

SV ASQ June 2008 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. And be sure to check out information on the website at <http://www.asq-silicon-valley.org>.

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1) Monthly Dinner Forum - Join us June 18, 2008 for an exciting evening on The Art of Communication with Ingrid Gudenas at the Biltmore Hotel, 2151 Laurelwood Rd, Santa Clara, CA 95054 (408) 9881. Meeting location: <http://www.hotelbiltmore.com/> Register at <http://www.asq-silicon-valley.org>.
Dinner Forum format: Business meeting at 5:30, Dinner at 5:45, Presentation 6:30 – 8:30.

TOPIC: The Art of Communication with Ingrid Gudenas

ABSTRACT: This talk is vital for anyone who wants to be effective in working with others. You will learn about a proven tool for gaining support and cooperation.

You will learn:

1. How to predict what people will agree with
2. How to communicate effectively with people who have completely different viewpoints from yours
3. How to gain respect
4. What will move people into action
5. How to sell your ideas
6. How to deal with difficult people
7. What to do when others are undermining constructive goals
8. What is the best way to get an indifferent person to become an active supporter
9. How to get people to break out of their "conservatism" regarding new things
10. How to help others to have a positive attitude
11. How to avoid mishandling emotional situations
12. How to handle personality conflicts and irate people
13. How to "read" and communicate effectively with the very wide variety of people you will encounter in the work environment
14. How to gain management buy-in for your initiatives

SPEAKER BIO: Ms. Ingrid Gudenas M.Ed., has been in the business of improving company metrics since 1983. She is the President of Effective Training Solutions®, an international training organization headquartered in Silicon Valley. Her clients span 25 countries and include Dell

Computers, IBM, Intel, Cisco Systems, Unisys, Hewlett Packard, Chevron, Wells Fargo, California Highway Patrol, Nintendo, General Electric and Pebble Beach.

Ingrid spoke last year at ASQ and her talk was very well received. This talk builds on that one and takes it further.

Meeting Location: **Biltmore Hotel**, 2151 Laurelwood Rd, Santa Clara, CA 95054 (408) 9881.
Meeting location: <http://www.hotelbiltmore.com/> **Register at** <http://www.asq-silicon-valley.org>.

2) Changed Registration Process: A note from Arrangements Chair, Glenn Hansen: Our new website has a different registration process. You now can pay via the security and convenience of Acteva. There are no extra charges to you for this service. Reservations made through this process are confirmed, and you get into the meeting more quickly. We are tweaking the process to be more user-friendly. For the time being if you have multiple reservations, you will have to register and pay for each person separately.

If you choose not to use Acteva, your electronic reservation is only held to the start of the meeting at 5:30 pm, the day of the meeting. And of course, the registration process takes a little longer.

Please remember to take a receipt at the Registration desk – whether you register via Acteva or not. These receipts provide evidence for company reimbursement and for Recertification points when recertifying. Thank You.

3) Future SV ASQ Dinner Meetings & Events

June 18, 2008: Ingrid Gudenas on “The Art of Communication”

July 16, 2008: Michael Gozzo on “Quality and the Supply Chain”

August 31, 2008: SV ASQ Annual Picnic – Join the Fun!

September 17, 2008: Malcolm Baldrige Quality Award & California Council for Excellence with Mike Gozzo, Charlene Ashton, Danny Lau, HP

October 15, 2008: TBA

November 19, 2008: Lisa Arnold of Cisco with Cisco Customer Service – Update

December – No Meeting, Happy Holidays!

January 21, 2009: Maurice Ghysels with Mtn. View Whisman School District Quality Program Update

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 to share your suggestions!

4) Upcoming Special Events & News

- Silicon Valley ASQ Leadership Meeting for May will be held Wednesday, June 4. Please join us Wednesday, June 4, 2008, at 100 N. Winchester Blvd., San Jose. Contact [Chandru Idnani at cidnani@yahoo.com](mailto:ChandruIdnani@yahoo.com) to RSVP.

Share your voice - participate in your Section planning and activity implementation throughout the year!

- FREE SIX SIGMA QUALITY IMPROVEMENT PROJECT OFFER

This summer I start my preparation for my ASQ Six Sigma Black Belt certification. I will have to complete a Black Belt project as a requirement. I am a Consultant in the Pharmaceutical Industry with Software Background. BS Mathematics, MBA Marketing, and Six Sigma Green Belt.

I am looking for a company which is interested for which I can perform a Six Sigma Quality Improvement Project. The project will be due by Dec. If interested, please contact me ASAP as I need to determine and define my project by the end of June. Thank you.

Majella Pinto, pmajella@yahoo.com, (408) 489 3687 cell, (408) 378 2944 Home

- Please note that presentations from the dinner meetings are uploaded on our new website (under Presentations menu). Here is the link: http://www.asq-silicon-valley.org/index.php?option=com_docman&task=cat_view&gid=17&Itemid=31

Check out our website – we are populating it with many features and need your feedback: <http://www.asq.silicon-valley.org/>!

- An OFFER for the ASQ Membership: Come get a free 1 ½ 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 evaluation 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 or call 510-797-6806 right now to schedule an appt with Ingrid. We look forward to meeting you!

Come hear Ingrid speak about Communications at the June 18 Dinner Forum!

- 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.

- American Society for Quality Silicon Valley Section Scholarship and Awards Program – for information on the the Eberhart Memorial Scholarship and the Flaig Prize for Best Quality Paper click on <http://www.asq-silicon-valley.org/content/blogcategory/26/47/>

-Northern California Biomedical Discussion Group Meetings, fourth Wednesday of the month. JUNE Forum: June 25, 2008, 7 – 9 PM. NCDG continues its series on the 15 Elements of the FDA Quality System Regulations with Document and Records Control. This month's speaker is Deborah Blackmon of Genentech. The session Moderator will be Jim Bischof.

Location and Directions: Stiefel Laboratories (formerly Connetics Corporation), 3160 Porter Drive, Palo Alto, CA 94304. **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. For more information and registration:** <http://www.asq.org/biomed/index.html>.

5) Section Special Interest Meetings

SSQA MEETING: Tuesday, June 10, 2008, 6:30 - 8:15 pm

TOPIC: "Total Automation" with Sachin Bansal (Senior Quality Engineering Manager, Adobe Systems)

ABSTRACT: Sachin Bansal of Adobe Systems will discuss automation strategies that could be followed (regardless of product or language) to achieve the total automation of quality engineering tasks in a fast-paced software life cycle. Sachin will demonstrate different automation subsystems, how they work together, execute tests, collect data, archive data, and present the data on-demand for analysis. The architecture of user-friendly regression, performance and reliability test automation frameworks for system testing will be discussed. Sachin will also outline some challenges of and learnings from an ongoing journey of total automation. With the help of distributed automation, his team has been able to reduce testing time while increasing test coverage. Sachin will present actionable suggestions for solving these critical problems, and provide a road map for successful global testing and test automation.

SPEAKER BIO: Sachin Bansal is Senior Quality Engineering Manager at Adobe Systems. He has extensive experience designing and developing customized user-friendly server-side testing frameworks. His research interest is mostly in client-server and database technologies. Before joining Adobe, he held engineering and management positions at i2 Technologies and BlackPearl Inc. Sachin graduated from the Indian Institute of Technology (IIT) Kanpur and has a Masters from the University of Wisconsin-Madison. He's an enthusiastic speaker who spoke to SSQA in February 2007 and demonstrated an early prototype of a total automation system.

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 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 is a comfortable 100-seat facility.

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. SSQA is also the Software Quality discussion forum of the Silicon Valley section of the American Society for Quality (ASQ); SSQA attendance thus qualifies for RUs towards recertification by ASQ and other professional organizations. <http://www.ssga-sv.org> **CELEBRATING 20 YEARS OF SSQA!**

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

-Statistics Discussion Group Meeting, June 11, 2008, The Statistics Discussion Group cordially invites you to attend a free presentation. Agenda: 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

Please forward this invitation to your colleagues, and if possible, RSVP to johnflaig@yahoo.com at least two days prior to the meeting if you plan to attend, so that we can print name tags.

Topic: Notched NAVMAT ESS When You Can't do HALT and HASS with Dr. Don Mintz

Abstract: Notched NAVMAT ESS is a protocol for Environmental Stress Screening which should be utilized if you don't have the spares or repair capability necessary for HALT and HASS.

Speaker Bio: Don Mintz holds a Ph.D. in chemistry from Cal Tech and a B.S. from Yale.

Dr. Mintz and has done R&D in the fields of uranium isotope enrichment, mass spectrometer design, and wafer metallization system design. For 20 years he was employed in the semiconductor fabrication equipment industry, first at the Varian Thin Film Technology Division and later at Applied Materials. Most recently, Dr. Mintz spent 13 years as a reliability engineer at Applied Materials. Reliability engineering activities focused on evaluating new designs: reliability testing, failure analysis, and reliability modeling.

Dr. Mintz published a number of papers in variable angle phototelectron spectrometry and mechanisms of unimolecular fragmentation early in his career. Currently, he holds 15 patents in the field of semiconductor wafer fabrication equipment and processes. Don is the Secretary and Chief Proctor for ASQ Section 0613 (Silicon Valley Section) certification exams and Vice Chair of the ASQ Statistics & Reliability Discussion Group. He is also a member of the MAA, ACS, and ASMS. In addition he is a pretty good fisherman.

MEETING SCHEDULE

Our 2008 scheduled speakers and topics: (all meetings are on the second Wednesday of each month)

Jun 11 - Dr. Don Mintz - Notched NAVMAT ESS if you can't do HALT

Jul 9 - Reliability Panel Discussion (Bring your questions)

Aug 13 - Mr. Larry Robinson - Quality Function Deployment QFD

Sep 10 - Dr. Arthur Zingher - A Leading Indicator Enables Better Life Test and Prognostication

Oct 8 - SPC Panel Discussion (Bring your questions)

Nov 12 - Mr. Chuck Boiler and Guest from JMP/SAS - TBD
and - Annual Speakers Dinner

Dec 10 - No meeting, Happy Holidays

MEETING LOCATION: Applied Materials, Bowers Cafe (aka Campus Cafe), 3090 Bowers Ave. Santa Clara, CA. 95054 (see directions below)

FOOD AND DRINKS: Pizza and soft drinks are usually available at the meeting (\$5.00 for 2 pieces of Pizza and \$1.00 for drinks - water or cola).

Additional Educational Opportunities in Statistics

- JMP/SAS - JMP offers a free training class on Friday of each week to those interested in learning about JMP. Please see the JMP website www.JMP.com and search for webinars. They offer an introduction class at 10:00 am. You can also download a free 30 day trial of JMP 7.0 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, Website: www.quantalabs.com

- ISO Standards Discussion Group: ISO Discussion Group Meeting, June 17, 2008 at Carrows Restaurant

Topic: "Impact of New Materials and Processes on Manufacturing: Green (Pb and halide free), RoHS experience" with Chandru Idnani, President, Enterprise Consulting,

For more information, contact Mohammed Kazemi, Mohammad.Kazemi@baesystems.com

All meetings will be held at 100 N. Winchester, Santa Clara, CA. Future meetings are scheduled for the 2nd Tuesday of every other month. cidnani@yahoo.com

Abstract: Currently most of the Electronic industry is compliant to RoHS 6/6 with the exception of Telecom and Computer Server industry which is compliant to RoHS 5/6 and has up to 2010 to become ROHS 6/6 compliant.

HSPM process-based Technical Documentation proves the producer's internal system to ensure RoHS compliance per EIC/ECCB 954 standard. This specification covers compliance both within the company and within the supply chain as organization's quality and management system.

HSPM Certification improves: operational results, reduces compliance costs, gains competitive advantage.

New RoHS Customer requirements affect: Design Process, Supply chain, Material Management., Operations, and Finished Goods Management.

The RoHS compliant SAC305 alloy has replaced the old SnPb solder successfully for the assembly of PCB's with good reliability data. SAC305 alloy is environmentally friendly and it generates less dross (impurity formed on the surface of the melt) compared to other lead-free alloys. Use of many other Bromides and Halides, (Bromine, Chlorine, Antimony, which are < 900 ppm but) considered as green materials is also prohibited per this initiative. China-11, California SB-50 are other initiatives that will contribute to clean environment of those regions. RoHS initiative has contributed greatly to the Earth's green environment.

Speaker Bio: Chandru Idnani: Chair for ASQ-SV chapter 0613, BSEE, MSEE, MBA
Professional Certifications: CQA, RAB (ANAB) Lead Auditor (17 years), IEC/IECQ HSPM Lead Assessor, and HSPM Implementer, Examiner for the board of Examiners of the California Governor's Golden State Quality Awards for 1997 & 1998.
Professional Leadership: Quality Manager in Computer and Networking industries for 10 years
Consultant in Quality Management Systems, Quality Training, ISO-9001:2000, as well as Component Engineering specializing in RoHS compliance
Fellow Member of ASQ, Member of Santa Clara Valley IEEE Engineering Management Society.

6. Other Section Events

- Scholarships and Awards: The Silicon Valley section of the ASQ offers \$1000 scholarship awards to students attending local colleges. The section also sponsors a Quality paper competition with prizes of \$1000, \$500, and \$250. For Members. Please see the section website for details: <http://www.asq-silicon-valley.org>

Our initial 2008 Eberhart Scholarship Awards winners are
Ms. Michelle Mai , GPA: 4.00, Major: Environmental Science and
Ms. Quynh Mai Nguyen, GPA: 3.75, Major: Biochemical Engineering
Congratulations! These students will receive their awards at the June dinner Forum.

- We are pleased to congratulate one of our Section members on his recent award of the Golden Quill, Govind Ramu. Govind is also a new Fellow.

"The ASQ Quality Press Golden Quill award is presented annually to authors of new books published by ASQ. The award recognizes authors who exemplify hard work and dedication to advancing the quality profession through their contributions. Golden Quill recipients are recognized annually at ASQ's *World Conference on Quality and Improvement* during a reception honoring ASQ authors, editors, and content reviewers".

- Another one of our Section members, Marieann Shovlin, was awarded the ASQ Leadership and Distinguished Service award.

- SV ASQ Service Opportunities: The Silicon Valley Section of the ASQ is looking for individuals that would be interested in joining the Executive Committee (EC). The EC sets direction and selects activities for our section. Several positions are available where your skills can be used to manage one of the largest and most active chapters of the American Society for Quality. We are currently seeking a Section Historian and an assistant newsletter editor. For more information please contact the section chair Chandru Idnani at cidnani@yahoo.com.

7. Member Certifications

The Silicon Valley Section congratulates the following section members who achieved certification in the March 1, 2008 certification exam:

Certified Biomedical Auditor
Victoria Brunmeier Bill Peterson

Certified Reliability Engineer

Stephen Magie

Certified Six Sigma Black Belt

Dale Bayley

Serrena Carter

Sudhir Chivukula

Jack Hahn

Sigal Pashinski

Certified Manager of Quality/Organizational Excellence

Robert Coleman

Neil McMillan

Deana Wiseman

Submitted by Donald Mintz

Silicon Valley Section Chief Certification Proctor

Exam Statistics on who took the exam/passed

| exam | took | passed/613 | passed/other |
|-------|------|------------|--------------|
| CBA | 2 | 2 | |
| CQT | 1 | | 1 |
| CRE | 7 | 1 | 2 |
| CSSBB | 10 | 5 | 3 |
| MGR | 6 | 3 | 1 |
| HACCP | 1 | | 1 |
| total | 27 | 11 | 8 |

8. ASQ Certification Courses for 2008 - Current Certification Exam Schedule.

Certification Courses assume participants have had experience in the field they are preparing for and are directed specifically to certification test preparation.

| Course | Dates | Day | Time | Location | Instructor |
|--------|----------------------|-----------|-----------|----------|-------------------|
| CQE | March 18- May 20 | Tuesdays | 6 – 10 PM | Lifescan | Don Evans |
| BPIS | March 20- April 3 | Thursdays | 6 – 10 PM | TBD | Don Evans |
| CSSGB | April 1-May 20 | Tuesdays | 6 – 10 PM | TBD | Chuck Mignosa |
| CQA | April 10-May 15 | Thursdays | 6 – 10 PM | Lifescan | Ruxandra Avram |
| CCT | April 24-May 22 | Thursdays | 6 – 10 PM | TBD | Don Evans |

Registration by email to dfevans-1@comcast.net (Don Evans)

Registration forms will be sent by return E-mail. Classes may be cancelled due to insufficient number of registrations.

9. Biomedical Courses for 2008 Schedule

The Biomedical course schedule and descriptions is available to download on the SV ASQ website http://www.asq-silicon-valley.org/component/option.com_docman/task.cat_view/gid.38/Itemid.31/.

Contact Jim Bischof at JBischof01@aol.com to register for all courses and/or 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.

In Closing, remember to sign up for the [June 18, 2008 Dinner Meeting](http://www.asq-silicon-valley.org) at <http://www.asq-silicon-valley.org> - and join us in our continuing celebration of our 43rd Anniversary - 43 Years of Quality!

***"War does not determine who is right--only who is left."
Bertrand Russell, Source UN Council On Ethical Organizations***

Please send inputs and comments to SV ASQ E-News Editor, m.shovlin@comcast.net

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