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***ENEWS Update from ASQ Golden Gate Section***  
***ASQ0618, P.O. Box 360985, Milpitas, CA 95036-0985***



<http://www.reachus.com/ASQC0618>

## **Program Chair's Corner**

Our Golden Gate Chapter ends its 2007 program with high marks – we held more dinner meetings and social events than planned and member participation has been fabulous.

On September 18, 2007 – Craig Harrison opened the season with his presentation “Orchestrating Your Leadership!” Wherever you find yourself on the organizational chart -- it's time to assert your leadership! It was a fun and interactive event for all who attended.

On September 26, 2007 – A manufacturing tour visited the Vetrazzo Plant in Richmond, CA. Seeing the creative process of converting glass to exquisite building materials is amazing – we definitely would like to recreate this opportunity for those who missed.

October 23, 2007 - Jerry Mairani (ASQ President 2005-6) and Eileen Clark presented a terrific discussion “Driving Performance Improvement From The Top: Identification and Deployment of Strategic Business Objective.” This presentation drew a strong and positive response from the audience.

On November 28, 2007 - We held a joint event with ASQ Silicon Valley Section, in collaboration with the Northern California Biomedical Discussion Group. This panel discussion on New Developments in Biomedical Technology was enlightening to say the least.

Other exciting events are being developed. Our section website is updated as we schedule new events. We are always interested in hearing your recommendations and inputs for our program, so please email [vuongphi@yahoo.com](mailto:vuongphi@yahoo.com) with your suggestions and comments.

## **Upcoming Event Schedule**

**February 19, 2008 - Daniel Donahoe - Excomponent**

The rocky marriage of technology and quality, how technological maturity drives quality both up and down.

Since the dawn of the industrial revolution, technology has provided immense economic benefit. During the first half of the 20<sup>th</sup> century, incorporation of various methods into manufacturing (mechanical and petrochemical technologies) enhanced productivity and quality. During the second half of the 20<sup>th</sup> century, electronics technology created dramatic economic successes. However, the fast pace of the electronic technology revolution has taught us some interesting lessons about economics and technology. One of these lessons is defining what value means when new technologies compete to fulfill a need. Examples of these conflicts include display technology (cathode ray tube, plasma display, liquid crystal display, electroluminescent displays, field emission displays, electric paper and projection displays), or storage devices (removable media, hard disk drives) as well as many other technologies.

To register, go to: <http://www.acteva.com/booking.cfm?bevalD=147674>

**March 18, 2008** - John David Kendrick/ Dan Saaty  
How to Optimize the Portfolio as the Needs of the Business Change Over Time

Proper six sigma project selection is a major challenge to all six sigma deployments. This practical and timely presentation will focus on the use of the Analytic Hierarchy Process (AHP) to properly select an initial set of six sigma projects that are most aligned to the strategy of the organization and the feasibility of the projects under consideration. The presentation will also include a demonstration of project selection in a mature organizational environment that is rich in metrics, or in an environment where intangible considerations must be made if the organization has a low maturity level, like a start-up company. During the presentation, the hosts will demonstrate the construction of a six sigma project portfolio by leveraging group dynamics with AHP so that bias-proof decisions will set the foundation for the construction of the portfolio. After the model portfolios are created for each scenario, the presentation will conclude with a demonstration of how to optimize the set of projects in one of the portfolios relative to the changing organizational strategy.

To register, go to: <http://www.acteva.com/booking.cfm?bevalD=144333>

**July 16, 2008 (not included in Season Pass)** – Bikash Chatterjee, COO/ Pharmatech Associates/ Chair Golden Gate Chapter

Applying Optimization Methodologies to the Process Industry

A Joint event with ASQ Santa Clara

## **Certification News**

The next ASQ certification exams will be conducted the Dublin San Ramon Services District in Dublin, CA on March 1, 2008. The following exams will be conducted on this date and the deadline to apply is January 11, 2008. Go to <http://www.asq.org/certification/apply.html> to apply to sit for one of these exams.

- Biomedical Auditor
- Calibration Technician
- HACCP Auditor
- Manager of Quality/Organizational Excellence
- Quality Inspector

Recertification units may be earned by serving as an assistant proctor for this exam. If you are available, please contact Jim Kohnen at [jim483@aol.com](mailto:jim483@aol.com). Complete information on the ASQ certification process can be obtained on <http://www.asq.org/training-and-certification.html>.

## **Recertification Process**

Recertification RU documentation is usually available at Golden Gate section meetings and sponsored events. Documentation may be in the form of a letter but a program, cancelled check (Pay Pal confirmation), or minutes showing you on the attendance list will also work.

If none of those things are available contact me at [jim483@aol.com](mailto:jim483@aol.com) with a brief explanation of the event for which you do not have documentation and I will be happy to provide it to you.

You may also earn recertification units by volunteering to help with section activities, attending professional conferences, publishing an article, or attending classes applicable to the Body of Knowledge for your certification. Detailed information about recertification units may be found at <http://www.asq.org/certification/recertification/rucredits/index.html>. Remember to submit your Recertification Journal and the minimum objective evidence to support your claims for recertification units plus your method of payment to:

Dr. James Kohnen  
7303 Lone Court  
Dublin, CA 94568

## **Chairman's Corner - Quality in the Global Marketplace**

There can be no debate that the world today is getting smaller. Regardless of industry sector, more and more organizations are leveraging low cost, educated workforces across the globe as part of their strategic business plan. What does this mean to us as quality professionals? One tangible consequence of this strategy is the need for a common vision for quality. We are not talking about technical knowledge, mathematic skills or quality of equipment; we are talking about understanding the principles and rationale for quality, its consequence upon the products and services we sell, and the society we service. Never before has quality been in the spotlight as it is today. From adulterated pet food to lead-based paint on our children's toys, the cost-benefit analysis of quality and performance is on everyone's mind.

So how can we make a difference? We can begin by looking at quality as more than a supportive function. We need to think of quality as the foundation for our business. This changes the way we approach how we apply quality within an organization. Borrowing best practices from outside our industry is an easy way to improve. Focusing upon providing quality

insight which furthers corporate productivity and performance is a very real possibility. Imagine quality as a profit center for your organization! It is not unreasonable. The cost of poor quality for most organizations is not tracked or incompletely tracked. When totaled, we are often the deciding factor between success and failure within our organizations.

So what can you do to make a difference? Start by understanding how quality affects your corporate strategic initiatives. Figure out how you can make a difference in the effectiveness of your organization. Act locally and think globally. The Golden Gate chapter of ASQ is committed to presenting programs by individuals who understand the impact quality can make on your corporate performance and long-term strategic plans. By attending Golden Gate meetings, you will have a chance to discuss your role and to question many of the thought leaders of industry today. We hope to see you at our next meeting!

Regards,

Bikash Chatterjee  
ASQ Golden Gate Section Chair

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