

**MARCH DINNER MEETING**  
***Tuesday March 29, 2005***

**Utilizing SWOT Techniques to Effectively  
Influence and Mature Your Test Processes**  
*Build and reinforce your company's Value Proposition*

**Charlene Sebastian and Marsha Quigley, Bell Canada**

Bell Canada's Independent Verification and Validation team has evolved their Software Process Improvement program to address opportunities for improvement to ensure project success within a highly competitive, dynamic telecommunications climate.

Utilizing the SWOT/SPI techniques internally as well as within our partner relationships, Bell is now sharing best practices and information, utilizing clearly defined processes and contributing to improved overall test quality. This was fundamental in assisting the Bell Systems and Technology organization in attaining CMM Level III in 2003.

Participants will learn how to effectively conduct a SWOT/SPI session by actually participating in a unique SWOT session during the TASSQ meeting. We will be providing tips and tricks to effectively prepare, prioritize and manage any improvements for win-win results - tacking the *Right Things First*. We will provide tips and examples to equip you how to effectively engage in this new partnership building process.

Charlene Sebastian has worked in the telecommunications industry for 9 years with 4 years in the IT sector, specifically Software Acceptance testing with a strong focus on process improvement. Charlene's accomplishments include delivering quality projects and creating and facilitating training modules. Charlene and her team were awarded one of the top Bell Systems and Technology honours, the "Breakthrough" award for leading change in relation to maturing test processes and building strong partnerships. Charlene was CSTE certified in December 2003.

Marsha Quigley is a seasoned, certified facilitator, who has addressed groups from 10 to over 1000 and worked in the Bell Canada IT sector since 1995. Marsha's background includes many different facets of Telecommunications at Bell Canada over the last 24 years: Operations, Support, Regulatory areas, Customer Service and now as an Associate Director managing the Testing disciplines in IV&V. Marsha has led many process improvement initiatives and performance management successes while assisting internal and external teams in maturing their test processes through improvement exercises

**Presentations are on the last Tuesday of the month at the Sheraton Centre Toronto Hotel,  
123 Queen Street West, across from New City Hall**

If taking the subway, exit at Osgoode station (Queen and University), walk one block east along Queen to York.  
If driving, you can park at New City Hall, which is accessible underground to the Sheraton Centre.

Dinner and Presentation: \$35 Members, \$50 Non-Members  
Cash and Cheques are accepted at the door.

**Please RSVP by noon on Wednesday March 23, 2005**

5:30 P.M. Networking      6:00 P.M. Dinner      7:00 - 8:30 P.M. Presentation

**For reservations, information and membership inquiries,  
visit our web site at [www.tassq.org](http://www.tassq.org) or phone TASSQ at (416) 444-4168**