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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>

To see the full ENews, go to: <http://www.reachus.com/ASQC0618/ENEWSOct2007.pdf>

Remember to register for the October 23 dinner meeting featuring Jerry Mairani (past ASQ National president) and Eileen Clark

For a detailed description of this event, go to: <http://www.reachus.com/ASQC0618/Dinner.htm>

To register for this event, go to: <http://www.acteva.com/booking.cfm?bevalD=140839>

### **Program Chair's Corner**

On September 16, 2007, the chapter opened the 2007-8 program with a soft skill building session "Orchestrating Your Leadership!" by Craig Harrison --- CEO of Expressions of Excellence. This program was intended to inspire sales and service leadership in quality professionals. Exercises combining music & discussion made the evening a very lively one. As usual, I bought back to my office a whole set of skills that have helped to add fun and energy to my time at work & home.

We had a manufacturing visit on 09/26/07 to the new Vetrizzo recycling facility in Richmond to explore how recycled glass can be brilliantly repurposed into an exquisitely sleek, incredibly durable material for counter tops, table tops and more.

The party was organized by Vetrizzo for ASQ members, architectural and construction professionals in the Bay Area. Attendees enjoyed the presentation of green concepts and the methods by which quality is built into the manufacturing process flow for Vetrizzo products.

Our chapter offers a Season Pass of 4 dinner meeting events at \$99.00, which is only at 2/3 of the actual cost to the section. Joining our dinner meetings provide an opportunity to increase your network, explore new ideas and obtaining RU for recertification.

One challenge for the section program is how to minimize the cost of the dinner meetings & seminars so we can offer affordable rates to our members. Scott's Sea Food in Jack London has worked with us to minimize the invoice cost for our meetings; however, like other professional chapters around the nation, we have seen an increase in the fees of we are charged for our dinner meetings. By offering the Season Pass, the Golden Gate Chapter has absorbed some of that increased cost and we have operated below our costs for dinner events over the past 4-5 years.

Please send your ideas & suggestions to Vuong Phi at [vuongphi@yahoo.com](mailto:vuongphi@yahoo.com). As your Program Chair, I am always looking for new and exciting, yet affordable, programs for our section members.

### **Upcoming Event Schedule**

**October 23, 2007** - Jerry Mairani (ASQ President 2005-6) and Eileen Clark  
Driving Performance Improvement From The Top: Identification and Deployment of Strategic Business Objective

This presentation will cover what is perhaps the weakest link in most organizations ability to drive performance improvement, taking strategies and effectively engaging actions to attain them. This proven metric approach is successfully used by major corporations such as G.E., DuPont, and Ford to achieve measurable corporate level goals. This presentation is for all industry types. If you are an executive, middle manager, or quality professional you should attend this presentation.

**November 14, 2007 (not included in Season Pass)**

SPC Panel Discussion (Bring your questions)

A Joint event with ASQ Santa Clara

**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.

**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.

**April, 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

**April, 2008** – Social Event TBD,  
Presenter/ TBD

**May, 2008** - Seminar / TBD

### **Certification News**

The most recent ASQ certification exams were conducted the Dublin San Ramon Services District in Dublin, CA on September 20<sup>th</sup>. Led by Jennifer Brandenburg, Golden Gate Section ASQ Director at Large, the following individuals served as assistant proctors for the exam: Nicholas W. Burrows, Tina Mazurkiewicz, and Ellen Hill.

Seventeen people sat for the following exams:

Certified Reliability Engineer (CRE) – 1

The Certified Reliability Engineer is a professional who understands the principles of performance evaluation and prediction to improve product/systems safety, reliability and maintainability.

Certified Manager of Quality/Organizational Excellence (CMQ/OE) – 1

The Certified Manager of Quality/Organizational Excellence is a professional who leads and champions process-improvement initiatives—everywhere from small businesses to multinational corporations—that can have regional or global focus in a variety of service and industrial settings.

Certified Biomedical Auditor (CBA) – 2

The Certified Biomedical Auditor is a professional who understands the principles of standards, regulations, directives and guidance for auditing a biomedical system while using various tools and techniques to examine, question, evaluate and report on that system's adequacy and deficiencies.

Six Sigma Black Belt Certification (SSBB) – 13

The Certified Six Sigma Black Belt is a professional who can explain Six Sigma philosophies and principles, including supporting systems and tools.

The next exam will be administered on December 1, 2007. 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 CPU documentation is generally available at Golden Gate meetings and events sponsored. It may be in the form of a letter but a program, cancelled check (Pay Pal conformation), or minutes showing you on the present 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.

Remember to submit your Recertification Journal and the minimum objective evidence to support your claims for CPU points plus your method of payment to:

Dr. James Kohnen  
7303 Lone Court  
Dublin, CA 94568

**Regards,  
Bikash Chatterjee  
ASQ Golden Gate Section Chair**

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