

## SV ASQ December ENEWS

This message is sent by the Silicon Valley Section of the American Society for Quality as a benefit of your membership.

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>.

### Contents:

- 1) Upcoming Special Events & News: Items of Interest to the Quality Community
- 2) January Dinner Meeting information (no December Meeting)
- 3) Future Meetings
- 4) Open Member Leadership Positions: Webmaster, Audit Chair, Program Chair, Regional Director
- 5) Member Certifications
- 6) Section Special Interest Meetings: SSQA, Statistics, ISO/Standards
- 7) ASQ Certification Courses for 2008
- 8) SV ASQ Biomedical Courses for 2008

### 1) Upcoming Special Events & News

- **Silicon Valley ASQ Leadership Meeting for January will be held Wednesday, January 2. Please join us Wednesday, January 2, 2008, at 100 N. Winchester Blvd., San Jose. Contact [Chandru Idnani at cidnani@yahoo.com](mailto:Chandru Idnani at cidnani@yahoo.com) to RSVP. Share your voice - participate in your Section planning and activity implementation throughout the year!**

- **SV ASQ Section #0613 volunteered to study the operations at Second Harvest Food Bank** in San Jose and Chandru Idnani and Ramesh Konda spent some time there on November 17, 2007, with Pat Ybabra, Director of Distribution and Logistics. Chandru and Ramesh helped by sorting and bagging various food items for distribution other food centers and studied the complete operations for this SHFB center. They will make recommendations on streamlining the overall operation to make it more efficient with dynamic item count by December 28, 2007.

-**New SV ASQ Fellows: Chandru Idnani and Govind Ramu** have been elected Fellows – congratulations!

### -- From the latest ASQ Faces of Quality: Deborah Blackmon Corporate Facilities Services Document Control Manager

Deborah Blackmon has this to say about quality processes in the organization and in the community. "The medical device and drug manufacturing industry has been actively transitioning from a paper-based work environment to an electronic data environment. To do this well, you first want to maximize the efficiencies of your personnel and equipment in your work processes. By analyzing the flow of paper through the plant, you can see where past process improvements and later process changes have gaps that were paper-mated together. Eliminate these gapped areas and establish a free-flowing work process that is adequately documented, and then go into transferring that clean process flow into your CMMS. "When processes are leaned and no-value-added steps are eliminated, you discover that value-add steps are created. The result is a more efficient process and a refocus of the workers to other job roles. This refocusing on value-add work does not necessarily result in removing personnel from the process. It moves the personnel into new roles (and new skill sets) that result in ever more productive systems. For example, manual review and close of maintenance work orders was automated. This removed the role of the document processor but created the role of document scanner for adding the datasheets into the automated system for online approval."

**- An OFFER for the ASQ Membership:** Come get a free 1½ hour session with Ingrid Gudenas, one of today's leading experts on the subject of communication skills. At the June ASQ dinner meeting, Ingrid gave a talk on communication that was very well received and she has been asked back in 2008. She has agreed to offer a free, no obligation communication evaluations to this hard working group. This offer will not be available indefinitely, so call us now to reserve your time!

You will get

- ❖ An evaluation of your skills by an expert in the subject!
- ❖ A detailed look at the 18 skills you need to handle difficult people and situations.
- ❖ An answer for what you can do right now that can drastically improve your ability as a communicator.

Write to [cris@trainingsuccess.com](mailto:cris@trainingsuccess.com) or call 510-797-6806 right now to schedule an appt with Ingrid. We look forward to meeting you!

**- BioDevice Group Meetings:** Networking meetings are held on the 1st, 3rd, and 4th Tuesdays of each month for unemployed biomedical professionals, or people wishing to get into the biomedical industry. Meetings are held at 8:30am at the Sunnyvale Employment Development Campus at 505 West Olive Ave., Room 510, Sunnyvale. Go to <http://www.biodevicegroup.org> for more information.

**- Special Event: The Baldrige Process – What's In It For Me, Personally, Professionally, and Organizationally.** Lunch and Learn at National University, January 16, 2008 – 11:30 – 1:30; \$20/members; \$25/non-members

The Silicon Valley Regional Council for Excellence invites you to a presentation about the benefits of becoming involved in the Baldrige process. Charlene Ashton, a business unit leader with National University, tells of her experience with Baldrige from both an institutional and personal perspective. She tells of her organization's use of Baldrige and CAPE feedback reports for process improvement along with her experience as both a Baldrige and CAPE Examiner and how they have helped her grow personally and professionally.

Dr. Ashton is the Associate Regional Dean in San Jose for National University. In addition to being involved in her organization's process improvement initiatives she has been a Baldrige Examiner for three years and a Senior CAPE Examiner for two years. She has fifteen years experience in business and ten years experience in higher education. To register, Contact Charlene Ashton, [cashton@nu.edu](mailto:cashton@nu.edu), 408-236-1101

**-Northern California Biomedical Discussion Group Meetings, fourth Wednesday of the month.** January 23, 2008 starts a new series on the **15 Elements of the FDA Quality System Regulations. Location and Directions: Stiefel Laboratories (formerly Connetics Corporation)**, 3160 Porter Drive, Palo Alto, CA 94304. [Click here for map](#) and additional directions. **From 101:** exit at Embarcadero/Oregon Expressway and carefully follow signs for Oregon Expressway (west). Oregon Expressway becomes Page Mill Road after 1.8 miles; continue for another 1.4 miles on Page Mill Road. Turn left on Porter Drive (traffic signal). Turn in the third driveway on the right. Follow the driveway directly past the first building you see on your left; you will see Stiefel straight ahead (Building 3160). **From 280:** exit on Page Mill Road north towards Palo Alto (toward the bay) for approximately 1.4 miles. Turn right on Porter Drive (traffic signal). Continue as above. **Please note that the building signs now say Stiefel, rather than Connetics. Registration: contact [bmcollu@yahoo.com](mailto:bmcollu@yahoo.com).**

**-Silicon Valley Regional Council for Excellence presents: The Legendary Ritz-Carlton Service,** March 17, 2008 at the Ritz-Carlton, Half Moon Bay, CA, 8 -12. In this half day seminar you will learn about the Ritz-Carlton Gold Standards, Daily Line Up, Business

Management Model, Building Customer Loyalty, Empowerment Process, and WOW Stories. For more information or to register, contact Charlene Ashton, 408.236.1101, [cashton@nu.edu](mailto:cashton@nu.edu).

**2) January Dinner Meeting, Join us on January 16, 2008 at the Biltmore Hotel for Quality in Education – Quality Finding Its Way Into Public Schools with Dr. Maurice Ghysels**

We start with a **free Tutorial, 5:30 - 6:30; then Dinner 6:30 – 8:30 at the Biltmore Hotel, 2151 Laurelwood Rd, Santa Clara, CA 95054 (408) 9881**. Meeting location: <http://www.hotelbiltmore.com/html/bay-area-family-getaways.asp#6> . Register at <http://www.asq-silicon-valley.org>.

**Abstract:** Quality in public education is making a positive impact in the classroom. The Mountain View Whisman School began embracing Quality in October 2006, leveraging the knowledge and expertise of ASQ. From strategic planning and goal alignment to customer satisfaction and classroom data centers, learn how Quality tools and skills are being deployed in classrooms with unexpected speed and acceptance by students, teachers, administrators and parents. Find out how you can become involved in this exciting and refreshing change.

**Speaker Bio:** Dr. Maurice Ghysels has 24 years of leadership and management experience and helps leaders become successful in public education, corporations and non-profit organizations. Maurice is currently the Superintendent of the Mountain View-Whisman School District located in the heart of California's Silicon Valley where he is committed to providing students with an *Education for the World Ahead*. With a passion for academic excellence, strong community and a broad worldview, Maurice works collaboratively on the behalf of all students. In this leadership capacity, he is held accountable to the School Board of Trustees and enthusiastically serves the parents and citizens of Mountain View.

Dr. Ghysels has experience not only as a teacher and educational leader; he also has extensive corporate and consultant experience. Prior to joining the Mountain View Whisman School District, he served as the Deputy Superintendent and Chief Operations Officer for the Campbell Union School District. Also serving as a middle and high school principal, he has worked in the school districts of Pleasanton, Mt. Diablo and San Ramon. Maurice began his professional career in California public schools as a high school teacher of economics, mathematics, music and leadership.

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

**December: No Dinner Meeting – Happy Holidays!**

**January 18, 2008: Maurice Ghysels on “Continuous Improvement Parallels with Industry & Education – Real Life Experiences”**

**February 20, 2008: Panel and open discussion on “Best Practices to Achieve Success in Certification Exams”**

**March 19, 2008: James Harrington on the Total Quality Equation**

**April 16, 2008: Brian Martin on “Current Global RoHAS Requirements”**

**May 21, 2008: Chuck Mignosa on “Quality is Magical but Quality Doesn't Magically Happen”**

**June 18, 2008: Ingrid Gudenas on “Assessing Training Effectivity”**

**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:**

- **Webmaster:** Help manage our new website – this is a great opportunity to practice your web skills and keep our new website lively and up to date. We will be going live soon and need a person with basic web skills. If you have these or know someone who does, contact Ramesh Konda at ramesh.konda@seagate.com.
- **Audit Committee Chair:** Our Audit committee member, Deborah Blackmon, requests anyone with auditing experience who would like to lead the Audit committee in developing an Audit Plan for 2008 to contact her at Blackmon.deborah@gene.com
- **Program Chair:** help plan & implement programs and activities; contact potential speakers & work with others to design programs. This is a fantastic position for making new contacts valuable in the world of Quality! Contact m.shovlin@comcast.net.
- **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! **Nominations will be opening for 2008-2009 SV ASQ Officers in January, 2008. Do you want to earn extra RU's, participate in an exciting leadership opportunity, and help build the future quality community of practice? Contact Marieann Shovlin at m.shovlin@Comcast.net**

For more information about any of these critical positions, you can 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, 6 PM, at 100 N. Winchester Blvd., Third Floor Conference Room, San Jose.**

**Special Announcement: ASQ Region 6 has opened nominations for Regional Director Bylaw/Policy Qualifications:**

- Senior member of the Society in good standing.

**Expectations:**

- Preferably have held section leadership position in the past or have leadership and management skills from other experiences.
- Have strong knowledge of ASQ's Bylaws, Policies & Procedures and Section Model Bylaws and uphold them.
- **Be able to commit sufficient time to fulfill role (approximately a minimum of 10 hours per week).**
- Attend SAC meetings/conference calls. Additional Board of Directors calls will be held if an RD is elected to serve on the Board.
- Have access to and be willing to communicate with headquarters (HQ) via email.
- *Have the support of one's employer to travel and conduct ASQ business during work hours* (participate in regular conference calls, take and make phone calls, emails and faxes) and to provide some financial support to travel to and attend certain meetings.
- Have name, address, phone, fax and email published for Society and section business purposes.
- **Must be available to and responsive to sections, other member leaders and HQ.**
- Support the Society and all of its programs and decisions.
- Keep the needs of sections, the Society and its members at the forefront.

**Regional Director Responsibilities – see ASQ website at <http://www.asq.org>.**

**5) Member Certifications**

The Silicon Valley Chapter of ASQ wishes to congratulate the following members who passed certification examinations October 20, 2007.

**Certified Quality Technician**

Nam Hoang                      Surinder Kaur  
Parampal Singh  
**Certified Reliability Engineer**

Sung Won Chung                Daniel Donahoe  
James Krepelka                Richard Thompson

**Certified Six Sigma Black Belt**  
K.N. Balasubramanian        Jackson Chang  
Colm Heavey                    Erik Houts  
Xuxian Niu                      Neeraj Pakala

Jason Stuck  
**Certified Manager of Quality/Organizational Excellence**

Truc Nguyen                    Eugenia Segal  
Submitted by Donald Mintz, Chief Certification Proctor

## 6) Section Special Interest Meetings

**- SSQA MONTHLY MEETING:** Tuesday, January 8, 2007 (**second** Tuesday), 6:30 - 8:15 pm, **HP Cupertino** (directions below)

**NEW MEETING LOCATION: Hewlett-Packard, Building 48, Oak Room  
19483 Pruneridge Ave** (near corner of Wolfe Rd, just off I-280), **Cupertino, CA 95014**

SSQA meetings are now held on HP's Cupertino campus at 19483 Pruneridge Ave in Building 48. HP's campus (bounded by Pruneridge, Wolfe, Homestead and Tantau) offers terrific freeway access to nearby I-280 (just 1 block away) and Hwy-85. A map of HP's Cupertino campus is posted on the SSQA home page. The Oak Room (our new home) is a comfortable 100-seat facility.

**SSQA:** The Silicon Valley Software Quality Association (SSQA) meets monthly to discuss topics of interest to software quality engineers, testers, and developers. SSQA meetings are FREE, open to the public, and held on the second Tuesday of each month at 6:30 pm on HP's Cupertino campus. No RSVP is necessary. See <<http://www.ssqa-sv.org>><http://www.ssqa-sv.org> for more details. SSQA is also the Software Quality Discussion Forum of the Silicon Valley section of the American Society for Quality (ASQ); event attendance thus qualifies for RUs towards recertification by ASQ and other professional societies.

<<http://www.ssqa-sv.org>><http://www.ssqa-sv.org>

**CONTACT:** Ken Doran, ASQ-CSQE, CQMgr, Chair, SSQA, kendoran9@yahoo.com

**-Statistics Discussion Group:** 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 at Applied Materials, Bowers Cafe (aka Campus Cafe), 3090 Bowers Ave., Santa Clara, CA. 95054 (see directions on the website at <http://www.asq-silicon-valley.org>). All meetings are on the second Wednesday of each month)

### 2008 scheduled speakers and topics:

Jan 9 - Mr. Jack Tomsy - Empirical Bayes Acceptance Sampling  
Feb 13 - Dr. Hong Liu - Comparing Shock vs Vibration ESS Systems  
Mar 12 - Mr. John Kendrick - AHP for Six Sigma Project Selection and Optimization  
Apr 9 - Mr. Ed Russell - TBD  
May 14 - DOE Panel Discussion  
Jun 11 - Dr. John Flaig ^ Sequential Simplex EVOP  
Jul 9 - Reliability Panel Discussion (Bring your questions)  
Aug 13 - Mr. Larry Robinson - Quality Function Deployment QFD  
Sep 10 - Mr. Arthur Zingher - A Leading Indicator Enables Better Life Test and Prognostication  
Oct 8 - SPC Panel Discussion  
Nov 12 - Mr. Chuck Boiler and Guest from JMP/SAS - TBD  
and - Annual Speakers Dinner  
Dec 10 - No meeting, Happy Holidays

**-The ISO Standards Discussion Group** meets the third Tuesday of every other month. Next meeting is January 15, 2008. The meetings are from 6 - 8 PM and are held at Linear

Technology Corp. 1630 McCarthy Blvd, Milpitas, CA 95018. Dirk van Putten (dvanputten@linear.com) leads this group.

**MEETING SCHEDULE:**

**January 15, 2008 - Joseph Tsiakals, Vice Chair of US Technical Advisory Group to ISO, Discussing new revision of ISO 9004**

**March 18, 2008 - Alka Jarvis, Chair of US Technical Advisory Group to ISO, Discussing changes to ISO 9001**

**- Attendance at Discussion Group meetings will earn you .2 recertification units for "professional development" from the ASQ.**

**7) Silicon Valley ASQ Section #0613 2007 Certification Preparation Course Schedule**

The Course schedule for 2008 is being developed. If you're interested in a particular course, E-mail Don Evans your contact information ASAP including FIRST/LAST NAME, daytime telephone, and Course title. Once the minimum class size is met, Don will provide you with the registration instructions. **Don Evans, Certification Prep Coordinator** , [DEvans@natus.com](mailto:DEvans@natus.com) 408.718.8189.

**INSTRUCTORS NEEDED:** If you are a subject matter expert in one of the Certification areas and/or have experience teaching these courses and want to become an instructor, contact Don Evans at , [DEvans@natus.com](mailto:DEvans@natus.com) 408.718.8189 for an instructor application. Don can send you a copy of the SV ASQ Section standards & requirements for instructors.

**8) Biomedical Courses for 2007-2008 Schedule**

The Biomedical course schedule and descriptions will be available on the SV ASQ website <http://www.asq-silicon-valley.org>. **Contact Jim Bischof at [JBischof01@aol.com](mailto:JBischof01@aol.com) to register for all courses and for a copy of the course schedule.** 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. Course payment is due when registering.**

To join ASQ phone 1-800-248-1946 or log on to <http://www.asq.org>.

**In Closing, remember to sign up for the January 16, 2008 Dinner Meeting** at <http://www.asq-silicon-valley.org> - and join us in our continuing celebration of our 43rd Anniversary - 43 Years of Quality!

**“Democracy is based on the conviction that there are extraordinary possibilities in ordinary people.” Harry Emerson Fosdick**

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

Compliance with the Can-Spam Act of 2003: This email is being sent in the course of normal Silicon Valley Section business to the email address of record. We are not responsible for forwarded emails. If you no longer wish to receive email communications from Silicon Valley Section, please [unsubscribe](#).

**The word “unsubscribe” in the footer message is a hyperlink to the following URL:**

[http://www.asq.org/java\\_members/emailpermission/execute/loginSetup?unsubName=SCTN](http://www.asq.org/java_members/emailpermission/execute/loginSetup?unsubName=SCTN)