefines service to set Humana apart from the rest of the industry by creating a differentiated "value proposition."

### Value Proposition

The key to success of Perfect Service® is unexpected value or a differentiated value proposition, giving Humana the competitive edge. Humana's value proposition states that the consumer is at the core of their strategy; they strive to make the consumer experience better and better. "Associate Engagement" in the value proposition is a key element of the strategy. Under Perfect Service®, Humana associates think about and execute on their business differently. Associates look for actionable information that leads to insights. Insights from actionable ideas are the "aha moments" in which associates recognizes ways in which they can do their job better, how they can make it better for the customer.

Some web references:

"Humana: The Promise of Perfect Service", <http://www.trainingindustry.com/blog/blog-entries/humana-the-promise-of-perfect-service.aspx>

"Success Stories 2009: Perfect Service Culture Transforms Organization", [http://www.workforce.com/tools/whitepapers/081215\\_successtories.pdf](http://www.workforce.com/tools/whitepapers/081215_successtories.pdf)

Disney Institute Case Study Video: [http://www.workforce.com/tools/whitepapers/081215\\_successtories.pdf](http://www.workforce.com/tools/whitepapers/081215_successtories.pdf)



Will Follette, CQE, presenter



ASQ 0911 Feb 2010 Section meeting presentation on Humana's Perfect Service® business model



*Quality is Continuous Improvement.....*

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Section 0911  
Lexington



American Society for  
QUALITY

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