



University of Wisconsin-Madison Reactivates Student Quality Section

by Jennifer Leny, Dennis Verstegen and Tedd Snyder, ASQ Madison (WI) Section

The ASQ Madison Section is pleased to announce the reactivation of the University of Wisconsin-Madison Student Quality Section (SQS) to promote the quality profession. The SQS is headed by faculty advisor Loren Kuzuhara, a professor in the UW-Madison School of Business. The Board of Directors includes Chair Anne Habschmidt, Vice Chair Carly Nelson, Treasurer Joseph Fink and Secretary Karl Kemnitz.

The ASQ UW-Madison SQS was first established in 1994 by engineering professor Don Ermer, who served as faculty advisor, with the mission: "To provide a dynamic environment that fosters student awareness and understanding of quality principles and their applications through a cooperative effort across university disciplines and with external organizations."

Members included 20-30 undergraduate and graduate students from the School of Engineering and the School of Business. Activities were social or educational, including plant tours. Speakers from the ASQ Madison Section and UW-Madison faculty were invited to conduct presentations during each semester.

The UW-Madison SQS continued for several years, even after Ermer's retirement in 2002 and subsequent death in 2007. Given Ermer's passion for quality, the ASQ Madison Section created a scholarship in his honor. But unfortunately, the SQS eventually went defunct due to a lack of support and leadership.

Recently, Kuzuhara and Habschmidt expressed interest in reactivating the SQS after recognizing the importance of quality and performance excellence to the global competitiveness of organizations, the availability of resources from the local professional ASQ branch and the national organization, and the opportunities to earn various quality certifications.

The ASQ UW-Madison SQS recently had their kickoff meeting in September 2012. There are currently more than 20 undergraduate members involved who major in a range of fields, including engineering, finance, operations, marketing and HR management. During the 2012-2013 school year, the section is planning myriad activities, including quality speakers and site visits, fundraising events, a Milwaukee Brewers baseball game outing and a "mystery bus tour."

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The University of Wisconsin-Madison Student Quality Section Board of Directors (from left to right): Karl Kemnitz, secretary; Carly Nelson, vice chair; Anne Habschmidt, chair; and Joseph Fink, treasurer. Not shown: Loren Kuzuhara, faculty advisor.

ASQ Madison Section members Dennis Verstegen and Tedd Snyder will be providing an exam workshop for members of the SQS in April 2013 to help them prepare for the ASQ quality improvement associate and the quality process analyst certification exams. The ASQ Madison Section also is looking for other ways to collaborate with the student section, including: tours, presentations, training on interviewing skills, leadership training, networking opportunities and a logo design contest.

The student quality section plans on building a strong partnership with the ASQ Madison Section. "I am sure that we will be working very closely throughout the year, as I would like to make the most of everything ASQ has to offer," said Habschmidt, a junior majoring in management and HR.



The student quality section is looking forward to networking with other student quality sections. For further information about the UW-Madison SQS, please contact Faculty Advisor Loren Kuzuhara at kuzuhara@bus.wisc.edu or Chair Anne Habschmidt at ahabschmidt@wisc.edu. On Wisconsin!