



Updated Brand Guidelines Now Available!

Help ensure ASQ brand consistency by reviewing the [updated branding guidelines document](#). Use this document as a reference when developing section and division content such as: logos, Web sites, newsletters, and promotional material. New content includes information on Proud Member logos (Section 2.9) and changes to ASQ India (Section 16). If you have any questions, please contact [ASQ headquarters](#).

ASQ Collaborates With the Alliance for Performance Excellence

To increase the understanding and use of quality throughout the United States, ASQ is collaborating with the [Alliance for Performance Excellence](#). The Alliance advances quality by supporting state and local quality award programs based on the Malcolm Baldrige National Quality Award criteria. This collaboration provides ASQ members with another network of leaders interested in quality and performance excellence.

ASQ members can take immediate advantage of this collaboration by attending an Excellence in Healthcare conference March 1 in Dallas, Texas. Baldrige healthcare recipients will be on-hand to share their knowledge on how the Baldrige criteria can transform an organizational culture and improve healthcare. For more information, [click here](#).

Tips for Crafting a Successful Fellow Nomination - Part 5

The fifth article in a series explaining common pitfalls that cause non-acceptance of Fellow nominations is now available. [Read Article 5 - Nomination - examination process vs. dialogue](#). Contact [Karen Prosser](#) for additional information.

Testimonial Award Submissions Due February 28

ASQ Testimonial Awards are designed to express appreciation to members who have served with distinction for an extended period of time. Think about those you want to present with a special ASQ recognition to thank them for their continued service. Testimonials will be prepared in time for your presentation at the World Conference on Quality and Improvement in St. Louis, Mo. [Click here](#) for additional information and to view the nomination form.