

November Meeting

The October meeting will be on **Monday, November 14 (note the Monday date)**, and will a joint meeting with APICS

"Quality in the Triad Media" Panel Discussion

In many companies today, Quality Systems and Good Manufacturing Practices are employed in order to produce a product that is 'defect free' and 'conforms to customer requirements'. Do the same precepts hold true in the Media, and how does their 'product' affect Manufacturers?

Media coverage affects the way we view our markets, suppliers, competitors and even our own companies. Markets rise and fall based on the latest news release. Customers seem to react more quickly than ever to stories from the far reaches of the globe. Stories bearing bad news can cause orders to be canceled and drive inventories through the roof. In the case of the re-cent hurricanes, the exact opposite happened as supply chains were broken and raw materials suddenly became scarce.

On Monday, November 14, 2005 at 5:30 PM at the Airport Marriott, there will be a joint meeting of the Piedmont Triad Chapter of the Association for Operations Management (APICS) [<http://www.triadapics.org/>] and the Central North Carolina American Society for Quality (ASQ)

The format of the meeting will be a moderated panel discussion on "*Quality in the Triad Media*". We will have representatives from The News and Record, The Winston-Salem Journal, WXII TV12, *'à la carte' PR (PR & website developer)* and Artwear Embroidery" (marketing organization).



The panel discussion will begin with a brief introduction of each participant and the designated moderator. The panel will discuss questions from a list of prepared questions that will be provided to the panel in advance. If time permits the panel may also entertain questions from the floor. Questions will be timed to allow equal opportunity by all participants to voice their opinions. Sample questions include the following:

- What impact does having the incorrect picture shown during a news story or article have on your ratings?

- How is the language level determined for a presentation?
- Are errors tracked by your organization and what methods are used to resolve these errors?

This is your opportunity to learn how Quality is addressed by an industry outside of our normal membership companies. Hear how different Media sources define quality and track it. Discover if Continuous Improvement is just a concept for the Operations Professional, or if it is also the goal of Media in our area.

The registration deadline is noon on Friday, November 11. To register, contact Jerry Moxley at reservations@triadasq.org.

Directions to the November Meeting:

