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May/June, 2017



WESTERN MASSACHUSETTS SECTION
"Dedicated to the Advancement of Quality"
NEWSLETTER

Western Mass Section wins Silver PAR Award

ASQ National has recognized our section with the Silver level Performance and Awards Recognition for strategic and financial planning. The Performance Award assesses how effectively member units are developing member leaders, funding activities and providing enhanced value to members. Get involved!



Want Clients?

Make 'Em an Offer They Can't Refuse
(and NEVER Walk Out of a Talk Empty-Handed ever Again)

Speaker: Jan Saunders Maresh

**You've created your "Signature Talk." You've practiced it until you're blue in the face,
but every time you give it, you walk away empty handed –
even though everyone said they loved you and your content.**

**You've heard from all the marketing gurus that speaking to a group is the fastest,
easiest and cheapest way to get more clients – so what's wrong?**

Meet wonderfully entertaining and top-selling For Dummies author, Jan Saunders Maresh, as she shares the missing piece -- how to craft an offer they just can't refuse. Even if it is a free offer, you need to know how to craft an offer that actually moves your audience to DO something.

Whether you sell a product or service, learn:

- ...the fast and easy way to find and gather groups of your ideal clients who actually WANT what you offer.
- ...the three components for creating an offer that consistently converts leads into buyers so you won't have to cold call again.
- ...how to craft your offer so a percentage of every group ALWAYS does business with you (Psssst...don't miss a step or it will cost you!)

Even if you suffer from stage fright, Jan shares the nuts and bolts of crafting an offer your audience can't resist.

About Our Speaker: Jan Saunders Maresh is a Group Talk Expert and top-selling For Dummies author. Early in 2014, Jan launched Talk For Profit –where she teaches business owners how she sold \$1 Million of a \$20 product in 18 months. She also regularly teaches online classes and speaks at national and local industry events. Jan is the proud mom of their rocket-scientist son (yes...he's actually a rocket scientist) and is madly in love with her husband of 24 years. They live together in Longmeadow, MA with their crazy rescue, Polly. Her favorite things are her sewing machine, almost anything mid-century modern, dark chocolate, and everything her husband cooks. For more on Jan visit www.TalksThatSell.com.

Due to circumstances beyond our control, **we will no longer be having our dinner meetings at Westwood.** We apologize for the short notice and any inconvenience this may cause. We have been able to secure Collegian Court, 89 Park Street in Chicopee for our next meeting. We plan on reaching out to the guests at the June 13 meeting to get their input on where and when (day of the week) we should hold the balance of 2017 meetings. If you have any input and cannot attend please email them to gr.grub@gmail.com. Our Leadership team will meet following our June 13 meeting to review member input and our options for the remainder of the year. We will communicate our findings during the summer. Thanks for your understanding.

****NEW VENUE****

5:30 pm Social

6:00 pm Speaker

7:00 pm Dinner

~ 8:15 Section Leaders'
Meeting (all are welcome)

The cost for buffet dinner is \$20.00
Drinks not included.

For reservations, contact
asqwmassdinner@yahoo.com

Include # attending and names.

****NEW VENUE****

Join us
TUESDAY, 06/13/2017
at

Collegian Court

89 Park St.
Chicopee, MA 01013

*Route 91 N from Springfield
to 391 N toward Holyoke
Exit 2 for MA-116 N toward
Chicopee Center.
Left on Chestnut St.,
Right on Park St.*

Volunteer(s) Needed

Do you know or are you willing to learn web design?
We are looking for volunteers to upgrade our website. This is a great opportunity to help shape our view to the outside world and develop your professional network.

Miss a meeting - Miss a lot! **Topics you May have Missed**



Something Old, Something New

Presented by Dr. Michael Sutherland

- On 04/11/2017, we were reminded of the simple, rock solid value of time honored statistical practices.

Process Approach, SIPOC, Turtles and Profit

Presented by Charles Marsman

- On 02/07/2017, we learned about the use of the Process Approach to develop, implement & improve quality management systems.

Just one reason to maintain your ASQ membership - Monthly Gifts from ASQ

JUNE, 2017: Have you ever had an idea for a change in your organization only to be challenged at every turn by others who can't seem to see your vision as clearly as you do but, oddly enough, can easily find lots of barriers? **Come hear what Jan Maresh has to say on June 13th.**

In addition, to help you meet this challenge and become a more successful agent of change, here are a few of the resources ASQ gathered for members this month:

- **New webcast: We Move Our Own Cheese: Championing Change**, with bonus checklists, plus additional expert webcasts
- **Complete e-book: The Magic of Self-Directed Work Teams: A Case Study in Courage and Culture Change**
- **New portable MP3s to listen to on the go, and much more!**

Your exclusive member gift will be available through June 30, 2017.

Please maintain your ASQ Profile

Want to be in the know about what's up in quality in Western Mass? Section leaders must use the email address in your ASQ member profile. Log into <http://www.asq.org> and select MY ACCOUNT to edit your information. Be sure to stay subscribed to ASQ Section Communications under Email preferences.

*Please send feedback and items to include in our newsletter to Gay McDyer.
Be sure to include a subject line.*

gmcdyer@astrochemicals.com

Current Section Leaders

Executive Committee

CHAIR - Gary Grubbs - gr.grgrub@gmail.com

VICE CHAIR - Michael Szteliga - szteliga@verizon.net

TREASURER - Charles Marsman - cmarsman@msn.com

SECRETARY - Nancy Supczak - nmsupczak@gmail.com

IMMEDIATE PAST CHAIR - Lorraine Galica - lagford@comcast.net

Committee Chairs

NOMINATIONS - Woody Cashman - iteachuiso@msn.com

AUDITOR - Ernie Laberge - elaberge@octobercompany.com

MEMBERSHIP - Gay McDyer - gmcdyer@astrochemicals.com

VOC - Michael Szteliga - szteliga@verizon.net

ARRANGEMENTS - Jim Gurzenski - pedalnrun@yahoo.com

PROGRAM - Charles Marsman - cmarsman@msn.com

CERTIFICATION - Michael Szteliga - szteliga@verizon.net

RE-CERTIFICATION - Ernie Laberge - elaberge@octobercompany.com

NEWSLETTER - Gay McDyer - gmcdyer@astrochemicals.com

DATABASE - Gary Grubbs - gr.grgrub@gmail.com

PUBLICITY - **currently vacant ANY VOLUNTEERS?**

EXAMINING - Kurt Moore - kmoore@ashland.com

EDUCATION Award - Steve Fiedler - 2fiedler@charter.net

AWARDS - Woody Cashman - iteachuiso@msn.com

