

## Silicon Valley ASQ ENEWS Update - June, 2007

Dear Quality Colleagues,

The Silicon Valley American Society for Quality (SVASQ) Section brings you this monthly email newsletter to give you a quick look at the news about the Silicon Valley Section, the ASQ and the local quality world. If you have an information posting to share with our quality colleagues, please send it to the SV ASQ E-News Editor, [m.shovlin@comcast.net](mailto:m.shovlin@comcast.net). And be sure to check out information on the website at <http://www.asq-silicon-valley.org>.

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- 1) News from the Silicon Valley Section & Items of Interest to the Quality Community – Take our online Member Survey. Just click here and spend a few minutes telling us about how we can better serve you:

[http://www.surveymonkey.com/s.aspx?sm=2frGVTvl4Ao\\_2bQvgKD1Sv\\_2fQ\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=2frGVTvl4Ao_2bQvgKD1Sv_2fQ_3d_3d)

Monthly SV ASQ Section Dinner Meeting & Tutorial – **June Meeting, Wednesday, June 20, 2007 at the Biltmore Hotel:** Our Tutorial and Dinner topic is communication and our speaker is Ingrid Gudenas, author of “Hats & Stats: The Keys to Success at Work”, currently used for performance improvement in 14 countries.

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- 1) News from the Silicon Valley Section & Items of Interest to the Quality Community - Our 2007 Scholarship & Awards program winners!

We sponsored three programs to recognize our communities' efforts in the quality arena, the Eberhart Memorial Scholarship, The Flaig Prize for Best Quality Paper published in 2007, and ASQ Member Publication Recognition for the publication of Quality related papers or articles. We have winners in the Eberhart Memorial Scholarship for Outstanding academic, community, and ethical leadership

**Purpose:** To enable students who have exhibited exceptional ability and diligence to pursue their academic interests for the betterment of the individual and society. Award: \$1000

**Eligibility:** Any enrolled Graduate or Undergraduate student is eligible. Schools (Stanford, SJSU, SCU, UCSC, DeAnza College, and West Valley College)

**Criteria:** School recommendation submitted to Scholarship and Awards Chair

We are pleased to announce we are granting three Eberhart scholarships for 2007:

**Congratulations to the following students who have been awarded a \$1000 Eberhart Memorial Scholarship from the American Society for Quality - Silicon Valley Section:**

**Mr. P. Kofi Baah-Arhin, Cal. State University East Bay**

**Ms. Saba Heidari, West Valley College**

**Mr. Triet Do, Foothill-DeAnza Community College**

In addition to the \$1000 award, we invite each of you to attend one of our monthly dinner meetings, held on the third Wednesday of each month, to receive your award. Please call Dr. John Flaig at 408-266-5174 to make arrangements.

From Dr. John J. Flaig, Scholarship and Awards Committee Chair and Marieann Shovlin, Section Chair

- **Congratulations to the newest SV ASQ Fellow, Ramesh Konda! He was inducted to the Fellow status at the World Quality Congress in Orlando and joins over 20 SV ASQ Fellows as distinguished representatives of the quality profession.**
- **Professional Advancement Opportunities provided by ASQ. Contact: Navin S. Dedhia, 408-629-1723.** Certification: ASQ offers Certification Examinations in 14 disciplines two times a year in March and October or June and December. Check out the ASQ website for more information at <http://www.asq.org> or call 1.800.248.1946.
- **Two special courses sponsored by the ASQ Customer-Supplier Division will be held in California in June:**  
**Leading Change, taught by Stephen Hacker and Customer Satisfaction taught by Jeff T. Israel, June 26 – 27 at the Courtyard San Jose in Cupertino and June 28-29 at the Wyndham, Orange County. One Complimentary Registration is available for each course for Section 0613 members by calling Susan at 254.776.3550 and mentioning “Comp registration for 0613 per Marieann Shovlin”!**
- **Career Open House at BAE Systems (formerly FMC Corp.) on June 9, 10 AM – 2 PM, 1205 Coleman Ave, Santa Clara, CA, referred by Mohammed A. Kazemi, 408.289.0394.**
- **UCSC Extension Career Vault** has information on hundreds of careers and corporations, advice on job searching and much more. To access this service go to the following url: [http://www.vault.com/cb/careerlib/careerlib\\_main.jsp?parrefer=747](http://www.vault.com/cb/careerlib/careerlib_main.jsp?parrefer=747) and enter ucsc04 as the password.
- **Upcoming Special Events: Silicon Valley ASQ Leadership Meeting for July will be held Saturday, July 7, 12 – 4 PM. This meeting will focus on Section Management & Strategic Planning for 2007-2008.**  
**Please join us Saturday, July 7, 2007, at 100 N. Winchester Blvd., San Jose. Contact [m.shovlin@comcast.net](mailto:m.shovlin@comcast.net) to RSVP. Help us plan our activities and membership benefits for the next year!**

**2) Join us on Wednesday, June 20, 2007, for the Dinner Meeting & free Tutorial 5:30 - 6:30; Dinner 6:30 – 8:30 at the Biltmore Hotel, 2151 Laurelwood Rd, Santa Clara, CA 95054 (408) 9881. Register at <http://www.asq-silicon-valley.org>.**  
**We will have a drawing for a quality book for attendees and invite new members (joining in April, May & June, 2007) to attend as our guests. New members, please contact [m.shovlin@comcast.net](mailto:m.shovlin@comcast.net) to RSVP.**

#### **Tutorial Topic: The Communication Formula**

Not understanding how things work can cause you problems. Imagine trying to drive a car with no knowledge of what the pedals do. Not a pretty picture, right? Well how much trouble do you think you or people in your company get into by not knowing enough about communication?

A problem occurs every day in your company and with people around you and it is a *communication* problem. Not knowing this can cost *you* and your company lots of money in lost revenues.

**INCREASE YOUR PERCENTAGE OF SUCCESS!**

Come to this Tutorial with Ingrid Gudenas and discover in an interactive format how others are affected by this problem, and how this in turn may affect you as well. This brief tutorial will include:

- Eye opening discussion with Ingrid Gudenas about one of the primary causes behind quality failure in the modern company.
- Tools you can use to discover if you or those around you are being affected.
- How you can effectively bring a halt to this in your company, projects, and any other situations where you run into this.
- Bonus topic: Is this affecting you outside of your job?

The tutorial will prepare you for the after dinner talk. Attend both talks and increase your understanding of communication for yourself and your company!

### **Dinner Presentation: “Can Your Really Engineer Communication?”**

In a recent survey of engineers in the Silicon Valley, the following results were uncovered:

- 67% felt “beat up” following trouble with communication in their company
- 50% felt that communications were a problem in their company “a good portion of the time”
- 100% said there were barriers to working well with others in the company (non-engineers)

Engineers think differently from other people. Because of these differences, the modern engineer needs a way to engineer communication. Come and listen to the latest technological breakthroughs on this subject by one of today’s leading experts, Ingrid Gudenas, President of Effective Training Solutions.

You will learn

- What does it take to be an effective communicator?
- Can you get people to listen to you?
- How can you inject sanity into your organization?
- What exact set of skills do you need to get your point across?

**Speaker Bio:** Ms. Ingrid Gudenas has been the President of Effective Training Solutions, an international performance improvement organization headquartered in Silicon Valley since 1983. Her clients span 23 countries and include Dell Computers, IBM, Intel, Cisco Systems, Unisys, Hewlett Packard, Chevron, Wells Fargo, California Highway Patrol, Nintendo, and General Electric.

### **3) Future SV ASQ Dinner Meetings & Events**

#### **June 20: Can You Really Engineer Communication with Ingrid Gudenas**

**Learn what it takes to be an effective communicator; how to get people to listen to you; how you can inject sanity into your organization; and the exact set of skills you need to get your point across.**

**See abstract above.**

**July 18: Six Sigma – new BOK information with Govind Ramu.** This session will cover the differences between Current and the New Body of Knowledge (BOK) of all sections. Review interesting additions and deletions. Understand the subtle changes to cognition, rephrase of subsections and what it means to an exam taker. This change also means additional reference books. This BOK takes effect from Oct 2007 exam (Next public administration). **This presentation is developed to help professionals planning to take the ASQ Six sigma exam.**

**August 26 (Sunday): SV ASQ Annual Picnic – Joint event for all area sections and their families to be held at Memorial Park in Cupertino, 12 to 6 PM. Fun, Food & Games in a beautiful setting on a Sunday afternoon. Registration & other information coming soon!**

September 19: Tutorial: Changes in ISO – Round Table Discussion, with Eagle Registrar representatives and Dinner meeting “Six Sigma – What Can It Do for Me?” With Chuck Mignosa

October 17: "Improvement Discussion Process as a Vehicle for Organizational Progress" with Jack Hahn of Stanford Linear Accelerator

November 21: Panel on the Future of the Biomedical Industry

December: No Dinner Meeting – Happy Holidays!

We are planning our 2008 meetings and looking for innovative ideas. Is there a place you want to tour to see their quality system at work that you want to tour? Do you have a topic you want to speak on? Do you have a speaker for us? Contact [m.shovlin@comcast.net](mailto:m.shovlin@comcast.net) to share your suggestions!

4) **ASQ Section Volunteer Position Openings – Come where the action is – be a part of the SV ASQ Section Leadership in these arenas:**

- **SV ASQ Officers and Leadership for 2007-2008:** Officer and leadership information is available on the Section website at <http://www.asq-silicon-valley.org/ExecCom/SectionOfficertbl.html>
- **Program Chair:** help plan & implement programs and activities; contact potential speakers & work with others to design programs.
- **ENEWS Editor** – Gather the news from the Leadership Team, assemble in Word, then upload into our cool newsletter email program. Takes about 1 – 2 hours per month – and you learn a new software tool!

For more information about any of these critical positions, please contact [m.shovlin@comcast.net](mailto:m.shovlin@comcast.net) and/or attend the **Silicon Valley ASQ Leadership Meeting, the first Wednesday of the month, (July 7 12 – 4 in July only) 6 PM, at 100 N. Winchester Blvd., Third Floor Conference Room, San Jose.**

5) **SV ASQ Special Projects - Member Re-Certifications for 2007, to date:**

Dale L. Anderson, CQE; Peter B. Ashaolu, CQE; Lawrence A. Baugher, CQE; Warren P. Butts, CQA; Jackson W. Chang, CQA, CQE, CRE, CQM; Rick Chapsadle, CQA, CQE, CQM; Brian Claes, CQA, CQE, CRE; Sarita Dave, CQA; Shaalini Doan, CQA; Rhonda Farrell, CSQE; Anwar Ghazi, CRE; Eliot L. Eng, CQA, CQE; Derrick Kidani, CSSBB; Carlos Mena, CQE; Dami Patel, CQM; Richard Spano, CQA, CQE, CQA-Bio; Terry L. Taylor, CRE; Robert W. Trietley, Jr., CQA; Neil Vanden Brook, CQE; Janice Walker, CQE

6) **New Certifications:**

Please note that the deadline for registering for the June 2, 2007 certification exams, which cover the same set of certifications as listed above, was April 6. Go on-line to <http://www.asq.org>, click on 'certification' and follow the prompts for more information and to register on-line. Donald Mintz, Chief Certification Proctor

7) **Section Special Interest Meetings**

- **SSQA MONTHLY MEETING:** Tuesday, June 12, 2007, 6:30 - 8:15 **NEW MEETING LOCATION:** UCSC Extension, 1180 Bordeaux Dr, Sunnyvale  
TOPIC: "Next Generation Testing with TestNG"

**ABSTRACT:** TestNG (<<http://testng.org>><http://testng.org>) is a testing framework designed to cover all the aspects of testing, from unit to functional and everything in-between. It features innovative features and is geared at the professional developer in search of a testing framework that covers all styles of Java code, from mobile to enterprise. This talk will illustrate several features from TestNG enabling advanced testing techniques, such as:

Multithread testing  
Data-driven testing  
Using groups for a better organization of your tests  
Dependent testing  
... and much more

**SPEAKER: Cédric Beust (Senior Software Engineer, Google)**

Cédric Beust is the co-founder of the TestNG framework and a senior software engineer at Google. Cédric holds a PhD in computer science, and his interests include aspect-oriented programming, testing, tools, back-end and GUI and everything related to software engineering in general. Cédric maintains a weblog at <<http://www.beust.com/weblog>>[www.beust.com/weblog](http://www.beust.com/weblog).

**NEW MEETING LOCATION: UCSC Extension, 1180 Bordeaux Dr, Room 111 (check lobby directory for room update), Sunnyvale, CA 94089** <<http://www.ssqa-sv.org>><http://www.ssqa-sv.org>

**CONTACT:** Ken Doran, ASQ-CSQE, CQMGr, Chair, SSQA  
<<mailto:kendoran9@yahoo.com>>[kendoran9@yahoo.com](mailto:kendoran9@yahoo.com)

**CELEBRATING 20 YEARS OF SSQA**

**- Statistics Discussion Group, June 13, 2007, 6 to 8 PM at Applied Materials Bowers Cafe  
Topic: Automatic Shewhart-EWMA Control Charts**

**Abstract:** As the amount of critical process data increases due to automatic data acquisition systems and large databases, two problems present themselves. First, it becomes uneconomic to add sufficient staff to monitor and analyze all the data, and second, simple but effective tools must be provided to increase the capability of the engineer to interpret process performance changes accurately. The automatic Shewhart-EWMA control chart will allow us to address these needs. First a powerful automated control chart will substantially increase the capability of engineering to accurately monitor a very large number of processes via electronic exception reporting. Second, once process exceptions are found the engineer must search for assignable causes. To aid them an out-of-control signal matrix displays the exceptions for both input and output variables.

**Speaker Bio:** John J. Flaig, Ph.D. is managing director of Applied Technology, a consulting, training, and software publishing company. Dr. Flaig has given lectures and seminars in Europe, Asia and throughout the United States. His special interests are in statistical process control, process capability analysis, supplier management, design of experiments, and process optimization. He holds a doctorate in engineering and technology management from Southern California University, a master's degree in mathematics from the University of California, and a bachelor's degree in mathematics and economics from California State Polytechnic University. Dr. Flaig is a Fellow of the ASQ and an ASQ instructor. He has published over twenty research papers in areas such as process capability analysis, adaptive control charts, factor effects analysis, quality function deployment, optimal resource allocation, and supplier management. He is member of the Editorial Board of Quality Engineering, and Associate Editor of Quality Technology and Quantitative Management. Dr. Flaig is the author of commercial software for process capability analysis, and advanced control charting methods as well as developing seminars and training manuals for control charting, process capability analysis, supplier management, measurement system analysis and calibration.

**DIRECTIONS TO MEETING**

Applied Materials  
Bowers Cafe (aka Campus Cafe)

3090 Bowers Ave. Santa Clara, CA. 95054 (see map link below)  
[http://maps.yahoo.com/maps\\_result?ed=iMAnM.p\\_0TqISE32.k9gtGHYPE.M.HgU&csz=Santa+Clara%2C+CA&country=us&new=1&name=&qty=](http://maps.yahoo.com/maps_result?ed=iMAnM.p_0TqISE32.k9gtGHYPE.M.HgU&csz=Santa+Clara%2C+CA&country=us&new=1&name=&qty=)

\*\* From 101 (Going South from Palo Alto): \* Take the Bowers Ave exit and turn right at the light (i.e., headed west -- away from Great America). \* Go about 1/2 mile, you will cross Scott Blvd. \* Turn right at the second driveway after passing Scott Blvd. and park in the multistory car park in the rear. If you cross Central Expressway, you have gone too far. \* The Bowers Campus Cafe is behind Applied Materials building #2.

\*\* From 101 (Going North from San Jose):

\* Take the Great America Parkway exit and turn left at the light (i.e., go west -- away from Great America). \* Go about 1/2 mile, you will cross Scott Blvd. \* Turn right at the second driveway after passing Scott Blvd. and park in the multi-story car park in the rear. If you cross Central Expressway, you have gone too far. \* The Bowers Campus Cafe is behind Applied Materials building #2

- MEETING SCHEDULE: Our 2007 scheduled speakers and topics:  
(all meetings are on the second Wednesday of each month)  
Jun 13 - Dr. John Flaig – Shewhart-EWMA Automatic Control Chart  
Jul 11 - DOE Panel Discussion (Bring your questions)  
Aug 8 - Mr. Larry Robinson - Quality Function Deployment (QFD)  
Sep 12 - Mr. Mike Silverman - TBD  
Oct 10 - Mr. Fred Schenkelberg - TBD  
Nov 14 - SPC Panel Discussion (Bring your questions) and - Annual Speakers Dinner  
Dec 13 - No meeting, Happy Holidays

MEETING DETAILS: 6:00 to 6:30 pm Introductions and Networking; 6:30 to 7:30 pm Presentation; 7:30 to 8:00 pm Question and Answer Session  
LOCATION: Applied Materials Bowers Cafe (aka Campus Cafe) 3090 Bowers Ave. Santa Clara, CA. 95054 (see directions below). If possible please RSVP by Monday evening if you plan to attend so we can have the badges pre-printed for you. Pizza and soft drinks will be available (\$5.00 for 2 pieces of Pizza and \$1.00 for drinks -- water or cola).

Other Statistics Events - JMP offers two free training classes on Friday of each week to those interested in learning about JMP. Please see the JMP website [www.JMP.com](http://www.JMP.com) and search for webinars. They offer an introduction class at 10:00 am and a more advanced class at 1:00 pm. You can also download a free 30 day trial of JMP 6.0 from their website.

- Upcoming Reliability Seminars at Quanta Labs. For more details contact Mr. Terry Liu at: Quanta Laboratories, 3199 De La Cruz Blvd Santa Clara, CA 95054, Tel: (408) 988-0770, Email: [test@quantalabs.com](mailto:test@quantalabs.com)  
Website: [www.quantalabs.com](http://www.quantalabs.com)

#### ACKNOWLEDGMENT

These presentations are brought to you through:

1. The generous support of our outstanding speakers
2. The excellent facility accommodations provided by Applied Materials
3. The sponsorship of the American Society for Quality ([www.ASQ.org](http://www.ASQ.org))
4. The outstanding program management, planning, and communication provided by Rosetrina Flaig of Applied Technology ([www.e-AT-USA.com](http://www.e-AT-USA.com))

**- ISO Standards Discussion Group will meet July 17 at 1630 McCarthy Blvd, Milpitas. PLEASE NOTE THIS IS A NEW MEETING LOCATION.**

**Topic:** As the new leader of the ISO Standards Discussion group, Dirk van Putten would like the members to get to know him and his background. At the same time, Dirk would like to get to know the members and their needs and desires as related to standards. Also, the July meeting will be the first meeting held at Linear Technology in Milpitas. This meeting will be dedicated to getting to know each other and the new meeting location. Additionally, Dirk will share some of the resources and tools (i.e. websites, books, documents,...) that he uses as related to standards.

Speaker Bio: Dirk R. van Putten, Corporate Quality Audit Supervisor, **Linear Technology Corp., 1630 McCarthy Blvd • Milpitas, CA 95035**, (408) 432-1900 , e-mail: [dvanputten@linear.com](mailto:dvanputten@linear.com) Dirk is responsible for the development and execution of the quality and environmental internal audit programs for the corporate headquarters and he oversees the internal audit programs in Linear's satellite locations in Washington, Singapore, and Penang. Dirk also performs Sarbanes-Oxley financial audits for Linear Technology.

Dirk has successfully implemented ISO 9001, TS 16949, QS-9000 and ISO 14001 management systems. He has implemented and led multiple audit teams over the last ten years. In addition to his audit skills, Dirk has been an active member of the US Technical Advisory Group to ISO regarding quality management system standards since 1999.

Dirk has held the positions of Quality Assurance Manager, Quality Engineer, and Business Systems Quality Engineer in electronics and assembly industries in California. Before working in California, Dirk worked in the automotive industry in Michigan. He has experience in plastic injection molding, extrusion molding, metal stamping, welding, general assembly, electronics assembly, semiconductors and international contract manufacturing.

### **8) ASQ Certification Courses**

Below is the course summary for the 2007 Certificate Preparation Classes sponsored by the Silicon Valley Section of ASQ. If you're interested in the course, E-mail Bob Husar your contact information ASAP including FIRST/LAST NAME, daytime telephone, Course number interest (C01 – C14,) and class ID. Once the minimum class size is met, Bob will provide you with the registration instructions. **Bob Husar , Certification Prep Coordinator , 650.961.2550, Robert.Husar@L-3com.com**

**Some popular classes are scheduled but subject to cancellation from low enrollment. These classes have committed instructors to support you. Other classes will form on as requested basis. Any forward visibility is helpful, so ask NOW.**

### **ASQ Silicon Valley Section 0613 2007 Certification Preparation Class Schedule**

C01 - Certified Calibration Technician

**CCT-WN1** 10/18/07 – 11/15/07 – Thursday - 06:00PM – 10:00PM – Southbay – Instructor:Don Evans

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C04 – Auditing BIOMEDICAL

**CQAB-FA1** 8/29/07 – 10/17/07 Wednesday, 6:00PM - 9:30PM. South bay. Instructor: Brian Grigsby

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C06 – Quality Engineering

**CQE-FA1** 09/11/07 – 11/13/07 – Tuesday – 06:00PM – 10:00PM – Southbay – Instructor: Don Evans

**CQE-FA2** 09/22/07- 11/17/07 – Saturday – 08:00AM – 05:00PM – Southbay – Instructor: Don Evans

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C10 – Quality Technician

**CQT-FA1** 08/30/07 – 10/18/07 Thursday, 5:30PM – 8:30 PM.: San Jose. Instructor: Bob Husar

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C12 – Six Sigma Black Belt

**CSSBB- FA1** 08/22/07 – 10/17/07 Wednesday, 5:30PM – 8:30 PM. Milpitas. Instructor: Govind Ramu

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C13 – Six Sigma Green Belt

**CSSGB- FA1** 08/22/07 – 10/17/07 Wednesday, 5:30PM – 8:30 PM. Southbay. Instructor: Bob Husar

**9) Biomedical Courses for 2007 Fall Schedule is in preparation.**

The Biomedical course schedule and descriptions is available on the SV ASQ website <http://www.asq-silicon-valley.org>. **Contact Sylvester Muthini at [siliconvalleyregisgtrar@yahoo.com](mailto:siliconvalleyregisgtrar@yahoo.com) to register for all courses.** Include your name, home and work addresses, home phone, work phone, and e-mail address. For questions about the biomedical classes, contact [jbischof01@aol.com](mailto:jbischof01@aol.com).

Please note new class pricing. ASQ members have lower prices than non members. Members must supply member number to get member price. Unemployed persons have lower prices than employed persons.

Price coding is as follows:

NME = Non member employed price

ME = Member employed price

NMU = Non member unemployed price

MU = Member unemployed price

(To join ASQ phone 1-800-248-1946)

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**In Closing, remember to sign up for the June 20, 2007 Dinner Meeting at**

<http://www.asq-silicon-valley.org> - and join us in our continuing celebration of our 42nd Anniversary - 42 Years of Quality!

**“Most of us spend too much time on the last 24 hours and too little on the last six thousand years.” Will Durant, Historian**

Please send inputs and comments to SV ASQ E-News Editor, [m.shovlin@comcast.net](mailto:m.shovlin@comcast.net)