



TRANSCRIPT – 2025 Annual Meeting of Organizational Members

**This transcript was AI-generated.*

1

00:00:01.160 --> 00:00:11.020

Michael Sullivan: Hello, everyone! We'll just give it a minute or two to let other people come in. Sometimes people come in from other meetings, so we'll give it just a minute.

2

00:00:11.490 --> 00:00:23.699

Michael Sullivan: If anybody gets a chance, while you're waiting, throw in the chat where you're, calling in from. We'll kind of see where people are calling in from. It'll be kind of interesting to see where everybody's calling in from for today's meeting.

3

00:00:24.330 --> 00:00:42.530

Michael Sullivan: If you're just joining us, we're just going to get started in a minute. I just want to make sure that we have plenty of people, accessing. A lot of times people come from a meeting to a meeting, and as I'd mentioned, if you could throw in the chat where you're calling in from, that would become a great little poll, if you will, to just kind of gauge where people are coming in from, and...

4

00:00:43.540 --> 00:00:45.770

Michael Sullivan: We'll give it just a minute as well.

5

00:00:51.880 --> 00:01:01.220

Michael Sullivan: So if you're still coming and joining, we'll give it just a minute, and we'll go ahead and get started. You can take a look at the chat if you want, and put in where you're calling in from.

6

00:01:01.590 --> 00:01:12.559

Michael Sullivan: And with that, we're going to go ahead and get started. So, first and foremost, I want to thank everyone for being a part of our Annual Meeting of Organizational Members today. So, thank you very much for that.

7

00:01:12.640 --> 00:01:29.959

Michael Sullivan: As we kind of go on, for those of you who don't know, I'm Michael Sullivan, I'm the Manager of Organizational Member Success, so many of you people may know me, or maybe you don't know me, and you'd like to know me. You can feel free to reach out to us at orgmembership@asq.org, and we can help you

8

00:01:30.170 --> 00:01:54.229

Michael Sullivan: answer any questions you might have. There will be a couple of things that I want to kind of touch base with really quick. PowerPoint slides will be available and posted on the member portal, and there will be a link to the chat. And if you have any questions, if you wouldn't mind throwing them in the chat, we'll try

to answer as many of those as we can throughout that, and again, go ahead and put any questions you have within the chat, that would be great.

9

00:01:55.290 --> 00:02:04.230

Michael Sullivan: We're gonna go ahead and move on. So, for those of you who are org members, there's a couple of things I want to kind of remind people of. There's a Member Benefit Session coming up, and that's October 9th.

10

00:02:04.229 --> 00:02:28.230

Michael Sullivan: That's going to talk about certification and specialized credentialing, so keep that in mind. The Excellence Roundtable will be November 13th. Invites will be coming out in October. The topic for that is going to be unlocking the cost of quality, and we'll have subject matter experts, for example, Doug Wood will be there, Frazier Pruitt will be with us there as well.

11

00:02:28.230 --> 00:02:52.309

Michael Sullivan: Again, those will go out in October. And also, there is the Women in Quality Symposium. That is a virtual event. It's a one-day virtual event. So keep in mind, if you're looking to utilize any of your event credits for your organizational membership, or even if you just want to attend, or, you know, even send a group there, you can go online, and you can actually register online for that, too. So, we look forward to anybody, you know, being a participant in that.

12

00:02:52.310 --> 00:02:53.690

Michael Sullivan: would be great as well.

13

00:02:54.390 --> 00:03:11.930

Michael Sullivan: The next thing is the... if you haven't had a chance to download the 2025 Insights on Excellence Benchmarking Highlights Report, say it really fast, there is a link right there. You can either, put your phone on the QR code, or you can click on that link, and that is actually for you to download.

14

00:03:11.930 --> 00:03:36.350

Michael Sullivan: And then, this report features emerging trends and the statistics of all of the nine categories of performance excellence. Also, just kind of a reminder, in October, we're going to have a Cost of Quality Report that's going to be coming out, and again, that's going to be with our partners, Doug Wood and Frazier Pruitt. I know I mentioned earlier that they're going to be participating in the Excellence Roundtable, so again, you can see the little tie-in correlation with that.

15

00:03:36.350 --> 00:03:46.580

Michael Sullivan: So I encourage you to all download that and take a look at that. Some of you may have participated in the IoE survey through your company as well. So here's just a brief,

16

00:03:46.660 --> 00:04:03.449

Michael Sullivan: agenda for what we're going to talk about today. So we're going to start off with the strategic plan and the governance update. We're going to go through and have a financial report, we're going to have a certifications operations update, and again, that Q&A. So again, throughout this, if you have any questions, go ahead and throw them in the chat.

17

00:04:05.170 --> 00:04:14.379

Michael Sullivan: And what I would like to introduce Jim Templin right now, and then Jim is going to take it over, and he's going to walk through the strategic plan and governance update. Thanks, Jim.

18

00:04:14.740 --> 00:04:27.480

Jim Templin: Thank you, Michael, and welcome everybody today. It's hard for us to believe that this is our fifth member meeting. As most of you may know, we started our association in January of 2020, and we've been reporting

19

00:04:27.480 --> 00:04:46.940

Jim Templin: to members, every year about this time of year, we give an update on the financials, an update on the strategic plan, any governance issues that are at play, as well as update on products, and everybody's always excited to hear what Mr. Byrnes has got up his sleeve in the certification business, so you'll be excited to hear from him in a few minutes, too. Next slide, please.

20

00:04:48.190 --> 00:05:10.170

Jim Templin: So, you've seen this before, anybody that's attended any of our annual meetings, I always share with you our strategic themes, and we've had this engagement theme for quite a while. Engagement in the association space, engagement is good for members, it's good for the association. Engagement drives retention, and to engage with you, we need to be delivering good events, we need to be good delivering engaging topics, and

21

00:05:10.170 --> 00:05:19.390

Jim Templin: things that Michael just talked about, and the note that I want to really point out here, if you read that, it says, we want to engage with our members and customers by creating unique experiences

22

00:05:19.390 --> 00:05:20.800

Jim Templin: Products and benefits.

23

00:05:20.800 --> 00:05:30.000

Jim Templin: So, for example, one of our SMEs and one of our board members, Richard Uphoff, who I just saw is on the call because he logged in from Scottsdale,

24

00:05:30.000 --> 00:05:43.540

Jim Templin: he gave a webinar a few weeks ago on problem solving, and that is a webinar, and the access to him and his tools and his ideas, I promise you, that's not something that's available to the market, so we continue to look for those opportunities and really help

25

00:05:43.670 --> 00:05:53.780

Jim Templin: members on their journey, whether it's their organization or them individually, and so we keep continuing to do that. So, the strategic theme of engagement is still very relevant. Next slide, please.

26

00:05:56.160 --> 00:06:17.690

Jim Templin: And what I did here is took a page out of our 2025 strategic plan that's towards the end of the year, but this has been in place since January. And what I want to focus on is that far left column there, all about increasing org member value. There's a lot of things that we're doing across the plan that drill down into different initiatives, but that one in particular talks about how we can better serve members, and that's something that we're always thinking about. What is the...

27

00:06:17.780 --> 00:06:36.579

Jim Templin: what is the value? What's the best value that we can provide? What are the most... what are the things that you're looking for as a member? How can we help you, your organization? So there's a few key things on here that we did, and if you look at that second item, we have a very well-known and respected marketing partner, MGI. They're located in Washington, D.C.

28

00:06:36.580 --> 00:06:54.869

Jim Templin: And we've used MGI to help us in terms of research and understanding membership and the association space. We did a very in-depth study with them a few years ago, and that led us to realize things that either former members or current members were looking for, and we've continuously updated our strategic plan to include those.

29

00:06:55.030 --> 00:07:07.999

Jim Templin: One of the things that we learned, and this probably doesn't surprise people, is that there was some confusion over the difference between ASQ and ASQE. And so, after having, for 3 or 4 years trying to carve out the identity of ASQE Org Membership,

30

00:07:08.010 --> 00:07:16.940

Jim Templin: it was almost like an aha moment for us to sit back and say, why are we fighting this? We have one of the best, well-known, respected brands related to quality, ASQ,

31

00:07:16.940 --> 00:07:30.889

Jim Templin: And we're carving out this ASQE piece as org membership, and we realized it really wasn't serving anybody. There was no point in us trying to confuse the marketplace, so we pulled back on that, and you'll see in the very last bullet there, we talk about rebranding org membership.

32

00:07:31.180 --> 00:07:44.920

Jim Templin: And it really shouldn't be a concern of how we're structured from a legal perspective or from the IRS perspective. We had to separate our business to accommodate the certification business so that we weren't in violation of 501(c)(3) law.

33

00:07:44.920 --> 00:07:53.100

Jim Templin: And we put that under the (c)(6), which is where we are today, but really, members and customers shouldn't have to worry about who owns the org membership piece and where that comes from.

34

00:07:53.100 --> 00:08:09.689

Jim Templin: So we did a very in-depth and across-the-board rebranding that took place last March, and we just continue to talk about ASQ Membership, whether it's individual or organization, I think that's what you'll continue to see. So hopefully we're helping to demystify some of that confusion.

35

00:08:09.780 --> 00:08:12.010

Jim Templin: Next slide, please.

36

00:08:16.580 --> 00:08:40.940

Jim Templin: So what is the result of this? I mean, when you talk about strategic alignment with ASQ, I've already hit on the obvious one, brand strength. I mean, again, in this quality space, there's not a brand that's stronger than ASQ, so of course we want to have unified brand strength and messaging. It's going to simplify the messaging that we have that's being sent out today or going forward, and you've seen it already, it's all about ASQ. ASQ organizational membership, ASQ individual membership.

37

00:08:40.940 --> 00:08:45.299

Jim Templin: It's always been branded ASQ certification, because we never wanted a

38

00:08:45.300 --> 00:08:51.160

Jim Templin: jeopardize that brand as well. So for us, this wasn't a hard transition, and really, hopefully, members didn't feel anything

39

00:08:51.160 --> 00:09:06.069

Jim Templin: that caused them grief or heartburn, I just wanted to proactively tell you about the things we're doing strategically. There were some other benefits of this closer partnership and alignment with ASQ, and that includes this, where we are downtown Milwaukee. We have quite a wealth of

40

00:09:06.070 --> 00:09:13.289

Jim Templin: You know, strategic leaders in this business, from membership to certifications to education and training and,

41

00:09:13.290 --> 00:09:26.560

Jim Templin: the events side of the business, so we are doing a better job of aligning and cross-utilization of these resources through shared services agreements and legal agreements, so we're able to leverage the best of the resources that are in place here today.

42

00:09:26.560 --> 00:09:35.810

Jim Templin: And obviously, along with that comes operational efficiencies. We don't have as many redundancies, and, you know, we did have to look closely at the business, and we did have to make some decisions on staffing.

43

00:09:35.810 --> 00:09:48.349

Jim Templin: But it's the right thing to do, because we need to make the most out of the members' value and the dollars that you pay us to deliver value, so we... we did... we did some restructuring later in the year, and you'll see that we're in this

44

00:09:48.470 --> 00:09:59.639

Jim Templin: efficient and aligned strategic operation that we're up against right now. Last but not least, of course we had to protect the regulatory compliance, and what that means is that we did not want to put our business at risk from

45

00:09:59.640 --> 00:10:09.489

Jim Templin: the accreditation standpoint and the certification business, Michael and team work very hard with that, as well as the IRS 501(c)(6) requirements. So the certification business still is

46

00:10:09.490 --> 00:10:28.610

Jim Templin: under the (c)(6), and we'll continue to operate that way based on the legal requirements. But again, nothing you need to worry about as members. You should just be able to, experience what you need, and we're meeting you wherever you need to be, without worrying about where is this business coming from, who operates it. So again, we're trying to make that an easier experience for you.

47

00:10:29.240 --> 00:10:30.310

Jim Templin: Next slide.

48

00:10:32.390 --> 00:10:47.639

Jim Templin: So, I showed you a page out of our strategic plan, and this is actually the one-pager out of the ASQ strategic plan. Not surprising, it is not hard for ASQE to dovetail into these initiatives, because it is all about member experiences, all about being a lead in quality.

49

00:10:47.640 --> 00:11:06.920

Jim Templin: outreach awareness, and so we have got some significant strategic initiatives that we're going to be looking at for '26, and the team that's on this call with me is going to be helping to deliver some... on some of that. A big part of it will be in the research side, how do we take insights on excellence work that we do every year that we're very proud of.

50

00:11:06.980 --> 00:11:24.660

Jim Templin: the Insights on Excellence research tool, as well as the benchmarking tool, was built in conjunction with member SMEs from ASQ, and so we've invested a lot in it, and we're getting momentum on that. We want to leverage that a little bit further. So, as Michael mentioned, we have been able to... we have the luxury of working with

51

00:11:24.660 --> 00:11:32.629

Jim Templin: Doug Wood and Frazier Pruitt, and the fact that they're, participating as SMEs on our upcoming Excellence Roundtable.

52

00:11:32.630 --> 00:11:50.910

Jim Templin: There's even more to that story. So this is the fifth edition of the Cost of Quality book that Doug Wood has been a part of, and he invited Frazier Pruitt to participate in co-authoring that. So this next edition is coming out in January. We're going to build a whole year around events and things that we're doing that are tied to cost of quality. We were getting feedback, and again, we love data.

53

00:11:50.910 --> 00:12:03.999

Jim Templin: We've been getting feedback from members in our follow-up surveys to these events, and to our webinars, and to any of the things that we've done in person. What's... what's interesting to you? What do you need help with? What do you want to understand? And cost of quality has continuously come up.

54

00:12:04.170 --> 00:12:17.330

Jim Templin: And in my socialization of this idea around the society, we're hearing that from the publications team, the journals team, education team, so I feel like we're going to have something that's really valuable for all of the members in 2026.

55

00:12:17.330 --> 00:12:41.309

Jim Templin: And we'll kick that off again at the Excellence Roundtable in November, where Doug and Frazier will be there to help lead us through that discussion. It's... we used to have a half-day session, and we realized that was imposing a lot on time, so we have a one-hour meeting. It's going to be efficient, and you're going to have access to these experts that are known around the world for their understanding of the field of quality, so we look forward to that.

56

00:12:41.320 --> 00:12:48.690

Jim Templin: But we will... you'll see our strategic plan is being dovetailed into these different areas.

57

00:12:48.830 --> 00:13:06.580

Jim Templin: We are looking at... always looking at how we continue to add value to members, so we're revisiting the model, and we're... we'll be looking at maybe adding things in or swapping things out that are some of the benefits that people are using. That's just a never-ending job. It's part of what we do in quality, but it's the right thing to do for org members and make sure we're delivering the best value.

58

00:13:06.660 --> 00:13:09.730

Jim Templin: So, stay tuned, you'll see some of that coming out next year.

59

00:13:09.900 --> 00:13:11.990

Jim Templin: Next slide, please.

60

00:13:13.400 --> 00:13:37.729

Jim Templin: I would like to just take an opportunity to tell you the... introduce you to the 2025 Board of Directors. We're not going to spend a lot of time on this. I do want to call... let me start off, who is our speaker. He's done a great job, and I know all of the individuals that are on this board have been engaged, and they're looking for opportunities to engage more with ASQ members, so we're excited about that. Next slide, I do want to thank

61

00:13:37.730 --> 00:13:42.420

Jim Templin: take a minute. As 2025 winds down, there's a few people I want to

62

00:13:42.570 --> 00:14:00.470

Jim Templin: thank on behalf of the society and our staff. You may have heard of Steve Wilson, I'm not sure if anybody knows him. Steve Wilson has been... I've been at ASQ almost 9 years, and Steve Wilson has helped me tremendously. He was working for the government on... leading the seafood inspection for NOAA.

63

00:14:00.470 --> 00:14:11.029

Jim Templin: He had a very strong passion for org membership, and he was one of the first people that reached out to me back in 2016 and said, we need to fix this organizational membership model.

64

00:14:11.030 --> 00:14:17.800

Jim Templin: So, I worked very closely with Steve through the last few years leading up to the separation of ASQE and the Oregon membership.

65

00:14:17.800 --> 00:14:39.580

Jim Templin: And the ASQ board of directors appointed him to be on the ASQE board, and then he served as chair-elect, and he served a couple years as chair, and now he's rolled off as past chair, and I just want to take back, again, that opportunity to thank him for all his hard work. He's not going away, he's retired, and now we're going to tap into him for his other resources, so...

66

00:14:39.580 --> 00:14:56.269

Jim Templin: And then, secondly, Barrie Simpson, the treasurer role, was a role that was in place for 2 years, and so she's cycling off of that. And I had the pleasure of working with Barrie when I was on the other side with the ASQ team and the member units, and she was a very engaged ASQ member. So, again, I can't thank them enough for their service.

67

00:14:56.270 --> 00:15:00.739

Jim Templin: And appreciate all that great work that they've done for us.

68

00:15:01.420 --> 00:15:02.410

Jim Templin: Next slide.

69

00:15:03.450 --> 00:15:26.790

Jim Templin: I would like to now turn it over to Mr. Andrew Glubisz. He's our ASQ Senior Financial Director, and he is our Treasurer. We just had a very similar meeting with our board a few weeks ago, where we're sharing the results of our audit, and he will share that with you today. In the spirit of transparency, just so that you all are understanding how your member dues are being used, and how we're managing the business. So, Andrew, thanks for everything, and turn it over to you.

70

00:15:27.220 --> 00:15:52.080

Andrew Glubisz: Thanks, Jim. Thank you, everybody. I appreciate the opportunity to present the 2024 financial fiscal year audited results to all the members. We completed the audit earlier in the year. It was presented to the ASQE board, and now we are going to present these results to all of the members. This next slide covers highlights of the financial audit results. Baker Tilly is the independent auditing firm

71

00:15:52.080 --> 00:16:15.840

Andrew Glubisz: that ASQE utilizes to review our financial statements and provide an audit opinion. Point number one is the highlight. We... ASQE once again received an unmodified audit opinion, which is exactly what you're looking for. It means that the financial statements are presented fairly, and they are free from any material

72

00:16:15.840 --> 00:16:25.490

Andrew Glubisz: misstatements and errors, and presented in accordance with the accounting principles associated with the U.S. GAP, or U.S. Generally Accepted Accounts.

73

00:16:25.490 --> 00:16:36.099

Andrew Glubisz: The second point is also very important. The audit was conducted as planned and previously communicated to the executive committee and the board, so no major modifications, which,

74

00:16:36.100 --> 00:16:39.909

Andrew Glubisz: Oftentimes can be a sign of some form of

75

00:16:39.910 --> 00:17:02.960

Andrew Glubisz: error or issue that is identified. In this case, it went very smoothly. Again, very good result. Third point is cooperation. Baker Tilly has noted the cooperation was received from members of management. No difficulties, disagreements, or significant issues with management. Again, goes to speak to how the financial statements are prepared, and that they are consistent with all required accounting

76

00:17:02.960 --> 00:17:12.710

Andrew Glubisz: principles and requirements. And the last one, also an important one, Baker Tilly did not identify any unusual or significant transactions during the audit.

77

00:17:12.960 --> 00:17:24.300

Andrew Glubisz: While, as part of the financial audit, Baker Tilly does not specifically audit for fraud, if they had identified any unusual or significant transactions that

78

00:17:24.300 --> 00:17:43.120

Andrew Glubisz: raised any concerns, they would have brought that up first to the ASQE audit committee, and eventually to the board. Obviously, we are glad to hear that none of these types of issues arose, meaning very smooth audit and the unmodified opinion, which is exactly what you are looking for in a financial audit.

79

00:17:43.160 --> 00:17:44.649

Andrew Glubisz: Next slide, please.

80

00:17:46.300 --> 00:17:54.119

Andrew Glubisz: The next couple of slides, I'll present some of the financial highlights from the actual financial statements, the first one being a summary of the...

81

00:17:54.180 --> 00:18:14.769

Andrew Glubisz: statement of financial position. For those of you that are maybe more familiar with the for-profit world, this is the equivalent of a balance sheet. So, it reports in two, groups, the asset side, and then the liabilities and, owner's equity, or in this case, you know, net def- accumulated deficit, without donor restrictions.

82

00:18:14.770 --> 00:18:17.290

Andrew Glubisz: Very consistent between years.

83

00:18:17.290 --> 00:18:22.889

Andrew Glubisz: The one major change that you will see is that the goodwill and the intangibles

84

00:18:22.890 --> 00:18:47.139

Andrew Glubisz: have gone down. These are from the actual establishment of ASQExcellence. At that time, ASQE acquired a workforce, they acquired the products, and they acquired, you know, some additional assets that were being amortized over both a combined 5-year and 10-year life. The intangible assets have a 5-year life.

85

00:18:47.170 --> 00:19:01.800

Andrew Glubisz: In 2024, they were fully amortized. Goodwill has a 10-year life, so we're about halfway amortized on those. They impact the overall deficit of the organization. They are really non-cash issues.

86

00:19:01.800 --> 00:19:14.519

Andrew Glubisz: But because we're no longer amortizing the intangible assets, the results to the overall operating deficit of ASQExcellence will be improved in 2025.

87

00:19:14.520 --> 00:19:26.280

Andrew Glubisz: Again, one thing that is good to see here is that the deferred revenue remains consistent. Deferred revenue is a pipeline for future revenue. It is a combination of both, CERT

88

00:19:26.630 --> 00:19:42.550

Andrew Glubisz: revenue and organizational membership, based on how they are required to be recognized under U.S. GAAP. The other item that stands out here, you will notice that there's a current portion, no payable and long-term liabilities, which is also

89

00:19:42.790 --> 00:20:02.580

Andrew Glubisz: Related to a note payable at the establishment of ASQ Excellence. This was funded by, the purchase of the assets was funded by a note back to ASQ. Also very happy to say that through the life of ASQ Excellence, all principal interest payments have been made on time. Additionally.

90

00:20:02.620 --> 00:20:18.080

Andrew Glubisz: a few years ago, ASQE was able to prepay some of those loan payments, which in the long run saves the organization a significant amount of interest and brings down the balloon payment, which there was a balloon payment after 10 years on the loan significantly.

91

00:20:18.340 --> 00:20:24.819

Andrew Glubisz: So again, very consistent, very healthy, balance sheet. Next slide, please.

92

00:20:26.260 --> 00:20:43.309

Andrew Glubisz: This is a summarization of the statement of activities, which is, again, in the income statement presentation. Statement of activities is the terminology used for our not-for-profit. Very consistent. Again, total revenues are up year over year.

93

00:20:43.310 --> 00:20:47.649

Andrew Glubisz: A large portion of that coming from the certification business.

94

00:20:47.710 --> 00:21:07.540

Andrew Glubisz: The dues, which is related to organizational memberships, are relatively flat, but in total, an increase year over year in revenue, which is always a good sign, always the desired result. Expenses, there was an increase in expenses year over year. A large portion of that was related to personnel investments.

95

00:21:07.540 --> 00:21:15.349

Andrew Glubisz: And then some of the other costs related to the business. What you will notice is the net change in deficit is negative.

96

00:21:15.350 --> 00:21:22.230

Andrew Glubisz: If you add back the \$1,057 of amortization of intangibles in goodwill, which is the non-cash.

97

00:21:22.260 --> 00:21:33.060

Andrew Glubisz: expense that I was talking about when we were looking at the balance sheet, the operating results of ASQExcellence are at a positive for both

98

00:21:33.060 --> 00:21:46.379

Andrew Glubisz: 24 and 23, which is... that's where you want to be, that's how you would build any form of reserves, and you would continue to grow the business. So, all in all, very consistent, year over year.

99

00:21:46.830 --> 00:21:52.639

Andrew Glubisz: The most important thing, obviously, from the financial audit is that you can get a clean opinion.

100

00:21:53.310 --> 00:22:02.479

Andrew Glubisz: That is all I have on the financial statements. Thank you for the time. I believe, next we will have Michael Burns presenting on certification.

101

00:22:03.310 --> 00:22:07.870

Michael Byrnes: Thank you, Andrew, and thank you, everybody, for joining. You can go to the next slide.

102

00:22:09.070 --> 00:22:17.209

Michael Byrnes: So part of our mission, with ASQ is to advance the trade. So we've been busy over the last 12 months.

103

00:22:17.530 --> 00:22:36.119

Michael Byrnes: Bringing you new products and services to advance the quality profession and update those skill sets. So the first one that we launched back in February was a new construction quality manager, and that was in partnership with our design and construction division at ASQ. The certification was well received to the market.

104

00:22:36.500 --> 00:22:38.740

Michael Byrnes: We launched it on time.

105

00:22:38.740 --> 00:23:03.679

Michael Byrnes: And it continues to grow. So, through June, as you can see, we have 135 people that are signed up, and even towards the end of August that I'm looking at, we have a further 55 people, that are qualified as new CCQMs. So, very excited about that. That was a two-year initiative, to bring a gap that we had in quality, to the construction industry and really elevate those

106

00:23:03.680 --> 00:23:06.770

Michael Byrnes: professionals. On the flip side of the house.

107

00:23:07.220 --> 00:23:27.489

Michael Byrnes: We continue to work on our existing portfolio. So right now, we're actively engaging and updating our master black belt, creating a career pathway from black belts, green belts, true black belts, and onwards to master black belt. And so, our goal, really, with this program is to remove some of those barriers.

108

00:23:27.490 --> 00:23:35.759

Michael Byrnes: That were... that came out of a feasibility study that we did last, year, that looked at the portfolio, the profession, what's evolved in it.

109

00:23:35.760 --> 00:23:47.179

Michael Byrnes: So I'm very pleased with the progress that we've made with that, product, and we are due to pilot a new master black belt and portfolio early next year. At the same time.

110

00:23:47.430 --> 00:24:03.790

Michael Byrnes: the business of certification and evolving content, it never ends. Part of our cadence with ISO accreditation is making sure that we stay relevant and current in the industry, and that means, every 5 to 7 years, looking at content. Now, we...

111

00:24:03.790 --> 00:24:19.800

Michael Byrnes: update content every 5 to 7 years as part of a regular cadence, but obviously, if skills or standards change, we're on top of that as needed. A lot of products in the pipeline with the reliability engineer, the quality technician, the calibration, the auditor.

112

00:24:19.800 --> 00:24:42.539

Michael Byrnes: the CMQOE, and also a custom product that we do for FedEx. The two big notables are the CQA and CMQOE. They will pilot a new body of knowledge next year, whilst the CRE piloted this year, along with the CQI and the CCT. So, very current, up-to-date with the trends that have shifted.

113

00:24:42.540 --> 00:24:45.830

Michael Byrnes: And reflect the current relevant practice.

114

00:24:45.830 --> 00:25:04.099

Michael Byrnes: On the flip side, we provide preparation and education materials to help support learners on their journey to certification, so we're actively engaged right now in e-learning updates for our auditor and for our CMQOE, in addition to updating several of our exam bank

115

00:25:04.480 --> 00:25:06.430

Michael Byrnes: At the same time.

116

00:25:06.430 --> 00:25:26.649

Michael Byrnes: The CRE and the inspector, especially the inspector, a new e-learning piloted this year, with the CRE Handbook coming out, I believe, next month as well, to support those professionals. So, fantastic job to the entire team that have been involved with keeping that portfolio current.

117

00:25:26.650 --> 00:25:33.690

Michael Byrnes: And to the hundreds of volunteers and quality experts that have been part of that journey. We can't do it without them.

118

00:25:33.690 --> 00:25:50.929

Michael Byrnes: A couple of other, noteworthy, updates for you is that we are subject to external auditing on an annual basis for ANAB. I'm pleased to share that this past year, for second time in a... second year in a row, we had zero nonconformities.

119

00:25:50.930 --> 00:25:56.570

Michael Byrnes: So we're fully aligned and committed with the ISO 17024 standard.

120

00:25:56.830 --> 00:26:12.659

Michael Byrnes: And so, in a sense, it's kind of like 9001, so we walk the walk, talk the talk with you as we uphold the highest standards for our products and product development and customer service. On the horizon, as everybody is experimenting with new interactive tools.

121

00:26:12.660 --> 00:26:31.160

Michael Byrnes: ASQ is working on some future AI study assistants that are more than just static question banks. These new products are engaging, they're deeper on the topic, they're a learning assistant, and they're also have the ability to generate an unlimited amount of

122

00:26:31.160 --> 00:26:35.849

Michael Byrnes: Multiple choice items at any particular area of the body of knowledge.

123

00:26:35.850 --> 00:26:45.980

Michael Byrnes: Keep score, create study plans for you, it goes on and on. It's a fantastic tool, and we hope to pilot that product later this year and have it to the market next year.

124

00:26:46.100 --> 00:26:57.850

Michael Byrnes: As goes testing these days, security has come for... come to the forefront of everything we do. We continue to work with our partners across the world.

125

00:26:57.850 --> 00:27:22.210

Michael Byrnes: Prometric to ensure that our standards and our credibility in testing remains unparalleled, in what we do. As a result of some testing issues we had in several regions of the Middle East, we've restricted the use of live remote proctored testing, to ensure that our credentials remain, have the integrity and have the control and have the measures

126

00:27:22.210 --> 00:27:37.219

Michael Byrnes: That we're confident with. Our partner takes the security extremely serious, as do we, and so we'll continue to enforce the ethical standards of testing wherever we are in the world, so we'll keep a pulse on that.

127

00:27:37.890 --> 00:28:01.760

Michael Byrnes: To the far right, you may have noticed these really nice, catchy-looking digital badges. We've been busy elevating the trade and looking for, really, what skills there are in the quality market. And over the

last couple of years, we've compiled research to really understand what are some of the core skills that our quality professionals really want at a small, bite-sized level.

128

00:28:01.870 --> 00:28:26.869

Michael Byrnes: So we created these Specialized Credentials a couple of years back, and this year, and pretty soon here, we plan to pilot a new data quality specialized credential. It's got the fundamentals of everything you could imagine that's important to data quality, governance, and monitoring for data quality, so do check that out. And then the bigger part of the entire portfolio strategy

129

00:28:26.870 --> 00:28:50.699

Michael Byrnes: is really to transform that current portfolio from what you see today into a more uniform, modern, and updated product portfolio, which means redoing the lien and risk management as well, to be one product instead of two, and really bring value to the market. So we're really pleased of our progress. I hope you enjoy just some of these small bits

130

00:28:50.700 --> 00:29:04.370

Michael Byrnes: bits and pieces that I'll share with you, but overall, I couldn't be happier with the progress that we've made this year, and the new products and improvements that we've rolled out. So, thank you very much, and with that, I will turn it back, I believe, to Michael Sullivan.

131

00:29:06.560 --> 00:29:19.810

Michael Sullivan: Thank you, thank you, thank you, I appreciate that, Michael. I was looking through the chats, and it looks like we have a question here, and actually, I'll be able to answer it. It even... it's, in the strategic slides that Jim had... was walking through.

132

00:29:19.810 --> 00:29:29.410

Michael Sullivan: They talked about a Diamond Award. So the Diamond Award is actually something that's new for 2025 for ASQE organizational members. What we're doing is it's...

133

00:29:29.410 --> 00:29:31.370

Michael Sullivan: it's an award to actually

134

00:29:31.370 --> 00:29:55.630

Michael Sullivan: take recognition for the people that are participating in the IoE Benchmarking survey within the season, and the season has already closed, so the award winners for 2025 have already been awarded, but it's really to kind of think about how you can actually start thinking about planning for next year. So some of you who may be on... may be on this call may have participated in the IoE survey this year or last year, and I think last year.

135

00:29:55.630 --> 00:30:20.240

Michael Sullivan: And this year, we're kind of really starting to see more of a momentum where people are trying to get more of their employees to facilitate that, survey. And the survey is based on the criteria... it's on the criteria framework of Baldwin... Baldrige framework. I can't even talk today. And so that's really what it's take... that's what the award is based on, the participation and the recognition for performance excellence, what... utilizing that tool.

136

00:30:20.280 --> 00:30:22.319

Michael Sullivan: So that's a little bit about that.

137

00:30:22.640 --> 00:30:38.089

Michael Sullivan: I see another question here. Michael, it's actually for you. What does ASQ plans, what are the plans for the specialized credentialings, and what are the topics that are in the pipeline? So, it looks like it's kind of credentials and the.

138

00:30:38.090 --> 00:30:38.970

Michael Byrnes: I'm bad.

139

00:30:39.370 --> 00:30:58.189

Michael Byrnes: Absolutely. So here's the beautiful part. Back in 2024, we did some research with our members and the quality community to really tell us what skill gaps there are in the quality profession, and so data quality and risk management before came out of that need.

140

00:30:58.280 --> 00:31:11.110

Michael Byrnes: The next topic that came out that's on the horizon for next year is root cause analysis, followed by quality tools. Quality statistics, is something that has also come out of

141

00:31:11.110 --> 00:31:32.919

Michael Byrnes: that research where our quality members are pretty good with the subject matter, but the statistical component of it is often quite difficult, especially around design of experiments or design for Six Sigma. So we'll be building out more of a foundational to advanced statistical unit there, and we'll also concentrate on leadership, statistical process control, and so on.

142

00:31:32.920 --> 00:31:36.639

Michael Byrnes: The idea with that portfolio, Michael, is to really have

143

00:31:36.710 --> 00:31:54.260

Michael Byrnes: core quality skills that enhance those professionals, and as such, more agnostic to the industry as well. Our goal really will be to kind of upskill high-end demand kind of quality domains and earn credentials that are formally recognized

144

00:31:54.280 --> 00:32:09.660

Michael Byrnes: through that knowledge and application, which is why there's an exam built into these small, bite-sized credentials. And we hope that these credentials, and we're seeing that these credentials, help to demonstrate to organization that

145

00:32:09.660 --> 00:32:11.450

Michael Byrnes: Those individuals that have

146

00:32:11.450 --> 00:32:34.849

Michael Byrnes: master those capabilities, really have that capacity that can drive excellence throughout the organization. So that's the fundamental kind of reasoning and pipeline that we are going after. And the caveat is, yes, it will evolve as things shift and change, and with the introduction of new technologies that are identified within the quality community as well.

147

00:32:36.430 --> 00:32:50.760

Michael Sullivan: Thank you, Michael. I have another one here, too, and it's talking about how we're talking about organizational membership, and the question is, I feel that maybe I could be taking better advantage of the organizational membership. Yes, by all means, if you feel like

148

00:32:50.760 --> 00:32:56.709

Michael Sullivan: You are taking advantage of it, and maybe you think you are. Maybe it warrants a call for you and myself.

149

00:32:56.710 --> 00:33:11.940

Michael Sullivan: I also recommend kind of like a relaunch of the membership from year over year, because of the fact that I think that what happens is you get some new employees in, and they don't always know about the benefits, or maybe you get a new leadership or point of contact. So, really, that's...

150

00:33:11.940 --> 00:33:17.760

Michael Sullivan: A way for you to kind of push out the information that's in there, because the list of benefits

151

00:33:17.760 --> 00:33:42.079

Michael Sullivan: is very long, I can... I'll label off a few. I mentioned a little bit about the IoE Benchmarking Survey. That's a survey that you can open up to your employees through the set period time. Typically, it's going to be about, beginning of March next year, 2026, through probably mid-August. Gives you an opportunity to put employees through that survey. You'll actually get an elaboration report, and again, that's an exclusive member

152

00:33:42.080 --> 00:34:00.240

Michael Sullivan: organizational membership benefit only. And there's also tools and templates that are available, learning how to use a fishbone diagram, anything from a Plan Do Act checklist. So that's some of the things. One of the largest things, and obviously Michael was talking about certifications as well, is the member pricing that

153

00:34:00.260 --> 00:34:15.600

Michael Sullivan: organizational members get for books, training, and certification. You know, maybe you want to certify a team. You know, reach out to me. We'll help you get connected to somebody in the sales team that can kind of put together a package together for you to get all of your team

154

00:34:15.620 --> 00:34:23.239

Michael Sullivan: Trained, get them the books they need, maybe the question banks or study things, as well as giving them register for the exam.

155

00:34:23.310 --> 00:34:43.420

Michael Sullivan: In addition to that, there's the Ascend webinars, the member benefit sessions that I briefly talked about. Those are open to all employees. Those Ascend webinars also give individuals recertification units, so that's something to really kind of think about the benefits as well. On top of that, anybody who's linked to an organizational membership.

156

00:34:43.600 --> 00:34:52.799

Michael Sullivan: They will actually be able to upgrade their linked status and purchase an individual membership. That individual membership is delivered as a professional membership.

157

00:34:52.800 --> 00:35:16.859

Michael Sullivan: And then what happens is, you have the extra level of engagement. So you can participate in your geographical section, which is your local ASQ section. So, for example, I live in Milwaukee, I could participate in the Milwaukee section. And then there's the 27 technical communities that you'd have access to. On top of that, you have the new AI tool, Quincy, which is actually exclusively only to individual members.

158

00:35:16.860 --> 00:35:19.720

Michael Sullivan: So again, if you're linked to an organizational membership.

159

00:35:19.720 --> 00:35:43.899

Michael Sullivan: you can go ahead and upgrade your linked status and actually get that. So again, I encourage anybody, if they have any questions, if they think they may or may not be maximizing the usage, reach out to me, let's set up a call, and let's make sure that even if we have to do kind of like a little reboot or relaunch within your org, I do Lunch and Learns for org members all the time. It really kind of helps push out that messaging.

160

00:35:43.900 --> 00:35:50.150

Michael Sullivan: Maybe they forgot about it from last year, and like, oh yeah, those are those resources that I can do. So, kind of think about that.

161

00:35:50.820 --> 00:36:13.109

Michael Sullivan: And that was all the questions I had, but I really want to thank... first and foremost, I want to thank you all for your membership. I want to thank you for spending your time today. As a reminder, the recordings will be uploaded in the member events portal, and that'll be sent out in a post, a post-event email, so kind of watch for that. If you have any questions, please contact our team at orgmembership@asq.org.

162

00:36:13.110 --> 00:36:37.090

Michael Sullivan: And that's listed right there. That'll get to myself and my team. Maybe you have a question about the membership itself, or maybe you want to schedule something with some time with me. Feel free to reach out to there. Now, watch out for ASQ's Member Satisfaction Survey, which will land in your evacs in your email box next Friday, which is September 26th. Takes less than 5 minutes to fill out, and your feedback is crucial to us, because it helps us create

163

00:36:37.090 --> 00:36:55.249

Michael Sullivan: the best member experience for you, and basically making sure that voice of that customer is heard. So maybe there's something you want to see, maybe there's something you don't want to see. We're open to all of those. So that's going to conclude for today. I appreciate everyone taking the time. Have a great day, and thank you so much.