

MONTHLY MEETINGS THIS QUARTER'S EVENTS

Our monthly dinner and business meetings occur on the third Wednesday of every month -- except December -- at 6:30 pm, Canyon Crest Country Club, 975 Country Club Dr. at the corner of Canyon Crest Drive, in Riverside.

DIRECTIONS: * From where you are on I-215; I-10; HWY 60; or HWY 91;

- Drive to the intersection of I-215 & HWY 60 in Riverside;
- Take Hwy 60 East toward Indio and Exit at Central Ave
- Right turn on Central to Canyon Crest Drive (traffic light).
- Left on Canyon Crest Drive, past golf course, stay in right lane.
- Turn right on Country Club Drive, then immediate right into the parking lot.

Ph.: (909) 274-7900. Dinner is \$18.00.

Reservations are not required. Spouses, Significant Persons, and Guests are always welcome.

Canyon Crest Country Club Dress Code: "Pursuant to the rules and regulations, inappropriate attire is not permitted inside the Clubhouse. Specifically, blue jeans are prohibited and men must be in collared shirts."

The evenings schedule:

- 6:30 pm - 6:45pm: Registration & Networking
- 6:45 pm - 7:15 pm: Dinner
- 7:15 pm - 7:30 pm: Business Meeting
- 7:30 pm - 8:30 pm: Program

APRIL 20th, 2005

**7:30 - 8:30 Program Presentation
DR. SHIN TA LIU**

**Topic: DFMA-DESIGN FOR
MANUFACTURE AND ASSEMBLY**

DFMA-Design for Manufacture and Assembly, is one of the component of DFX, and it has being used successfully in concurrent engineering in the past. In this talk, Dr. Liu will explore When and How

The ASQ Inland Empire Section 0711 Proudly Announces Sheryel Eberwein's Most Recent Achievement



Sheryel Eberwein, Director of Regional Councils for the California Council for Excellence

Sheryel Eberwein, outgoing Chair for the Inland Empire Council for Excellence, has been elected, by the Executive Board of the California Council for Excellence (CCE), as their first Director of Regional Councils. Sheryel will have the responsibility of development and oversight for all Regional Councils for Excellence, for the entire State of California.

With Sheryel's guidance, the Regional Councils will work at building healthy councils with interesting meetings and subject matter around the Baldrige Criteria. These training and networking opportunities will help California's private and public sector organizations achieve world-class results through the principles and criteria of the Malcolm Baldrige Award for Performance Excellence. For more information about CCE and the State Baldrige Program, visit their website: CCE@CalExcellence.org

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to apply DFMA and its relation with other six sigma techniques. In conclusion, Dr. Liu will examine a detailed DFMA design example.

The Presentation Will Cover

- Where does DFMA fit in?
- DMFA as a method to lean a product or process
- How to do DFMA
- DFMA example

ABOUT THE PRESENTER:

Dr. Shin Ta Liu is the principal Consultant of Lynx Systems. Dr. Liu has over 15 years of experience in consulting, teaching and implementation of Quality and Productivity improvement using six sigma.



He earned his Ph.D. degree from the University of Wisconsin in the field of Statistics. He worked as a consultant, manager and advisor at various industrial corporations. He also writes review articles in Quality Progress, Software Quality and Technometrics.

He served as the Education Chair for ASQ section 708, and currently is a member of Editorial Review Board for Quality Progress.

MAY 18th, 2005

7:30 - 8:30 Program Presentation
NED SCHNEIDER

Topic: "THE POWER OF DESIGN OF EXPERIMENTS"

Turbo-charge your business efficiency and effectiveness using advanced Design of Experiment (DOE) techniques. DOEs can be used to build empirical mathematical models of your product and process performance. These models are formulas that can be used to optimize product CTQ characteristics. Product and process modeling, Response Surface Methodology (RSM), and Dual Response methods can be used to significantly reduce variation in product responses while locating these responses on target. This presentation will cover the many benefits of using DOEs along with a demonstration of an advanced DOE technique called Dual Response.

Take-Aways:

- Understand how using DOEs will lead to the efficient design and development of superior new products

- Appreciate why DOEs are the analytical tool of choice for many scientists, inventors, and Six Sigma Black Belts
- Understand that utilizing DOEs will result in significant financial benefits for your business
- See how advanced DOE techniques can get you even more product and process performance

Ned Schneider has 15 years industry experience with 3M, Allergan, and Advanced Medical Optics as a Senior Project Engineer designing and developing new products, processes, and automation. Twelve of the 15 years were in the medical device field. Approximately four years project engineering experience at 3M Dental which won a Malcolm Baldrige Award. Ned has received Corporate Awards from 3M, Allergan, and Advanced Medical Optics for outstanding performance. He says much of his project success resulted from using Design of Experiments to gain the knowledge of

products and processes necessary for breakthrough business results.

Approximately one year ago Ned started a consulting and engineering business named Advanced Response Engineering. Services provided are: Design of Experiments training, Six Sigma implementation, procuring automation, and product & process development.

Ned has a BS degree in Mechanical Engineering from the University of Minnesota and a BS degree in Industrial Engineering and Management from North Dakota State University. He is an ASQ certified Six Sigma Black Belt and Certified Quality Engineer.

JUNE 15th, 2005

7:30 - 8:30 Program Presentation
INSTALLATION OF OFFICERS

Comments From the Chair



SECTION 0711 OFFICER ELECTIONS: Inland Empire Section members can become nominees for any of the four elected officer positions: Chair, Vice-Chair, Treasurer or Secretary. Nominees must be ASQ members in good standing and be willing to serve throughout the 2005-2006 year beginning 1 July 2005. Elections will be terminated at the 20 April 2005 Dinner Meeting at the Canyon Crest Country Club. Nominations should be made to: **Duane Allen, Election Committee Chair, email - duane.allen@navy.mil.**

Officer Installation will take place at the June 15, 2005 Dinner Meeting.

Ron Villanueva, Chair

MEMBERSHIP

Jorge Torres

Section 0711 would like to help you with any problem related to your membership or to help you encourage new members to join us.

Contact Jorge Torres at (951) 275-4604

Fax: 949-660-3294,

or E-mail: jorge_cqe@yahoo.com

If any information previously given ASQ or Section 0711 has changed, please advise.

YOUR SECTION 0711 EXECUTIVE COMMITTEE 2004-05

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EXECUTIVE COMMITTEE MEETINGS

Executive Committee Meetings will be held on the third Wednesday of the month (unless otherwise announced) at 5:30 p.m., at Canyon Crest Country Club, before the Section's monthly dinner meetings.

Meeting dates are: APRIL 20th • MAY 18th • JUNE 15th

Meetings are scheduled for approximately one hour, all officers and committee chairs are urged to be present. Members are invited to attend. Those whose schedules will not allow their presence should submit summary reports on committee activity. Reports of Executive Committee Members, who expect to be absent, should be deliverable to the section chair or section secretary not later than 24 hours prior to the meeting.

Ron Villanueva, *Chair*

Customer Satisfaction Learning Opportunity

ASQ's Customer-Supplier Division brings its newest course to members in the West at two locations, April 25-26 and April 27-28 2005. Customer-Focused Satisfaction Measurement is a two-day seminar designed for anyone who leads or manages customer-focus and satisfaction measurement (CSM) initiatives. This seminar emphasizes improving the service culture within the organization as well as measuring and improving customer satisfaction performance. It is relevant across job functions (quality, marketing, or customer service), and will help any organization committed to customer satisfaction and to do a better job in meeting customer needs.

Key topic areas include:

Customer-Focused Foundations, To Measure, or to Change?
Match Approach to Purpose, Customer Identification
Characterizing the Service Process, Identifying Customer Requirements, CSM Surveys, Mastering Service Performance

Customer-Focused Satisfaction Measurement is taught by Jeff Israel, Principal with SatisFaction Strategies LLC. Jeff authored several customer satisfaction chapters of the Certified Quality Management Handbook and is a frequent speaker / teacher customer focus and satisfaction measurement topics, both nationally and abroad.

The April 25-26 offering of the course will be held in Anaheim (location .5 miles from Disneyland; Holiday Inn Hotel and Suites, 1240 S. Walnut, Anaheim CA 92802, 714.535.0300).

The April 27-28 offering will be held in Oakland (Clarion Hotel Oakland Airport, 500 Hegenberger Rd, Oakland CA 94621, 510-562-5311)

To download a brochure, or to register for the course, please visit www.asq.org/cs/courses <<http://www.asq.org/cs/courses>>

CAREER OPPORTUNITIES

By John Schulz

The Quality job market is dynamic and impossible to adequately provide in our Quarterly Newsletter. For those Section Members actively seeking PLACEMENT, a current ASQ Jobs Listing with complete information is always available.

CALL or FAX: John Schulz,

(909) 987-4673, x 443 ~ Fax: (909) 466-4177 or E-mail: jcsgunner@aol.com

ASQ has an Internet career services site allowing members to place their resumes on-line and perform targeted searches for jobs-all at no cost! If your organization is searching for a quality professional you can also access this site at: www.asqnet.org. or for details call: ASQ's Career Services at 800-248-1946 or 414-272-8575.

EDUCATION UPDATE, 2nd Quarter, 2005 by Linda McKean, Education Chair

UCR Extension Spring Quarter Classes

April 16-30, 2005

Project Scheduling and Risk Management, Riverside, California,
Saturdays, 8 am-6 pm, Fee: \$445.

April 28-June 23, 2005

Project Management Essentials, Riverside, California,
Thursdays, 6:30-9:30 pm, Fee: \$445.

For more information contact University of California, Riverside Extension at (909) 787-4111 or check out UCR's web site: www.UCRExtension.net

Education News

Check our Web Site for the latest
education updates. Members will also find educational articles of interest.,
<http://www.asq711.org>

GREAT ADDITION TO OUR ASQ 0711 WEB SITE

The ASQ Inland Empire Section 0711's new addition to our web site is "0711 Publications". It will capture permanently any original Quality-related publication created by a member of Section 0711.

All members are encouraged to consider our web site as the resource location for papers, articles, essays or research reports that have not been published elsewhere.

These pages will be complimentary to our "Quality Classics" section. Over time Inland Empire Section members will be increasingly contributing to the globally available resources for quality professionals.

“Why Doesn’t My Old Resume Work Anymore?”

By Deborah Walker, CCMC: 888-828-081

If your last job search prior to 2001, you may be in for a rude awakening. You might be surprised to find that your old resume, which worked well for you before, is no longer attracting employers, headhunters and corporate recruiters. If you wondered, “What am I doing wrong?” it might not be you-it’s probably your resume.

There are three reasons your old resume may not be working for you:

- Drastic increase in competition
- Changes in technology
- Changes in your industry

1. Drastic increase in competition

Increased candidate competition is the #1 reason your resume is no longer working.

While current employment outlooks are marginally brighter, competition is still so high that your resume must be able to stand out against a mountain of candidates.

The best way to enhance your competitive standing against other job seekers is through strong accomplishment statements. Accomplishments are most effective when:

- They illustrate your transferable skills
- They show your contribution to corporate bottom-line objectives
- They are stated quantitatively

If you are confused about how to state your accomplishments effectively, consider hiring a professional resume writer. Correctly written statements will make your accomplishments shine-and you’ll be more likely to land those critical interviews.

2. Changes in technology

Is your resume ready for the high-tech world? Probably not, if you are still snail-mailing or faxing your resume to potential employers. Are you willing to take a chance on your resume being tossed, just because you didn’t take the time to prepare your resume for an electronic audience?

With dramatic increases in the number of resumes received, many employers have invested in software to manage resumes and candidate responses. It is entirely possible that a computer, not a person, will be the first one to screen your resume. The electronic eye is much more objective than the human eye; it scans only for industry-specific terminology and keywords in qualifications and responsibilities.

Here are some critical questions to ask about your resume:

- Does it contain the right keywords to put you in the “interview” pile?
- Will new resume software be able to read its formatting correctly?
- Will your tables, fonts, and graphics transmit properly in an online resume form-or will they disintegrate into unreadable symbols?

You can give your old resume a real boost by investing in the services of a professional resume writer who understands the pitfalls of our electronic job market. Whether your resume needs a brush-up or a complete rewrite, it’s well worth the investment to make sure your name makes it to the top of all candidate lists.

3. Changes in your industry

If you are still just tacking your most current job onto the same old resume, then your resume probably contains a lot of old terminology and buzz words. If so, it will make you look outdated-even over the hill. It may also fail to be recognized by

“Resumé, Continued:

software that uses keywords to retrieve the best resumes.

If you’re feeling out-of-step with your industry, it may be time for a checkup with a career coach who can help prepare you and your resume to stand up to the challenges of your industry’s changing trends.

Bottom line: if your old resume isn’t winning the attention of employers, then it’s time to ask yourself, **“How much is my old resume costing me in wasted time and effort?”**

An investment in professional resume help could mean the difference between months of fruitless effort-and landing the perfect new job. A new, better resume built on strategies that are suited to today’s job-search challenges may be just the edge you need to get you noticed and get you hired.

Deborah Walker, CCMC
Resume Writer ~ Career Coach

To see resume samples and read more job-search tips visit www.AlphaAdvantage.com
Email: Deb@AlphaAdvantage.com

MEET US ONLINE

Quality related information on the Internet

Check in with...

ASQ on the World Wide Web at:

<http://www.asq.org>
[associated email at: asq@asq.org]

Inland Empire Section 0711 Web Site

<http://www.asq711.org>

ASQ Region 7 Web Site

www.asqregion7.org

QUALITY PROGRESS online:

<http://qualityprogress.asq.org>

The Measurement Science Home Page:

<http://www.inland.net/msc>

Quality Digest:

<http://www.qualitydigest.com/>

Quality Magazine :

<http://www.qualitymag.com/>

Baldrige Award :

<http://www.quality.nist.gov/>

Quality Online:

<http://www.qualitymag.com/>

The Quality Observer:

<http://www.thequalityobserver.com/>

Compliance Engineering:

<http://www.ce-mag.com/>

Healthcare Quality:

<http://www.nahq.org/>

Quality Management International, Inc:

<http://www.aworldofquality.com>

National Institute for Standards &

Technology (NIST)

<http://www.nist.gov/>

American Nat. Standards Inst, (ANSI):

<http://www.ansi.org/>

Online Quality Resource Guide:

<http://deming.eng.demson.edu/onlineq.html/>

Southern Calif Software Quality:

<http://home.earthlink.net/~ppierce/>

SPECIAL CYBERQUALITY REQUEST TO ALL MEMBERS

The Section has compiled a list of e-mail addresses that has considerably improved our communications capability to you for programs, events, and breaking news. Please send your e-mail address or update to John Schulz at: john.schulz@invensys.com
Your update is even more important with the change to an online newsletter.

VISION STATEMENT

ASQ Inland EmpireSection 0711

Provide Ethical, Professional, and Innovative Leadership to Continually Improve the Quality of Processes, Products and Services in the Inland Empire through Service and Education. Promote Growth and Development of the membership to remain a self-sustaining American Society for Quality Section

ONLINE NEWSLETTER ALERT

Our *Inland Empire Quality* Newsletter will be distributed online. It will be attached to member e-mails as a .pdf file. If you have an e-mail address but have not given it to us, please e-mail John Schulz at: john.schulz@invensys.com

If you do not now have an e-mail account, Yahoo.com or Hotmail.com will give you a free one. If you want your newsletter to continue to be surface mailed, please mail your name and address to: Bob Krone, Newsletter Editor, ASQ Section 0711

P.O.Box 56786
Riverside, CA 92517

UPCOMING MEETINGS CONFERENCES & WORKSHOPS

Call ASQ 800-248-1946; Request item BO166. For the best CALENDAR of quality conferences and events see the “Calendar” Section at the end of QUALITY PROGRESS monthly. While there check the “BOOKSHELF” section for the ASQ Quality Press.

Quality Classics

By Bob Krone, PhD

Knowledge

The most fundamental and pervasive key word throughout the Quality Management movement has been “KNOWLEDGE.”

Pioneers who used statistics to measure and analyze performance in the workplace, particularly Dr. W. Edwards Deming, concluded correctly that statistical variation and statistical process control would be an improved system for capturing and applying knowledge. And later when Deming created his “*Principles for the Transformation of Western Management*” he later gave it the shorter title of “*Profound Knowledge*.”⁽¹⁾

Every theory, concept, model, tool and technique that has been invented within the Quality Sciences has been built on the assumption that it could improve the creation, documentation and application of knowledge to accomplish production or services faster, cheaper or better. Deming identified it as being “... *for the improvement of quality, productivity, and competitive position.*” (1:p.19) In the 1950s Deming saw statistical theory and technique as a necessary paradigm shift for Western Management. History has proven him right.

The study of the nature, origin and limits of human knowledge is Epistemology. The word is derived from the Greek *episteme* (knowledge) and *logos* (reason). Searching for knowledge is known to have occurred in pre-Socratic Greece (Socrates lived 469 – 399 BCE) and can be assumed to have been a characteristic of humans before recorded history. Knowledge has been used for both good and evil and there have been pessimistic views about the increase of knowledge. Ecclesiastes, one of the three “*Books of Wisdom*” of the Old Testament, attributed to David, King of Jerusalem, includes the two ideas that “*He who increases knowledge increases sorrow (or pain);*” and “*I saw that wisdom excels folly as light excels darkness*” (Ecclesiastes 2:13).

Let’s keep those two ideas in mind as we restrict our thinking here to the ASQC/ASQ focus over the last half-century seeking for the application of knowledge to increase the quality of products and services. One of the profound differences today compared with all of history is the speed at which knowledge from humans globally is captured and made readily available. On 21 March 2005 I searched with Google for the word “*Knowledge*” and in one-third of a second I saw that in global web sites there were 117,000,000 hits mentioning knowledge. Then I asked Google for “*Knowledge and Quality*” and found 26,100,000 references in one-third of a second. We are now in the nanosecond information age where computers can create actions in one-billionth of a second. Hypothetically 5 billion people on earth could add something to “*knowledge*” on the internet simultaneously in a second or two. The implications of that capability are beyond our current imagination.

And thinking about the Ecclesiastes point that the increase of knowledge increases pain leads us to the conclusion that the issue of the Quality of Knowledge and Information being increased at more than exponential rates is one we quality professionals need to formally address. For some time I have been suggesting that “*Quality Policymaking*” be added to ASQ’s overall categories of quality for products and services.⁽²⁾ New knowledge producing pain is a recognized phenomena and is one of the reasons that history is filled with intolerance and abuses of those who create the new knowledge. It also accounts for the slowness of new ideas being implemented. Usually many visualize themselves as becoming worse off from the adoption of new knowledge.

The Information Age that humans will live in forever more leads to the unavoidable conclusion for quality professionals that more attention is needed for both Quality and Morality of knowledge being applied to organizations, to communities, to societies, to hospitals, to churches, to nations and to international entities.⁽³⁾

1. W. Edwards Deming, *OUT OF THE CRISIS* (Cambridge, MA., Massachusetts Institute of Technology, 1982).

2. See the [Inland Empire Quality](#) Newsletter of ASQ Section 0711, Vol 10 #2 (Oct-Nov-Dec 2002). www.asq711.org/QualityClassic#13.

3. For the Quality Classic on “Morality” see the [Inland Empire Quality](#) Newsletter of ASQ Section 0711, Vol 12 #3 (Jan-Feb-Mar 2005). www.asq711.org/QualityClassic#21.

ASQ EXAM SCHEDULE - 2005-2006

- The Certified Quality Engineer exam is 5 hours in duration. All other exams are four hours in duration.
- Coffee, water, soda, and donuts are available at the Luxfer Gas Cylinder testing site.

CQA Body of Knowledge Change

This is to announce the change to the CQA Body of Knowledge (BOK) that will become effective with the administration of the June 5, 2004 exam. The CQA exam will be 5 hours in length and approximately

Sample Exam (.PDF)	Long Title	App. Deadline	1-Apr-05	19-Aug-05	7-Oct-05	13-Jan-06
		Exam Date	4-Jun-05	22-Oct-05	3-Dec-05	4-Mar-06
---	HACCP Auditor	CHA		X		X
---	Six Sigma Black Belt	SSBB		X		X
X	Certified Mechanical Inspector	CMI		X		X
---	Certified Quality Auditor-Biomedical	CQA-Biomedical		X		X
X	Certified Quality Manager	CQMgr		X		X
X	Certified Quality Technician	CQT		X		X
X	Certified Reliability Engineer	CRE		X		X
X	Certified Quality Auditor	CQA (5 Hrs.)	X		X	
X	Certified Quality Engineer	CQE (5 Hrs.)	X		X	
---	Certified Quality Improvement Associate	CQIA (3 Hrs.)	X		X	
X	Certified Software Quality Engineer	CSQE	X		X	
---	Certified Calibration Technician	CCT	X		X	

- NOTE:** a) See www.asq.org for the latest requirements.
 b) Examinations are 4 hours in length unless otherwise noted in bold
 c) Sample Exams located on www.asq.org web site as noted to the left of exam title.

Recertification Instructions

To recertify, you may send your journal, supporting documentation and ASQ payment to:

Denise Edgecomb-Cope, Manager, Design Assurance
 Safetran Systems
 10655 7th St
 Rancho Cucamonga, CA 91730

It would be very helpful, to include the following:

1. Label the documentation with the applicable category
2. A copy of the journal pages for the applicable categories, listing the activities the submitted documentation supports
3. Payment to ASQ
4. A number you can be reached during the day

I will mail your original journal application page and check, to ASQ Headquarters. ASQ will send you a new journal and updated certification. I will notify you when I have mailed your approved recertification, so you can watch for the package from ASQ.

If you have any questions, please contact me. Denise Edgecomb-Cope, (909) 987-4673 x455
 ASQ 711 Certification/Recertification Chair

SUBSCRIPTION & ADVERTISING INFORMATION

This Newsletter is provided free to current, transferring, or renewing Section 0711 members.

ADVERTISING RATES FOR QUALITY RELATED ADS

	ONE ISSUE	ANNUAL (4 Issues)
Full Page	\$100	\$350
Half-Page	\$ 50	\$175
Quarter Page	\$ 30	\$100
Business Card	\$ 15	\$50

THE AMERICAN SOCIETY FOR QUALITY (ASQ)

ASQ is a society of individual and organizational members dedicated to the ongoing development, advancement, and promotion of quality concepts, principles, and techniques. The Society serves 134,000 individual members and 1,100 corporate sustaining members through 251 Sections. The Inland Empire Section 0711 is proud to be part of this world-class professional quality organization.

INLAND QUALITY NEWSLETTER SUPPORT

Our ASQ Section 0711 encourages Newsletter support or sponsorship - directly or with services from any source - individual, group, company, agency, school, firm, institute, or foundation.

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Opinions expressed in Inland Empire Quality by the Editor and the contributors are not necessarily endorsed by the Inland Empire Section 0711 of the ASQ. Contents are chosen for their general interest to Society Members, but conclusions and recommendations are those of the individual writers.

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INLAND EMPIRE SECTION 0711

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