

March 2000



Gabriel's Horn

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

MONTHLY MEETING: MARCH 16, 2000



Tour Inland Valley Daily Bulletin

Location: Inland Valley Daily Bulletin
2041 E. Fourth St.
Ontario, CA 91764
909-987-6397
Between Vineyard & Archibald

Jim Missett, Production Director, will walk us through the process of putting together a newspaper for a single day. The progression will be the same as they follow.

We will go over the five different types of advertising that makes up their paper - 1) Retail display, 2) Classified display, 3) Legal advertising, 4) Classified liner ads, 5) Pre-Printed Inserts.

Newspapers must start with advertising, because that is what determines how much space is paid for. The paper attempts to keep a ratio of 45% advertising to 55% news - that is a worse case scenario.

We will look at entering new ads into a computer system for space reservation. The information for ad orders is transferred to a layout system that has rules for placing competing ads as well as ads with coupons.

The Creative Services Department is where the ads are built on computers. We will see the checks and balances used in building the ads storing them.

Then onto Editorial where they take the page dummies, with space blocked out for ads, and proceed to fill the open areas with copy. We will take a look at their twice daily news budget meeting and the photo selection and processing for insertion into the paper.

Now, back to CSD where the news, photos and graphics are called up on the "pagination" station and combined with the completed ads.

MEETING STARTS AT 6:00 PM.

AGENDA

Registration & Networking	5:30 pm
Tour	6:00 pm
Adjourn	9:00 pm

REFRESHMENTS WILL BE SERVED

The completed page is output to film negative. The negative is then put on the plate exposure machine and the intense light makes a positive image on the plate.

On to the press room. We will see the sequence of events for imposing the final product onto a press configuration sheet so that the press crews know where to place the plates to get the pages in the right sequence.

We will see them run the press for one of their weekly products. We will follow these products into the mail room and talk about how and where they distribute.

And you pay only a quarter for the work that 285 people have worked so hard to produce.

And - - the cycle continues as they turn around and print an entirely new product the next day!

Sign up early - limited seating.

MONTHLY MEETING RESERVATIONS

Reservations	\$5.00
At the Door, No Reservation	\$7.00
Full Time students w/valid ID	\$5.00

Program only: No Charge.

MAKE RESERVATIONS NO LATER THAN
MARCH 13, 2000

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

**For Reservations. . .
Call ASQ, Section 702 at
877-SGV-0702**

EDITORIAL ARE YOU HAVING A BAD "QUALITY" HAIR DAY?

The results of a recent study conducted at Yale University (probably funded by a Federal Grant) have provided us with the following data: individual performance can be negatively effected by the *perception* that one's hair is acting in an unruly manner ...i.e. the term, a *bad hair day*. The cognitive link asserts that there is a damaging preoccupation with one's hair and therefore a lack of focus on our primary objectives, such as work. Now, if we accept the hypothesis that focus and discipline are tandem traits and both critical features in the human endeavor to succeed...then having a *bad hair day* can severely impact our daily achievements, stock market trends and yes, even world peace! Okay, that may be extreme...so let's just focus on our daily achievements.

The ultimate Shaggy Dog Story...
Suppose it's Monday morning, you're run-

ning late and decide to skip the shampoo and rinse. You're ready to walk out the door and oh my God...you take one horrific glimpse in the hall mirror and you suddenly lose the ability to swallow...it's your *hair!* It looks like you combed it with an egg beater. And to make matters worse, you applied far too much hairspray in an attempt to hold your unruly locks in place and now you've got this Medusa thing going on and it feels like you're wearing an Army helmet.

Revelations...
So, knowing full well that you have clearly weighed the importance of this situation and that you have everything in its proper perspective, the tormenting thought suddenly engulfs both hemispheres of your brain...how will everyone else perceive you? You are consumed with terror. You can't focus...you are no longer in control of

your destiny (let alone the day). The Four Horsemen of Apocalypse are approaching at full gallop...a blow dryer in one hand and a can of maximum hold mousse in the other. Who would have conceived the ruination of a career...your life's blood, crumbling before your very eyes, all because you are about to experience the devastating ramifications of...a *bad hair day!*

The Hairy Heel of Achilles...
A career has ended and what may you ask is the moral to this tale; what lesson can we learn from this follicularly impaired, coiffured challenged individual? Think substance, not form my friend and for God's sake...get a life!

*In the continued
interest of quality...*
Ron Rudolph
Editor



SAN GABRIEL VALLEY SECTION 0702 1999-2000 EXECUTIVE COMMITTEE

CHAIR Dan Curtis 562-941-2479 (H) 310-331-1814 (W) 310-332-1879 (FAX) Email: curtida@mail.northgrum.com	SECRETARY Steven Kuramoto 909-861-0354 (H) 818-265-6741 (W) 818-543-1471 (FAX) Email: stevekuramoto@disney.com	EDUCATION PHOTOGRAPHER Bea Ng 626-963-2884 (H) Email: MrISO-9000@juno.com	PLACEMENT SERVICE John Schulz 909-682-1743 (H) 909-987-4673 x443 (W) 909-466-4177 (FAX)	MEMBERSHIP COMMITTEE Jean Flores 909-948-0042 x131 David Gomez 310-332-8117 Dan Dorn 310-332-5624
VICE CHAIR, AWARDS & RECOGNITION LIBRARIAN Anthony Iacobacci 909-596-9400 (H) 310-320-7345 (W) 310-320-6368 (FAX) Email: aiacobacci@hermach.com	NEWSLETTER EDITOR ARCHIVIST Ron Rudolph 909-944-7729 (H) Email: horneditor@aol.com	PUBLICITY Ralph Whitehead 626-339-9474 (H) 626-932-3360 (W) 626-932-3350 (F) Email: r.whitehd@csllc.com	SECTION MGMT PLAN Sue Khalil 818-333-3410 (H) 213-217-6056 (W) Email: Skhalil@mwd.dst.ca.us	DEPUTY DIRECTOR STUDENT BRANCH COORDINATOR NOMINATING/TELLERS DATABASE MEMBERSHIP Roger Olson 909-622-6565 (H) 909-622-1655 (W) 909-622-1798 (FAX) Email: reolson@earthlink.net
TREASURER Louise Deffenbaugh 626-795-2871 (H) 714-896-6429 (W) 714-896-2654 (Fax) Email: Agnes.L.Deffenbaugh@boeing.com	NEWSLETTER EDITOR ASSOCIATE Pat Natcher 714-258-7500 Ext. 623 (W) 714-258-8120 (FAX) Email: patrick.natcher@beiduncan.com	AUDIT David Halasi 626-287-3537 (H) 626-302-6891 (W) 626-302-8597 (FAX) Email: halasidz@sce.com	COMM. QUAL. COUNCIL NATIONAL QUALITY MONTH Stephen Sheng 626-281-2139 (H) 626-289-9199 (W) Email: auditing@aol.com	REGION 7 DIRECTOR Paul Blixt 562-806-4370 W) 562-806-4365 (FAX) Email: pblixt@sempra.com
		PROGRAMS/SPEAKERS WORKSHOP/CONFERENCE Akhilesh Gulati 909-982-6552 (H) 909-982-0161 (W) 909-982-7161 (FAX) Email: gulati@pivotmc.com	WEBSITE CERTIFICATION Drew Hefner 714-255-1624 (H) 310-332-8909 (W) 310-332-1879 (FAX) Email: hefnejo@mail.northgrum.com	ARRANGEMENTS Open ADVERTISING Open EXAMINING Open

GABRIEL'S HORN PUBLICATION

Publisher: American Society for Quality, San Gabriel Valley Section 0702, P.O. Box 3144, San Dimas, CA 91773

Editor: Ron Rudolph, 909-944-7729 (H)

Design, Printing, Distribution: Akhil International, 909-982-0161

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

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

San Gabriel Valley, Section 0702 Recap - By Azza Elattar, PhD Monthly Meeting, January 20, 2000

Akhilesh Gulati, a well-known ASQ (Past Chair of ASQ 702, Partner of PIVOT, Instructor at UCLA, etc.) gave a lively presentation on how to reduce cycle time and the way to improve the process. Akhilesh showed how to achieve that by giving a process mapping exercise to the audience. He divided the audience into 6 teams; each team did a process map on building a Paper Plane.

First, each team made a paper airplane and flew it in competition with the paper planes made by other teams. The rules were:

- 1) Each plane must fly in a straight line; the one that flies the furthest will be the Winner of flight category.
- 2) Ease and speed of manufacture are factors: the first paper airplane completed will get extra 'point'.
- 3) The easiest plane to construct, that is, the one with the least amount of steps in the building process will get extra 'points'.
- 4) Additionally, color and mark the paper airplane with graphics. The most interesting airplane graphics will be given extra points.

Each team prepared a definition of their process to make the airplane using the following elements:

Outputs, customers, customers' requirements, participants, process owners, stakeholders, process boundaries, input and suppliers.

After each team had constructed its prototype and flown it in competition, a map of the "as-is" process was made. Each step was timed and cycle time was measured. Each process was documented on a map chart so each team could brief the rest of the attendees.

Next, each team reported three ways to improve their process, and document the "should-be" process. One of the improvements should reduce construction time, one should improve the flying ability of the paper airplane, and the others should improve the appearance of the paper airplane.

Excellent ideas were created from each team to compete and be the winner. Big lessons the audience learned : how to reduce defects in a process; how much should you spend on capability studies, would Research & Development be beneficial to the process or not? Should the process design change? How do you design the budget.



Specializing in

Permanent & Contract
Executive Searches

In

Quality Assurance & Regulatory Affairs

Rosemarie Christopher
Phone 800.507.5277
Fax 818.552.2475
email:rosechristopher@sprintmail.com
www.medexecintl.com

CALL FOR NOMINATIONS

The Executive Committee of San Gabriel Valley Section 0702 of ASQ have nominated the following members for officer positions for 2000-2001. Additional nominations for the following elected positions are open through May, 2000 to all Section members in good standing.

Chair - Anthony Iacobacci
Vice Chair - Steven Kuramoto
Secretary - Ron Rudolph
Treasurer - Louise Deffenbaugh

If you are interested or would like to nominate a fellow member,
please contact:

Dan Curtis @ 310-331-1814
Anthony Iacobacci @ 310-320-7345
...or leave a message with your section service @
877-SGV-0702



ISO 9001:2000 TRAINING COURSES

Transition to ISO 9001:2000 Standard

- March 9 - 10
- April 6 - 7

The first day will cover all changes incorporated in the ISO Standard.
 The second day will focus on implementing those changes into your QMS.
Cost: \$595.00 Includes all training materials, standards and refreshments.
\$695.00 Includes two nights hotel stay as well.

ISO 9000 Auditor/Lead Auditor

Includes ISO 9001:2000

- March 13 - 17
- April 10 - 14
- May 8 - 12

All 1994 **and** 2000 ISO 9001 requirements will be covered in this extensive 40 hour training course.
 This course is IRCA registered, RAB accepted (IATCA A7823) as meeting the training requirements for registration as Lead Auditor, Auditor or Provisional Auditor.

~ Cost ~
\$1395.00
 Includes training materials & refreshments.
\$1595.00
 Includes five nights hotel stay as well.

ISO 9000 Internal Auditor

Includes ISO 9001:2000

- April 03 - 05
- June 05 - 07

All 1994 **and** 2000 ISO 9001 requirements will be covered in this extensive 24 hour course presentation, with an examination on the last day.
 This course meets ISO 9000 requirements for training of Internal Auditors.

~ Cost ~
\$745.00
 Includes training materials & refreshments.
\$845.00
 Includes three nights hotel stay as well.

TickIT/ISO 9000-3 Software Auditor

- March 20 - 24
- July 17 - 21

Through lectures, case studies and workshops this course is designed to train both Information Technology and Software Professionals in the principles and practices of quality systems auditing.
 This IRCA / IQA registered course (A13019) meets the IRCA/BCS training requirements for TickIT Software Lead Auditor, Auditor or Provisional Auditor.

~ Cost ~
\$1595.00
 Includes training materials & refreshments.
\$1795.00
 Includes five nights hotel stay as well.

All courses are held from 8:00 AM to 5:30 PM at our Huntington Beach Training Facility.



5251 McFadden Ave., Huntington Beach, CA 92649
Phone 714-898-0893 Fax 714-373-3767 Email info@qasna.com

Name _____ Company _____
 Address _____ City/State/Zip _____
 Phone _____ Fax _____
 MasterCard Visa Discover American Express Check P.O.# _____ With Hotel
 Card Number _____ Expiration Date _____ Signature _____

Make checks payable to QASNA
Cancellation Policy: Cancellations must be received in writing and will be subject to a \$50.00 handling fee. Cancellations within 5 business days of course are responsible for entire fee. Substitutions are allowed.

COMING EVENTS 2000

MONTHLY SECTION MEETINGS

Apr 20 Process Improvement
 May 18 Food Industry
 Jun 15 Officer Installation / Awards & Recognition; Annual Recruiter Night

Note: *Topics and Speakers are subject to change*

**For
Reservations & Info.
Call
877-SGV-0702**

CERTIFICATION/EXAMINATION

CQT / CMI / CRE / CQ Mgr
 CQE / CQA / CSQE
 CQT / CMI / CRE / CQ Mgr
 CQE / CQA / CSQE

Application Date

Apr. 7
 Aug. 25
 Oct. 13

Exam Date

Mar. 4
 Jun. 3
 Oct. 21
 Dec. 2

COURSES / CONFERENCES & SEMINARS

Apr 3 - May 17 CQE Refresher course
 Apr 3 - May 8 CQA Refresher course
 (See insert for registration information)

For other Refresher Course information contact: San Gabriel Valley Section - Bea Ng at 626-963-2884
 Inland Empire Section - Pam Locatel at 909-683-7243, Los Angeles Section - Carl Moore at 310-900-2344,
 San Fernando Valley Section - Angel Luna @ 818-586-4371
 or call ASQ Headquarters at 800-248-1946 for other Sections.



EAQA USA Registrars

THE POWER OF CERTIFICATION
Serving Commerce, Technology and the Environment

Industries we serve include:

- Aerospace • Automotive • Electrical/Optical Equipment • Computers
- Software/ Information Technology • Construction • Training/Consulting
- Metal Products • Manufacturing / Fabrication • Mineral Products
- Textile Products • Plastic/Rubber Products • Chemical Products
- Real Estate/Financial • Heavy Machinery • Wholesale Distribution
- Mining/Quarrying • Electrical Generation • Nuclear Fuels
- Engineering Services • Technical Services

ISO 9000 ISO 14000 AS 9000 QS 9000 TickIT Software

15475 Chemical Lane, Huntington Beach, CA 92649
Phone 714-373-3773 Fax 714-373-3775 Email info@eaqausa.com



ADVERTISING RATES FOR GABRIEL'S HORN

Size	1 Issue	Yearly
Business Cards	\$ 20	\$ 200
1/4 Page	\$ 45	\$ 450
1/2 Page	\$ 85	\$ 850
Full Page	\$ 150	\$ 1500
Inserts	\$ 100	\$ 1000

Gabriel's Horn currently reaches approximately 600 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:

Ron Rudolph @ 909-944-7729
(Email: horneditor@aol.com)

or leave a message with our answering service
877-SGV-0702

WANTED! QUALITY RELATED BOOKS AND PUBLICATIONS

As we continue to upgrade and expand our collection of books and publications at the San Dimas Public Library, we also continue to ask for your tax deductible donations to help us in our effort. If you have a donation or would simply like a current list of materials available, call ASQ, Section 0702 at 877-SGV-0702 and leave your name, phone number, and a brief statement . . . we'll get back to you as soon as possible.



Remember . . . the San Dimas Library is located at 145 N. Walnut Avenue in San Dimas. For information call 909-599-6738 and for Reference/Circulation call 909-599-0060. Current library hours are as follows:

Tuesday 12:00 noon - 8:00 pm
Wednesday, Thursday 1:00pm - 8:00 pm
Friday, Saturday 10:00 am - 5:00 pm
Sunday, Monday Closed

WEB ON!

Section 0702
Our new website address:
<http://www.asq702.org>

Advanced Measurement Labs, Inc.

ISO 9002 Certified

- | | |
|---|---|
| <input type="checkbox"/> FIRST ARTICLE INSPECTION | <input type="checkbox"/> REVERSE ENGINEERING |
| <input type="checkbox"/> NON CONTACT MEASUREMENT | <input type="checkbox"/> FAST TURNAROUNDS |
| <input type="checkbox"/> DIGITIZING | <input type="checkbox"/> NIST TRACEABLE REPORTS |

1 800 2 CMM LAB

(1 800 226 6522)

www.cmmlab.com

Sun Valley, CA Santa Clara, CA Cincinnati, OH

HELP!

Your Section is in constant need of instruction and test sites for our workshops, refresher course and examination testing. Does your company have a conference room or similar space they could make available to Section 0702 for our educational needs? An inquiry on your part would greatly help your Section and its Members. Contact **Dan Curtis**, Section Chair or leave a message with our phone service. You have an opportunity to render a great service to your Section. A "special thank you" will be printed in *Gabriel's Horn* to you and your company for your effort and generosity.

BE PRO-ACTIVE!

If you are moving, changing your mailing address, or changing jobs, please contact the national office of ASQ @ 800-248-1946 and let them know. doing this as soon as possible is the only way to keep your mailing labels current for **Gabriel's Horn**. Your Newsletter Editor receives pre-printed labels and is unable to alter membership information.

CALL FOR PAPERS

Our Section is planning a one-day conference on
Six Sigma / Lean Enterprise

If you would like to present a paper, please contact our Section Chair, **Dan Curtis** (see contact info on Page 2)

RADICAL THINKING?

Pay Now, Pay Later!

Many of you know that I am a Marine Engineer by profession and spent many years in the merchant marine. The primary responsibility of a marine engineer is to ensure that all machinery and equipment functions as it is supposed to, all the time.

I often heard other engineers tell stories of the times when they had severe breakdowns with a huge loss of time and money - and were then blamed for not keeping the machinery in running order. Prior records of the ship's engines and equipment (under the previous engineer) showed no indication of latent defects. Records showed no maintenance either! The previous engineer had decided to forego preventive maintenance as everything was running well. Now the company paid heavily for that attitude - a breakdown at sea is a major expense, not only in dollars spent but also in delayed shipments, life endangerment and dissatisfied customers.

Loss of life is a very real possibility. Recently an Alaska Airlines plane crashed off of Los Angeles airport with the tragic deaths of everyone aboard. One of the questions being raised is about the routine preventive maintenance that might have caught potential problems such as cracked or rusty fasteners on the stabilizer.

The value of preventive action becomes evi-

dent when we consider my recent car accident. My insurance company decided that it was cheaper to pay me than try to repair the car. But I got 'top dollar.' My car was very well maintained and I had records to show how often I performed oil changes, brake checks etc. and it helped. Preventive maintenance had paid off - my car was almost in showroom condition in spite of having over 150,000 miles on it!

Preventive action is appropriate at the personal level as well. Last week I went to my dentist and he wanted to fill a cavity. As I sat in the chair dreading the drill, he asked me to hold a mirror and showed me the small indentation in the tooth. He explained that it was a cavity beginning to form and if I had it filled now, I would avoid a 'root canal' in the future. Having built my career on 'preventive and predictive maintenance' I complied. It caused no discomfort, did not take too long and I was able to go straight to dinner. I decided it was better to pay with a preventive minor filling now than pay for the corrective action 'root canal' later.

Even our corporate and medical leaders are talking the preventive language these days; companies are setting up workout areas at their facilities, even paying for gym/spa memberships to reduce medical insurance

premiums.

We now realize that corrective action is not enough, preventive action is also necessary - in fact this is built into ISO 9000 standards.

We are beginning to understand that we can pay now or we can pay later - and it will be much more if we decide to pay later! Do you want to think about it now or think later?

Akhilesh Gulati



Past Chair and Senior Member of the American Society for Quality, San Gabriel Valley Section. Partner with PIVOT, a management consulting

firm specializing in implementing Total Quality Change Strategies and ISO 9000, building on a foundation of quality. Has taught courses in Manufacturing Excellence, Information Technology, and Benchmarking & Reengineering at UCLA Extension. He also teaches Design for Manufacturing Excellence. He may be reached at 877-pivot-mc. Web site: <http://www.pivotmc.com>

He also owns Akhil International, a printing, design and promotional products company. (See ad back page)

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 . . . and you just might be the perfect candidate for the following position: **Examining, Arrangements and Advertising**

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 **Dan Curtis**, our Section Chair at **310-331-1814** or leave a message on our *new service number* at **877-SGV-0702**. So pick up the phone and give us a call . . . you'll be glad you did!

Upcoming meeting will be held on Monday, March 6th.

Our Board meeting location is at **MARIE CALLENDAR'S**, 3117 East Garvey Avenue North, West Covina. Take Barranca exit north off the San Bernardino (10) Freeway . . . just look for "**RESTAURANT ROW**".

FEBRUARY MEMBERSHIP MEETING DOOR PRIZE WINNERS

- Ben Bouri** - Brunch Ticket for (2) at Pomona Valley Mining Co.
- Jean Flores** - Book: Beyond Potential by Steve Stefano

- ☑ ISO 9001
- ☑ ISO 14001
- ☑ QS-9000
- ☑ AS9000
- ☑ SA 8000
- ☑ TickIT



**First Class Service...
World Class Recognition**

BVQI has helped over 17,000 companies in 70 countries achieve their registration goals. Our experience with companies of all sizes and industries allows BVQI to provide you with a fair, consistent and common sense approach to achieving registration.

BVQI's registration services are recognized by 17 national accreditation bodies including RAB, UKAS, RvA, and JAB. We have a strong reputation throughout the U.S. and abroad, so a BVQI certificate is a symbol of excellence accepted worldwide.


For more information visit our website: www.BVQINA.com.

For a free, no obligation quote or more information, please call us.

BVQI West Coast Office
24441 Mira Verde
Laguna Niguel, CA 92677
Ph. (949) 249-1227 FAX (949) 249-1216

Poster Prints


Printing & Design
Ph: 909-982-0161
Fax: 909-982-7161




Akhil International
A Group Gulati Enterprise

3-ring binders • Ad design • Ad specialties
Brochures • Buttons • Digital printing
Labels • Offset printing
Poster prints • Presentation folders
Training Manuals

**Custom Printed
Post-it®
Signs
and Notes**





CD DUPLICATION

ASQ



San Gabriel Valley Section
AMERICAN SOCIETY FOR QUALITY
Post Office Box 3144
San Dimas, CA 91773
877-SGV-0702

TM

NON-PROFIT
ORGANIZATION
U.S. POSTAGE
PAID
Rancho Cucamonga,
California
Permit No. 91233