



**Worcester  
Section**

# LET'S TALK QUALITY !

[www.asqworchester.org](http://www.asqworchester.org)

NOVEMBER 2006 Newsletter

Amy Powers, Editor

[amy.powers@hypertronics.com](mailto:amy.powers@hypertronics.com)

## November Dinner Meeting

**MONDAY**

**November 13, 2006**

**Plant Tour of**

**Polar Beverage**

**Worcester, MA**

Exit 11 off Route 290 (Details page 2)

**Dinner Menu:**

**Pizza**

**Touring starts at**

**6:00 PM**

**Sharp**

**Dinner and**

**Question/Answer**

**immediately following**

**the tour**

**Cost:**  
**\$10.00 per person**

**Bring a friend!**

**Reservations:**

**Please go to our  
website**

**[www.asqworchester.org](http://www.asqworchester.org)**

### Brief History of Polar Beverage

Polar Beverages is the largest privately owned, independent soft-drink bottler in the United States. Polar traces its history to 1882 and the establishment of the J.G. Bieberbach Company. This company manufactured seltzer and ginger ale, imported mineral water and was a wholesaler of alcoholic beverages. Prior to coming to Worcester, Mr. Bieberbach, who immigrated to New York City from Germany at the request of The Shafer Brewing Company, was the first to brew Pilsner beer for consumption in the United States.

In 1901 Dennis M. Crowley, the great grandfather of the present owners of Polar Beverages, founded D. M. Crowley & Co., a wholesale and retail liquor business with a division called Polar Spring Water. The top selling product of the day was "Crowley's Ball Brook Straight Whiskey." Dennis, also known as "Boss Crowley," was a second-generation American. His parents had emigrated from Ireland because of the Great Famine.

In 1916 the Crowley's acquired the J. G. Bieberbach Company. The combined companies were exceptionally successful until 1920 and the advent of the Eighteenth Amendment -- Prohibition. This altered the company's focus to soft drinks and spring water where it continues today.

Polar Beverages' corporate headquarters are centrally located at the crossroads of Routes 290, 495 and 190 and the Massachusetts Turnpike. This site is ideally located to service our primary markets in the Northeast. Polar Beverages' Worcester plant is 550,000 square feet, houses five dedicated carbonated-beverage lines, a spring-water production line and a post-and-premix line.

To service its continuing growth, Polar has distribution centers in Worcester, Avon and Holyoke, Massachusetts; Milford, Connecticut; and Newburg, New York. Polar also has an extensive network of distributors that represent the company in its remaining marketplace.

Polar's business segments include the company's flagship "Polar" brand, franchise national brands, new age, spring waters and private label brands.

In December, 1995, Polar acquired Adirondack Beverages of Scotia, New York. Adirondack is Polar's second production facility with over 650,000 square feet. The Adirondack plant also has four dedicated carbonated-beverage lines and a water production line. Adirondack produces a full flavor line of carbonated beverages under the Adirondack and Waist Watcher labels, as well as private-label brands.

Over the last two decades, Polar has made twenty national branded acquisitions. These acquisitions have focused on Cadbury Schweppes PLC's corporate flavors. These flavor brands are, for the most part, the number one national brands in their respective categories.

Polar Beverages has a long established reputation for quality, strong customer relationships and brand loyalty. This has been accomplished by the continued acquisitions of established name brands and the development and innovation of new products and packaging as opportunities are presented to satisfy the ever-changing tastes of its customers.

For more information on Dinner Meeting Programs please contact Ann Warmuth [ann.warmuth@staples.com](mailto:ann.warmuth@staples.com)



*DIRECTIONS TO*  
POLAR BEVERAGES  
1001 SOUTHBRIDGE STREET  
WORCESTER, MASSACHUSETTS 01610  
508-753-4300

From Western Massachusetts:

Take the Massachusetts Turnpike east to Exit 10. Follow the signs to Route 290 to Worcester. Take Exit 11 off Route 290, which is the College Square/Southbridge Street exit. At the first light take a left under the highway. Follow the road around until you go under the highway again. At the fork, bear right by Massachusetts Electric. This is Southbridge Street. Go 1/4 of a mile to 1001 Southbridge Street. Office building is on the right. The parking lot is directly across the street.

From Boston:

Take the Massachusetts Turnpike west to Exit 10, Auburn, and follow the signs to Route 290 to Worcester. Take Exit 11 off Route 290, which is the College Square/Southbridge Street exit. At the first light take a left under the highway. Follow the road around until you go under the highway again. At the fork, bear right by Massachusetts Electric. This is Southbridge Street. Go 1/4 of a mile to 1001 Southbridge Street. Office building is on the right. The parking lot is directly across the street.

From Providence:

Take Interstate 95 North to Route 146 North. Continue on Route 146 North for approximately twenty-five miles to the Massachusetts Turnpike. Take the Massachusetts Turnpike west to Exit 10, Auburn, and follow the signs to Route 290 to Worcester. Take Exit 11 off Route 290, which is the College Square/Southbridge Street exit. At the first light take a left under the highway. Follow the road around until you go under the highway again. At the fork, bear right by Massachusetts Electric. This is Southbridge Street. Go 1/4 of a mile to 1001 Southbridge Street. Office building is on the right. The parking lot is directly across the street.

## October Dinner Meeting Wrap-Up

*Pre-Dinner* consisted of meeting several ASQ Division Representatives. Divisions represented at the dinner meeting included Inspection, Statistics, Air and Space, Reliability, Service Quality, Government and Calibration. Displays were set up to give us the opportunity to talk with each rep and pick up some literature with details on the quality focus of each division.

We met *Bob Barnes* the representative for the Service Quality Division. Bob explained that this division focuses on any business or service that comes in contact with people. From manufacturing to banking and beyond this division is available to provide members/customers with the knowledge to deploy and integrate quality systems and principles within any business.

*Mike Malcos* represented the Reliability Division and Aviation, Space and Defense Division. Mike refers to these divisions as a customer to other divisions. He stated that by calling any division people are guaranteed to get the right answers to any question pertaining to quality. He also stressed that being a member of a division is a benefit of belonging to ASQ and we should all make it a point to get connected within our divisions.

*Jun Bautista* introduced the section to the newest division of ASQ called the Measurement Quality Division or Metrology Division. This division realizes that calibration techs are a dying breed and metrologists are becoming few and far between. This division has a goal of encouraging standardized measuring across all industries.

To learn more about the benefits of ASQ Divisions and making the right connections visit the website at [www.asq.org/forums-divisions](http://www.asq.org/forums-divisions).

*Is there a topic you would like to hear? Contact us at  
[www.asqworchester.org](http://www.asqworchester.org)*

*After dinner* Woody Thorton dazzled our members with his first hand accounts of being a good friend with the "Prophet of Quality" W. Edwards Deming.

Woody explained how Dr. Deming not only had a head for quality but he also possessed a keen sense of business and knew when to hit the market with his ideas. Deming played a large role in rebuilding Japan after WWII with his talents in statistics and control chart data.

Deming was always willing and eager to teach others The Theory of a System, Theory of Knowledge, Theory of Variation and Psychology and how they all interconnect in making any organization that chooses to practice these theories become tremendously successful. These theories focus not only on business and ideals of quality within a system but on the importance on the humans that work within business systems. Woody heard accounts first hand that the good doctor was never afraid to work and "get his hands dirty". *Continued on next page*

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Deming was not only dedicated to the principles of quality but more importantly he was devoted to teaching and engaging with people.



Dr. Deming

At the end of his session Woody showed a clip from the original broadcast based on "White Paper" where Dr. Deming illustrated and narrated his world famous 14 Steps. Most of us in the quality sector can say we are familiar with his 14 Key Principles for Management and how, if used correctly, can transform business effectiveness; however, nothing was more exciting than seeing and hearing the "Prophet of Quality" define and sketch drawings to go with these infamous steps. In the clip Dr. Deming said, "*The various segments of the system of profound knowledge proposed here cannot be separated. They interact with each other. Thus, knowledge of psychology is incomplete without knowledge of variation.*"

Woody explained that Deming knew he wouldn't live forever. Born in 1900, he spent the last several years of his life developing and teaching twelve of his closest associates about his experiences, knowledge and his theory "A System of Profound Knowledge". After his passing in 1993 these twelve associates, as well as many others, are devoting their lives to ensuring the legacy of the man and what he taught the world will be living and grow generation to generation. \*See Woody's presentation of the MAP OF APPLIED SYSTEMS and QUALITY IMPROVEMENT PROCESSES in our library on the ASQ Worcester Homepage [www.asqworchester.org](http://www.asqworchester.org)

### NEWS FLASH!

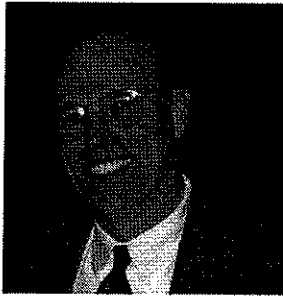
Just a reminder that there will be no ASQ Worcester Section Monthly Dinner Meetings during the months of December to give our members time to enjoy the holiday season with family and friends.

The January 2007 dinner meeting will be held at the Marriott Courtyard in Marlboro (formally the Radisson) on January 18, 2007 where the main topic of the evening will be Service Lean Sigma presented by George Group.

### Welcome New Members!

Joycelyn Augustus  
Robert Demers  
Liz George  
Sarah Guzman  
Laura Halleck  
Jasmine Randhawa  
Jasmine Shankey  
Monique Sprueill  
Amy Wissell  
Ernest Yahoub





## *A Message from Your Chair*

David Potty

ASQ Worcester Section Chair 2006-2007

It is already November. The time has flown by. There has been a lot of activity behind the scenes to make this a great start to the 2006-2007 year. We have already had two very successful dinner meetings thanks to Programs and Arrangements. The newsletter looks fantastic. We are starting to come up with ideas for the education program so we can get that going including a possible WEBinar. The certification program is going strong. We are talking about some updates to the WEB page. Our new members are being recognized. Publicity is getting out about our monthly meetings. I can't thank the volunteers who make up the executive board enough. They have been great!

Our November dinner meeting will be a tour of Polar beverages in Worcester. I want to remind everyone again that we will not have the meeting on our usual Thursday but on Monday November 13<sup>th</sup>. Please mark this on your calendar.

By the time you see this newsletter the election will almost be here. No matter whom you vote for I want to encourage everyone to get out and vote. It is very important. There are many significant races statewide.

Finally, we are coming up to the holidays. I want to remind everyone that there will be no December newsletter. Have safe and happy holidays!!

### Upcoming Event!

The 19th Quality Management Conference, "Essentials for Excellence", will take place in Dallas on March 1-2, 2007. In addition, over 20 pre- and post conference courses will be available.

Certification exams are March 3, 2007.

For more information, see Bill Hackett, Arrangements Chair, OMD.

### **Recertification Reminder**

Do you have a recertification due?

Do you have more than one certification that you would like to synchronize?

Please contact me with any questions and your recertification packages.

Tom Murtagh

1024B Waverly St

Framingham, MA 01702-8425

E-mail: [tmurtagh99@aol.com](mailto:tmurtagh99@aol.com)

ASQ Worcester Section Elected Executive Leadership Committee 2005-2006			
Name	Position	E-mail	Business Phone
David Potty	Chair Placement Chair NEQC Representative Scholarship Chair	<a href="mailto:dpotty@charter.net">dpotty@charter.net</a>	---
Kim Rice	Chair Elect SMP Chair	<a href="mailto:Mastin-Rice@tnb.com">Mastin-Rice@tnb.com</a>	978-544-8255 ext. 212
Chester L. Kruegar Jr.	Secretary Auditing Contact Person	<a href="mailto:ckruegar@hydertools.com">ckruegar@hydertools.com</a> <a href="mailto:ckruegar@charter.net">ckruegar@charter.net</a>	508-764-4344 ext. 2271
Diane Dixon	Vice Chair	<a href="mailto:Diane.Dixon@future.ca">Diane.Dixon@future.ca</a>	978-779-3000 ext. 3859
Carol Beauchesne	Treasurer	<a href="mailto:cbeauch@essilorusa.com">cbeauch@essilorusa.com</a>	508-943-3860 ext. 443

### Call for show of interest!

Did you ever consider obtaining an ASQ Certification in calibration and metrology?  
 Would you like to see this refresher course offered?  
 Communicate your feedback to the our Certification/Education Chair  
 Al Scorza via email at [Al\\_scorza@bose.com](mailto:Al_scorza@bose.com) or call 508-766-9707

### Call for Nominations

It's that time again. If you would like to run for an elected office on the Leadership Committee, or if you would like to nominate someone, you need to submit a petition signed by 10 members in order to be placed on the ballot. The section's elected positions include:

- Chair
- Chair-Elect
- Vice Chair
- Secretary
- Treasurer

Please submit your petitions on or before January 1, 2007 to:

Address:  
 Ann Warmuth  
 136 Rice Avenue  
 Northborough, MA 01532

E-mail:  
[ann.warmuth@staples.com](mailto:ann.warmuth@staples.com)  
 Fax:  
 508-305-8237