



For Immediate Release: St. John, NL (January 29, 2007)

The American Society of Quality is pleased to announce that Subsection 409, Newfoundland and Labrador has achieved official subsection status under the constitution of the American Society of Quality and is now the only officially sanctioned ASQ body within the province.

ASQ NL is a professional association that advances learning, quality improvement, and knowledge exchange to improve business results, and to create better workplaces and communities worldwide. Subsection 409 is the leading source for quality tools and processes to help educators at all levels and will provide the Newfoundland and Labrador business community with the people, resources and best practices to deepen your understanding of process improvement, and integrate quality tools into the education process.

The stated mission of ASQ 409 is to **"To provide an open forum for Newfoundland & Labrador Industry Professionals which allows for self directed training, certification, and networking among quality and other professionals."**

The overall objectives of ASQ NL are:

- To provide a formal association for quality professional in Newfoundland and Labrador.
- To enhance the image of quality professional in Newfoundland and Labrador.
- To advance learning and provide educational sessions for quality professionally.
- To promote quality improvement for industry through the exchange of knowledge.
- To provide a professional and social network for quality professionals.
- To provide support for those seeking certification designations.
- To promote quality profession in the province of Newfoundland and Labrador.

For our inaugural year we have a number of special events planned beginning with our election of officers in February and including a speaker's series, a certification program, a number of social events including our first annual **Curling Bonspiel** and our premier event which is a **Provincial Quality Forum and Awards Program** scheduled for Quality Month in October.

Find out about the benefits of membership and how to join - and learn how you may work with fellow-Members to enhance the value of ASQ NL in our community and at the same time expand your own quality horizons.

For further information please see the ASQ Subsection 409 website at www.asqnl.org or contact Karen Noftall at (709) 722-7860 or via email at info@asqnl.org.

About ASQ and Subsection 409 Newfoundland & Labrador:

The American Society for Quality (ASQ) is the world's leading authority on quality. With more than 100,000 individual and organizational members, this professional association advances learning, quality improvement, and knowledge exchange to improve business results, and to create better workplaces and communities worldwide.

As champion of the quality movement, ASQ offers technologies, concepts, tools, and training to quality professionals, quality practitioners, and everyday consumers, encouraging all to Make Good Great®.