

## **SV ASQ March 2009 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>. You will find technical and certification course information, SV ASQ contacts, past meeting presentations, job postings and more!

### **- BACK BY SPECIAL REQUEST - JOB SUPPORT DISCUSSION & NETWORKING GROUP**

The Section has reinstated the Job Support Discussion & Networking Group sessions before the monthly Dinner Forums. The sessions are open to all unemployed members who have a desire to share their job search activities and frustrations and hopefully gain some new ideas for enhancing their job search. If you know of anyone that has an open position that they are trying to fill, bring the information along to share with someone. The session will start at 5:00 PM and run to 6:00 PM, effective with the April meeting.

Our March Dinner Forum will be a Networking event with the Golden Gate & San Francisco Sections and an excellent opportunity to expand your networks – so come on down to Jillian's, San Francisco, March 19, 6 to 9 PM. Register at <http://www.acteva.com/booking.cfm?bevaid=175808>

### **March ENEWS Contents:**

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**1) Join us Meeting for the March Dinner Forum March 19, 2009, (Special Day – Thursday) - It's All About the Networking! Join us for the ASQ Bay Area Networking Social on March 19.**

**We recognize that networking with other quality professionals across industries is a valuable way to learn from the best practices of other professionals. We also realize that Bay Area ASQ members often live in one Section's service area and work (or are job hunting or recruiting) in another Section's service area.**

**So we are excited to announce this event co-hosted by the Golden Gate, Silicon Valley and San Francisco Sections of ASQ. This gathering will give you the opportunity to share ideas with other quality professionals and practice your networking skills in real time. And the Sections are underwriting much of the cost so the price is only \$15 for all the fun and food!**

**The event will be held at Jillian's in San Francisco, conveniently located in the Metreon at Fourth and Mission, a block from Powell BART/Muni station and a ten to fifteen minute**

walk or fifteen minute Muni light rail ride from the Caltrain station at Fourth and King. There is also extremely convenient parking across the street in the Fifth and Mission Garage.

We will start at 6:00pm and end at 9:00pm. Networking fun, Hors d'oeuvres, and pool tables will make your evening one to remember. Jillian's also has a great no-host bar. To register for this event: <http://www.acteva.com/booking.cfm?bevaid=175808>

**NOTE:** Surveys indicate that 50% to 75% of people found their last job through networking. You can network several ways, including networking by phone, giving a presentation, or networking face-to-face. This article will focus on three types of face-to-face networking: one to one, one to many (e.g., in a meeting), and many to many (e.g., at a conference). There are many opportunities for face-to-face networking, including professional association meetings, social gatherings, and job fairs. The mechanics, tips, and tools in this article are applicable to all three types and to the different situations. You must decide which types and places work best for your face-to-face networking. This link gets you to an interesting networking site: [http://sciencecareers.sciencemag.org/career\\_magazine/previous\\_issues/articles/2002\\_05\\_10/noDOI.1453519253429006978](http://sciencecareers.sciencemag.org/career_magazine/previous_issues/articles/2002_05_10/noDOI.1453519253429006978)

To register for upcoming Bay Area ASQ events: <http://upcoming.yahoo.com/group/5069/>

- Please note that presentations from the dinner meetings are uploaded on our 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](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/>!

- **ASQ Course Contest – win an ASQ online class – all it takes is an email.** ASQ Section 0613 invites you to participate in a blind drawing for an online prepaid class. If you are interested in the class send an email to Don Evans at [dfevans-1@comcast.net](mailto:dfevans-1@comcast.net) with Name, return email, and ASQ member number. This month's drawing is for on line course "Process Auditing Techniques".

## 2) Future SV ASQ Dinner Meetings & Events

March 19, 2009 Special Thursday Meeting in SF – Bay Area ASQ Section Networking Meeting – Silicon Valley, Golden Gate and San Francisco Network in San Francisco! Details at <http://www.asq-silicon-valley.org/content/view/197/64/>

April 15, 2009 Social Responsibility, Risk, Reliability, and Uncertainty with Larry George

May 20, 2009 QMS - Starting from Scratch with Kevin Van Dewark

June 17, 2009 Quality Tools for Difficult Economic Times with Ron Person

July 15, 2009 TBA

August 23, 2009 Silicon Valley ASQ Picnic – All Members are Invited!

We are planning our 2009 meetings and looking for innovative ideas. Is there a place you want to tour to see a 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 the Program Chair, Greg Novacek at [greg.novacek@lamresearch.com](mailto:greg.novacek@lamresearch.com) to share your suggestions!

### 3) Upcoming Special Events & News: Items of Interest to the Quality Community

- **Silicon Valley ASQ Leadership Meeting for March will be held Wednesday, March 4, 2009 6 to 8 PM at a NEW LOCATION – BAE, 2904 Orchard Pkwy, between First St. and Plumeria. This is the ONE STORY building, next to the two-story building on the corner.**  
There is a conference room off of the MAIN LOBBY. Please RSVP to Glenn Hansen at [glenn.hansen@thermofisher.com](mailto:glenn.hansen@thermofisher.com).

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

#### **- CALL FOR OFFICER NOMINATIONS!**

**Nominations are opening for 2008-2009 SV ASQ Officers for 2009-2010. Do you want to earn extra RU's, participate in an exciting leadership opportunity, and help build the future quality community of practice? Contact Chandru Idnani, Nominations Chair at [cidnani@yahoo.com](mailto:cidnani@yahoo.com) to apply for a Leadership role!**

#### **Officer Elections will be held for:**

**Chair** - Serve as Chief Executive Officer of the section. Oversee all aspects of section management and lead all member leaders. Function as primary contact for regional director and headquarters

**Vice Chair** – Stand-in for the Chair as required; responsible for specific programs as assigned.

**Chair Elect** – Prepare to back-up the Chair; responsible for preparing the Section Management Plan for submission and other duties as assigned

**Treasurer** - Oversee Section funds; maintain accurate Section financial records; and report on financial condition of the Section at times directed by the bylaws and policies and procedures. Some previous financial/Treasurer experience preferred.

**Secretary** - Document section business and maintain records of the section and serve as the official correspondent of the section.

#### **-Another SV ASQ Member Benefit! Free 1.5 hours course on Introduction to Lean Six Sigma Web-Based Training from <http://www.qualitytrainingportal.com/index.html> to a program attendee drawn from the SV ASQ fish bowl each month. This course is worth \$35.**

The name/email address drawn by the section program chair at the end of the event will be mailed to Govind Ramu who will set up the profile and provide access to the free training.

Introduction to Lean Six sigma Course Objectives:

1. Understand the scope and breadth of a Lean Six Sigma initiative.
2. Gain an understanding of what waste is and how to identify it so that it can be reduced.
3. Become aware of variation and techniques to reduce it.
4. Become familiar with the DMAIC team project model.
5. Be aware of the infrastructure needed to support a Lean Six Sigma effort.

Other small courses the winner can choose from:

Role of a Champion (1/2-credit)

Mapping Office Workflows (1/2-credit)

Lean Process Layouts (Micro-Mapping) (1/2-credit)

Value Streams (Macro-Mapping) (1/2-credit)

Six Sigma Start-Up

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

### **- FREE: Certification Exam Preparation Webinar**

This webinar, featuring one of our most experienced certification subject matter experts, is free (\$100 value) for a limited time. The webinar will help you:

Select the perfect reference books to take to the exam.

Develop a detailed review plan.

Decide if you need to take a refresher course.

Use practice exams to pinpoint areas for additional study.

<http://click.asqemail.org/?ju=fe3016717c650678751077&ls=fd1137070670d747517727d&m=ff2f17797766&l=fe6215757160047b7c14&s=fdef1579776d0d7577147370&jb=ffcf14&t=> Register and listen in now in the comfort of your home or office.

**-Northern California Biomedical Discussion Group Meetings - Next Meeting: March 25, 2009, 7 – 9 PM, Topic: Management of Non Conforming Materials in the Medical Device Industry with Christopher Devine, Boston Scientific.** Christopher will cover ISO 13485 and QSR requirements, sources of nonconforming materials and current industry practices.

**LOCATION: Triple Ring Technologies, 39655 Eureka Drive, Newark, CA 94560-4806. For more information and registration: click <http://www.asq.org/biomed/index.html>.**

### **- Discover Ways to Improve Your Meeting Effectiveness with Facilitation Training!**

ToP Facilitation Methods Courses, April 2-3 & June 25-26 in Oakland.

Make your meetings more productive with “Meetings from Heaven, May 7. Change in your world? Register for “Facilitating Change in Whole Systems”, May 28-29, More information at

<http://www.strategicfacilitation.com>.

**- 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.

### **- 2009 Spring Conference of the ASQ Biomedical Division**

**Supplier and Process Quality Workshop:** Meeting Regulatory and Business Requirements with Design of Experiments, Statistics, and Audits - Monday, March 30, and Tuesday, March 31, 2009, Marriott San Francisco Airport, Burlingame, CA  
By outsourcing, medical device manufacturers can focus on more strategic, value-added projects, and divert substantial funds to research and development. However, outsourcing requires a new set of quality system controls to assure safe and effective devices.

Help your company enhance its outsourcing activities by attending this conference and learning from experts about the essential requirements for success.

Special room rate of \$149/night at the Marriott until March 13 or sold-out. Registration includes breakfast, lunch, breaks, Monday night reception, and all handouts.

**Details and registration at**

<http://cts.vresp.com/c/?ASQBiomedicalDivisio/b875e6f979/0c0d3c9e10/8077a67775>

Questions? Contact: Gregory Meyer

email: <mailto:qualmeyer@gmail.com>qualmeyer@gmail.com

**- 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/>

**-Yet another SV ASQ Member benefit – join the Bay Area Linked-in Group and keep in touch with all members of the Bay Area ASQ Sections – Golden Gate, San Francisco and Silicon Valley! Click on**

<http://www.linkedin.com/groups?gid=146713> and sign up. You can keep in touch, start a discussion around a topic of interest, join in other discussions...

**- San Francisco Section: San Francisco, Section: <http://asq-sf.com/>**

**4) Silicon Valley Section Special Interest Meetings**

**- SSQA MEETING: Tuesday, March 10, 2009, 6:30 to 8:15 pm**

Our speaker will be announced shortly.

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

A map of HP's Cupertino campus is posted on the SSQA home page. The Oak Room 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>>**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); SSQA attendance thus qualifies for RUs towards recertification by ASQ and other professional organizations. <http://www.ssqa-sv.org>

**CELEBRATING 21 YEARS OF SSQA!**

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

**-Statistics Discussion Group Meeting, March 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

Topic: Analysis of Some Enlightening Problems with Mr. Ed Russell

Abstract: Some very common problems are often overlooked as uninteresting, unimportant, or simply as being too complicated when data is analyzed. However, in many cases a more thorough analysis may lead to very different conclusions. We will examine a few data analysis settings.

The first scenario is the Monte Hall Door Problem which is essentially a confusion between the mathematics of probability and the mathematics of ignorance. In the problem a contestant picks one of three doors, behind one of which is a valuable prize. Monte Hall then may or may not open one of the remaining doors and ask the contestant if they want to switch to the other door, which is still closed. Many people, statisticians included, have looked at this problem and recommended always switching claiming the odds of winning after switching doors is twice as high as sticking with the original pick. Monte Hall, even after looking at these "enlightened" analyses claims that

the odds on the show were 50-50 if the contestant switched doors. Virtually everyone claims Monte Hall is wrong. It turns out Monte Hall could easily have been correct and the "enlightened" analyses are wrong simply because they made a bad assumption.

The second scenario is an analysis of data which suffers from Simpson's Paradox. This is a common problem encountered in the so-called mining of databases. We will show what can happen, and often does, when the data is analyzed with and without awareness of Simpson's Paradox. Once you understand this problem you will begin to understand why black-box datamining methods find "relationships" which don't exist.

The third scenario occurs in designed experiments. Clients are often resistant to gathering data in a completely randomized manner. They may want to impose a structure on how the experiment proceeds due to reduced expense or time. In most of these cases, the client also does not want to add the additional observations which will make the data analyzable. We will show a case where sufficient data was collected to analyze the results in the "usual" way and in a manner which accounts for the structure. The conclusions are not the same.

**Speaker Biography:** Ed Russell manages Statistical Modeling at National Semiconductor where he primarily supports full automation and analytical evaluation of SPICE Models, Design Rules, and Silicon Selection. Prior to working for National, Ed served as a statistical Black Belt at Sun Microsystems developing and teaching statistical design methodology for 65, 45 and 32nm CMOS circuit design. In the semiconductor industry, Ed has also served as: Reliability Director and Manager of Statistical Information systems for Cypress Semiconductors; Senior Manager for Business Process Programs, Quality Manager, and Statistician for AMD; and Manager of Statistical Programs for Sematech. Earlier in his career, Ed has worked in various roles as: a geophysicist, a statistician, and a systems analyst / programmer.

Ed received an MS in Mathematical Statistics from Purdue University with a focus on Decision Theory and Test of Hypothesis. In addition, he has a formal background in: Biostatistics at the University of Washington, Multivariate Analysis at Ohio State University, and Geophysics at the University of Houston. Ed holds one patent in reliability and has five additional patent applications in process, primarily in circuit design.

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

**- Changes in the ISO 9001:2008 Standard, Thursday, March 5, 2009, 7 to 9 PM – FREE. Register by email to [chuck @isosys.com](mailto:chuck@isosys.com) or call 408.346.0153.**

## **5) Other Events**

**- Scholarships and Awards:** The Silicon Valley ASQ Section provides several scholarship and award opportunities. It offers several \$2000 Eberhart scholarships to students attending local colleges. The section also sponsors a Quality paper competition with prizes of \$1000, \$500, and \$250. And an award is also given to Section members who publish quality related articles, papers, or books. Please see the section website for details: <http://www.asq-silicon-valley.org>. This program is administered by Dr. John Flaig.

**- SV ASQ Service Opportunities:** The Silicon Valley Section of the ASQ is looking for individuals that would be interested in joining the Leadership Committee (LC). The LC 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 Sections of the American Society for Quality. **We are currently seeking a Section Historian and a Newsletter Editor. For more information please contact the section Chair Ramesh Konda at [ramesh.konda@seagate.com](mailto:ramesh.konda@seagate.com).**

**- Announcing New Workshop: FDA Calibration Requirements for QSR and CGMP**

## **May 11-13 / May 19-21**

Billerica, MA, Sypris Test & Measurement, May 11-13, 2009  
San Fran Bay Area, Elan Pharma, May 19-21, 2009

Our new 2.5 day workshop is designed to assist in evaluating, developing and implementing quality calibration systems for companies that want to meet the QSR (the Quality System Regulation - formally known as cGMP requirements for the FDA), ISO 9000, and ISO 13485 standards; or to simply have a quality system for their calibration function/department. Your companies size has nothing to do with the requirement for training. If any company wants to meet FDA requirements, they must show adequate training for all those involved. It is a mandatory requirement.

\$1295. per person, group and government rates available; 20 hours of elearning prep, course notes, Paperless textbook, CD and of course lunch are all included!

We have feedback forms available from previous workshops. Please let us know if you would like to review.

Paul Hanssen, Pres, WorkPlace Training, Inc, 952 471 8554, [www.wptraining.com](http://www.wptraining.com)

Past attendees: Johnson and Johnson, St Jude Medical, Medtronic, Boston Scientific, Millipore, TEVA USA, Covidien, Celestica, Eli Lilly

Enroll Today!

<http://rs6.net/tn.jsp?t=jhkj9xcab.0.0.ze9x4vcab.0&p=http%3A%2F%2Fwww.wptraining.com%2Ffdaworkshop.pdf&id=preview> Download enrollment materials and workshop details.

## **6) Latest Member ReCertifications**

**The Silicon Valley Chapter of ASQ congratulates the following members who are recently recertified in 2009:**

Cynthia L. Heintzelman, CQM; Michael Hsieh, CQA, CQE, CRE, CQM, CSQE; Paul Shahan, CQA, CQE; Scott Cooksey, CQA, CBA (BQA); Linda Garcia, CQA; Ravi Chandra Edupuganti, CQE, CSSBB; Naymisha Patel, CQA; Ronald Taylor, CQE, CSSBB; Jeffery Wilkins, CQE

## **7) ASQ Certification Courses for 2009 - Current Certification Exam Schedule.**

**Check our Certification Calendar:** <http://www.asq-silicon-valley.org/content/view/126/37/>

**For course schedules.**

### **Certification Benefits:**

Certification is a powerful résumé-building tool you can use to advance your career. ASQ offers a variety of certification programs to meet your needs. In a tough economic climate, it is important for you to improve your worth to your employer and the job market.

### **Certification allows you to:**

Achieve increased proficiency.

Demonstrate professional and personal accomplishment.

Invest in your career and demand top dollar.

### **Ways your employer benefits from certification:**

Employees perfect and share new techniques and emerging technologies with their peers.

Investment in organization's future quality operations.

Knowledgeable employees who assure product and service quality.

Certified employees indicate organizational excellence.

So don't wait, apply for certification today! **You will need to apply by January 16th to take part in the March 7th exams.** If you're an ASQ member, you'll save money on the application fee.

### **Upcoming Courses:**

**CQE course is scheduled to start March 25. Instructor will be Dr. John Flaig. Course fee will include books - early registration will insure that books will be available on first day of class.**

**CQA Certified Quality Auditor, starts Apr. 9**

**CSQE Certified Software Quality Engineer, starts Apr. 9**

## **CSSGB Certified Six Sigma Green Belt, starts Apr. 14**

Contact Don Evans at [dfevans-1@comcast.net](mailto:dfevans-1@comcast.net) to register for a class. If your company can sponsor classes with conference room space that can be used as a class room please let Don Evans know. Discounts are available for students from the sponsoring company. Classes maybe canceled due to insufficient registration. Registration forms will be sent by return E-mail.

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

Check the SV ASQ web site for the 2009 schedule.

<http://www.asq-silicon-valley.org/content/category/5/19/37/>

## **8) Technical Courses (includes Biomedical and other Courses) for 2009 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/](http://www.asq-silicon-valley.org/component/option,com_docman/task,cat_view/gid,38/Itemid,31/).

### **Upcoming Classes:**

**Basic Design of Experiments, Mar. 21, 28**

**ISO 13485:2008 – Implementation and Transitioning of the QMS for Medical Device Organizations, Mar. 24, 26**

**Complaint Handling, Medical Device Reporting, Feb. 20**

**Recalls, Corrections and Removals, Apr. 4**

**To register, contact Jim Bischof at [jbischof01@aol.com](mailto:jbischof01@aol.com)**

**Contact Jim Bischof at [JBischof01@aol.com](mailto: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](mailto:jbischof01@aol.com).

### **In Closing, remember to RSVP for the March 19 Networking & Dinner Forum at**

**<http://www.asq-silicon-valley.org> - and join us in our continuing celebration of our 44th Anniversary - 44 Years of Quality!**

***"Worse than being blind is to see and have no vision."* Helen Keller**

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

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