



# SFV Quality Quill



SECTION 0706

WINTER 2007



## SCHEDULED SECTION EVENTS



### Monthly Meetings

ASQ Sections plan monthly meetings to provide colleagues an opportunity to network, and to increase their knowledge. This is an opportunity to enhance your knowledge at minimum cost.

The ASQ Section 706 Section Events are held on the **THIRD Tuesday** of every month.

### San Fernando Valley, Section 0706

Refer to [www.asq706.com](http://www.asq706.com)  
Monthly meetings are held at Marie Callender's Northridge  
19310 Business Center Dr.  
Northridge, CA 91324  
(818) 993-0704

You can join us for dinner and presentation or presentation only. All reservations should be made through AcTeVa.

Recertification Units (RU's) are awarded for attending presentations.

### Other Sections' Activities

**Los Angeles, Section 0700**  
Refer to [www.asqla.org](http://www.asqla.org)

**Orange Empire, Section 0701**  
Refer to [www.asqorangeempire.org](http://www.asqorangeempire.org)

**San Gabriel Valley, Section 0702**  
Refer to [www.asq702.org](http://www.asq702.org)

**Channel Cities (Ventura/Santa Barbara, Section 0709)**  
Refer to [www.asq709.org](http://www.asq709.org)

## Attention All CQA's !

Did you know....

With an ASQ Certified Quality Auditor (CQA) certification, you can earn a RAB/QSA certification?

Requirements:

- Must hold a current CQA
- Pass a 25 question on-line test
- You may take the test twice
- Cost: \$75.00
- If a third test is required, pay an additional \$25.00 fee
- Earn: **RAB/QSA Competency Based, Quality Management Systems Provisional Auditor**

That's it! No costly travel or time away from work necessary. Just another reason earning your CQA with ASQ is so valuable. Both of these certifications are well respected by employers and having these on your resume will definitely enhance your marketability for future jobs.

## ASQ Section 0706 Volunteers Needed

Get better acquainted with the ASQ members! The ASQ Sections depend upon volunteers for Chair, Vice Chair, Treasurer, Secretary, CSUN Liaison, Scholarships, Newsletter, etc.  
Please contact Mr. Paul Buckley ([pbuckley@usc.edu](mailto:pbuckley@usc.edu)) to assist your ASQ Colleagues.

## REFERRING MEMBERS: EASY AS 1,2 3 & CAN BE "REWARDING"

1. Log into [ASQ.org](http://ASQ.org) with your membership number
2. Click on "Refer a Member"
3. Type in name and email address of your referral and click "send".

It's that easy! If they join through this link you are automatically credited with the referral.

For every Regular member that you recruit, you'll receive 5 ASQ Bucks (1 ASQ Buck = \$1). Use ASQ Bucks toward:

- Membership renewal – NEW BENEFIT\*
- Quality Press purchases
- Conference of your choice
- Training or certification

\*To use your ASQ Bucks toward your membership renewal, you must accumulate a minimum of 25 ASQ Bucks.

## Refresher/Certification Courses, Registration Deadline, Examinations

The following Refresher/Certification Courses have been announced by the ASQ 0706 Education Chair, Mr. Angel Luna, to assist quality professionals to prepare for the ASQ Certification Exams. The Registration Form for the courses is distributed by e-mail.

[CERTIFIED QUALITY ENGINEER EXAM REFRESHER COURSE](#)

[QUALITY AUDITOR CERTIFICATION](#)

[CERTIFIED 6 SIGMA GREEN BELT \(CSSGB\) EXAM REVIEW COURSE](#)

[2007 ASQ COURSE & WORKSHOP REGISTRATION FORM](#)

<u>Begin Date</u>	<u>End Date</u>	<u>Event</u>	<u>Location</u>
3/3/07	3/3/07	CMQ/OE, SSBB, CRE, CMI, CQT ASQ Examinations	PWR
3/6/07	5/22/07	CQE Exam Preparation Course	PWR
4/4/07	5/23/07	CQA Exam Preparation Course	MEDTRONIC
4/6/07	4/6/07	Deadline to register for CQE and CQA Summer Exams	ASQ HQ
5/5/07	5/5/07	Education Comm. Instructor Training and Member Recognition Event	University Club CSUN
4/4/07	5/23/07	CSSGB (Green Belt)	TBD
6/2/07	6/2/07	CQE and CQA Summer Certification Exams	PWR
7/24/07	8/28/07	Basic Statistics Course	PWR
8/22/07	10/10/07	CMQ/OE Exam Preparation Course	PWR
9/3/07	10/8/07	CQT/CMI Exam Preparation Course	PWR
8/17/07	8/17/07	CMQ/OE, SSBB, CRE, CMI, CQT Deadline to register	ASQ HQ
9/4/07	11/20/07	CQE Exam Preparation Course	PWR
9/6/07	10/11/07	CSSBB Preparation Course	TBD
10/5/07	10/5/07	Deadline to register for CQE and CQA Winter Exams	ASQ HQ
10/3/07	11/21/07	CQA Exam Preparation Course	MEDTRONIC
10/20/07	10/20/07	CMQ/OE, SSBB, CRE, CMI & CQT ASQ Examinations	PWR
11/10/07	11/10/07	Education Committee Instructor Training and Member Recognition Event	University Club CSUN
12/1/07	12/1/07	CQE, CQA and CSQE Winter Certification Exams	PWR

**ASQ Examination Dates:** March 03; April 29; June 02; October 20; and December 01

**Exam Preparation Courses in association with :** Pratt & Whitney Rocketdyne (PWR), CSUN, Medtronic – MiniMed, CAPAtrak LLC and DeSimone Eng.

**Special events Education Committee Chair:**

Angel X. Luna

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*PWR: Pratt Whitney Rocketdyne (formerly Boeing, Canoga Park)*

## DID YOU KNOW.....

The ASQ Section 706 Section Events are held on the **THIRD Tuesday** of every month.

## ARTICLES

**The Big Mistake Companies Make In Their Training Programs**

By Chuck Yorke

Many organizations spend huge sums of money on staff training and development and yet many times the investment does not yield the desired results.

The reason for this lack of results and what really goes wrong usually remains a mystery to most company executives. Especially where they have taken great care in selecting a top-notch expensive training outfit to carry out their staff development program.

The wrong approach starts right from the decision-making process. Somebody in management feels that, for example, the sales team is not achieving anywhere near as much sales as the competition. If there are some available figures to prove their point, the better. Naturally the first solution that comes to mind is sales training. Many times this fails miserably to have any significant effect on sales because, as is often the case, the problem is much deeper than that.

The reason why the real cause for sales not being where they should be may never be discovered in such an organization is the lack of communication in the organization. One would have thought that with all the advancements in communications today, this should be a thing of the past. Alas, communications has little to do with having access to email or personal mobile telephone numbers of all the Vice Presidents of the corporation.

It has much more to do with the culture of the company and the kind of constant effort being made to enhance communications throughout the organization. Does the organization have a system for harnessing ideas from all employees right at every level? In other words, are the channels of communication in the organization up and working? Are they a constant source of concern by senior management or do people just think about them when there is a crisis like the example of slipping sales?

This is what makes the difference. When the communications lines are truly open and working, then management has much more accurate and abundant information upon which to make decisions. And even more important, training and development will have the desired impact on everybody's performance.

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**The Secret is in the Slogan**

By Chuck Yorke

Many years ago, American unions had a famous slogan, "Work smarter, not harder." Had it been practiced this nation would not be facing the crisis it is facing today.

Increasing competition from China, India and the European Union would not today be posing such a serious threat to the

future of American manufacturing.

Despite such a revolutionary motto, that was many years ahead of it's time, workers came to work and did exactly what they were told to do. Nobody bothered to ask them what they thought about the activity that they usually spent most of their waking hours doing. Hardly ever did anybody ask them to think or use their brains, although we welcomed big ideas, especially if they saved a lot of money.

A management system was created to maximize the efficiency of each individual worker. This system worked well for manufacturing and other industrial enterprises when it was developed about 100 years ago. It stuck even where it wasn't the best management system, in fields such as health care, software development, and other services.

The slogan stuck, too. It may never have been embraced by most manufacturing and service organizations. Multi-Level Marketers used "Work smarter, not harder" as a tool to encourage people to join their organization. Today, some Internet based business opportunities use the slogan.

Yet behind this work-related motto, is the secret key that unlocks the door to untold efficiency and success.

There is loads of knowledge in any work force. They are an untapped source of wealth with vast potential. This usually hard working mass of humanity who are deliberately asked not to think or plan, but to do, is an asset of awesome potential just waiting to be unlocked.

Within them they have thousands of small ideas that can greatly improve any enterprise or company. These ideas are hardly ever taken seriously. There is usually no effort to mine them and utilize them to dramatically improve the process of producing any product or service you would care to think of.

Yet it has been clearly displayed by the enterprises that have dared to take this path of getting their staff involved in the generation of small ideas for improvement, that there is no limit to the levels of success that can be attained.

Companies that have actively pursued this way of doing business have been greatly rewarded.

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*Chuck Yorke is an organizational development and performance improvement specialist, trainer, consultant and speaker. He is the author of "All You Gotta Do Is Ask," a book which explains how to promote large numbers of ideas from employees. Chuck may be reached at [chuck@peoplekaizen.com](mailto:chuck@peoplekaizen.com) <http://www.peoplekaizen.com>*

## BOOK REVIEW by Don Knaepple

**Title:** Managing Contract Quality Requirements  
**Author:** C. Robert Pennella  
**© Date:** 2004  
**ISBN:** 0873896947  
**Type:** Hard back, 256 pages  
**Publisher:** ASQ Press  
**Availability:** ASQ Press, Amazon.com  
**Cost:** \$60.00, Member's price \$36.00

**Summary:** This well written volume is well suited to beginners and professionals in virtually any industry.

This text is different from current offerings in that it deals with both strategic as well as tactical aspects of contractual quality requirements. It combines the elegance of philosophy with the practicality of applicable techniques, and an appropriate number of case studies and practical applications.

Well written and easy to follow, this engaging text uses just the right number of practical examples and case studies; and demonstrates both the pros & cons of proper management of contractual quality requirements.

Major features of this publication include:

- Instructive for both beginners and neophytes as well as the seasoned professional

- Well written & Easy to read
- Ample practical examples
- Sample check lists & process methods
- Quizzes & review material to verify comprehension of the material, accompanied by explanation and rationale.

This topic should appeal to:

- Quality Managers
- Finance Managers
- Purchasing Managers
- Operations Managers
- Contracts Managers
- Regulatory Affairs Managers
- Legal staff.

The caliber of the manuscript is in keeping with Quality Press publications. The text is recommendable to those directly involved in, or dependent upon, successful, accurate contracts. Further, the text is appropriate for use as an element in the Body of Knowledge (BOK) for both the Certified Quality Auditor, and the Certified Manager of Quality / Operational Excellence.

**Don Knaepple** is a Senior Quality Engineer employed by the Alfred Mann Foundation. He is a Senior Member of ASQ and has been an ASQ member since 1992. Don served as Vice Chair for Section 706 for two years and has participated on the membership committee for several years. He holds CMQ/OE and CQA certifications and he is a member of the ASQ Press Standing Review Board. Don teaches certification refresher courses as well as comprehensive BOK courses. Additionally, he teaches mathematics and statistics to adults.

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# quality Warrior



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## EMPLOYERS

The Quill will publish your job postings free of charge as a service to our members.

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## JOB OPENINGS:

<http://www.asq706.com>

Interested in Advertising in  
the Quill?

Monthly prices for ads placed in  
the Quill are as follows:

**Full Page: \$100**  
**Half Page: \$50**  
**Quarter Page: \$25**  
**Business Card Size: \$15**

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ASQ 706



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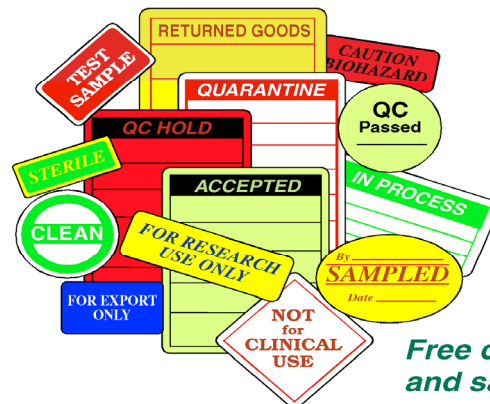
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