



**Silicon Valley
Section**

The Global Voice of Quality™

Monthly Leadership Meeting

ASQ Section 0613

6:00 PM, 2 May 2018

No Meeting was held due to nobody could log in to ASQ WebEX

Mail: PO box 18403, San Jose, CA 95158

Elected Officers (start January 1, 2018)	2018	Attendance
Chair/ Student Branch Counselor	Praveen Gupta	
Chair Elect	Stephen Choy	
Vice-Chair	Sunil Pandey	
Secretary	Michael Sarhadi	
Treasurer/Immediate Past Chair/Nomination	John Latimer	
Membership Chair	Glenn Hansen	
Marketing Co-Chair	Marieann Shovlin	
Social Media Liaison	TBD	
Publicity – e-Newsletter	David Wibbelsmann	
Program Chair	George Marcel	
Arrangements Chair	Dennis Mellon	
Voice of Customer	Satinder Bains	
Past Treasurer	David Pickett	
Education Chair/Recertification	Michele Harms	
Education Coordinator	Soly Paterson	
Education Coordinator	Azadeh Adibi	
Advancement Chair/Audit	Navin Dedhia	
SSQA (Software)	Doug Hoffman	
Statistics & Reliability Discussion Group	John Flaig	
Biomedical Division Liaison	Open	
Placement Chair	Avi Gadre	
Past Chair/Nomination	Don Mintz	
Internet Liaison	Kurt Schumacher	
Historian	Open	
Regional Director	Barrie Simpson, San Francisco	
member of marketing team	Hima Alluri	
Marketing Co-chair/ Social Media Coordinator	TBD	
Marketing Intern/ Social Media Coordinator	Paulomi Bose	

Agenda for Leadership Meeting	May 2, 2018
6:00-6:30	Minutes Review – Michael Sarhadi Review of action items from previous meetings Action items to carry over ASQ Section Leadership Meeting Logistics - Praveen
6:30-6:40	Announcements: Regional Director’s Meeting – Stephen Choy Update from Vice Chair – Sunil Pandey Headquarter News – John Latimer: ITU-ASQ Quality in Emerging Technologies – Value added items: education to our members, adding more members (TBD), more recognition for ASQ Silicon Valley section. Also create more opportunities to member such as new tools to solve emerging technologies problems.
6:20-7:00	Officer Update <ul style="list-style-type: none"> - Keep updates concise - Discussions should be added to new business - Ok to pass if there is no update Education - Strategic and tactical update – Michele Harms A group of us met Monday night, we talked through courses and who wants to do the courses. This year we are not going to do any classes and mostly plan for next year VOC - Strategic Summary – Key points – Satinder Bains Program – Focus areas - George Marcel Membership Growth Initiative – Glen Hansen Arrangements Updates (contracts, pricing, challenges) – Dennis Mellon Newsletter – content/announcement/effectiveness – David Wibbelsman <i>-Job posting was out</i> <i>-Dinner meeting</i> <i>-Bio-meds</i> <i>-Statistics</i> Marketing initiatives – Marieann Shovlin
7:00-7:10	Financials Update/ Reports to HQ... John Latimer -June speaker

7:10-7:20	Calendar Dates
7:20-7:30	New Business
7:30	Motion to Adjourn

Summary of Motions Approved

	Text of the motion	1 st	2 nd	Approval
1				
2				

Chair Reports

Position	Summary
Chair – Praveen Gupta	
Vice Chair - Sunil Pandey	
Secretary – Michael Sarhadi	
Announcements	
Status of Past Action Items	
Section Officer Updates	
Audit – Advancement Navin Dedhia	
Voice of Customer – Chair Satinder Bains	
Programs – George Marcel	May speakers are set (I may/may not be out of town for the dinner in May - will know by next week based on work travel), I should have an update for June speaker by end of the week.
Education Chair Michele Harms	
Marketing – Chair Marieann Shovlin	Marketing report is shown in Attachment 2

<p>Membership Glenn Hansen</p>	<p>Membership report is presented in Attachment 1</p>
<p>Social Media Coordinator (Marieann/</p>	
<p>Arrangements – Dennis Mellon</p>	<p><u>Old - Completed</u></p> <p>We passed a vote past year.</p> <p>Need to revert to approved pricing structure for monthly meetings.</p> <p>The section’s history with the \$5 net cost for full/senior/fellow members was not good. Just 10 took advantage of the offer in October and 9 in November 2017. We did not get the anticipated flood of responses from the membership and it was a nuisance to go into paypal.com and issue the partial rebates. As a result, the historical \$35/\$40 dinner fees were back in place for January 2018.</p> <p>Don, Praveen and John completed in Constant Contact for May 2018.</p> <p><u>New</u></p> <p>ASQ April 2018 Dinner Forum Meeting:</p> <ul style="list-style-type: none"> • We had a total of 30 registrants, Don had emailed me the following: <ul style="list-style-type: none"> ○ 9 chicken dinners served, 6 paid for via PayPal before meeting ○ 5 stir-fry dinners served, 4 paid for via PayPal before meeting ○ 2 fruit plate dinners served, 2 paid for via PayPal before meeting ○ 4 people paid at door or were comped (speaker) – Don has \$80 in cash and can deposit via Wells Fargo debit card ○ Don had 1 stir fry ticket left over and 3 chicken ticket left over. • ASQ May 2018 Dinner Forum Meeting: <ul style="list-style-type: none"> ○ Just a reminder Notice went live before I had a chance to edit the May Menus to please all check/confirm with others that all information is updated prior to going live. <p>Next ASQ Leadership meeting will be Face-to-Face for June 6, 2018 . Dennis to arrange and send email invite. Considering The Loft in San Jose outside Patio Area.</p>

<p>Statistics & Reliability – Don Mintz on behalf of John Flaig</p>	<p>Statistics & Reliability Meeting: May 9 TOPIC: Bayesian Networks Presenter: Reza Azarkhail, PhD, Intuitive Surgical, Inc. Chair: Dr. John Flaig, Deputy Chair: Dr. Don Mintz Corporate Sponsor: Applied Materials Host & Sponsor: Dr. Charles Chen from Applied Materials Bayesian Networks are webs of interconnected random variables through conditional probability distributions. They are widely used for uncertainty and complexity management in most modern modeling approaches including: machine learning, artificial intelligence, and patterns recognition. They are intuitive for complexity management, because they are modular, so the complexity can be modeled one piece at a time. They are also perfect for uncertainty management, because they are probabilistic in nature. The probability theory is what connects the parts together to ensure the overall system consistency, also provides a means to connect the models to the external data when available. This talk is a brief introduction to Bayesian Networks with few examples in different applications. The speaker: Reza is currently working as a reliability strategist at Intuitive Surgical Inc. He is also the founder and president of Reliability Science LLC, a consulting firm that helps clients make strategic risk-based decisions in their operation. His clients included major manufacturers of capital equipment in semiconductor and medical devices industries. He has received his master’s and Ph.D. in Reliability Engineering from the University of Maryland at College Park. He also holds a bachelor’s and master’s degree in mechanical engineering from Sharif University of Technology.</p>
<p>SSQA (Software) – Doug Hoffman visit ssqa-sv.org</p>	
<p>Biomedical Discussion Group open</p>	
<p>Course Coordinator Soly Paterson/Susie Geiss/Azadeh</p>	
<p>Recertification – Michele Harms</p>	
<p></p>	
<p>e-Newsletter – David Wibbelsmann</p>	
<p>Website Management – Kurt Schumacher</p>	
<p>Job Board Avinash</p>	
<p>Region 6B Director – Barrie Simpson</p>	

Scholarship & Awards –	
Treasurer’s Report - John Latimer	Paypal - 12,230.79 Wells Fargo Checking - 29,844.01 Wells Fargo Savings - 11,346.57 T. Rowe – 98863.77
New Business	

Action Items

#	Who?	What?	Due Date	Complete?	Status
54	John L/Praveen G.	Re-activate executive roundtable (An executive meeting with a set of executives – Roland) Schedule an executive quality leaders meeting. – John/Praveen	March meeting → May meeting	In process	
66	Glen/Stephen	Talk to Steven to figure out how to address the membership attrition Submit a plan to improve the membership attrition. Soly – need a list of membership with certification via email.	Ongoing May meeting	Started	
69	Michele	Extract data for the online certification count for the year 2017	May meeting		
74	Praveen/John	T. Rowe Price portfolio review and decision on how to modify it	TBD		Assigned on 3/7/18

Respectfully submitted:

Michael Sarhadi, Secretary

Signature

Date

Praveen Gupta, Chair

Signature

Date

Attachment 1 – Membership Report

Membership chair report 5/1/18
Data for May not available yet

Data Analysis for 2018

1) ASQ provides retention information:

Member Type	Current Count	New Count	Renew Count	12 Month Prior Count	Growth %	Retention %
ASSOCIATE	159	90	70	157	1.27%	43.95%
FELLOW	12		17	15	20.00%	80.00%
FULL	492	237	266	435	13.10%	58.62%
ORGANIZATION	4	1	4	4	0.00%	75.00%
ORGMEMBER	3		4	5	40.00%	60.00%
SENIOR	296	2	299	332	10.84%	88.55%
STUDENT	57	40	21	54	5.56%	31.48%
TOTAL	1023	370	681	1015	0.79%	64.33%

- a. Looking at the NEW members from 2018 to date (4 months = 118) I see
 - i. Some are pre-existing members that may have gone unpaid for a period of time. Could be as high as 2/3 of the “new” count, but I would have to do a complete comparison to be sure. These are “low” member numbers, a couple are listed as “retired”, etc.
 - ii. A few do have certificates(10 CQE, 4 CSSBB, , 5 CQA, couple of others) but not enough to say that is the reason they stayed or joined
- b. No clear industry. Most did not indicate their company (75/118)
- c. The only clear winner is the QMD Division (38 of 118)
- d. The other item I learned is that after initial notification that it is time to pay dues, the member is put on “proforma” status for 6 months. Example – I am on “proforma” since I have not yet renewed (Due in June). This may be our best bet to follow up with these members to improve retention of existing members.
 - i. Right now, most of our Senior members are on “proforma” – was there a common time to join in the past?

2) Status transfer

- a. Looking at the past year of data, I am not seeing a transfer of Full to Associate, or vice versa. Only 4 Full members transferred in or out in the past year. This includes Senior as well. (did not look at Student

Marketing Report

Event 4 in the ASQ SV & ITU Speaker Series was presented on April 19th, 2018 at ITU: **Integrating Quality into Emerging Technologies: Big Data & Analytics.**

The Keynote Speaker was **Axel Kloth, CEO Scalable Systems Research Labs. Panelists were Dan Esbensen** a co-Founder of Touch Technologies and co-Founder of the California Health Medical Reserve Corps and LearOnMobile, **and Da-Qi Ren** of Futurewei Technologies (high performance computing for big data applications) and a member of ITU Staff. **The panel Moderator was Indra Desai.**

Registration for the event was 67, primarily students from ITU and some from San Jose State. There were 21 paid registrations. The majority of the event evaluations averaged 4 out of 5. Three more events are scheduled from June through October:

- **June 14: Cloud Computing with Dan Esbensen as Keynoter**
- **August 23: Virtual & Augmented Reality with Greg Berkin as Keynoter**
- **October 25: Robotics Keynoter TBD**

Each of these events will be addressing quality challenges in these technology areas and will consist of a Keynote speaker, an expert panel, and a social get together with refreshments provided by ASQ SV and ITU.

The Marketing Committee used the ASQ SV website & Constant Contact to publicize the event, and its members worked with ITU & SJSU on publicity at these locations. The Marketing Committee is composed of Indra Desai, John Latimer, Praveen Gupta and Paulomi Bose and is chaired by Marieann Shovlin.

Marieann has submitted her resignation from the ASQ SV Leadership Committee to John Latimer & Praveen Gupta effective in May after an enjoyable and long and varied service. She feels it is time for new leadership for Marketing and proposes that Indra, Paulomi and John Latimer manage this effort. Joining the Marketing team with the Programs team (George Marcel) for a coordinated outreach effort would provide an effective direction at this time. She will continue to support the Speaker Series and provide liaison with ITU as long as needed.

Respectfully submitted,
Marieann Shovlin
May 1, 2018

Speaker Series Event evaluation scores:

ASQSV & ITU Speaker Series - Session One: IoT

Dec. 7, 2017

Element	Excellent = 5	Good = 4	Average = 3	Below Average = 2	Poor = 1
Main Speaker					
Content	16	3	5		
Style & Clarity	13	5	5		1
Panel	17	7			
Moderator	14	5	4		1
Venue	12	7	2		1
Refreshments	14	4	5		1
Totals	86	31	21		4

Comments:

Zaki was a little arrogant but he gave me a new perspective on things
 Great topic & good materials
 It was a great technology session. Great way to expose quality to tech, maybe include a high tech quality guy.
 Use better chairs for panel speakers
 The content could have been more clear.
 This was a very informative session. Thank you for arranging this.
 Get better microphones
 Nice presentation
 Main speaker rambles too much
 Coffee could help ; some introduction on topic could help to understand the core of IoT
 Thank you - loved it
 Excellent topic discussion/panel. Great speakers - thank you!

ASQSV & ITU Speaker Series - Session Two: Machine Learning

Jan. 18, 2018

Element	Excellent = 5	Good = 4	Average = 3	Below Average = 2	Poor = 1
Main Speaker					
Content	14	8			
Style & Clarity	17	5			
Panel	11	7	3		
Moderator	12	10			
Venue	11	7	3		1
Refreshments	8	10	4		
Totals	73	47	10		1

Comments:

Great introduction to Machine Learning
 Location fine but microphone issues was distracting
 Love the vegan options
 Obviously, microphones needed adjustment; otherwise a great talk
 Only caught the end, but very interesting
 Refreshments has few/low quantity for vegetarians
 Fix Audio system
 Microphone quality is suspect/distracting
 Microphones need improvement
 Technical difficulties with sound/mic
 Keep doing tech topics! Leading edge topics are really interesting; think adding soda. Add bottled water.

ASQSV & ITU peaker Series - Session Three: AI**15-Feb-18**

Element	Excellent = 5	Good = 4	Average = 3	Below Average = 2	Poor = 1
Main Speaker					
Content	8	11		2	
Style & Clarity	4	16		3	
Panel	13	7		1	
Moderator	10	9		1	
Venue	8	10		1	
Refreshments	7	12		1	
Totals	50	65		9	

Comments:

Could have been a little more technical. Maybe could have included a short demo of how AI works.
 Main speaker could talk real examples
 Excellent topic. How about AI in medical device
 Good supply for vegetarian food. Thanks. Good points on data bias vs. first principles.
 Missing AI and social consequences.
 Good content discussed. Would explore more about AI & its application.
 Have the speaker presentation & panel discussion together; have networking at the end.
 Main keynote felt 'dead'. Panel more interesting. Prefer bottled water not cups.
 Fix Audio system
 Good enough. Better than what I expected.
 Excellent job by ASQ & ITU partnership to put all 3 monthly topic lectures & panel
 Very nice talk & discussion

ASQSV & ITU peaker Series - Session Four Big Data April 19, 2018

Element	Excellent = 5	Good = 4	Average = 3	Below Average = 2	Poor = 1
Main Speaker					
Content	11	4			1
Style & Clarity	10	2			1
Panel	11	4		1	
Moderator	12	2		2	
Venue	9	5		1	
Refreshments	8	6		1	
Totals	61	23		5	2

Comments:

Content was great - very worthwhile; Axel is brilliant - very inspiring; good topic - Big Data
 I like to see more animation
 Good talk; enjoyed food & panel discussion
 It was Great
 Main speaker gave a patronizing sales pitch
 Good!