

October 2000



Gabriel's Horn

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

SPECIAL EVENT: OCTOBER 24, 2000



• *National Quality Month Conference  
Quality in the New Millennium*

**Location:** Air Quality Management District Bldg, Diamond Bar  
**Phone:**

National Quality Month is an annual public awareness campaign initiated by ASQ that encourages business, industry, government and academia to focus on continuous improvement.

October was officially proclaimed National Quality Month in 1984 with a joint resolution by Congress and a proclamation signed by President Reagan. Since then, governmental support for the annual campaign has been reaffirmed, by President Bush in 1989 and President Clinton in 1993.

In 1995, the San Gabriel Valley Section of ASQ, in a joint venture with the Los Angeles, San Fernando Valley, and Inland Empire Sections, presented The Greater Los Angeles Area ASQC/NQM Joint Section Event: Disneyland Happens Through People, Future Quality Trends, and ISO 9000: Planning and Implementation represented the theme and topics of that event.

Now as we approach October 24, 2000, it holds great promise for this, The First Western Regional NQM Conference: Quality Focus in the New Millennium. So support your Section and your fellow members, as well as National Quality Month by attending this worthwhile and educational event. Please see the enclosed Information and Registration form for more details.

In the continued interest of quality . . .  
Ron Rudolph  
Secretary, Section 702



**Make Reservations NOW . .  
Conference Size is Limited**

**See Enclosed Agenda and  
Registration Information for  
Details**

MAKE RESERVATIONS  
NO LATER THAN  
OCTOBER 18, 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**

**FROM THE CHAIR**  
**ANTHONY IACOBACCI**

This month is very exciting for our section, we are presenting a one day conference. This conference, "Quality Focus in the New Millennium", is part of the National Quality Month (NQM) activities that are occurring all around the country.

We have some of the top presenters from this area, including the 2000-2001 ASQ President, Greg Watson. He will be giving our Keynote speech. Daniel Crowley will be teaching us how the Internet and Software will best be utilized in the coming years. Some old topics are being brought back, with not what we already know, but new information for the future. Cause & Effect Analysis (Systems Failure Analysis) by Joe Berk and Corrective & Preventive Action by Roger Olson are just a few. Sidney

Vianna will show us the way with the ISO9000:2000 revision and Ken Albrecht will chart our paths with SPC. Counting down to the end will be Greg Watson with a look at Six Sigma.

These topics are not to be missed. There is still space available but you have to hurry, we are close to the deadline.

~~~~~  
For those of you who have not sent your response to the "From the Chair, August 2000" article, we still need your feedback. Keep those cards and letters coming. We can only act when we know what you want.

~~~~~  
In order to conserve our precious resources, this will be the last newsletter of 2000. We will be back in January

2001. This will allow the board to plan for the coming year. Look ahead for another conference (maybe from the FDA), refresher courses for the upcoming tests, tours of great facilities, and possibly a few dinner meetings.

In closing, we wish you the best of holidays. Yom Kippur, Happy Halloween, Happy Thanksgiving, Happy Hanukkah, Merry Christmas, and of course, Happy New Year.

Be safe & enjoy  
Anthony Iacobacci

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**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).

# Quality Focus in the New Millennium

**The First Western Regional NQM Conference  
Tuesday, October 24, 2000**

Location: South Coast Air Quality Management District, 21865 E. Copley Drive, Diamond Bar, CA

Cost: \$75 ASQ Member, \$95 Nonmember  
Group Discount Available – Contact Section 702 for information.

Credits: 0.8 Recertification Units

Agenda:

- 7:00 a.m. – 8:00 a.m. Registration/Continental Breakfast
- 8:00 a.m. – 8:45 a.m. Opening / Keynote Speaker
- 8:45 a.m. – 9:45 a.m. Internet/Software
- 9:45 a.m. – 10:00 a.m. Break (Networking)
- 10:00 a.m. – 11:00 a.m. Cause & Effect Analysis
- 11:00 a.m. – 12:00 p.m. Corrective & Preventive Action
- 12:00 p.m. – 1:00 p.m. Lunch
- 1:00 p.m. – 2:00 p.m. ISO 9000:2000
- 2:00 p.m. – 3:00 p.m. SPC
- 3:00 p.m. – 3:15 p.m. Break (Networking)
- 3:15 p.m. – 4:15 p.m. Six Sigma
- 4:15 p.m. – 4:45 p.m. Closing

**Speaker Bios?**  
Call:  
**Anthony Iacobacci at**  
**310-320-7345**

For Information Contact:

- Section 702: (877) SGV-0702 ((877) 748-0702) or info@asq702.org  
Website: <http://www.asq702.org/events.htm>
- Section 711: George Carter (909) 898 3127 or gcarter@norco.dynwest.com  
Website: <http://www.reachus.com/asqc0711/conferences.htm>
- Section 706: Rosemarie Christopher (800) 507-5277 or rosechristopher@sprintmail.com
- Region 7: Website: <http://www.asqregion7.org/activity.htm>

**Conference size is limited to 80 persons. Walk-ins may not be able to attend.**

Registration Information: Make Check payable to: ASQ – San Gabriel Valley – Section 702  
Mail to: Louise Deffenbaugh, 1974 Las Lunas St., Pasadena, CA. 91107

ASQ member number: \_\_\_\_\_ First name for badge: \_\_\_\_\_

Name: \_\_\_\_\_  
 (Last) (First) (Middle Initial)

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Registration includes admission to the conference, one copy of the conference proceedings, continental breakfast, lunch, and afternoon snack.



# ISO 9001:2000 TRAINING COURSES

## Transition to ISO 9001:2000 Standard

October 26 - 27     December 14 - 15

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

- September 11 - 15
- October 16 - 20
- November 13 - 17

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

- August 14 - 16
- October 23 - 25

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

- October 09 - 13

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  
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**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.**  
**10% discount will be applied for two or more from the same company.**

# COMING EVENTS 2000

## MONTHLY SECTION MEETINGS

Oct No meeting scheduled . . See NQM Conference below  
 Nov 16 Plant Tour - KippGroup / Porex (winner of CA Best of Class Award), Ontario  
 Dec No meeting scheduled

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

### Application Date

Past

Oct. 13

### Exam Date

Oct. 21

Dec. 2

## COURSES / CONFERENCES & SEMINARS

Oct 24 **National Quality Month Event**  
 Quality Focus in the New Millennium  
 The First Western Regional nqm Conference

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.



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## 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 @ 909-982-1025 Ext 232**  
**(Email: ronr@atmmolding.com)**

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

## You Still Need To Recertify..... And We're Here To Help!

*By Drew Hefner, Certification Chair*

A little over a year ago, I wrote a short article in Gabriel's Horn addressing the recertification process and emphasizing it's importance for our members. Since that time, I have processed 31 applications for recertification, approximately 10% less than the amount I had processed in the prior year. This is out of a total of 130 certifications held by our members, with approximately 43 due for recertification every year... giving our section a batting average of .721; a fair percentage, but not perfect. It seems that this is a good time to renew my efforts and do a better job of getting the recertification message out... here goes!

Recertification isn't just attending section meetings & tours. It can actually involve a large number of activities available at the section, region and national levels. Points can be earned by working, by taking classes, by teaching classes, and even by attending conferences and seminars. By attending professional development courses. By obtaining additional certifications. By proctoring exams and watching videotapes. By publishing a paper, book or presentation. And don't forget, service on section, region, or national boards & committees also earns points.

Our section's board is always ready to welcome members who would like the chance to serve; roles can be active or more "behind-the-scenes", but all efforts help our section and can be personally rewarding. It's also an opportunity to learn new skills and work alongside other dedicated section members.

I recommend that everyone take the time to visit the National ASQ website at <http://www.asq.org>. This site has a very member-friendly section devoted to recertification, and includes a list of FAQs to help get the process moving along. You can even download a copy of the recertification form, along with the necessary instructions for filling it out and the types of documentation needed to claim recertification points.

In closing, I'll repeat the words I used a year ago: Remember, you worked hard to get your certification - don't let the process of recertification hold you back. One simple phone call (or E-mail) and you'll be on your way to completing your recertification.

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## Walker Corporation Tour

*By Your on the spot reporter, Tony Iacobacci*

Upon entering Walker Corp., you feel as though you are entering a modern manufacturing facility. Well kept, clean, and organized with training rooms and meeting rooms large enough for all of the employees.

We began our tour in one of the training rooms with a presentation by Bruce Walker, President/CEO. He explained all aspects of the corporation. From the machinery and its capabilities to their quality system, ISO9002 / QS-9000 compliant and registered, and their organizational structure.

The most interesting fact about their organization is they have no employees. Walker Corporation views their personnel as associates, every person is part of the team, they are free to suggest ideas (and be rewarded at monthly meetings). Training is of the utmost importance, with 1% of annual sales going toward training and continuous improvement.

The "Toyota Production System" (TPS) follows Lean Manufacturing principles with the pull system operating in their facility. Jon Armstrong, Manufacturing Manager, walked us through their system.

When orders are received from the customers, delivery is scheduled, usually two (2) days a week. Pull (production) cards are randomly placed in a Heijunka box (a box that lists machinery by row with slots for every half hour of the day and night shift), this allows the shop to be visually balanced by just looking at the cards and where they are placed in the box. Every half hour a roving associate is responsible for moving the parts, he or she starts at the Heijunka box, pulls a card and goes to the supermarket (boxes of parts on shelves near the stamping machines), removes the box of parts and puts a card in its place so that new parts can be produced during the next cycle. The rover takes the box to the shipping area for shipment while the machine operator is changing dies, with the help of a roving utility person, and manufacturing new parts according to the cards that are in his box. Die changes occur very quickly (we watched a change occur in under six (6) minutes) utilizing index keys on the back of the die for locating to its set point.

Think for a moment, you have to ship 10,000 parts of four (4) different part numbers on Tuesday & Friday. Rather than setup and run 10,000 of each part (potential for more die breakage and overruns), they run small batches (say 1000) multiple times throughout the day and week. At times, this doesn't seem correct but this allows them to adjust the quantities to meet the customer demands. This also allows them to work on their dies in small increments rather than have to perform major resharping or repairs.

Walker is implementing the TPS on a press by press basis. The team leader (floor supervisor) and the associates that operate the machinery determine what is the best approach at each machine then blend that with what has already been implemented. They even utilize the pull system on outside processing, raw material, and are starting to implement it in their tooling department. It's very simple, pull a card, pull a box, put the card in its place, make new product, put product back on shelf. Their approach is from common sense with everybody working together for the better of the company (and the associates).

## RADICAL THINKING?

## "The Force Multiplier"

"Airless and cold, its innumerable celestial bodies set in perpetual motion, space is without beginning or end. Governed by the power of its own forces, space has no respect for person or government. It neither harbors ill will for travellers seeking selfish gain nor grants special favor to those in pursuit of a noble cause. It is dangerous for even the prepared, yet forgiving of the inept.

While humanoids and other life forms have travelled into the far reaches of interstellar space for thousands of millennia, only four centuries have past since the first manned spacecraft orbited Earth. Unlike primitive civilizations where competitive advantage favored whoever could amass the largest force, this is an age in which brain rules over brawn. To be certain, the productive applications of technology yield far greater results than the most arduous labors of human effort in the production of goods, search for knowledge, discovery of the unknown, or mortal combat.

The twenty-fourth century is also an era in which all advanced societies possess some technology having a degree of advantage over that held by other civilizations or alliances. But, as there is abundant and highly sophisticated technology to be found among all advanced species, technology is no longer the great force multiplier that it once was.

It is also true that just as leaders have never been more effective than the people around them, even if equipped with sophisticated technology, the poorly trained and ineffectively led can never perform at their best. Consequently, competence has now replaced technology as the force multiplier in this era of interstellar travel."

Admiral Andrea Brand  
Superintendent Starfleet Academy

Yes, friends, the above quotes came from the book: Star Trek - Leadership Lessons.

Amazing how the sentiments apply today as well. Of course, we do not use the words 'force multiplier' casually, if at all, but we can easily replace them with 'competitive factor'.

Training businesses are having a heyday as companies and people try to upgrade their skills and remain competitive. Buying equipment alone does not ensure success. Competence is a key factor.

New programs are sprouting every other day - from TQM to reengineering to six-sigma black belts, technology is advancing at an unprecedented pace, and we continue to be trained and retrained! Not only are companies spending to improve the skill levels and thus competence of their employees, even state governments are

budgeting for grants to help local businesses increase the skill levels of their employees.

Why? Because that is the only way to remain competitive. Companies can and do purchase new equipment, but unless their people are able to use the new sophisticated equipment competitively, it will all be a waste.

Did we really believe that technology alone is the Force Multiplier?



**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 on 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 **Tony Iacobacci**, our Section Chair at **310-320-7345** 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, November 6th.**

Our Board meeting location is at **MARIE CALLENDER'S**, 3117 East Garvey Avenue North, West Covina. Take Barranca exit north off the San Bernardino (10) Freeway . . . just look for "RESTAURANT ROW". Phone: 626-339-5491

## ASQ WEB CONNECTIONS!

Section 0702: <http://www.asq702.org>

Region 7: <http://www.asqregion7.org>

ASQ National: <http://www.asq.org>



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# NQM Conference - Meet the Presenters

## Gregory H. Watson

Mr. Watson is presently President of the American Society for Quality (ASQ) for the term 2000-2001 and has held several positions in various professional organizations in the past. In 1993, Mr. Watson founded Business Systems Solutions, Inc. as a specialized consulting firm focused upon strategic business issues that assists in implementing strategic change initiatives using such management tools as strategic benchmarking, business assessment, breakthrough planning and systems engineering with emphasis on the application of Six Sigma methodologies. Prior to founding his consulting firm, Mr. Watson was vice president of product development for Xerox Quality Services – the Xerox Corporation quality consulting group – and vice president of quality for the Xerox copier business. Before joining Xerox, Mr. Watson was vice president of benchmarking services at the American Productivity & Quality Center (APQC) where he was instrumental in establishing the International Benchmarking Clearinghouse (IBC).

An active volunteer in the professional quality community, has strong professional credentials, including Master Black Belt by the Six Sigma Academy (1998). Mr. Watson is a senior member in the American Society for Quality (ASQ), the Institute for Industrial Engineers (IIE) and the American Statistical Association (ASA). He has served as a member of the examining boards for the following quality awards: Malcolm Baldrige National Quality Award (Member Board of Examiners for 1990-1992), United States Air Force Quality Award (Chief Judge for 1995-1997), Florida Sterling Award (Judge since 1995), New York State Excelsior Award (Senior Examiner for 1992-1995 and Judge for 1995-2000) and the Texas Quality Award (founding advisor and Judge for 1991-1994).

Mr. Watson's education includes a bachelor's degree in liberal arts from Taylor University, a Master of Science degree in systems engineering from the University of Southern California, and a Master of Arts degree in legal analysis from the law school at Antioch University. He has additional graduate studies in applied statistics, industrial engineering, and business management. Mr. Watson has authored several books and has written over seventy articles and his papers have been published in *The Best of Quality* (Milwaukee, Wisconsin, ASQ Quality Press, Volumes 10 and 12) as well as journals such as *TQM Magazine*, *Quality Progress*, and *The Boardroom*.

## L. Daniel Crowley, CCP, CSTE

With over 25 years of Quality Engineering experience in the manufacturing, service, and software industries, Daniel's expertise has been utilized by the following organizations: US Navy (Submarine Service), Hughes Aircraft, and Honeywell. He also served as President DENAB Quality Consulting for 15 years. Bringing his considerable skills to three dot COM companies, Daniel was instrumental in the development of Quality departments and processes. His other accomplishments include: teaching Computer Science / Software Engineering in Washington State colleges for 10 years; performing as an examiner for the 1994/5 Washington State Quality Award; and writing "Quality Today" for a Seattle area Business Journal. An international speaker on software quality, Daniel presented at Quality Week Europe (Brussels) & Irish Computer Society (Dublin). He has a BS in Computer Science and Business Admin.

Daniel is Past Secretary of Seattle ASQ chapter and has been a member of ASQ since 1986. He recently moved from Seattle to Southern California to assume the position of Director of QA at Digital Insight, Calabasas. Digital Insight is recognized as the fastest growing company in the LA area, at 19,793% in 5 years, and now has a QA team of 35 engineers. The high point of his QA career: He met and walked with both Juran and Deming at the same time.

# NQM Conference - Meet the Presenters

## Joseph H. Berk

Joseph H. Berk has over 20 years of experience in engineering, quality assurance, operations, and program management positions through the vice president level and a variety of product and process improvement consulting assignments. Mr. Berk's experience includes implementing continuous improvement in the electronics, biomedical, aerospace, marine, ordnance, electro-optical, consumer goods, and metal-fabrication industries. Mr. Berk is the author of several books on systems management and continuous improvement, as well as articles appearing in National Defense, Contract Management, Test Engineering, Inland Business, PC World, Manage, and other publications. Mr. Berk's most recent books include *Managing Effectively* and *Total Quality Management: Implementing Continuous Improvement*, available at Barnes and Noble, B. Dalton, and Crown bookstores. Mr. Berk is an adjunct faculty member of the California State Polytechnic University College of Engineering. Mr. Berk is qualified as an expert witness on manufacturing management, product assurance, statistics, cost estimation, and failure analysis before the U.S. Armed Services Board of Contract Appeals. Mr. Berk holds undergraduate and graduate degrees in mechanical engineering from Rutgers University and an MBA from Pepperdine University.

## Roger Olson

The presenter, Mr. Roger Olson is an independent consultant, trainer and auditor for an RAB registrar. His work focuses on ISO 9000, ISO 14000 and Lean Manufacturing. He has sixteen years experience in quality management working for environmental management firms. Prior to becoming an independent consultant, Mr. Olson held positions of Quality Manager, Operations Manager, and Project Manager for major, international engineering companies. He has a graduate degree from USC in Systems Management and a bachelors degree from Cal Poly San Luis Obispo. He is a RAB certified EMS auditor, ASQ Certified Quality Auditor, Certified Quality Manager and Certified Quality Engineer.

Mr. Olson is an active member of ASQ. He is a past chair of the San Gabriel Valley Section and is also a member of the American Society of Training and Development. He is on the California State University, Fullerton advisory boards for Quality Management and Six Sigma.

## Sidney Vianna

Sidney Vianna is the Western District Manager for DNV, one of the leading ISO 9000 Registrars in the World. As a District Manager for DNV MSNA he is responsible for business development and customer interface, as well as internal Lead Assessor training and supervision.

He manages a team of 18 Lead Assessors in the West Coast of the US.

Sidney is a certified Lead Assessor and has been involved with ISO 9000 certification since 1988. He has performed over 150 third-party audits in North, Central and South America.

He is also an instructor for Lead Assessor and internal auditor Courses. He represents DNV in local and national exhibits and conferences speaking on ISO 9000 related issues.

Ken Albrecht