

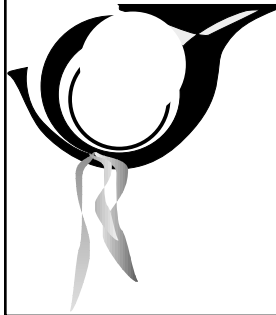


Gabriel's Horn

THE OFFICIAL NEWSLETTER OF THE SAN GABRIEL VALLEY SECTION - 0702
<http://www.asq702.org>

April 2004

Plant Tour



APRIL 20, 2004 (TUESDAY)
SAFETRAN PLANT TOUR



Safetran www.safetran.com

This month's meeting will be instead a plant tour held at Safetran Co. in Rancho Cucamonga.

Safetran carries more than 70% of the marketshare in the railroad crossing market. The Rancho facility manufactures the electronic controls and signaling for railroad crossings. It is ISO 9000:2000 certified, and uses Six Sigma and Lean Manufacturing techniques to increase its efficiencies and profitability.

SafeTran has a Senior Black Belt position, which is supported by 2 Black Belts and 5 Green Belts.

The tour will begin with a look at its 75' by 20' model train set in the R&D department, followed by the tour of the manufacturing areas.

No special dress / shoe requirements are needed to attend. Your tour guide will be John Schulz.

Please be on time.

To invite a non-ASQ member or co-worker to this meeting, have them RSVP at:
www.evite.com/s.soukup@verizon.net/702-042004

**MAKE RESERVATIONS
ASAP**

Location

**Safetran Systems
Rancho Cucamonga**

10655 7th Street, Rancho Cucamonga,
CA 91730

If you get lost, please call the plant at
(909) 987-4673

DIRECTIONS

10 Fwy East. Exit 4th Street. Turn Left
(East) to Haven. Left on Haven. Right on
7th Street to 10655

AGENDA

Sign-In/Networking	5:30 - 6:00 PM
Snacks	
Plant Tour	6:00 - 7:00 PM

MEETING RESERVATIONS

Menu: Snacks/Soda
Cost: \$5 per person

****RESERVATIONS MUST BE
RECEIVED BY 12PM NOON on
04/20/04**

**SPELL YOUR NAME AND LEAVE YOUR PHONE
NUMBER. IF YOU FIND YOU CANNOT ATTEND,
CALL TO CANCEL YOUR RESERVATION.
NO SHOWS WILL BE CHARGED.**

For Reservations. . .

1. Call toll-free (877) SGV-0702
2. E-mail us at: s.soukup@verizon.net
3. Or use E-vite that was sent to you

From the Chair



Spring is finally here and it's time to enjoy the beauty that Southern California has to offer. It's also time to start a little spring-cleaning and freshen things up a bit.

Unfortunately, it's been several months since our last issue of Gabriel's Horn. A lot has been happening at ASQ 702, so we want to get you up to speed ASAP. I do want to apologize for not getting the newsletters out to you. My work schedule and personal life have taken more and more time and allowed me less and less free time to work in my ASQ 702 capacities (as Newsletter Editor and Chairman). I want to promise you that we are working hard to get caught up and back on track. We will also do our best to create the past issues for you.

Speaking of the newsletter, I'm very happy to announce that Mary Schneider, one of

our newest volunteers, has agreed to take over the position as Newsletter Editor effective immediately (this issue). Please send her your encouragement and support and submissions at: mschneider@adelphia.net. We need your help to make our newsletter a success and I know she'd love to hear from you. Mary will be working with Akhilesh Gulati, a previous Chairman of Section 702, who does a tremendous job on doing all the newsletter layout design from the info that Mary compiles and formats.

Here's what else has been going on with our Section...

In the last six months, we've had tremendous turnouts at our monthly dinner meetings, and every one of them has gotten rave reviews in our meeting survey scorecards. If you haven't attended a section meeting, I urge you to get involved, meet some new fellow members, and learn something new that you can use in your daily lives.

Next, we have completed the new Officer

election process and counted all the ballots we received from you. The new elected officers for the 2004-05 fiscal year are as follows:

- Chairman – Nal Lokeshwar
- Vice Chair – Bennett Chin
- Treasurer – Paul Hoffmann
- Secretary – Mary Schneider

I'm very happy for my fellow board members and know they will be very successful in leading this section in the coming year. I'm also happy because it's time for a change. I've been chair for the past two years and have had a lot of fun and challenges. We accomplished many of our goals and have even more ahead of us. I will continue to be involved with the section and help in any way I can, but in a different role.

Nal, Mary, Jean Flores and myself will be attending the 2004 Region 7 Leadership training at the beginning of May. This will help the new team be even more prepared

Cont'd on page 5. . .

SAN GABRIEL VALLEY SECTION 0702 2003-2004 EXECUTIVE COMMITTEE

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POSITIONS

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ARCHIVIST / HISTORIAN
BOOSTER

New Editor:
Mary Schneider
mschneider@adelphia.net

GABRIEL'S HORN PUBLICATION

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Articles, advertising, photographs, and letters should be addressed to the editor.

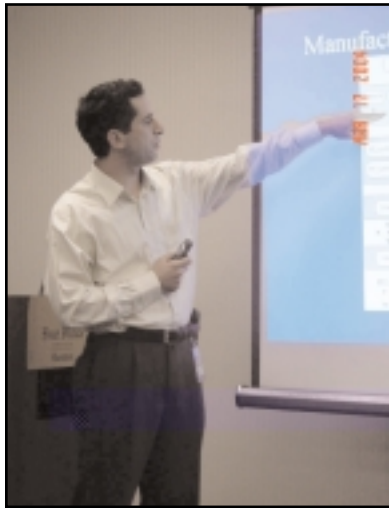
DEADLINE: THE 25TH OF THE PRECEDING MONTH (OR 35 DAYS IN ADVANCE).

A Member's View: MARCH 17TH MEETING

Lean Manufacturing & the 5 S's (Sort, Set in Order, Shine, Standardize, and Sustain) . . . by Debra Martin

The Speaker for our March meeting was Okan Gurbuz, Senior Industrial Engineer from Varco Drilling System in Organge County. He was responsible for managing the setup of cellular manufacturing for the company.

Mr. Gurbuz spoke on Lean Manufacturing and the 5 S's. His Powerpoint presentation was superb and filled



with detail. He began by defining the basic terms (waste, non-value added, etc.) in Lean Manufacturing. He defined Lean as, "A systematic approach to identifying and eliminating waste through CI by flowing the product at the pull of the customer in pursuit of perfection". Prior to implementa-

tion of Lean Manufacturing, Mr. Gurbuz figured that during the manufacture of one of their key products, the part traveled several MILES around their warehouse. This was obviously a big waste of time. The team used Lean Manufacturing to reconfigure the path the parts took and cut down the distance the part traveled to only a few feet through the cell. He also gave many reasons why Cells or Teams could benefit all companies. He went on to conduct group exercises demonstrating how to use Lean Manufacturing. He related it to functions in the home like making coffee. The teams were excited and a lot of chatting and questions were heard as we worked to solve the problems. He discussed how the actual problems were solved, while the audience contributed some fine solutions of their own. He also demonstrated an innovative program useful in measuring work effort.

Mr. Gurbuz moved on to discuss the Five Pillars or S's (sort, set in order, shine, standardize, and sustain). He defined all of the Pillars, and gave great examples of

how they were used at his company. This part of his speech was filled with wonderful picture examples. He also shared a story involving a lion and a gazelle, with the end message being, "It doesn't matter whether you are a lion or a gazelle – when the sun comes up, you had better be running". This was a perfect analogy for the business world; if you don't adapt you will become extinct. Mr. Gurbuz discussed the use of jigsaw pattern, sorting, improved filing systems, and the use of floor and wall markers to improve the organization of materials as well as time management.



His speech ended with many thoughtful questions from the audience.

Mr. Gurbuz was an excellent and knowledgeable speaker. The audience was fascinated by his informative and fun approach in presenting the topic. It seems that most of the audience members planned to use the information they received from the presentation at



work the very next day.

Welcome

New Members

David E. Padgett - APEC
 Shaleen Ramesh Parekh - Baxter BioScience
 James D. Spoonhower - Speciality Equip. Mkt Assoc.
 Connie Tran - Candle Corp.

ASQ 702 Welcomes these new members to our family. Please take the time to welcome them in at the next ASQ 702 dinner meeting and make them feel special

April 702 Member Service Anniversaries

Celebrating 10 yeras with ASQ 702

Lawrence Phelan
 Arnold Schiltz

Please stop by and say hello to them at our monthly membership meetings.

Recertify in Time!!!

If your ASQ recertification deadline date was December 2003, you have until June 30, 2004 to submit your recertification journal packet. Check out the new dates and contact Lori Benson: l.benson@verizon.net

<http://www.asq.org/cert/recert/index.html>

Membership Status

Our Section currently has 343 members, of which 4 are new members this month.

There are currently 16 members who have not renewed their memberships yet !!! Renew today at:
<https://secure.asq.org/ecommerce/renewals/login.jsp>

See more info on our members at our website:
www.asq702.org/members.htm

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COMING EVENTS 2003

MONTHLY SECTION MEETINGS (3rd Wednesday of each month)

May 19	Effective Communication - Akhilesh Gulati
June 16	What companies look for in employees - Rosemarie Christopher 2004 -2005 Officer Installations Ceremony
July 21	Interviewing Techniques - Rosemarie Christopher <u>2004 - Send Us Your Suggestions on Future Topics / Speakers!!</u>

For
Reservations & Info.
Check Website OR
Call 877-SGV-0702 OR
respond to E-VITE

CERTIFICATION/EXAMINATION

CQT/CQMgr/CRE/CMI/HAACP/Biomedical/SSBB

Exam /Appl. Deadline

Oct 16 / Aug 20

UPCOMING CHATS - APRIL

None this month

MONTHLY EXECUTIVE BOARD MEETINGS

May 3 @ 6:00 pm, June 7 @ 6:00 pm

Membership Renewals are PAST DUE after June 30, 2003!

THOSE OUT OF WORK CAN GET DUES RELIEF FROM ASQ TO REMAIN A MEMBER FOR HALF THE COST.
RENEW TODAY AT [HTTP://WWW.ASQ.ORG/RENEW](http://www.asq.org/renew)

**For other Refresher Course information contact: San Gabriel Valley Section - Roger Olson at 909-484-9377

Inland Empire Section - Pamela Locatel at 909-683-7243, Los Angeles Section - Carl Moore at 562-941-4584,

San Fernando Valley Section - Angel Luna at 818-586-4371 or call ASQ Headquarters at 800-248-1946 for other Sections.

From the Chair

...cont'd from page 2

to tackle the challenges of their new roles and provide you with the best service they can.

Next up, we are finishing up our Section Survey and working to get that out to you so we can get your feedback on issues that matter most to us. We want to use the results to help us plan for the coming year so be sure to fill it out and send it back to us when you see it in the coming month.

We are still looking for new volunteers. Our new fiscal year starts on July 1st. Current volunteers will be switching around or leaving their roles. We don't want there to be any gap and we want to be able to continue to provide you the services you come to expect so...

We really do need your help and support, in whatever small way you can. Big or small, it all helps us out. Get involved with your section and you will really get so much more out of your membership. Some of the benefits of being a volunteer are: learning new skills, earning valuable recertification RU credits, meeting new people, working in a successful team and making a difference, being recognized and appreciated by your peers, and so many more. We have a lot of talented members out there. Let's help each other become the very best.

Finally, it's time to remind you that your membership dues are coming due at the end of June so be sure to start saving and planning on renewing. The ASQ membership plans have changed somewhat this year so be sure to see all the new benefits and changes at the ASQ.org website. Why not become a Senior member and receive even more benefits? Or recruit and refer your friends and colleagues to win prizes in the EachOne Reach program. Go here to find out more:

<http://www.asq.org/members/account/eoro.html>

As always, I welcome your comments and suggestions.

Until next issue, have a Quality Day

Stephen Soukup, CQE
Chairman

RADICAL THINKING?

Creating Change: What Not To Do!

The customer is always right - or are they? Let's look at some scenarios:

1. As a consultant I was hired to help the client upgrade their quality system within a month so that they could pass their registration audit. As I reviewed their work environment, I determined that this would be impossible to do in the timeframe given. However, when I tried to explain my concern regarding their unrealistic expectation, they told me that if I were competent, I could do this for them! They believed their quality system was pretty good and only needed a few minor modifications. Is the client right; is the consultant right?
2. While working at a restaurant, one of my fellow servers requested help in responding to a customer's complaint. The customer said that she did not like the food; it was not warm enough, the fries were soggy, and the taste was not what she expected. Thus, she felt that she should not have to pay, although her plate was almost clean. Was the customer right in not expecting to pay?
3. I worked at a ski resort and saw a customer walk in to return his rental ski equipment. The customer had contracted a 4-day rental and wished to return them after the first day

with a refund for the remainder of the unused days. Our return refund policy, which was clearly visible on the counter and the door, stated, "If you return the equipment after 9:00 am, you will be charged for a full day." The customer walked in at 9:30 am with his arm bandaged in a sling and a brace. Is the customer right in expecting to get a full refund for the remaining days?

I suspect that we would all respond in similar fashion to the above scenarios. In the first case, the client might not be right but it behooves the consultant to convince the client about realistic expectations; it is not a question of whether the client is right or not. In the second situation, the customer is clearly wrong; she ate 90% of the meal and needs to pay. In the third scenario, the customer is obviously not trying to cheat the ski rental agency.

So what can we conclude from this? Is the customer always right? Is the customer usually greedy and trying to cheat us from what they owe? Instead of taking this rather brazen statement at its face value, focus on the attitude and intent of the issue by the customer. Cynicism can easily influence our attitudes and it can negate even the best policies and intentions of an organization. We need to believe that our customers are basically honest people; we need

to understand that the first rule of customer satisfaction is to assume that the customer is telling the truth. With that basic truth, we eliminate blame, simplify our customer responsiveness process, and establish a positive reputation. We should focus on a genuine understanding from our customer's perspective and treat customers with respect. Yes, there are a few who might try to cheat us – but most are honest and this trust gets us loyal customers for life. Whether the customer is always right is not really the issue; rather, our attitude toward the customer is!



Akhilesh Gulati

Past Chair and Senior Member of the American Society for Quality, San Gabriel Valley Section. Principal with PIVOT, a management consulting firm specializing in implementing Change Strategies, Lean Manufacturing and ISO 9000 quality systems. Provides training for Tools & Techniques for Lean Enterprise and Six Sigma Black Belts.
Phone: 877-pivot-mc; Fax: 909-982-7161
Website: <http://www.pivotmc.com>

Also owns Akhil International, a printing, design and promotional products enterprise. Phone: 866-akhil-44

EXECUTIVE COMMITTEE, AN OPEN INVITATION . . .

We extend an open invitation to all Section 0702 Members to get involved with your Section's Management. We all have something to contribute, no matter how busy our schedules. Your Executive Committee has several openings . . . **check them out on page 2.**

And as always, attending a Board Meeting is not a commitment to becoming an active Board Member. We still meet on the first Monday of each month (except holidays) in which case we will meet on the second Monday. The meetings start at 6 pm and remember . . . **dinner is on us!** If you're interested or even the least bit curious, then please call **Stephen Soukup** at **562-698-3465** or leave a message on our toll-free number at **877-SGV-0702**. So pick up the phone and give us a call . . . you'll be glad you did!

Next meeting will be held on Monday, May 3 and June 7 at 6pm.

Our Board meeting location is at **MARIE CALLENDARS**, 3117 E. Garvey Avenue North, West Covina; Phone: 626-339-5491. Take Barranca exit north off the San Bernardino (10) Freeway . . . just look for "RESTAURANT ROW". Meeting takes place in the Library Room.

ASQ WEB CONNECTIONS

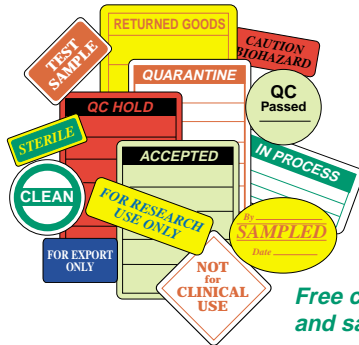
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Membership Meeting information • Past Meeting Handouts
Officers List • Section 702 Newsletter • Calendar of Events
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Size	1 Issue	Yearly
Business Cards	\$ 20	\$ 200
1/4 Page	\$ 45	\$ 450
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Full Page	\$150	\$ 1500
Inserts	\$100	\$ 1000

Gabriel's Horn currently reaches approximately 400 Quality Professionals in Southern California each month.

If you are not currently an ASQ member of Section 0702, a subscription to *Gabriel's Horn* is available for \$14 per year.

For additional information or to place an ad, please contact:
Akhilesh Gulati @ 909-982-0161

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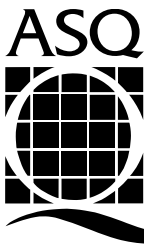
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- * Then click on "My Account" button and choose the "Change work/home addresses and e-mail" option to update your information and preferences.
- * If you need additional help, write to cs@asq.org

Section 702 Refresher Courses

Section 702 will be offering refresher courses in the future. If you are interested in taking the courses, please contact our Refresher Course Coordinator Larry Bartkus at:

LBartkus@BWIUS.JNJ.COM



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