

2012
NOVEMBER 4
8AM–12PM Noon

Including

The 24th
Symposium on
QFD

November 2
8 am–4:30 pm
Reception

ST. AUGUSTINE
FLORIDA, USA



QFD Institute

1140 Morehead Ct.
Ann Arbor, MI 48103 USA
Tel: +1 734-995-0847
Fax: +1 206-203-3575
registration@qfdi.org
www.qfdi.org

QFD GREEN BELT[®] UPDATE COURSE

This workshop is part of the international program in
Quality Function Deployment.



Continuing Education for QFD Green Belts[®]

Recommended for:

- Past graduates of the QFD Green Belt[®] Course who wish to advance to the QFD Black Belt[®] level;
- Anyone who has earned the QFD Institute's provisional QFD Green Belt[®] in the past, especially those who earned it *before* November 2011.

Your previously earned Provisional QFD Green Belt[®] Status expired after one year if you have not completed the Full Status review. You can now have more time to earn your Full Status QFD Green Belt[®] and even earn a provisional QFD Black Belt[®] in a single trip!

Who is eligible to attend

This course is for those who have earned the QFD Institute's QFD Green Belt® (provisional or full status) in the past. It is especially recommended for those who earned a Provisional QFD Green Belt® **before November 2011**.

Attendees of this course are eligible to enroll in the **2012 QFD Black Belt® Certificate Course** in a single trip.

You will learn:

Planned for this course are the following topics:

- Improved algorithms for defining Customer Needs (Demanded Quality) for "new-to-world" products and services;
- Incorporating Blitz QFD® into Dr. Akao's Comprehensive QFD to speed up the process;
- Why and how of replacing ordinal scale calculations with ratio scale calculations of customer needs priorities, sales point, competitive benchmarking, and matrix relationship weights to bring your QFD math to Six Sigma provisions;
- Introduction to Lifestyle QFD, product development focused on psychological needs and lifestyle-enhancing solutions;

Learning Outcomes and Benefits

By attending this Update Course:

- Bring up to date and enhance your QFD knowledge and skills learned in your earlier course.
- Keep yourself current on the latest advancements in QFD and new-to-world concepts that the QFD Institute brings about through its on-going research.
- By attending this Update Course, you will get your Provisional QFD Green Belt® status extended until November 4, 2013.
- Become eligible to enroll in this year's public QFD Black Belt® Certificate Course – in a single trip.
- You will also receive the latest edition of the QFD Green Belt® training materials and templates.

Textbooks and Materials

- The latest edition of the QFD Green Belt® training materials.
- MS Excel Modern QFD Templates

What to Bring

1. Bring your own laptop computer (with a CD drive) containing MS Excel, MS Word, and Adobe Acrobat 7.0; and
2. Deployment samples that you have created on your own if you wish your work critiqued.
3. You may also suggest topics that you wish to review; please send your suggestions to the QFD Institute at least one week before the course.

Instructor

This course will be taught by Richard E. Zultner or Glenn H. Mazur (www.mazur.net).

Registration

Please use the Registration Form on the next 2 pages.

There are two registration options:

- 1) QFD Black Belt® Package #1
- 2) QFD Green Belt® Update Package

Please see the Registration Form for the details, or you may contact us if you have questions.

TEL +1 734 995 0847
registration@qfdi.org

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For Online Registration, please visit:
<http://www.qfdi.org/registration.html>



Scan the QR code with your mobile phone, to go to Online Registration.

Registration Form: 2012 QFD Symposium & Training

1. Please select the program that you wish to attend. (Send this and next page)

Program	You will attend	Registration Fees	
		When you register BEFORE August 31	When you register AFTER August 31
Symposium Only	1 Day November 2	<input type="checkbox"/> \$295	<input type="checkbox"/> \$345
QFD Green Belt® Package <u>QFD Green Belt®</u> + <u>Symposium</u>	3 Days Oct 31 – Nov 2	<input type="checkbox"/> \$1,995	<input type="checkbox"/> \$2,045
Facilitator's Package <u>QFD Green Belt®</u> + <u>Symposium</u> + <u>QFD Black Belt®</u>	8 Days Oct 31 – Nov 2 & Nov 5 – Nov 9	<input type="checkbox"/> \$6,600	<input type="checkbox"/> \$6,800
QFD Black Belt® Package #1 <u>Symposium</u> + <u>QFD Green Belt® Update</u> + <u>QFD Black Belt®</u>	6.5 Days Nov 2 & Nov 4 – Nov 9	<input type="checkbox"/> \$5,445	<input type="checkbox"/> \$5,595
QFD Black Belt® Package #2 <u>Symposium</u> + <u>QFD Black Belt®</u>	6 Days Nov 2 & Nov 5 – Nov 9	<input type="checkbox"/> \$4,950	<input type="checkbox"/> \$5,100
QFD Black Belt® Update Package <u>Symposium</u> + <u>QFD Black Belt® Update</u>	2 Days Nov 2 – Nov 3	<input type="checkbox"/> \$1,345	<input type="checkbox"/> \$1,395
QFD Green Belt® Update Package <u>Symposium</u> + <u>QFD Green Belt® Update</u>	1.5 Days Nov 2 & Nov 4 (half-day)	<input type="checkbox"/> \$845	<input type="checkbox"/> \$895
Reception Only for your companion who is <u>not</u> attending above program(s)	Nov 2 Reception only	\$20 per companion (nominal cost) <input type="checkbox"/> person(s)	

- **Registration Terms & Conditions** (page 3 of this document) explains the prerequisites for QFD courses, what are included in your registration fees, discounts, cancellation / substitution policy, late registrations, etc.
- **American Citizens:** For those who wish to vote before travel, here is the Absentee Ballot information:
http://www.longdistancevoter.org/absentee_ballots
- For questions, please Contact registration@qfdi.org, TEL +1 734-995-0847 (M-F 9 am - 5 pm US Eastern Time)

2. Please provide the Attendee Information.

Your Name to be printed on Name Badge		
Your Name to be printed on QFD Certificate		
Job Title		
Company		
Mailing Address, including Street Address, City, State/Province, Postal Code and Country.		
Industry		
Work Email		
Telephone		
Alternative Email or Telephone		
Food allergy, dietary or barrier free requirements if any		
How did you learn about this event?		
<input type="checkbox"/> I would like Official Letter of Invitation issued for my U.S. visa application. YES NO		

3. Please select the Payment Method.

Your Total Fees: US\$: _____

Today's Date: _____

Pay by Credit Card(Visa, MasterCard or Amex)

Card Number		
Expiration Date (month / year)		
Name on the card		
CVC Code		← small 3 digits on the back of Visa / MC; 4 digits on the front of AMEX
Billing Address of this Card, including street address, city, postal code.		
Cardholder's Email Address		
Cardholder's Signature		
I agree to the credit card charge by the QFD Institute of the amount typed above.		

Pay by Check (Please see Terms & Conditions on the next page)

Wire Transfer (Please see Terms & Conditions on the next page)

Send 2-page Registration Form to:

FAX +1 206-203-3575 E-MAIL: registration@qfdi.org

QFD Institute, 1140 Morehead Ct., Ann Arbor, MI 48103 USA

★★★Your registration will be acknowledged by e-mail within 24 hours. ★★★
This email will accompany your receipt confirmation or invoice as a PDF attachment.

Registration Terms & Conditions

For 2012 QFD Symposium & Training

Registration will be confirmed upon receipt of full payment. Early registration is recommended as class sizes are limited. For questions, please contact the QFDI office: TEL: +1 734-995-0847 (9am-5pm US Eastern), registration@qfdi.org

Payment by Check: Check must be drawn on a U.S. bank in U.S. dollars. Check must be issued no later than 2012 August 31 to apply early registration prices, or by 2012 October 10 for regular prices. Please make a check payable to: QFD Institute, 1140 Morehead Ct., Ann Arbor, MI 48103

Payment by Wire Transfer: Wire transfer instructions will be sent in your invoice. The bank fees associated with wire transfer are the responsibility of the attendee. Please instruct your accounting department and bank to add such fees when determining the dollar amount to be sent. Please arrange the fund to arrive before 2012 August 31 to apply early registration prices, or before 2012 October 10 for regular prices.

Cancellations notified by 2012 August 31 will be refunded in full minus a 10% card processing fee if a credit card was used for payment, or minus the applicable bank fees if transactions were made by wire transfer. (No processing fee if paid by a check.)

Substitutions are permitted without penalty any time, subject to course prerequisites. See below.

Prerequisites for QFD Courses:

QFD Green Belt® Package	No prerequisites.
Facilitator's Package	
QFD Black Belt® Package #1	You have a provisional QFD Green Belt® earned before November 2011
QFD Black Belt® Package #2	You have a provisional QFD Green Belt® earned since November 2011. Or, You have a full status QFD Green Belt® or full status QFD Black Belt®.
QFD Black Belt® Update Package	You have a provisional or full status QFD Black Belt®
QFD Green Belt® Update Package	You have a provisional QFD Green Belt® earned before November 2011

What are included in Registration Fees?

All QFD Belt® Courses registration fees include:

- applicable course materials
- MS Excel Modern QFD templates (CD)
- select case studies
- your admission to the Symposium (November 2) and a copy of the 2012 symposium transactions
- QFD Student Resource Pack
- daily continental breakfast, lunch, and coffee breaks (Exception: the half-day QFD Green Belt® Update Course does not include lunch)
- Networking Reception on November 2, upon conclusion of the Symposium.

"Symposium Only" registration fees include:

- your admission to the Symposium (November 2)
- a copy of the 2012 symposium transactions
- QFD Student Resource Pack
- Continental breakfast, lunch, and coffee breaks on November 2
- Networking Reception at the conclusion of the Symposium.

Team Discounts:

- **QFD Green Belt® Package:** \$100 per person discount when three (3) or more people register from the same company.
- **Facilitator's Package | QFD Black Belt® Package #1 | QFD Black Belt® Package #2:** US\$200 per person discount when three (3) or more people register from the same company.

Walk-in registrations are accepted for the Symposium, with credit card payment. All QFD courses require pre-registration.

Late Registrations for QFD courses after 12 pm Noon (U.S. Eastern Time) on October 30, 2012 may be assessed a 20% surcharge due to extra cost in material preparations.

Venue & Hotel Reservation

2012 QFD Symposium & Training

All events will be held at the Hilton hotel below.

Hilton St. Augustine Historic Bayfront
 32 Avenida Menéndez
 St. Augustine, Florida 32084
 TEL +1 904-829-2277



Hotel Reservations should be made directly with the hotel.
 The QFDI group rate is **\$159** plus taxes (single or double occupancy; non-commissionable rate).

Rooms at this special rate are limited and available on a first-come-first-served basis to QFD attendees, until **October 10, 2012** or they sell out, whichever comes first. Early reservation is recommended to avoid sell-out or price hike.

This Hilton hotel is located in the Historic District of St. Augustine (Travel Information on the next page). Many restaurants, shops and popular attractions are within walking distance.

Hotel Features:

- on-site restaurant "Aviles" (open for breakfast, lunch, dinner)
- outdoor pool and hot tub
- fitness center
- business center
- concierge service
- guest laundry / valet laundry
- valet parking (discounted to \$15/day for QFD guests)

Guest Room Features:

- 1 King or 2 Queen beds rooms
- coffee maker
- mini-refrigerator
- complimentary Internet access
- deluxe desk with two phones, two lines, voice mail
- iron / board
- HDTV
- Spanish furnishings



Travel Information

2012 QFD Symposium & Training

By Air : St. Augustine, Florida is served by these airports. (Maps on pages after this)

★ **Jacksonville International Airport** (airport code = JAX)

about 52 miles / 83 km to Hilton St. Augustine (about 1 hr drive)

Airlines: Airtran, American, Continental, Delta, JetBlue, Southwest, United, USAirways

Ground Transportation

- **Rental Car:** about \$30/day (Note: Hotel parking is \$15/day. Once you arrive at the hotel, there is no need for a car because practically everything is within walking distance)
- **Limousine / Taxi:** about \$75 per vehicle to St. Augustine
- **(shared shuttle van) Airport Express** (Tel +1-904-824-9400 or 1-800-296-9711) Request QFD discount of \$70 for 1-6 people. Tell them your itinerary and the company may be able to schedule a combined run with other attendees who arrive at the airport around the same time. The company may also waive the fuel surcharge for QFD guests.
- **(shared shuttle van) Airport Shuttle of St. Augustine** (Tel TEL +1904-825-0004)

★ **Daytona Beach International Airport** (airport code = DAB)

about 60 miles / 97 km to Hilton St. Augustine (about 1 hr drive)

Airlines: Delta, US Airways, AirGate and Craig Air

Ground Transportation – Same as above Jacksonville International Airport (rental car, taxi, shared shuttle vans).

★ **Orlando International Airport** (airport code = MCO)

about 122 miles / 196 km (about 2hr drive)

Airlines: AerLingus, AeroMexico, Air Canada, Air Transat, Air France, AirTran, Alaska, American, Avianca, bahamasair, British Airways, CanJet, Carribean, Continental, Copa, Delta, Frontier, GOL, InterJet, Jet Blue, Lan, Lufthansa, Metjet, Miamiair, Taca, TAM, United, US Airways, Virgin America, Virgin Atlantic, Viva Aerobus, WestJet, WhiteJets

Ground Transportation

- **Rental Car:** about \$30/day (Note: Hotel parking is \$15/day. Once you arrive at the hotel, there is no need for a car because practically everything is within walking distance)

★ **Northeast Regional Florida Airport** (formerly St. Augustine Airport; airport code = KSGJ or UST)

5 miles / 8 km from Hilton St. Augustine

This airport is for private aircrafts and charters only. Located in St. Johns County, about 5 minutes' drive to Hilton St. Augustine.

By Car: (Maps on the next pages)

Driving Instructions: Interstate Highway 95 to downtown St. Augustine Exit 318, State Rd. 16-East. Travel East on 16 to the intersection of US Route 1, turn right heading South for about 1 mile and turn at the downtown St. Augustine sign Castillo Drive.

Drive East until Castillo ends at San Marco Avenue. Turn right and follow San Marco around the curve passing the Fort on the left. Hilton St. Augustine will be on the right side of the street which is now Avenida Menendez.

Map of Northeast Florida <http://goo.gl/kCzch> (PDF)



Map of Downtown St. Augustine <http://goo.gl/9I1ST> (PDF)

