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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>

## **...from our Program Chair – Vuong Phi**

Are you ready for the exciting events that will finish the 2007-2008 programs? We feel that our upcoming program will provide an outstanding opportunity for you to network, learn and participate in the section. Featured among these events are a joint panel dinner meeting on April 17, 2008 and a dinner seminar on May 20, 2008. The joint panel will be hosted by ABBOT and will be available at no cost to our members. The seminar in May will be available at the unbelievably low cost of \$35.00 for our members.

Please check out our chair-elect's article, Participate and Make a Difference. Kate offers some compelling reasons to join in and participate in the management and operation of our section. Email [Katherine.H.Raymond@bankofamerica.com](mailto:Katherine.H.Raymond@bankofamerica.com)– if you are interested in being a part of the Board and would like to join us in a Board dinner meeting on March 5 to gear up our chapter for its 2008-2009 business & resource planning project

Other exciting events are being developed – visit our section website <http://www.reachus.com/ASQC0618/> to get the most updated events. Please do not hesitate to provide us with your recommendations and inputs to our program, email our Program Chair, Vuong Phi at [vuongphi@yahoo.com](mailto:vuongphi@yahoo.com). By joining the Board and participating in program development process you can help to ensure that we meet our chapter deliverables and complete a successful fiscal year.

## **Register for Our Scheduled Meetings during February and March:**

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

The Rocky Marriage of Technology and Quality, How Technological Maturity Drives Quality Both Up and Down

<http://www.acteva.com/booking.cfm?bevalD=147674>

### **March 18, 2008 - John David Kendrick/ Dan Saaty**

Optimal Six Sigma Project Selection and Project Portfolio Optimization using the Analytic Hierarchy Process in Mature and Start-up Organizations

<http://www.acteva.com/booking.cfm?bevalD=144333>

## Future Events

Coming up in April and May, we offer our no cost joint panel discussion and an exciting dinner seminar.

### **April 17, 2008 – Panel Discussion on New Developments in Biomedical Technology (Bring your questions) -- No cost to ASQ members**

ASQ Golden Gate Chapter, in collaboration with Abbott, invites you to participate in a Panel Discussion -- Panel moderator Tina Mazurkiewicz / Division Vice President/ Quality Assurance and Compliance. Panelists include:

- State of the Medical Device industry – Dr. Sudhi Gautam
- Technical & Process Innovations that impact the field Bikash Chatterjee:
- Operational Excellence - Forging Cross Functional Partnerships with R&D, Operations (Six Sigma, Class A initiatives) Tony Whelan
- Regulatory Changes that impact the industry Janet McDonald

### **May 20 , 2008 Dinner Seminar -- sponsor by GG Chapter and Ron Person/ Tor Consultation \$35.00 to ASQ members**

Creating a High Performance Organization in Healthcare -  
Step 2 of 6: Translating Plans into Measurable High Performance

One of the main reasons strategic and operational plans fail in healthcare organizations is because of a failure to execute. Even if you use the best of Six Sigma, LEAN and Project Management Office the odds are you won't succeed because your plan wasn't executed.

There are at least six steps in creating a culture of high performance. We'll briefly discuss each step, but this workshop will focus on the key to successful execution, how to translate your plans into actions that can be measured, monitored and managed.

From what you learn before dinner and practice after dinner you will know how to:

- Identify objectives in your plans that drive success
- Select the "critical few" metrics that must be measured
- Identify the initiatives and managers to execute your plan
- Use scorecards and dashboards to track and monitor progress

You will take away checklists and lists of metrics that have proven high value. Many attendees have said the lists of metrics alone were worth attending.

The evening will be divided into two parts. Before dinner will be a demonstration of the process, case studies and examples. After dinner you will put to practice what you've learned. If you come with a team from your organization you can work on a plan that you bring. If you come as an individual we'll have a case study for you. (Please do not bring proprietary projects or data.)

Bring your team. Bring your plan. Bring your energy!

## Thinking about certification?

### Sustaining Members

Did you know that Sustaining Members and their employees will receive member pricing on any of our 14 certifications, a cost savings of up to \$150 per certification. Employees at your location(s) will receive member pricing on ASQ Certification if you joined or renewed as a Sustaining Member after September 23, 2005. If you and/or your employees are interested in taking a certification exam, please contact Customer Care at 800-248-1946 (United States and Canada only) or [help@asq.org](mailto:help@asq.org).

### Apply for Certification

Did you know that ASQ offers several ways to apply for certification? Choose the best option for you.

**ASQ Members—[Apply online now!](#)** Have your documentation and credit card ready. (See each certification for the necessary documentation.)

<https://secure.asq.org/ecommerce/certuser/execute/loginSetup>

### Non-members

- [Join now!](#) You'll save \$150. After you've joined ASQ, come back and fill out the member application above.
- [Apply without joining ASQ](#)—requires customers to register to complete the application.

**Special Applications**—Check specific certifications for additional applications and dates. [View a list of all upcoming certification exams: http://www.asq.org/certification/dates.html](http://www.asq.org/certification/dates.html)

**Mail or Fax Your Application**—<http://www.asq.org/certification/downloadable-apps.html>

- Mail to:

American Society for Quality  
P.O. Box 3005  
Milwaukee, WI 53201-3005  
USA

or American Society for Quality  
600 North Plankinton Avenue  
Milwaukee, WI 53203  
USA

- Fax to 414-272-1734.

The Golden Gate Section sponsors an examination site at the following location:

Dublin San Ramon Services District Office  
7051 Dublin Boulevard  
Dublin, CA 94568

Questions about certification or recertification may be directed to our certification chair, Jim Kohlen. Jim can be reached by phone at 925- 828-3623 or by email at [jim483@aol.com](mailto:jim483@aol.com).

## **Get Involved and Make a Difference: *New board election coming in March***

There are several reasons to join our ASQ Golden Gate section- the personal and professional contacts; the sharing of insights with new and old members alike, and the great teachings of the speakers who share their knowledge and experience with us!

I refer to “our” Golden Gate Chapter, because it is each and every one of us who make it what it is. Joining the Board is one way to get involved and make a difference!

I joined the Golden Gate section board in 2006 after I became a CSQE. I wanted an opportunity to learn more about ASQ and the various quality practices in my own and other industries. I also wanted a way to earn recertification credits ensuring I wouldn't have to sit for the exam again...

I really got much more than I bargained for... I was wholeheartedly welcomed by the section board, I was able to contribute to the section business plan and had input into the speakers and social events. I have made some long lasting friendships even if I only see board members monthly. *And*, I participated as a board member, in the ASQ annual Quality conference in 2007.

### **Activities for 2008:**

Our section board is working to improve the section website, seeking speakers to address topics of interest to our members and continually looking at what and how we offer programs to our membership so we meet your changing needs.

We can certainly use your ideas and welcome your energy. Maybe you are new to ASQ, maybe you are a seasoned quality professional and would like to share your expertise... there is room for all of us and we look forward to carrying the section on with continued improvements for 2008/2009.

### **Join us to find out more!**

If you are interested in joining the board, and/or have any questions about the Golden Gate section and board positions, please reach out to me, Bikash Chaterjee, or contact any [board members](#) . Or write to our mailbox at [www.reachus.com/ASQC0618](http://www.reachus.com/ASQC0618)

We will host a dinner on March 5, 2008 for those who express interest in joining the board.

More to come about the board election to be held at our March dinner Meeting!

Kate Raymond  
ASQ Golden Gate, Chair-elect

## Chairman's Corner - Leveraging a Quality Opportunity

Amazingly, we find ourselves in February already. True to form, this year is showing no signs of letting up from the intensity of 2007. In 2007, our Chapter had some incredible speakers, which provided our members with access to best-in-class understanding of Quality as it plays a role in today's marketplace. 2008 promises to be another incredible year. One consistent message from all of our speakers is that quality can no longer play a support role if you are going to be successful in business today. Integrating the right tools in the right manner at the right time can be the difference between a blockbuster year and a disappointing year.

The definition of the quality professional has changed to include nearly all member of an organization. Whether you are the President of your organization or fresh out school, the reality is your decisions will affect the quality of your products and services. ASQ, as the world largest organization dedicated solely to quality, represents the opportunity to learn from some of the best in industry. We hope you will take advantage of the tremendous learning and networking opportunities provided by our Chapter. In addition to our dinner meeting program, our program includes an on-site panel discussion at Abbott Diabetes in Alameda and a networking and plant tour. As a chapter member, you get unprecedented access to individuals who are shaping the face of business in the Bay Area and the world today. So, if you are interested in learning more about how to maximize you role in your business today, or you want to learn more about other opportunities around your expertise, we hope you will join us for the next dinner meeting.

Regards,

Bikash Chatterjee  
ASQ Golden Gate Section Chair

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