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**Society of Manufacturing Engineers  
Springfield Chapter 321**

**Tuesday, January 18th, 2005**

# **Design Of Experiments**

**Presented by Rella Jeffries, MBA, CQE, ASQ senior  
member**

**Ms. Jeffries is a Managing Partner of Alexandria Marketing Research Group, Inc., where she is involved in the practical application of marketing research tools and strategy formulation. She will speak on project examples relating to manufacturing plant experimental design (DOE) and designed mixture experiments for recipe formulation. She is an adjunct professor in Mathematics at Crowder College and a published author. Ms Jeffries received a B.S. in Mathematics and a Masters in Business Administration in Marketing Research.**

*For a reservation contact Larry Greer @ (417) 818-3641 or  
[DGTooling@msn.com](mailto:DGTooling@msn.com)*

**Location:**

**Holiday Inn – North  
2720 N. Glenstone at I-44  
I-44 Exit 80 South (1000 ft.)**

**Time:**

**5:15 PM - Executive Committee Meeting  
6:30 PM - Dinner (\$10)  
7:30 PM - Presentation  
9:00 PM - Adjournment**

SME is committed to providing reasonable accommodations to persons with disabilities who require such accommodations in order to fully participate in SME sponsored events.

Please contact Larry Greer at (417) 818-3641 by the 17th of the month should you require such accommodations.