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FOR IMMEDIATE RELEASE

Lora L. Keena Receives ASQ-Certified Manager of Quality/Organizational Excellence

Milwaukee, Wis., April 1, 2011 — The Certification Board of ASQ (American Society for Quality) is pleased to announce that Lora L. Keena has completed the requirements to be named an ASQ-Certified Manager of Quality/Organizational Excellence. As such, Lora L. Keena has reached a significant level of professional recognition, indicating a proficiency in and a comprehension of quality management principles and practices. Individuals who earn this certification are allowed to use “ASQ-CMQ/OE” on their business cards and professional correspondence.

“ASQ provides certification as a way to provide formal recognition to professionals who have demonstrated an understanding of, and a commitment to, quality techniques and practices in their job and career,” explains E. David Spong, ASQ president. “This is a great accomplishment and, although not a formal registration or licensure, it represents a high level of peer recognition.”

A CMQ/OE is a professional who leads and champions process improvements initiatives in organizations that range from small businesses to multinational corporations in a variety of service and industrial sectors. A CMQ/OE facilitates and leads teams, establishes and monitors customer-supplier relations, supports strategic planning and deployment, and helps develop measurement systems to assess the organization.

A CMQ/OE is also able to motivate and evaluate staff, manage projects, analyze financial information, identify and evaluate risk, and use knowledge management tools and techniques.

Since 1968, when the first ASQ certification examination was given, more than 170,000 individuals have taken the path to reaching their goal of becoming ASQ-Certified in their field or profession, including many of who have attained more than one designation. To learn more about ASQ’s Certified Manager of Quality/Organizational Excellence program, visit <http://www.asq.org/certification/manager-of-quality/>.

ASQ (www.asq.org) is a global community of people dedicated to quality who share the ideas and tools that make our world work better. With millions of individual and organizational members of the community in 150 countries, ASQ has the reputation and reach to bring together the diverse quality champions who are transforming the world’s corporations, organizations and communities to meet tomorrow’s critical challenges. ASQ is headquartered in Milwaukee, Wis., with national service centers in China, India and Mexico. Learn more about ASQ’s members, mission, technologies and training at www.asq.org.

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