



Winnebago
Section

Mission Q

DECEMBER 2011

American Society for Quality Section 1206



November 14, 2011 - ASQ Section 1206 Tour & Meeting. At Zander Press: Brillion, Wisconsin

Beth Wenzel, one of three sisters from the original founding family (4th generation) was our wonderful tour guide and host. Beth took us through their modest facility and explained the process of their business in great detail. Along the way she introduced her sisters, Chris & Darcy, as well as all of the fabulous employees that continue to carry on the tradition that published its first edition in 1894! In 1899 the Brillion News was created and today they continue to print a weekly publication with input from the community, contributors, school activity and the largest part of their business is producing print items, such as owners guides, user manuals and labels, for neighbor Ariens Corporation and their snow blower / lawn & garden equipment manufacturing facility in Brillion.

Judging by the small store front and visible building size as you drive past on US10, without taking this tour you would never have known what a little power house is packed into this building. They handle their specialty printing needs right on site with fully capable equipment, color printing and the state's longest Xerox copy machine, and it is impressive to see! (Affectionately known as Sammy) Commercial printing is done mostly on-site while they have great relationships with partner New Printing in Appleton as well as the printing press in Waupaca.

The mission of Zander Press in 2011 is to "Not be the generation that failed." Presently they have been printing a newspaper for 117 years straight in Brillion, therefore in the age of electronic media; these hard working people have a daunting task ahead of them in keeping that promise. They keep a focus on community, "like getting a letter from home" Beth claims. They do have many subscribers to their weekly paper in other parts of the country. Two brothers of the family are missionaries in Utah, however many people in Brillion have family and friends that still order the paper. They are the "history keepers" of the community and have a stored copy of every newspaper ever printed! For a weekly publication, that is almost 6100 editions, yet I imagine that they printed much more frequently in the early days when print was king.

Most of their design work is done on Apple Mac computers; however they do have PC's for other work as needed. Recently they upgraded their Epson to print color banners and color posters. Additionally they are the smallest printer north of Milwaukee that can create a perfect binder! Additionally they can print color tags on PVC for tagging items that are stored outside in the elements, for example. They employ 16 full time workers and a small army of local part time residents are called to duty when the need arises, such as a hot large order from Ariens. Additional specialty products include plastic coated customer cards, graphics for things like clocks, calendars, banners, posters, etc. They truly are amazing!

From a supply standpoint, they work exclusively with Wausau Paper, which like everything else keeps the company local at all levels. (Supplier to customer). Humidity can negatively affect paper quality so in some areas of the plant they are required to control the environment. They currently have about 1000 customers and Ariens is by far the largest. They recently purchased a DI press, the direct press for offset printing. They have a very experienced press man, however the previous off-set press was, I believe, a Japanese company that pulled all of their support & distribution centers back out of the U.S. making replacement parts and support difficult In an industry where immediate reaction to problems is necessary, Zander press decided to go with a US company and now has a direct line to support and is much more efficient with the process.

They also do a lot of self-published books and can initiate print on demand. One of their best customers is in Eagle River, WI. A local resident determined she could create a better math textbook for children in grades 1-6, and succeeded. Now Zander Press publishes hundreds of these textbooks per month and the creators are expanding their offerings. (A local Wisconsin creation, like Ariens, Zander press, and you!)

Now the warm & fuzzy part of their business! All paper scraps are recycled. One local farmer uses the “clean” shredded scrap in place of straw, for the comfort of his dairy cows → and they **LOVE** it! The farmer swears by this new secret, like a sleep master bed for making milk & cheese! They clam that their cows are now more productive and visibly happier, and there is no cost to the farmer (other than pick up) or the press company. **TAKE THAT CALIFORNIA!**

From the business process standpoint, Beth said that they are “almost” like a division of Ariens as their largest customer. They receive a P.O. today and deliver the finished product to them tomorrow. With most all other customers, they try to deliver to them within four days; however it all depends on the customer order, and what the up front agreement was with that customer. Additionally, they are part of the Wisconsin family business forum.

The Winnebago Section of the American Society for Quality would like to thank the fine people of Zander Press, and specifically Beth Wenzel, for their warm and wonderful hospitality. It was a grand experience learning about such a wonderful part of Wisconsin history, especially for someone like me who has only lived in this great state for 5 years. If we were still printing this newsletter, we would definitely take it to Zander Press.



December 12, join us on another fantastic tour!

A Plant Tour: Jagemann Stamping Company is a full service stamping company recognized world wide as a leading manufacturer of deep drawn metal stampings. From innovative product development to creative tool design and unique manufacturing solutions, Jagemann Stamping Company has proven time and again that our integrated approach to manufacturing works.

Coupling the latest in technology with the best people housed in a state-of-the-art manufacturing facility allows Jagemann Stamping Company to provide its customers with products and service that consistently exceed expectations. The Company Mission Statement: Jagemann Stamping Company is a customer driven, global provider of highly engineered metal-formed components and assemblies.

<http://www.jagemann.com>

Global Quality at Jagemann and how they are working to meet the increasing requirements with the supporting our current global marketplace will be the focus of the on-site presentation that will be provided the Walterio Garcia, Quality Manager.

Please, sign up today! **Tour starts at 3:30!** The dinner and presentation will be held at the Holiday Inn, Manitowoc. If you have never been there (I have) the food is fabulous, and the atmosphere is just as good. Woody Santy will be presenting the Family Feud, Christmas style for our learning entertainment.

www.asqsection1206.org



Training Opportunities sponsored by ASQ!

Do you need training but have a limited budget or limited time? Maybe you need some personalized attention or specialized training. In the next few news letters I will summarize some options ASQ offers to get the training you need, when you need it and at the right price. We will look the classroom base, web based self-paced, instructor led web based, blended (both classroom and web based) and onsite/local training.

The first option is the oldest type and probably the most familiar. This is the classroom-based training. This type of instruction is geared for the student who wants a significant amount of complex information explained to them and needs to have training done over a short period of time. Classes are for a few days and you leave with all of the tools you require to complete your goals. Instructors are even available to spend evenings discussing specific problems or opportunities that you might have. This is the second most expensive type of training; it may cost 15% to 20% more than blended training. Classes are as near as Milwaukee or further away in other major cities. Some future classroom based courses are...

...**Lean six Sigma Green Belt** in Dallas January 2012 or Milwaukee in May 2012

... **Internal Auditing to ISO/IEC 17025** in Memphis February 2012 or Las Vegas March 2012

... **Reliability Engineering** Memphis February 2012

Go to <http://asq.org/learninginstitute/index.html> to find the training catalog. Go to the catalog and scroll down the left hand side of the page to choose "Instructor-led (classroom-based)" it will show all the class room training available. Pick a topic, location or month available and the list will narrow around your choices. Oh, did I mention that being an ASQ member gets you a discount on this type of training.

Thank you Bruce Bader for putting together this section of the newsletter. It is very helpful!

All the photographs in this month's newsletter were taken at the Zander Press office & plant. This includes the graphics in the clocks below. **Go Pack Go!**



Citizens it's up to you! From Newsweek article: PP. 38-39 September 19, 2011 By: Christopher Dickey

Created by Dave Wildner ASQ Section 1206 Newsletter Chair

Mr. Dickey explains in this article why it's up to us "U.S. Citizens" to take back what government is unable or unwilling to do. Considering that congress and senate report to us, its time we provide direction and leadership for those who are working for us to do their jobs. What do you think?

In this article, I am going to point out what some of our fellow citizens are doing about it now, prior to the next election cycle.

"Eh, hem.... Wildner, why do you write about political issues in the Quality newsletter anyway?" you may ask. Well, my fellow quality professionals, I believe that quality is missing in government. I believe that "it's broke, so we need to fix it", and I believe that we must "trust but verify." Frankly, I think we need to just verify until they regain our trust, so here is what I read in this story.

Mr. Dickey talks about how Americans have become tired of waiting for government to solve their problems. The major issues affecting our communities for example, unemployment, environmental degradation, crime, aging populations, and people are fixing what they can with the resources they can find right now! Corporate sponsorships for example and grass root volunteers. He talks about how most of these people are not hostile to government, just disappointed. They want to make their hometowns models for main streets all over America, but they don't share the (Tea Party) fantasy that good government would be no government, which some in Washington favor and this is also the reason why Washington is able to do so little. What are you willing to do?

Dickey provides the example of Braddock, PA. Where the police chief states, "if people want to change the quality of life in their town, they have the power to do it." (Frank DeBartolo) Patrick Byrne, the CEO of Overstock.com said "Move the SEC into the justice department where criminal investigators, not bureaucrats, can police the financial world."

From a Newsweek poll, the following statistics were collected: (See, Quality of Life statistics → Leadership → these are ASQ legacy functions my fellow quality Americans!) 70% believe the country was better at solving its problems 25 years ago than today. 45.5% believe that job creation is our greatest problem but 73% think solving unemployment is our most difficult problem to fix. Additionally, they claim, Americans don't look to institutions to solve their problems, instead placing their greatest faith in the powers of involved citizens to improve the nation on their own. When they do turn to others, they trust small-business owners and CEO's as well as state and local representatives, far more than they do Washington politicians. The good old-fashioned American entrepreneurial spirit-and suspicion of big government-apparently remains alive and well, even in tough times. A Washington that more accurately reflected public opinion might be more capable of finding common ground to solve the nation's problems.

Additionally, the poll found that a fair percentage would be willing to pay higher taxes if it would mean fixing the following: Bad roads and other infrastructure (26%) Failing Schools (20%) Unaffordable Health Care (20%) High Crime (15%) Unemployment (14%) Pollution (12%) Fun facts with statistics. (Well, OK, not so fun) **91%** said we failed to address the nation's problems and most said that parties make no difference in the political arena. 30% say a president who is unaffiliated with either the democratic or republican parties would be more effective than a partisan pick.

Not enough? You want more? (Probably not, but here goes anyway). As a result of the current economic situation, I've made the most change in my (check the numbers) personal spending (55%) Personal saving (18%) Debt reduction (14%) Religious involvement (3%). Additionally, the poll revealed that Americans would be willing to pay higher taxes if → those who made more money were taxed at a higher rate (65%). The increase would expire after a year to give us time to see if the money helped (58%) We could pick where the money goes (57%) While 54% think the economy is getting worse.

Unfortunately, I agree with that last statistic, even though I remain optimistic and hope for the best. Send me your thoughts, what do you think is the best course of action for our country to turn around the current economic situation? To close out this article, here is what some that were asked that question, responded with following the poll.

Amy Gutmann: President of University of Pennsylvania: "Redefine the liberal-arts education by integrating curricula across disciplines, such as business and bioscience."

John Hope Bryant: Founder; Operation Hope: "Make sure every child is given a lesson in financial literacy in this country. Create an entrepreneurial class." (I LIKE this one)

Tomas J. Dart: Sheriff, Cook County, IL. "Congress must reconsider the impact of the communications decency act, which online firms are now using as a cover to engage in human trafficking."

Jeff Dunn: CEO, Bolthouse Farms: "Improve nutrition by selling carrots in school vending machines." (Nice, and this guy is a CEO!)

Congratulations to the following members for achieving the following ASQ Certifications!

Lee A. Bray	Kiel, WI.	Certified HACCP Auditor
Scott Ball	Fond du Lac, WI.	Certified Manager of Quality / Org. Excellence
Paul Brazeau	Oshkosh, WI.	Certified Manager of Quality / Org. Excellence
David J. Wildner	Fond du Lac, WI.	Certified Manager of Quality / Org. Excellence

Great work team! You make your section proud, and add value to your career!

Zoomerang Survey Data from the 1206

The results are in! Our recent survey sent to all members resulted in the following information. The prize drawing will be held at the December 12 program meeting in Manitowoc, you need not be present to win the \$100 Best Buy Gift Card, just have participated in the survey. Thank you Lucas Prasch for creating, collecting and analyzing the survey data.

Ninety-six members from ASQ section 1206 participated in the survey. This was a 25% response rate, which is typical for most surveys.

On November 28, 2011 at the ASQ 1206 Board Meeting, the results were reviewed from the survey and ideas were discussed that address the results in an effort to continuously improve the member experience of what we offer to the membership. Below is a brief summary of the top responses. You may have a copy of the entire survey results if you wish, just check for the link on our website.

- Priority conflict was the #1 reason why the fall conference was not attended. Cost may be a factor in this choice as well.
- Lean and Six Sigma along with their respective tools and methods appear to be the top category for topics that members would like to hear more about in future conferences.
- 87% of the respondents prefer the electronic format of the ASQ 1206 Newsletter over the paper copy. (you can always still print your own printer if needed)
- Oshkosh Corporation, Kimberly Clark, Kohler Mercury Marine & Plexus were the top five companies that respondents would like to tour in the surrounding area someday.
- Education, networking, training, location, and time are the top five categories that would make ASQ membership more valuable to the respondents.

Thank you to everyone who participated in the survey! The only way that the board of directors of your section can make it better is if you provide feedback, attend meetings, vote on issues and participate in the development, leadership and organization of section activities.

Seasons Greetings Section 1206 members! I hope that everyone had a fantastic Thanksgiving holiday. For those of you that missed it, we had another outstanding tour for the November program meeting. The crew at Zander Press in Brillion, WI was such gracious hostesses. The family owned company is currently run by the fourth generation of Zanders. Although small in size, they are using some state of the art equipment and have some brilliant designers. It was a great opportunity to see a successful business running in a small town. Thanks again to Zander for giving us a look inside your business.

Our next program meeting is scheduled for December 12th at Jagemann Stamping in Manitowoc, WI with a dinner meeting to follow at the Holiday Inn. We would like to make this meeting a meeting of giving. Please bring a new unwrapped toy to the dinner meeting. We will collect the toys and donate them to the U.S. Marine Corps Toys for Tots Foundation. After dinner, stick around for a Christmas themed version of the Family Feud. This will be a great opportunity for you to network with your fellow Section 1206 members and to have some fun.

Last but not least, I'd like to mention that at the November board meeting, the board gave special recognition to Dave Wildner for his service as Section Chair for the past two years. Dave was presented with the past Presidents award. This was a small token of appreciation to thank Dave for all the time and hard work that he devoted to the section as Chair. On behalf of the board and the section, I'd like to thank Dave for all he's done and continues to do. Thank you, Dave!

In closing, I want to wish all of you and your families a happy and safe holiday season!

Jennifer Fleisner
Section 1206 Chair

