

SR Guru: Is Sustainability the New TQM?

John Elkington, who recently keynoted at ASQ's first Pathways to Social Responsibility Conference, has blogged about his experiences at the conference, including receiving the Spencer Hutchins Medal. This led him to think about the link between quality and sustainability and ask, "Is sustainability the new total quality management?"

[View the blog...](#)

ASQ Mexico Launches Certification Referral Program

If you have members, colleagues, or friends living in Mexico who are interested in ASQ certifications, ASQ Mexico is offering a new referral program with incentives. Here's how the program works:

- Members will be asked for potential contact leads for certification exams in Mexico.

Note: Referrals can come from members outside of the country as long as the person registering is located in Mexico.

- Participants provide contact information (email or phone number) and what specific certification the individual could be interested in.
- ASQ Mexico will contact the individuals and send them additional information.
- If the lead registers for a certification, the person who referred them gets a point: one point per registration.
- At the end of the program (July 31, 2012), the member with the most points receives a prize.

[Refer someone for a certification...](#)

Need Help Navigating Social Media?

We are still looking for input on topics you would like to see in a social media training session designed for member leaders. Want to learn how to set up a Twitter account for your member unit? Need help setting up a Facebook page? Would you prefer a live webinar or a recorded one? Tell us what training you would prefer!

[Send us your social media requests...](#)

Managing Data: Baldrige Criteria No. 4

As part of ASQ's Commitment to Excellence Journey, we are highlighting aspects of the Baldrige criteria, which serves as the framework for our journey. The fourth Baldrige criteria—measurement, analysis, and knowledge management—examines how an organization manages, selects, gathers, analyzes, and improves its data handling processes. It also examines how an organization uses findings to improve performance.

[Learn about the Baldrige criteria...](#)

ASQ Fellow Receives Ellis Island Medal of Honor

Manu K. Vora, an ASQ Fellow who has served on the ASQ board of directors, has been named a recipient of the Ellis Island Medal of Honor, an award that recognizes the immigrant experience and individual achievement. Vora is the founding director and president of the Blind Foundation for India, which has raised more than \$3.5 million since 1989.

[View pictures from the event...](#)

As Seen in *ASQ Weekly*: Interview With *Lean Acres* Author

Part fable, part fact, all lean! A new book, *Lean Acres: A Tale of Strategic Innovation and Improvement in a Familiar Setting*, follows individuals as they work together using quality methodologies to address problems, discover solutions, and move forward in their performance improvement journey. *ASQ Weekly* recently conducted an email interview with *Lean Acres* author Jim Bowie about describing lean principles and tools within a fable and drawing inspiration from movie directors.

[Read the interview...](#)