



San Fernando Valley

Quality Quill



MAKE GOOD GREAT™

Section 706

2009-2010 Issue II

P.O. Box 4771
West Hills, CA 91308
E-mail: info@asqsfv.org

2nd Annual SoCal Quality Conference Oct 24th "Staying Alive in Challenging Times" by Paul Buckley

INSIDE THIS ISSUE:	
Member Leader Bio	3
Articles	4-5
Education	6
Section Events	8
Other Local Events	8
CSUN Student Branch	8
Recognition (New members, etc.)	9
Advertising	10

After 8 months of planning a joint quality conference held at the Kellogg West Conference Center at Cal Poly Pomona University and co-hosted by the Los Angeles, San Gabriel Valley, and San Fernando Valley ASQ sections came to fruition during Quality Month. Keynote presenter, Mr. Rob Bryant of CSC, spoke on "Motivational Lean". His message of knowing your employees and leading by example was well received by all attendees.

Breakout sessions featured a variety of well known regional speakers covering such diverse topics as "Lean Six Sigma", "What is Sustainability, Green and Product Requirements?" and "Risk Management". Section 706's own Rosemarie Christopher gave a talk on "Recession Proofing Your Career". Current ASQ President, Peter Anders, discussed ASQ's Futures Study which looks for trends in the marketplace and how they will affect the field of quality and quality professionals. The study found that globalization, social responsibility and the effects of an aging population will all be key factors affecting quality in the coming years. His talk was extremely thought provoking for everyone in attendance.

Please provide us with event feedback on what went right, what could be improved, and what you would like to see in future quality conferences. If you missed the event, check on www.asq706.org for photos of the event highlights.

Look for next year's event to be bigger and better as several other sections in Region 7 expressed an interest in joining us then!

SPECIAL POINTS OF INTEREST:

- ♦ Linked-In www.Linkedin.com
Group: [asq san fernando valley](http://www.linkedin.com/groups?qid=2008556)
<http://www.linkedin.com/groups?qid=2008556>
- ♦ Unemployed? Page 9
- ♦ Retired/Retiring Page 9

Member Leaders

706 Chair: Debbie Koncel	<deborah.koncel@pwr.utc.com>
Vice-Chair: Ernesto Zepeda	<Ernesto4z@sbcglobal.net>
Treasurer: Carole Elm	<carole.elm@pwr.utc.com>
Secretary: Rita Turner	<r.turner60@gmail.com>
Webmaster: Richard Pais	<richard.qamatters@gmail.com>
Newsletter: Ernesto Zepeda	<Ernesto4z@sbcglobal.net>
(A) Education: Carole Elm	<carole.elm@pwr.utc.com>
Programs: Tarek Elneil	<telneil@msn.com>
Student Branch: Dr. Paik	<seungkuk.paik@csun.edu>
Membership: Ana McManama	<amcmanama@socal.rr.com>
Recertification: M. Gorgzadeh	<mgorgzadeh@hotmail.com>
Boosters: Ana McManama	<amcmanama@socal.rr.com>

Don't let our emails go to your JUNK/SPAM folder!

Notify your IT department that this is a safe sender...

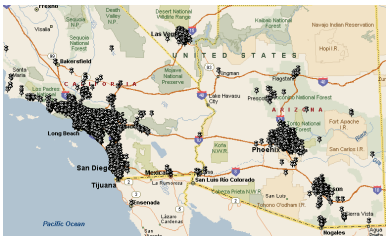
info@asqsfv.org

REGIONAL DIRECTOR MESSAGE



Elias Monréal

ASQ-Region 7



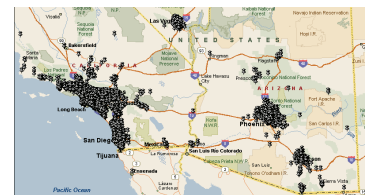
0700 Los Angeles
 0701 Orange Empire
 0702 San Gabriel Valley
 0703 San Diego
 0704 Phoenix
 0705 Las Vegas
 0706 San Fernando Valley
 0707 Tucson
 0708 Palomar
 0709 Channel Cities
 0711 Inland Empire
 0712 Tijuana
 0713 Temecula Valley
 0714 Ambos Nogales

HELLO...my name is Elías Monréal and I'm your Region Director. Let me take this time to introduce myself to you, my constituents in Region 7.

My volunteering with ASQ (mostly) stemmed from complaining about the meeting attendance. The chair, Kim Wilson, asked me to DO something about IT rather than complain. So I did...four terms as Publicity Chair and two as Chair of Tucson Old Pueblo Section (TOPS), I believe I've done something positive about meeting attendance at TOPS. During the process, I've gained a greater understanding, joy and fellowship in my chosen profession – Quality. Serving four terms as State Examiner, Arizona's AA affiliate of Malcolm Baldrige National Quality Award (MBNQA), an experience I'd recommend to anyone, has taught me how to deconstruct various industries processes: governmental, manufacturing, service, and healthcare. I currently hold seven ASQ certifications: CQIA, CMI, CQT, CSSGB, CCT, CQA, CQE and currently studying for CMQ/OE. I've learned how much more about quality I need to learn. On a personal note, I'm married with 2.88 children. I'm also a left wing hockey player and grand admirer of the 1987 Buick Grand National GNX. All of the above topics I can talk for hours.

We have many challenges that lie ahead in our sections and for ASQ. We have all been affected by the current financial and uncertain employment market. During these tumultuous times, it falls on organizations like ASQ to optimize services to its members; networking, scholastic, certifications, leadership opportunities and professional development. The growth of ASQ is the growth of our collective network. Let's DO something about increasing our network and with your efforts bring real member value to our section, to our region and to our society.

Feel free to discuss any ideas or issues you have with me at emonreal@itde.com or 520-241-0478.





MEMBER LEADER BIO - Michael Holcomb

Current ASQ SFV Activities:	Biomedical Division Liaison
History of Involvement with ASQ:	Member of Section 706 since 1996 ASQ Certified Manager of Quality/Organizational Excellence Member of ASQ Quality Management, FD&C, Six Sigma and Biomedical Divisions
Current Employment (Title and Employer):	Manager of Product Hold & Field Action, Boston Scientific Neuromodulation
Past Employment of Interest:	Amgen – Senior Project Manager, Quality Project Management Office CancerVax – Acting head of Compliance/Supplier Auditing/Internal Auditing Baxter Bioscience – Lean/Six Sigma Black Belt, Nonconformance management, Supplier Quality
Education Background:	Bachelor’s in Chemistry, CSUN
Hobbies and Interests:	Camping/travel Video editing Astronomy
Favorite Quality-related Quote:	“Shift happens!” (in reference to the long-term variation of processes)
What I would like to see SFV Section of ASQ do next:	Continue reaching out to the broader business community and focus on topics that cross all industries.
ASQ Preferred Contact Information:	Michael.holcomb@bsci.com
My Website and/or Company Website:	www.bostonscientific.com
LinkedIn Profile:	http://www.linkedin.com/in/mjholcomb

ARTICLE: *Death by Meeting*– 5 Tips for Better Meetings

Author Patrick Lencioni of the best-selling book *Death by Meeting* offers insights on how to make meetings more productive and less painful. © Copyright 2007 www.tablegroup.com

1. **Know the purpose of your meeting.** Is it about solving a tactical, short-term problem, or a critical strategic issue? Are participants meant to brainstorm, debate, offer alternatives, or just sit and listen? Don't let your meeting devolve into a combination of all of these, leaving people confused about what is going on and what is expected of them.
2. **Clarify what is at stake.** Do participants understand the price of having a bad meeting? Do they know what could go wrong if bad decisions are made? If not, why should they care? 3. Hook them from the outset. Have you thought about the first 10 minutes of your meeting and how you're going to get people engaged? If you don't tee up your topic and dramatize why it matters, you might as well invite participants to check-out.
4. **Set aside enough time.** Are you going to be tempted to end the meeting before resolution has been achieved? Contrary to popular wisdom, the mark of a great meeting is not how short it is, or whether it ends on time. The key is whether it ends with clarity and commitment from participants.
5. **Provoke conflict.** Are your people uncomfortable during meetings and tired at the end? If not, they're probably not mixing it up enough and getting to the bottom of important issues. Conflict shouldn't be personal, but it should be ideologically emotional. Seek out opposing views and ensure that they are completely aired.

These five tips alone can improve the quality of our meetings, both in terms of the experience itself as well as the outcome. And considering the almost universal lethargy and disdain for meetings, they can transform what is now considered a painful problem into a competitive advantage.

Comments from Member Leader Carole Elm: The last sentence in 5 is the critical point...you want to make sure you have addressed everyone's ideas so that you can reach consensus and won't have anyone throwing up brick walls when the new project is rolled out.

ARTICLE: *The Happiness Project* - 14 Tips for Running a Better Meeting

Nothing can drain the happiness from you faster than a long, unproductive meeting. You're bored; you're not getting anything done; e-mails are piling up while you sit, trapped.

On the other hand, a productive meeting is exhilarating. A long time ago, when I was working in Washington, D.C., I remember a friend who worked at the Department of Justice saying, "Jamie Gorelick runs a meeting so well, it brings tears to my eyes."

Meetings come in all shapes and sizes, so not all of these strategies will be useful, but here are some things I try to remember when I'm in or running a meeting:

1. Very obvious: Start on time, and end on time. Once people see that meetings are starting late, the bad habit builds, because people see there's no point in showing up promptly. Here's one solution for late starts: a friend worked at a law firm that started fining partners \$100 if they were late to a meeting, which turned out to be very effective. If the meeting has to run long, say, "We're not through with the seven points, so can everyone stay fifteen extra minutes to wrap up?" That way, people know that the end is in sight.
2. At the same time, remember that it's helpful to spend a little time in chit-chat. For a long time, I didn't believe this to be true, and I tried to be hyper-efficient, but now I realize that it's important—and productive—for people to have a chance to relate on a personal level. People need to build friendships, they need a chance to show their personalities, they need to establish rapport. Meetings are very important for this process.

Continued on Page 5

Continued from Page 4 *The Happiness Project*

GretchenRubin www.slate.com

3. If some people hesitate to jump in, find a way to draw them out. Ability to grab the floor doesn't necessarily correlate with capacity to contribute.
4. One of the most insightful things my father ever told me was "If you're willing to take the blame, people will give you the responsibility." Meetings often involve blame-giving and blame-taking, and although it's not pleasant to accept blame, it's a necessary aspect of getting responsibility (if deserved, of course). Proving my father's point, one of my best meeting experiences ever was a time when I took the blame—rightly—for something done by a team of people working with me. Doing this ended up dramatically increasing my organizational credibility on all sides.
5. Share the credit. Along with blame, a meeting is also a great place to give people credit for their ideas and accomplishments. Be quick to point out great work or to call for a round of applause for a colleague. For some reason, people often act as though credit is a zero-sum goody, and if they share credit, they'll get less themselves. From what I've seen, sharing credit not only doesn't diminish the number of gold stars you get, but it adds to them—because people so admire the ability to give credit. (Gold star junkie that I am, I pay close attention in this area.)
6. Making people feel stupid isn't productive, and it isn't kind. A friend has a good suggestion: "Be cheerfully, impersonally decisive."
7. Have an agenda and stick to it. If possible, circulate the agenda in advance, along with anything else that needs to be read to prepare for the meeting. Make sure people know if they should bring anything. Along the same lines ...
8. Never go to a meeting if you don't know why you're supposed to be there! This seems obvious, but it's a situation that arises surprisingly frequently.
9. Standing meetings should be kept as short as possible and very structured. Have rules for canceling the meeting when appropriate—if such-and-such doesn't happen, if only a certain number of people can attend, etc.
10. Don't say things that will undermine or antagonize other people. Turns out they do in fact notice this, and they don't appreciate it. If you wonder whether you're an offender, check yourself against this list.
11. Be very specific about what the "action items" are (to use the business-school term). Who is agreeing to do what, by when? Make sure someone is keeping track of what is supposed to happen as a consequence of the meeting, and at the meeting's end, review these items so it's crystal clear to everyone. Follow up by email.
12. If a meeting is long, schedule breaks when people can check their e-mail and phones. Otherwise, they get very distracted by feeling they've been out of touch for too long (for some people, this takes about 10 minutes), and they start sneakily e-mailing under the table. As if no one will notice. Which they do.
13. Meetings should stay tightly focused. If people want a chance to discuss side issues, theoretical problems, or philosophical questions that aren't relevant to the purpose of the meeting, they should set up a separate meeting.
14. Here's a radical solution: no chairs. In Bob Sutton's terrific book, *The No A**** Rule* (printed that way not out of prudery but to avoid spamblockers), he points to a study that showed that people in meetings where everyone stood took 34 percent less time to make an assigned decision, with decisions that were just as good as those made by groups who were sitting down.

Comments from Member Leader Carole Elm: *On points numbered...*

2. Chit-chat is for networking and building trust, not whining. Remember forming, storming, norming, and performing?

- *Knowing engineers are typically introverts...heed paragraphs 3 and 8.*

14. My brother does this with his small company. He has no chairs in his conference room and all four walls are ceiling-to-floor white boards for brainstorming on.

EDUCATION

Class Schedule (Tentative)			
Category	Begin Date	End Date	Event
Registration Deadline	Early January	N/A	Deadline to register for Spring Exams CMQ/OE, CSSBB, CQPA, CRE, CQI, CQT, Biomedical Auditor, HACCP Auditor
Prep Course	Early January	Mid February	Fundamentals of Statistics & Probability
Facilitated Study Program	Early January	Mid May	Mixed group. Designed to aid with exam process, BoKs, and preparation methods.
Prep Course	Mid February	Late May	CQE Exam Prep Course
Registration Deadline	Early April	N/A	Deadline to register for Summer Exams CQIA, CSSGB, CPGP, CQE, CSQE, CQA, CCT

Wanted – ASQ Certification Exam Refresher Course Instructors

SFV Section 706 is looking for instructors. 1.5 RUs are available to Education Committee members and instructors earn an additional 0.1 RU per classroom hour.

Instructor Selection Criteria

All ASQ Certification Exam Course Instructors for the San Fernando Valley Section of the American Society for Quality Control shall fulfill the following criteria:

1. Have current ASQ Certification pertinent to the certification exam course being taught or have a graduate degree pertinent to the topic being taught.
2. Have current membership in ASQ and abide by the ASQ Code of Ethics.
3. Have no prior incident of misconduct relative to instruction of any course presented by ASQ SFV Section.
4. Have access to and transportation to and from the location of the course being taught.
5. Have or be willing to obtain or develop all materials required to effectively present the course and/or topic being taught.
6. Have an Education Committee and Course Instructor Application approved by the ASQ SFV Section Education Chair.
7. Have provided a professional biography and publicity photo for use in promoting ASQ SFV courses.
8. Have made a commitment to participate in and attend ASQ SFV Section Education Committee Meetings (planned twice per year on a Saturday, in Fall and Spring).
9. Have made a commitment to participate in coordination meetings as applicable to the course being taught (when called upon by course coordinators).
10. Have agreed to uphold all requirements for instructors as specified within the ASQ SFV Section Education Committee Management Plan.
11. Have made a commitment to provide reasonable consultative support to students seeking assistance outside of the class meeting hours (i.e. via email or phone).
12. After having completed presentation of at least one course, have satisfactory or better student (customer) evaluations, on average.

Interested parties should send an application and summary of qualifications to:

Carole Elm, e-mail carole013@hotmail.com or
mail to ASQ SFV Section 706, Attn: Education Chair, PO Box 4771, West Hills, CA 91308.

EDUCATION—Instructor Application

Last Name _____	First Name _____	M.I. _____	ASQ Member No. _____
Email Address _____ @ _____	Day Phone _____	Mobile _____	Evening Phone _____
Street Address _____	City _____	CA Zip Code _____	

All instructors for ASQ SFV Section provide their services as volunteers, however, we offer a modest honorarium to express our appreciation. Your honorarium is a gift to do with as you please. If you wish, you may designate all or part of your honoraria be allocated to support ASQ SFV programs. Please indicate how you would like your honoraria managed:

	√	%	
Designate my honoraria for use as part of the general ASQ SFV funds	<input type="checkbox"/>	<input type="checkbox"/>	
Designate my honoraria for specific ASQ SFV Program(s)	<input type="checkbox"/>	<input type="checkbox"/>	Program(s): _____
Please disburse my honoraria to me	<input type="checkbox"/>	<input type="checkbox"/>	Your Social Security Number is required for honoraria amounts over \$600. SSN# _____

Course(s) you are interested in becoming an instructor for (please check all that apply):					
Course	√	Please provide qualifying ASQ Certificate Type(s)*	Certificate Number	First Certification Date	Date Re-Certification is Due
FoP&S	<input type="checkbox"/>				
CQA	<input type="checkbox"/>				
CQIA	<input type="checkbox"/>				
CQE	<input type="checkbox"/>				
CSSGB	<input type="checkbox"/>				
CSSBB	<input type="checkbox"/>				
CMQ/OE	<input type="checkbox"/>				
Other (describe)	<input type="checkbox"/>				
	<input type="checkbox"/>				
	<input type="checkbox"/>				

By submitting this application, I agree to abide by the American Society for Quality Code of Ethics, the By-Laws of the San Fernando Valley Section of the American Society for Quality and the Policies and Procedures of the ASQ SFV Section Education Committee.

I agree to disclose any situation that could be perceived as a possible conflict of interest in writing prior to engaging in any ASQ SFV Section Education Committee activity.

I also confirm that all information provided herein is complete and accurate.

Signature	Date
-----------	------

SECTION EVENTS

Date	Topic	Location
November, 2009	Flyer coming soon	NA
December 2009	No General Meeting	NA
January, 2009	TBD	NA
February TBD	Bio-Med Discussion Group	TBD

The ASQ Section 706 Section Events are held on the THIRD Tuesday of every month. You can join us for light Hors d'œuvre and presentation or presentation only. All reservations should be made through Acteva. Recertification Units (RU's) are awarded for attending presentations.

OTHER LOCAL EVENTS

Los Angeles, Section 0700

www.asqla.org

Orange Empire, Section 0701

www.asqorangeempire.org

San Gabriel Valley, Section 0702

www.asq702.org

Channel Cities (Ventura/Santa Barbara), Section 0709

www.asq709.org

CSUN STUDENT BRANCH

From left: Victor Cruz, Carmela Canuto, Eric Bair, Rocio Gutierrez, Roneal Prasad and Jinyo Chou.

Eric Bair (President) is finishing his final year, double-majoring in Supply Chain Management and Systems and Operations Management. He believes his membership in ASQ is providing him the opportunity to apply real-world experiences to his education. Education is valuable, but seeing the learned tools put into action is inspiring.

Roneal Prasad (VP) involved himself in ASQ and APICS because of the opportunities that it offers to professionals associated with it, including networking, professional development, and continuing education.

Jinyo Chou (Treasurer) is majoring in SOM option under Business. He is interested in learning ways to be effective as well as efficient in the workplace by making improvements to the system. Victor Cruz (Membership) is a senior majoring in Business Administration with an option in Global Supply Chain Management.

Carmela Canuto is currently a senior graduating with a BS in Business focusing on Systems and Operations Management. Rocio Gutierrez will graduate in Spring 2010 with a BS in Business Administration with an option in Systems Operations Management. She would like to pursue a Master's degree in Business Administration, and also get a quality certification from ASQ.

QUALITY QUOTES

- Tolerance is important. You never know when you are the one being tolerated. ~ Pat Brady
- The road to excellence is always under construction. ~ Gary McNaught

RECOGNITION

General Info

Events - Locations and meals may be changing for every section event so please review the flyer carefully.

Hosting an event - We are looking for local companies who can offer their facility. Contact P. Mushti.

Section Website - Bookmark our new one: www.asqsfv.org

Recertification Units - Contact M. Gorgzadeh if you need assistance.

Sustaining Members

Med Exec International
ASC Process Systems
Solid Concepts
AeroVironment, Inc.
Teledyne Imaging Sensors
ITT Aerospace Controls **NEW!**

Dues

Full	\$128
Associate	\$ 74
Forum/Division	\$ 31
Student	\$ 25

New Members

Senior

D. Agafitei M. Johnson
L. Durukan E. Monreal
R. Broughton M. Silva
L. Gatchalian E. White

Regular

M. Arquillo L. Elneil
A. Baima T. McIntosh
E. Dyer L.
Padick
J. Hall E. Solakov
M. Hough F. Sykes
R. Jain S. Thompson
M. Karimian P. Burdick
B. McDonald V. Jain
G. Morrison T. Manzo
A. Musick O. Michel
P. Robinson T. Morbiwala
C. Bolcu T. Yi

Student

S. Belokonnyi M. Paisano
A. Gldzhyan A. Pradhan
P. Loc E. Davila
J. Padilla S. Thakur

Recent Certifications

CQE

Jun-09
Ashish Macwan
Saurav Singh
Lavern Steinke
Mar-09
Tommy Romero

COA

Jun-09
Angela Legarda
Dave Nelson
Lary Pereira
Tommy Romero
Kanti Thirumoorthy
Ken Warren

CSSGB

Jul-09
Thomas Wells
Jun-09
Stewart Uyeda

CRE

Mar-09
Randall Ingraham

CQT

Mar-09
Jose Delgado

CSSBB

Mar-09
Stephen Lara

Retirees

You must be completely retired from employment - no consulting or part-time employment.

Any years as a Forum, Associate, or enrolled student do not count toward your consecutive years of membership.

Discounts apply to basic membership dues for Full, Senior, or Fellow members. (Additional Forums and Divisions, journals, and additional Sections are excluded).

For Senior and Fellow members, the program will cover the additional benefit of your choice (one journal OR one additional Section OR two additional Forums or Divisions).

Consecutive yrs of Membership	Dues Discount
10-19	25%
20-29	50%
30+	100%

Laid Off

If you have been a member (Regular, Senior or Fellow) and have consecutive years of membership, ASQ HQ will discount your basic dues. You must be unemployed for at least 90 days and be seeking work. Retired and self-employed members are not eligible.

You may participate for a maximum of 2 years per lifetime. An application is required for the second year.

Don't forget to check www.asq.org at **Careers in Quality** as part of your job search.

Consecutive yrs of Membership	Dues Discount
1-4	50%
5 or more	100%

Quality Gurus



Walter Shewhart



Philip Crosby



Joseph Juran



Kaoru Ishikawa



W. Edwards Deming

ADVERTISEMENTS

EMPLOYERS

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

Posting guidelines can be obtained from the ASQ SFV website at:

www.asqsfv.org/index_files/Jobs.htm

or on the ASQ SFV website's Jobs Page.

Please contact:

Ernesto Zepeda, Newsletter Editor
661-406-9989
<<Ernesto4z@sbcglobal.net>>

Ad Rates (USD)*

		^	#
Business Card	20	18	16
Quarter page	40	36	33
Half Page	70	63	56
Full Page	130	117	104

* per issue (6 per yr)
^ 10% discount for full year order
20% discount for sustaining member



People who deliver.
Professional. Global. Exceptional.

**Quality
Regulatory Compliance**
Permanent and Contract Placements

Rosemarie Christopher
ASQ Member since August 1990
Sustaining ASQ member since 1997
Phone 818-247-1368

<<rosechristopher@medexecintl.com>>
www.medexecintl.com

**Become an
ASQSFV
Booster**



For further information on American Society for Quality please see:
www.asq.org and www.asqsfv.org

ASQ San Fernando Valley, Section 706, is continually reaching out and promoting our name in the communities that we serve. By becoming a ASQSFV Booster, you will be providing growth and opportunities for your employees and colleagues by acting as a valuable source of information for our local Quality Professionals.

**For additional information, please contact:
Cheryl Jones - cjones@medexecintl.com**