



## TRANSCRIPT: ASQE 2024 Annual Meeting of Members

0:02

Good morning, everyone, and thank you for joining us.

0:04

We'll give it just a few minutes while we let some people kind of get into the meeting.

0:08

Typically people come from one meeting to the next, so we'll give it just a second before we get started and then we'll get on with our Annual Meeting of Members for ASQE.

0:34

So if you're just getting into the room, we're just going to give it just a minute before we get started.

0:38

I think they're letting people in, and I can see the number kind of climbing higher that we're getting people in.

0:43

So I want to give it a minute just so that we're starting kind of keeping in our time frame as well as getting as many people in the room as possible as well.

1:03

So it's 11:01.

1:04

We're going to go ahead and get started.

1:05

First and foremost, I want to thank everyone for the attendance today.

1:10

Today is the annual meeting of members for all of our organizational members.

1:14

So first and foremost, I'm Michael Sullivan.

1:16

I am the Membership Manager of Organizational Success.

1:22

So for example, my job is really to make sure all of you members maximize the usage of your membership.

1:28

So thank you for being with us today.

1:31

Couple of little housekeeping things to kind of keep in mind.

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There are going to be a couple of links in the chat.

1:37

And so for example, this presentation as well as this recording will be posted in the portal.

1:43

So you'll see that in the chat.

1:45

So if you see the deck right there, just know that the recording will come later on today.

1:49

So soon as we're done, we'll get it uploaded.

1:51

It'll be in there.

1:52

And just as a reminder, some of the questions for today, we asked for those to be submitted up ahead of time.

1:59

So I have a list of some questions that did come in.

2:01

So when we get to that Q&A portion, just know that that Q&A's portion was already collected.

2:07

If for some reason you missed it and you didn't get to ask your question, go ahead, and put it in the chat.

2:12

And then when we can do is we can follow up on that as well.

2:15

With that, keep in mind that we will also be having A at the end.

2:21

I know I'm supposed to thank this at the end, but I want to make sure that I don't forget anybody that they will.

2:26

Everything will be in your inbox tomorrow for the member satisfaction survey.

2:30

So kind of keep that in mind as you're going through today.

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That's really how we can work on our future of these events.

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So let's go ahead and take a look at the agenda for today.

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Now we have kind of a lot to cover.

2:41

So I'm going to try to keep it as best as we can to do, keep it on time, keep it within the time limit and still get to answer some of the questions you have.

2:49

So we're going to start off, we'll talk a little bit of the mission and vision and values of ASQE, talk a little bit about our structure and strategy overview.

2:58

We'll have a governance update.

2:59

We'll have a financial update, just a little bit on member membership update within our organizational members such as yourself.

3:07

We'll have an update on the IoE insights and excellence updates.

3:11

So for any of you have who have participated this year within that survey, there's going to be a little bit of update on the certification and then we'll get right into the Q&A.

3:20

And again, those have been submitted in advance and then we'll do a little up and kind of a thank you for everyone.

3:25

So first and foremost, thank you everyone for being here today.

3:28

I'm going to pass it over to Brian Scarpace, which is he's our Executive Director of Global Success.

3:34

Take it away, Brian.

3:35

Thanks, Michael.

3:36

Thank you so much.

3:37

Welcome, everybody.

3:38

Before we get started, I just want to say thank you so much for your membership.

3:42

Thank you for being advocates at your organization for the membership.

3:45

It's with your support that we're providing valuable benefits and resources to you and your team.

3:50

Next slide please.

3:52

We may have some new people joining us on the call.

3:55

So we thought we'd give you some background about who we are, ASQE or ASQ excellence.

3:59

So ASQE, or ASQE for short, we are an independent and complementary entity to ASQ and our mission is to deliver credentialing quality-driven offerings and insights to organizations in support of their performance excellence journey.

4:14

Our vision is to empower organizations to achieve performance excellence and we also foundation for our work culture is would be our staff defined values.

4:24

And that's right, I said staff defined values.

4:26

Our values weren't defined by our leadership.

4:28

They were employee led and that just runs the continuity through everything that we do in and out to serve our members.

4:35

Our mission, vision and values support our strategic priorities, and we'll talk about that in just a bit.

4:40

Next slide please.

4:44

Something that we're very excited to announce is that ASQE has been announced or we won that we were top twenty winner in the Milwaukee Business General's Best Places to Work 2024.

4:56

And this is just a testimony to the engagement that our employees have.

4:59

And the reason we're showing you this is not just to brag about the award, but to also let you know that we know that if we take care of our staff, they're going to take care of our members and customers.

5:09

And with that, I want to hand over to Mr.

5:11

Jim Templin to talk to you who is, I'm sorry, ASQE's CEO talk a little bit more about our structure and strategy.

5:16

Thanks, Brian.

5:18

If you want to jump to the next slide, first, I'd like to just thank everybody for attending and we appreciate all the members.

5:22

We're excited because year over year we're getting increased number of attendants at this meeting.

5:25

And while it's primarily a business overview, we do share a lot of insights into what we've done for the year.

5:30

So thanks for attending and I hope you find it valuable.

5:33

You'll hear from everybody on my team talking about the things that have gone on and where we're headed in the future.

5:39

For those who have not seen this before, this is this has evolved over the last five years since we've existed, but basically, it's been the same thing.

5:45

These are, this is what drives our strategic plan.

5:50

And from there fall out all the initiatives that we'll be working on for the year, for 2024, starting at the top, increasing the organizational member value.

5:59

That's all about you and the organizational membership, making sure you get the most benefits that you can.

6:03

We're always looking at improving whatever that model is, always open to ideas and insights from you.

6:08

And if you're looking for something different or more, the next category that we have is inspire organizational performance excellence.

6:17

This is you'll hear more about this from Bev Scheels.

6:19

This is primarily the insights on excellence and all the great work that that team does in the benchmarking arena, as well as all the report outs that we share, which are available to anybody in the world.

6:29

Complementary as part of our mission.

6:31

Next is optimize the relevant portfolio of credentialing and content.

6:35

Michael Burns will join us in a bit and talk about all the exciting things that are going on in the world of certification, including a new product offering, which is something that doesn't happen very often.

6:45

So we're excited to share with you that update.

6:48

Next on that wheel is develop and nurture strategic partnerships.

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This includes the ability for us to partner with other organizations and other associations.

6:57

For example, we'll talk a little bit more about the new construction manager certification that's coming out.

7:03

But an example of that partnering would be with an organization like a construction association that might value from having their members go through this certification process so that everybody wins, and we can jointly move the industry forward.

7:18

And last but not least is promote a sustainable culture.

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This includes the governance and the finances and the sustainability of our organization.

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And we'll talk a little bit more about what's going on in those areas.

7:28

Next slide, please.

7:31

This is our strategic theme and we've, we've had this for a couple years now.

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If you want to look at it in one way, I could say that this is our strategic plan in a nutshell that everything that we're working on is driving towards engagement, whether that's customers or org members or even our staff.

7:45

I mean we don't think about engaging staff, but I promise you without engagement from staff, we would not have been able to achieve that Best Places to Work.

7:53

So I always talk about all the stakeholders we have and, and, and the org members are a huge part of them as well as our certification customers.

8:01

So the theme, the theme is engage with our members and customers by creating unique experiences.

8:06

I challenge our development team, Bev, and the membership team to always be looking for things that you can't get anywhere else and that that were really helping you as you progress down your performance excellence journey, whether that's products or benefits or services.

8:20

It's all about increasing member loyalty and growing our organization in anticipation of helping move the field of quality forward.

8:29

So our strategies are all bundled up under the acquire and partner and deepen, whether that's through customers or members or partners.

8:36

And the way we deliver those results and the way we present that to our board is through the measures that's successful on the bottom.

8:43

Those are actual board level.

8:44

KP is very straightforward certification satisfaction, our org member satisfaction, which is why it's so important for you guys to give us feedback in our member survey, customer satisfaction survey.

8:56

We, we value that, and we do act on the takeaways from that, the number of total members, the retention rate.

9:03

And by the way, in, in the world of associations and membership engagement drives retention.

9:08

So it's critical that we get more engagement with our members like yourselves.

9:12

And, and that's why we're thrilled to see more attendance at events like this and our other events that we're doing, which you'll hear more about later.

9:19

And last but not least, obviously, is total revenue.

9:21

So those are key KPIs and pretty much our strategic plan in a nutshell.

9:25

It's not changing much as we go into 2025 with a few tweaks in terms of the initiatives that we're doing.

9:32

So in a year from now, we'll probably be reporting something very similar to you here next slide.

9:38

And we always say structure, follow strategy.

9:41

So to support those key business initiatives, we have myself as a CEO. I was appointed from the beginning in 2020.

9:48

Michael Byrnes came over from the ASQ business.

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He's driving the certification operations.

9:53

A very excellent business, strong brand identity and an excellent team that is putting together great work.

10:00

We'll hear more about Bev Scheels drives the product development, which includes what does that membership model look like?

10:08

What's next in the world of IoE?

10:10

What are the next reports that we want to submit and provide to the marketplace?

10:14

And last but not least is Brian, who his team is joining us here today.

10:17

That's all about customer-facing.

10:19

So Brian and his team are the ones that you probably know more about than anybody.

10:23

They're out reaching to you and making sure that you're getting the most value out of your membership.

10:29

Pretty straightforward team.

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And if you look at that, obviously, we're not covering all the day-to-day aspects of the business with those 3 individuals.

10:35

What I think is unique about ASQ and ASQE is that we have a shared services business model so that therefore we contract legally with ASQ to deliver some of the day-to-day services like finance and IT and HR.

10:51

We pay fair market value.

10:52

That's got to be done that way to protect our both of our businesses.

10:56

So to the tune of about \$6 million, we do use the ASQ resources.

10:59

So it's a very unique model, but it's worked for us so far and I don't see that changing as we go forward.

11:06

Next slide, please.

11:09

Next, I'm going to just give you an update on the governance.

11:11

This is one of the pillars and there are some things that you might want to see here because it's really how the society is governed.

11:16

Andrew, next, as a reminder, if you're not familiar with what the role of a board is, especially in the nonprofit arena, the board has specific fiduciary responsibilities to help us, and they are a partner in everything that we do.

11:30

So we work very closely with the board.

11:32

The Board actually approves our strategic plan.

11:35

Our strategic plan comes out of an ERM matrix that we work together on, and staff submits

to the board make sure they understand all the risks that we're looking at and addressing those through our strategic plan initiatives.

11:46

So it all ties together.

11:48

The Board also has oversight on our finances.

11:50

We give a quarterly report to the board on our performance as well as the Board does have to approve our budget and our strategic plan every year going into the new year.

11:58

So we're teeing that up for a November, December board meeting where we'll get approval and discussion on the strategy and budgeting for next year.

12:07

The board also has governance over culture and operations.

12:10

And I would look at that as basically coming back on my shoulders.

12:14

It's my responsibility to run the operations and I'm responsible for culture.

12:18

But there is oversight from the board to make things make sure that we're all aligned and where we're headed next time.

12:24

Andrew, as an update into where we're doing for 2025, we did have an opening for a Member Representative directorate.

12:33

Those are individuals from our organizational members who represent the organizational members on the board.

12:39

So we can flex on the number of roles on the board, and we have a few this year.

12:45

And so anybody that's on this call that might have an interest in participating in a board role, we do have an annual open application season, and we welcome that.

12:55

It doesn't mean you have to have any particular role in your organization.

12:58

We just need you to represent an organizational member.

13:01

And we also have, interestingly enough, we have a few individuals from the ASQ side of the organization, and we have a Technical Communities Liaison.

13:12

That role gets appointed every year by the TCC chair and is approved by our chair.

13:17

That individual is the linkage between the work that we do on IoE and all the great work that ASQ does in their technical communities.

13:24

We lean on them for input.

13:25

We lean on them for ideas and thoughts coming out of that research in terms of opportunities for training, education, or even events.

13:33

You'll see that we put on events this last year and going forward where we include those technical community special experts who bring something to the table regarding that specific topic.

13:43

So it's a very symbiotic relationship.

13:46

So they were actually involved in helping us set up the IoE benchmarking criteria and vice versa.

13:51

We're feeding the research results back to them for opportunities for them to create relevant contact content based on the needs of the market.

13:59

Next, please.

14:03

Excited to share with you for the first time what our 2025 Board of Directors will look like.

14:08

Michelle Smith will move into the role of Chair of ASQE.

14:11

She has been the Chair-elect this year, so she's worked with us on our executive committee.

14:17

Michelle came from the Certification Council.

14:21

She was the past chair of the Certification Council and that is the independent body that governs that whole certification business, which is comprised of ASQ members.

14:29

So she brings a lot of very relevant experience to our board, particularly in their credentialing.

14:35

Steve Wilson will move into the Past Chair role.

14:38

Steve has been a great partner and ally from us.

14:39

He's been our board since day one.

14:42

He's served as Chair of the last three years.

14:44

We will miss him, but he's still going to be around.

14:46

His past chair, Barrie Simpson, who you hear from today, is in her second year as a Treasurer.

14:51

Barrie has a long history with ASQ, and we welcome her.

14:55

Wanda Sturm.

14:56

That's another role that moves into our board every year.

14:59

The past chair of ASQ moves into the ASQE board again for that alignment on strategy and communications and collaboration, we welcome Wanda.

15:09

That Technical Communities Council liaison will not be named yet until the end of the year.

15:15

So we're waiting for that.

15:16

And then two-member representative directors, Jesus Ortiz from Lockheed.

15:21

And we're welcoming Mary Moore, a new member representative director from John Deere.

15:24

Mary went through the interview process, nominations process, was interviewed and was recommended to the board that she be added.

15:32

So we're excited about that.

15:34

I have Sid Bhatnagar, who is my counterpart on the ASQ side as CEO and myself, both Sid and I hold ex-officio roles, which means we don't have any voting rights.

15:46

Next slide.

15:48

I also want to take this opportunity to thank the people that are rolling off the board.

15:52

ASQ past Chair Paco Santos, He's been a great ally for us.

15:57

He'll be ending his term here in December.

16:00

Julio Abreu, who came from Boeing, very helpful to have him on our board.

16:05

And Kenneth Giles from FedEx.

16:07

We have a unique certification, corporate certification program with FedEx.

16:11

So not only did he represent FedEx as an org member, but he also represented it FedEx from a certification standpoint.

16:19

So it was very helpful to have him aligned there.

16:22

And when I thank them all for their service this last year, next, it's my pleasure to introduce, I referenced Barrie Simpson.

16:31

She's our current treasurer and it will be a co-partnering presentation including Andrew Glubisz, who's in the room here with us, our Senior Finance Director.

16:39

So Barrie and Andrew take it over.

16:42

Thank you, Jim.

16:43

So I'm very leading off this next slide that we can go to and my pleasure to be able to report on our 2023 financial audit results.

16:55

And for those of you that are newly joining us, Baker Tilley is the outside firm, the external auditors that we have used since the inception of ASQE.

17:06

So for the year ended December 31st, we got an unmodified audit opinion and essentially letting us know that ASQE's financial statements are fairly represented in accordance with the US gap.

17:21

You'll see that the financial statements and all of the associated footnotes include all of the both appropriate and required disclosures.

17:31

The audit was conducted and planned and communicated to ASQES Board of Directors and that there were no disagreements with management or significant changes to the accounting estimates occurred.

17:44

And we can go to the next slide and finish up.

17:48

There weren't any unusual or significant transactions during the audit.

17:53

There was one current year adjustment to the financial statements that was not required to be recorded because of the immateriality of it and it's related to the lease accounting standard, some new requirements there.

18:08

And then finally, Baker Tilley didn't identify any weaknesses or significant deficiencies in internal controls related to the ASQES financial processes and practices.

18:20

And I think this is all, you know, a great result to be getting and really goes to support ASQES both the past year and as we go into the future.

18:32

And so with that, I'm going to turn it over to our the ASQS, the Senior Director of Finance, Andrew Glubisz, who will take us deeper into some of the details.

18:43

Thank you, Barrie.

18:44

Next slide, The next slide, please.

18:47

We're going to present for everyone just a couple of highlights from the audited financial statements.

18:54

I will echo what Barrie said throughout her presentation.

18:58

ASQE's annual audit is, is and has been a very smooth process.

19:03

The auditors have no issues.

19:05

The financial statements as you will see are very clean and it has been a good process to work with.

19:12

We're going to start with the statement of activities.

19:14

This is a little bit in reverse of how you may look at it.

19:17

Statement activities for a non for profit equate to the income statement for a for profit.

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It is a 2-year comparative.

19:26

As you can see revenue is up.

19:28

Overall net change in assets is better than it was the prior year.

19:33

So continued growth and operational performance.

19:36

The one-line item that I do want to point out here is the very large amortization of intangible assets and goodwill expense of over \$1,000,000 every year.

19:45

That is part of the when ASQE was established, some of the intangible assets such as customer list or the workforce were quote-unquote purchased and the those costs are being amortized as is the goodwill.

20:01

The one item that I would like to point out here is 2024.

20:05

Is the final year of amortization related to the intangible components?

20:11

So after 2024, ASQE will overall operating surplus, deficit surplus will improve by about half \$1,000,000 because that intangible amortization will no longer be on the books.

20:27

Brian, if you could go to the next slide, we do want to share the statement of financial position which is equivalent to a for profits balance sheet.

20:37

It lists the assets and liabilities of ASQE.

20:42

Again, very clean, very consistent.

20:45

Couple of items that I do want to direct your attention to is the large intangible and goodwill balance.

20:52

As you can see 525 is the balance for the intangible assets as of the end of 2023.

20:59

In 2024 that balance will be zero at the end of the year.

21:03

So it will simply be another five-year amortization of the goodwill.

21:07

The deferred revenue is another item that I would like to call you to attention to.

21:13

This is the pipeline of revenue combination of certification for future year and on amortized deferred revenue for organizational memberships which under US gap revenue recognition happens throughout the term of the membership.

21:28

So again between the two years approximately \$2.2 million give or take each year, a very healthy pipeline.

21:36

The last item that I will call your attention to is the long-term liabilities.

21:41

That plus the current portion of the note is the balance due on the note payable from ASQE to ASQ from the inception of the business.

21:52

ASQE continues to make all payments.

21:56

There are no issues with this, but as you can see, they are very healthy liability balances on the balance sheet.

22:02

And again net deficit which would equate to a retained earnings line item from a for profit perspective is negative here.

22:12

But please remember that every year there's over \$1,000,000 of amortization of intangible and goodwill.

22:20

The operating surplus of ASQE has been positive almost from day one.

22:26

As the amortization falls off, the overall surplus here will then look better.

22:35

Well, I would say historically based on this would turn positive because you don't have \$1,000,000 of expense being recognized.

22:43

If next slide please.

22:46

That's about all we're going to share on the audit finances, we wanted to give you a quick snapshot of 2024 results.

22:53

This is through June midyear.

22:56

As you can see, revenue continues to be strong ahead of budget, a little behind 2023 actuals, but there was a timing issue between 22 and 23 that moved some 22 revenue into 23, which impacts both the revenue total and the overall operating surplus.

23:20

Exclusive of that, revenue continues to be higher, and the operating surplus is much more in line with the year.

23:26

Over the year results, operating surplus for 2024 significantly ahead of the expected budget.

23:36

So ASQE continues to operate at a high-performance level, continues to drive business, drive revenue and results.

23:45

As you can see from here, shared services is what Jim was referencing to the utilization of components of ASQE just from an efficiency and a cost savings perspective in 100% transparency, I am one of those individuals.

24:04

So hopefully we're doing a good job here is a large portion of this, but where ASQE try to build all of that organically the cost would be greater so that it is a much more cost efficient and process efficient perspective.

24:23

If we could go to the next slide, the, I believe this is the last piece of information from a financial perspective we want to share with you really is just highlight where the loan balance is for ASQE and how well they've done on maintaining payment.

24:40

The balance started at the little over \$8.4 million.

24:45

The scheduled balloon payment in 2020, 2030, excuse me was 3.4 and the interest that was going to be paid through the life of this loan was 1.8.

24:56

In 2020, in 20-30, the expectation was that this note would again be refinanced and would run on an amortization payment schedule.

25:07

As you can see in the next portion through 630, ASQE has made all scheduled payments to the tune of almost \$2.3 million.

25:19

There were \$2.2 million of prepayments done a couple years ago, bringing the loan balance down to 3.9, little, little below \$4 million at the middle of the year.

25:35

The expected ending balance of the year because there are still payments due on 10/1 and July 1st and October 1st will be 3.7.

25:45

Both of those payments have been made, so the balance as the time of this call is just a little shy of 3.7.

25:52

The item to call out here, the two items are the ones right above it.

25:56

The current balloon payment in 20-30 is 526,000, a significant decrease, you know below what was expected and there is almost \$700,000 of lifetime interest savings to ASQE from the prepayments that were made.

26:15

Next slide, please.

26:18

OK.

26:18

That is all I have from a financial perspective.

26:20

I'm going to hand it back over to Brian Scarpace or Org membership update.

26:25

Excellent, Andrew, thank you so much.

26:27

Hello again, everybody.

26:29

Next slide, please.

26:31

It's my pleasure to give you an update on organizational membership.

26:34

I'd like to start off with our retention number.

26:37

And so what is retention?

26:38

Well, retention is the percentage of organizational members who stay with us.

26:42

And why do we find that important?

26:44

Well, it's because it's an indicator of how much value we're providing for the member and how much value they perceive to be that we're providing for them.

26:52

A couple things we wanted to note is that our retention is strong right now.

26:56

We're our KPI is 78 and we're our 12-month run for retention is 81.2.

27:02

And we continue to focus on as Jim mentioned earlier, focused on creating unique experiences, engagement opportunities like the events that we have like the one we are at today and other valuable resources for you and your team.

27:14

The other thing I'd point out too is like, I know that they're probably a lot of our contacts on the call.

27:18

We work with day in, day out who are primary contacts at our organizational membership.

27:22

So we want to say thank you for what you do to advocate for the membership on your side.

27:26

We also know that when you get inquiries on your side, you know, could be 100,000 employee organization that not only do we need to be responsive to you, but we need to be responsive to the individual who reached out to you.

27:37

So we did we all that said, I just wanted to just let you know how important we know it is that we're responsive when an inquiry comes our way.

27:44

And that's kind of feeding into the service levels that we have and therefore the retention.

27:50

Next slide, please.

27:53

Again, for those of you who might not be aware, we offer some fantastic events for you and your team to engage in and learn and we provide value resource resources for you.

28:04

So I'll mention a few here.

28:06

The first or what we call the Ascend webinars.

28:09

And these are opportunities for your team to come and hear from quality subject matter experts.

28:13

And we deep dive into our insights and excellence research and we'll talk about the insights and excellence research just a second, but that's our annual mission, our part of our annual mission to put forth research that helps organizations with their performance.

28:24

Excellence journey.

28:26

Our excellence roundtable was occurring in November.

28:29

It's coming up on November 7th and we hope you all can join us for that.

28:33

You'll be getting an invitation soon.

28:34

I'll talk about that in just a second.

28:36

But to focus in a little bit more on what that is.

28:39

This offers a panel discussion with quality subject matter experts and again, going into the insights on excellence research.

28:46

Another event that our members have found valuable is an opportunity for you and your team to come and learn more just about what the what benefits are that are made available to you and what benefits are included in your in your package of benefits, including the events, other resources and tools that you can take advantage of benchmarking tools, other research.

29:04

So these will be on your calendar if, if you were invited to this event, you all are already linked up to should be already linked up to the membership to receive our communications on our events will be on the lookout for those next slide, please.

29:20

We thought it might be nice to show you how we're doing on events and you know how, how the, the, the track is.

29:24

And the reason we wanted to show you this is it's an indicator of engagement.

29:28

So year over year 23 to 24 on the green on the, the green bar graph represents twenty-four for our registered number of individuals versus attended.

29:37

A couple things you wanted to point out.

29:39

We are, we only have a couple events left for the rest of year, but we've already surpassed registration and attendance for last year.

29:45

So we're on a good track there.

29:47

The other thing I wanted to call out too is that you might notice that there's a difference between registered and attended.

29:52

So you, you there's about a 60% difference.

29:55

So why is that?

29:56

Well, you have people who registered but can't make the event.

29:59

And I will say that's in line with industry average for virtual webinars.

30:02

We ASQB provides virtual webinars with some exceptions that some rare occasions we do in person, but for the most part we have virtual events.

30:10

So we're all, we're all in line there.

30:13  
Next slide, please.

30:16  
So I mentioned our excellence roundtable coming up.

30:18  
We hope you can join us for that.

30:19  
We're, we're celebrating this in the spirit of the World Quality Month.

30:24  
It's from 10:00 to 11:30 Central time.

30:26  
We're going to do it virtually on Zoom and we'll be talking about overcoming resistance with change management.

30:31  
Again, we'll have a panel discussion about it of about this topic.

30:35  
So hope you can join us there before we end today.

30:37  
We'll you'll have a link to where you can register, and you should have already received the invitation.

30:42  
So and thank you for putting the link in the chat so that you can register there.

30:48  
All right, well, with that, I thank you so much.

30:51  
Again, thank you for your membership.

30:53  
I'll be seeing you soon here.

30:54  
And then I'm going to hand over to Bev Shields, who's going to talk to you a little bit more about the Insights on Excellence.

30:58  
Bev.

31:01

Great.

31:02

Thank you, Brian, and thanks again for everyone that's joining us here today.

31:06

My pleasure to spend the next few minutes to provide an update on our IoE program.

31:12

So as a reminder, IoE, our Insights on Excellence refers to our suite of research and benchmarking products.

31:21

We do leverage one IoE survey instrument that both collects data from our members and also from other global Fortune 500 companies.

31:30

And this is done in order to identify industry trends and quality and to provide the basis for our member exclusive online benchmarking tool.

31:39

So next slide please, Andrew.

31:44

So first, let me start with the progress that we are actually seeing with the online tool.

31:49

So 2024 was actually our third year of access for all of our organizational members to enter the tool and to benchmark against the collection of data that we have from our baseline participants.

32:03

And as you may know it, the tool allows for anyone who is an org member company to have as many employees as they'd like up to between some mins and maxs to participate in taking the benchmarking survey.

32:19

And that gives them an ability to rate their company's performance excellence and compare that to our global data set of Fortune 500 companies that have also taken the tool.

32:30

It then generates several different ways on the results screen where a participant can filter and compare the data, and they can download up to nine different reports showcasing their results.

32:41

And in the end if an organization has more than three participants in the benchmarking

season for that year in a campaign, they will also receive an elaboration report which is an aggregated report of all their participants results.

32:59

So after an abbreviated season last year in 2023, this year we did go back to a full benchmarking season with access open from March through about mid-August.

33:10

And on the slide, you can see our results.

33:13

So this year we had 757 folks that were eligible to access the tool.

33:20

They raised their hand saying that they would like to participate.

33:24

Of those folks, we had 171 respondents actually go through the entire survey and complete the tool.

33:32

So while the eligible participants was down a little bit from last year, we actually met the same metric as in 2023 with the number of people who actually fully completed the tool and got all of their reporting and their information.

33:48

And so all the 171 folks that comprise twenty-seven different organizations.

33:55

So this basically means that twenty-seven of our organizational members had at least one employee that that accessed the tool and completed the survey.

34:06

And this is up from last year where we only had thirteen organizations participated or represented.

34:12

So we're very excited that we're gaining some momentum here and then and certainly hoping that we pick up that and go into next year with even more organizations participating and more employees participating as well.

34:27

So I do want to reinforce that if you didn't have the chance to experience the online benchmarking this year, we do encourage you to reach out to Brian and team Brian and Michael and get on the list for 2025 because the online application will once again be open in Q1.

34:45

And you know this is an exclusive benefit of your membership.

34:49

So we absolutely welcome your participation and hope you can join us next year.

34:56

So next slide, please.

35:00

So next let's take a look at the other side of our IOA program, which is our research.

35:05

So you see on this slide the lineup of reports that we generated from our 2023 data collection.

35:12

So kicking off the new publication cycle, last December we had our executive summary and annual report.

35:20

And this is the report that Jim mentioned where we are based on our status as a trade association are required to publish some data showing the state of the industry.

35:33

So in addition to this, we not only generated that executive summary and annual report, but also three other shorter focus studies that we honed in on some key topics and themes that we saw coming out of the data for 20/23 as well.

35:49

And then we released a compilation of highlighted themes from all nine of the performance excellence categories and that was all showcased in the benchmarking highlights report.

36:00

So just to be clear, our research cycle is a little bit off cycle from your calendar year.

36:06

So we typically start with that year's research collected.

36:12

We start with the executive summary for the year and then we use that that data collection to go into the following year with some follow up research reports.

36:23

And so as Jim also mentioned, all of these reports are available at no charge to anyone in the quality community or whoever might be interested, and they can all be downloaded at Insights on excellence.org.

36:38

Next slide, please.

36:42

So while that was quite the lineup that we've already published from the data, we're not done yet for this year.

36:47

So within the next week or so on deck, we have our first deep dive into the healthcare industry by taking a look in slicing and dicing the IOE data and taking a look at how healthcare industry experts rated themselves versus our global data set and versus the other general population.

37:08

So this report features commentary from three different ASQ subject matter experts from healthcare including Sandra Furter, April Thomas Schmidt and then also Natalia Trunskaya.

37:23

And then to wrap up our year and starting our 2024 research cycle, we will be releasing our, I can't believe it, but our fifth executive summary and annual report, which also features key themes from this year's research that we collected throughout the year.

37:41

So this will be coming up in December.

37:44

And as I mentioned, it will support our mission as our trade association to further the quality industry.

37:52

So as always, we highly encourage you to read through all of these great reports.

37:56

The team works very hard on these slices and dices.

37:59

The data finds a lot of experts that can provide some great commentary on it and relate it to actual day-to-day functional type of quality issues and, and insights.

38:13

So you know, please for everyone, if you're interested, go to Insights on excellence.org and download.

38:20

And with that, that's my update.

38:22

I will hand it over to Michael Burns.

38:25

He has some exciting news from a certification operations perspective.

38:29

So thank you, Michael.

38:32

Thank you, Beverly, and thank you all once again for joining us.

38:36

And so we could share this important update if you go to the next slide, please.

38:40

We've had quite the year with the certification.

38:43

Matter of fact, many of these initiatives have been building for many years to take them from concept to fruition is quite the process under I saw 17 O 24 standards.

38:57

So we are extremely excited to announce the launch of our new Construction Quality Manager certification.

39:07

This certification has been in the pipeline, believe it or not for many years and it was a joint collaboration with our sponsors, the design and construction division over at our partner organization ASQ.

39:22

And this construction industry, I mean as many as you know, many of you may be aware, the construction industry is at a pivotal, pivotal moment where quality and sustainability are more qual are critical than ever.

39:34

And this certification will address growing need for highly skilled professionals who can manage construction projects with a focus on quality assurance and things like regulatory compliance and sustainable building practices.

39:50

And so we're delighted that this certification and which was designed to equip construction managers with the knowledge, skills and ability required to lead projects that meet the highest standards of quality and sustainability, is finally ready to be launched in early 2025.

40:09

So we couldn't be more excited.

40:11

And it will broaden our reach in this important sector and, we believe, fill that need.

40:20

In that void that's left from a lack of quality in the construction industry, so pretty happy about that.

40:26

In terms of other products that we've developed, we have put together a quality engineer live program that was a gap in our portfolio.

40:35

This program is designed to prepare quality engineers for certification, but to advance their competency and skill and ensure that that carries over into the industries that they serve.

40:48

From a practice point of view, we've also began researching specialized credentials.

40:55

And on the market research front, we have currently two specialized credentials in lean and risk management.

41:04

And the research results have come in and I won't tease you with it, but we are exploring the development of some early in 2025 and beyond.

41:15

In addition to some of the new products.

41:18

We've been busy with updating our certification bodies of knowledge as many of you were I, I'm assuming our holders are credentials.

41:26

Knowledge updates are important to ensure that there are credentials remain relevant and aligned to the industry.

41:33

So this year, we updated our quality technician, our reliability engineer, our inspector, and our calibration technician.

41:41

In addition, we also updated our preparatory materials that include our question banks on 6 Sigma, our e-learning and quality technician and quality inspector that will actually launch in December and a whole host of handbooks to ensure that not only is the body of knowledge update, but the preparatory material debuts to support candidates under certification journey.

42:06

That has been something that ASQE has been particularly mindful over the years to ensuring that the materials that we produce are aligned to the pilot of the new body of knowledge.

42:18

So that is a fantastic evolution in that product line.

42:23

On the operational excellence front, we are an ISO 17 O2 for accredited body for certifications.

42:31

We undergo an annual internal audit but an external surveillance audit as part of those requirements.

42:38

And pleased to say that we have had zero nonconformities to report, which is just speaks to the volume of the culture and a continuous improvement minded individuals that serve in this organization.

42:52

It couldn't be more pleased with that from not only our staff, but from our certification council that supports us on that journey, ensuring that our quality management system and everything we do follows accepted best practices to support the industry and those professionals.

43:12

And finally, just a last couple of things that we did do as well.

43:15

We did update our recertification model and to include essentially three larger categories to reduce confusion and but also to broaden it to remove barriers such as the Max category from the professional development category.

43:32

But we also created a more holistic frame that embodies that true professional that is part of the community that you operate in, so that professionals can earn our use for providing quality services that to their communities that they served within as well.

43:50

So we're really pleased with that.

43:53

And then just some new technology that I'm sure many of you are dabbling with.

43:58

We've been working on large language models in our end from a content only perspective and that pertains to us generating raw content that can be served up from our enterprise management system here on our end to our subject matter experts.

44:16

So starter pack for generating content, but the possibilities of AI are growing in the professional certification world in our research and our work within that sphere continues.

44:33

And so we'll keep you apprised of the performance and of the good uses of the technology in that regard.

44:40

And then finally, we did bring on board a brand-new customer success team that consists of a customer success manager and two coordinators to essentially better serve our customers from a Direct Line, a provision service.

44:56

It has been a fantastic journey and one that is designed to ensure that you get that first time call resolution or any support that you need on your certification journey.

45:08

So with that, it's as you can see, it's been a hectic, busy year, but couldn't be prouder of where we're at.

45:15

So and so that's my segment and I will pass it on to Michael Sullivan.

45:20

Thank you very much.

45:21

Thank you.

45:22

Thank you, Michael.

45:23

I appreciate that.

45:24

So at the earlier at the earlier part of this, we've mentioned that there were some questions that were actually submitted ahead of time and now where it's going to be our kind of our time for questions and answers.

45:34

So the first question I have, Brian, I'm going to give it to you.

45:39

How can I help my organization maximize the value of its ASQE organizational membership?

45:46

All right, yeah, that's a great one.

45:47

There are really two things I first and foremost, I would recommend if anybody on this call is already has our profile and is linked to your membership.

45:55

But if you have people on your team who need to engage, we, we, it's a super simple process.

45:59

All that you do to link up to the organizational membership for your organization is to create a profile at asq.org and use your work e-mail address.

46:07

And that will sync up and that will give you access to all the benefits and resources that are available to you.

46:11

So that's the first step.

46:13

Second, there are a lot of resources that are available to you in your teams.

46:17

We categorize them in really four core areas.

46:20

First is benchmarking, which you know, Bev talked about both of the insights and excellence research that we make available.

46:26

Those are great resources.

46:28

And also the insights and excellence benchmarking tool that's available to you, that's only available for organizational members.

46:35

The other thing that you may or may not be aware of is that you and your team have the opportunity to engage with ASQ as ASQ members.

46:43

So you can engage in the ASU geographic communities and all of the ASU technical communities.

46:48

So the technical communities focus on particular areas could be operational excellence, audit, finance, areas like that.

46:56

So please check that out.

46:57

That's an opportunity for you.

46:59

If you have any questions about any of that, please, you can reach out to Michael or me.

47:04

And it also gives you access to content on the website, you know, webinars, web casts, ASQTV.

47:10

So that's a great resource.

47:12

The other, the other one we have is a team development.

47:16

And so that's much like Michael Burns talked about with certification, the opportunity for your team to either through learning or education or through certification to have a track for themselves wherever they are in their career journey.

47:29

We have resources for you for that.

47:31

And last is to engage in network.

47:34

So not only do you have access to ASQE events like the one you're at today, you have opportunities to engage in ASQ event.

47:42

So these include events like the World Conference that occurs in May.

47:47

ASQ has other great events coming up.

47:49

I want one to mention coming up to check out is the Women in Quality Symposium in December.

47:53

That's a great event for your team's virtual, so you can check that out.

47:57

So yeah, Michael, those are just a few things.

47:59

And I at any time any of our members need any support or like to learn more about our benefits, Michael, I, I can probably speak on your behalf.

48:06

You, you both you and I are available to help, you know, make time for walk, walk through the benefits.

48:12

Oh, definitely, definitely.

48:13

We're always happy to help.

48:14

And in addition to add into that, if anybody's having any issues getting their record linked to it, just reach out to us because some of the times there's a little hiccup here or there, but we can help you and get you linked up right away.

48:25

So the next what question I have, Michael Burns, is going to be to you.

48:28

If my team is interested in learning more about the Construction Quality Manager certification.

48:33

Obviously, you just kind of highlighted a little bit on us.

48:35

Where can I learn more or I should say, where can they learn more?

48:40

Thanks, Michael.

48:41

I would simply say let's schedule a meeting to go over and discuss some opportunities for your team.

48:46

We have a contact that we can put in the chat joint for reaching us at cert@asq.org.

48:54

The first exam, by the way, for this construction quality manager, if I didn't mention it, is scheduled for February 2025 and our preparation materials will be coming soon.

49:03  
So please do reach out.

49:04  
I'd love to talk with you more about that, those opportunities.

49:08  
Thank you.

49:08  
Michael.

49:09  
I have another question here, Brian, I'm going to give it to you.

49:12  
It's you and I can both kind of answer it.

49:14  
I heard you mentioned the insights on excellence benchmarking tool.

49:18  
How can I learn more about participating next year?

49:21  
And I know Bev gave a little bit more information about when it would be launching etcetera.

49:25  
Can you can you build on that, Brian?

49:28  
Yeah, definitely.

49:29  
Well, please reach out to us, our member success team.

49:32  
Either you, Michael, you can reach out to you or me.

49:34  
We'll get you, we'll get your team scheduled.

49:36  
It's a great opportunity for your team to receive some insights that they wouldn't get in anywhere else in terms of benchmarking.

49:43

And it'll it, it's a self-guided service that allows your organization to see where they are in comparison to others around the world.

49:49

So we're looking forward to that benchmarking what we call season opening up early next year.

49:54

So let's please get your team involved with that so you can take advantage of this benefit.

50:00

Thanks, Brian.

50:01

So that was all the questions that we had submitted ahead of time.

50:04

And if any did come in through the chat, we'll have those answered as well and kind of posted.

50:09

As I'd mentioned earlier, all of these slides in the recording for this annual meeting will be on the ASQE Events portal.

50:17

And there is the link in the chat earlier, but she'll probably put it in there again.

50:20

And again, if you have any questions, kind of like anything that we talked about, if you wanted to connect with Brian or myself, even if you want us to help you connect with [michael.burns.org.membership@asq.org](mailto:michael.burns.org.membership@asq.org) is our team e-mail box.

50:35

And we can actually help facilitate anything there.

50:37

Or it can get to us.

50:38

And we can give you more information specifically on how to get your organization really more engaged in their membership, maximizing the usage of their benefits, making sure getting all those employees linked to that membership, which is key for that.

50:52

And then watch your inbox tomorrow for that number, that ASQE member satisfaction survey.

50:58

And again, that's really how we can actually get better by hearing you and seeing what else you want us to kind of take a look at.

51:06

So I think I have one more slide here after this.

51:10

Yes.

51:11

So again, thank you for attending here.

51:13

And again, I know Bev mentioned earlier that all of those IOE reports, I encourage everybody go and take a look at those.

51:21

There's the link directly there and there is the QR code.

51:24

You can download, download the complimentary copy and you can actually see if you look at the current one, then you even look back a couple of years, you can see that year over year progression of how that data can work for you and help you as you're kind of planning out your businesses and you know, business decisions and stuff like that.

51:42

So thank you for everyone for attending today and I hope everyone has a great day.

51:47

And again, we look forward to any feedback you have and thank you again for being members.

51:52

Have a great day.