

Inland Empire ASQ Celebrates & Plans

At the 16 June 04 dinner meeting of the Inland Empire Section 711 of the American Society for Quality, in Riverside, California, Senior Member John Schulz presented the achievement highlights for the Section during the 2003 – 2004 year. His Powerpoint presentation, which can be viewed by accessing the Section 711 web site <http://www.asq711.org>, covers:

1. Officers and Executive Council Committee Leadership
2. The 18 Quality Classic Series built since 1998 on the Web Site
3. 70 New Members for the Section this year for a total of 290.
4. STEP Conference Involvement (Science & Technology Education Partnership for Children)
5. The 10 Learning Programs presented at Monthly Meetings
6. World Class Quarterly Newsletter – archived on the Section Web Site
7. Canyon Crest Country Club Quality Dinner Meeting Site
8. Web Site and Internet Connection – John & Kathy Schulz

Then Past-Chair Linda McKean formally installed the following elected officers for 2004 – 2005:

Chair...Ron Villanueva Secretary ...Diane Padilla Vice Chair...Steve Felts Treasurer...John Schulz

Be sure to read the comments of our incoming Chair, Ron Villanueva, about his attendance at the ASQ 58th Annual Quality Congress and Exposition in Toronto, Canada in May 2004. He and our new officers for Section 711 have innovative and exciting plans for the 2004 – 2005 year.



Ron Villanueva, Diane Padilla, Steve Felts and John Schultz

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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.

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

JULY 21st, 2004

7:30 - 8:30 Program Presentation
RON VILLANUEVA

Topic: "REPORT ON THE MAY 2004 ASQ ANNUAL NATIONAL CONVENTION IN TORONTO, CANADA"

AUGUST 18th, 2004

7:30 - 8:30 Program Presentation
DAN TUCKERMAN

Topic: "THE IMPORTANCE OF GOOD SPEAKING SKILLS"

As the corporate world rapidly changes, good public speaking skills become more and more important to all levels of the organization. However, public speaking is rated as what people fear most. Tonight, Dan Tuckerman will talk about how to overcome your fear of speaking in public and the essentials to good public speaking skills. Regardless if you are an experienced speaker or new to public speaking, Dan will provide key points to improve your speaking skills.

About your Speaker:

Dan Tuckerman is a former marketing communications and public relations executive with thirty years of formal training and practical experience in the fields of higher educa-

tion, public/private sector consulting, marketing, corporate communications/liason, advertising, public/investor relations, secondary education administration and legal administration. Dan is listed in "Who's Who" Among America's Teachers.

Dan presently is a Adjunct Professor in Communications (Public Speaking, Public Relations, Interpersonal etc.) at San Bernardino Valley College (SBVC); Riverside Community College (RCC); and Cal State University at San Bernardino (CSUSB).

SEPTEMBER 15th, 2004

CHECK THE INLAND EMPIRE WEB SITE FOR THE SEPT. PROGRAM:

<http://www.asq711.org>

MEMBERSHIP

by Ron Villanueva

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 Ron Villanueva at (909) 793-3204

Fax: 909-793-4690,

or E-mail ...

ron.villanueva@la-z-boy.com

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

Welcome Aboard

Greetings, All- Please join me in welcoming Jorge Torres and Duane Allen to our Leadership Committee/Board!

Jorge will take on the awesome responsibility of Membership Committee Chair where he will focus our efforts on recruiting new and retaining existing Members for our ASQ Section.

Duane has accepted the important position of Nominating Committee Chair and he will be responsible for facilitating the Election of Officers and the transition of the new Leadership Committee for the 2005-2006 fiscal year.

Both of these position are required according to the new Section Operating Agreement (SOA) that all Sections will have to adopt by August 15 (more info will be sent about the SOA later).

In addition, although she is not new to the Board, Linda McKean has graciously accepted the responsibilities of Education AND NQM Committee Chairs where she will continue to do the great job she has done in the past.

Again, welcome Jorge and Duane. I look forward to working with you and the rest of the Board this year as we continue to improve our Section and provide value to our Members!

Ron Villanueva, Chairman

YOUR SECTION 0711
EXECUTIVE COMMITTEE 2004-05

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Comments From the Chair



ASQ held their 58th Annual Quality Congress and Exposition (AQC) in Toronto, Ontario, Canada on May 24-26, 2004. This yearly conference brings Quality and other professionals from around the world for two and a half days of concentrated learning sessions, exciting and informative keynote addresses, networking and the celebration of Quality.



This year marks the third AQC I have had the chance to attend and each time I have brought back some great ideas and knowledge that benefits my company, our Section and myself personally. The Keynote addresses included Dr. John White who is the chancellor at the University of Arkansas speaking on "Leadership and Success" and the electrifying Keith

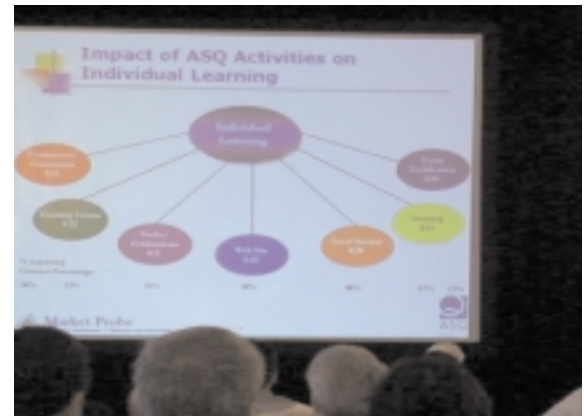
Harrell on the topic of "Positive Attitude Toward Change." Some of Learning Sessions I had the pleasure to attend were: "An Innovative Training System for ISO 9001 Compliance," "Quality Boot camp," "Value Stream Mapping," "Auditor Thinking Skills," and "Transformational Leadership and Dynamic Facilitation Skills."

Probably the most entertaining (and informative Session) was "Audit Jeopardy!" This was a participative session in which the room was divided into four teams to answer questions in the same style as the popular TV game show "Jeopardy!" Since this was hosted by the Quality Audit Division the answers dealt with auditing basics, CQA body of knowledge, and other quality trivia. Prizes were awarded to individuals who correctly answered "in the form of a question."

If you have not had the opportunity to go to an AQC then you missed your chance since there will not be another one...

The good news is that next year it will be known as the "ASQ World Conference on Quality and Improvement". The name was changed to describe what the conference is really about and to appeal to people beyond the traditional Quality base both nationally and internationally. In 2005, the theme is "Teaming With Energy, Leading With Purpose" and it comes back to the West coast on May 16-18 to be held in Seattle, Washington. Hopefully, you will get the chance to attend this event or another future ASQ World Conference. I believe that it will bring your whole ASQ experience to another level.

Ron Villanueva, Chairman



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: JULY 21st • AUGUST 18th • SEPTEMBER 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*

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: john.schulz@invensys.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, 3rd Quarter, 2004

by Linda McKean, Education Chair

UCR Extension Summer Quarter Classes

June 28-September 13, 2004

Project Management, Riverside, California, Mondays, 6:30-9:30 pm,

Fee: \$375.

June 29-August 31, 2004

Project Management for New Product Development, Riverside, California, Tuesdays, 6:30-9:30 pm,

Fee: \$375.

June 29-September 14, 2004

Survey of Production and Inventory Control Techniques, Riverside, California, Tuesdays, 6:30-9:30 pm,

Fee: \$475.

July 1-September 2, 2004

Project Leadership, Communication & Team Building, Riverside, California, Thursdays, 6:30-9:30 pm,

Fee: \$375.

July 1-August 19, 2004

Facilities Operations, Riverside, California, Thursdays, 6:30-9:30 pm, Saturday, 9 am-4 pm, August 7,

Fee: \$375.

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

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.

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.

Education News

Check our Web Site for the latest education updates. Members will also find educational articles of interest.,

<http://www.asq711.org>

Three Things Every Recruiter Looks for in a Resumé

By Deborah Walker, CCMC: 888-828-081

If you are in the middle of a job search, recruiters can be either your friend—or your foe. They make the choice to keep you out of the hiring process or to introduce you to corporate hiring decision makers. The quality of your resume is a key factor in determining how recruiters will treat you in the job market.

There are three things every recruiter looks for in a resume:

- ***Focus***
- ***Core competencies or transferable skills***
- ***Accomplishments***

If your resume lacks any of these crucial elements, then you are probably not capturing the attention you deserve, and you are missing out on important interview opportunities.

1. ***Focus***

Since recruiters' time is at a premium, they must know your career focus within seconds of opening your resume. If your career focus isn't clearly stated, you can't assume the reader will take the time to search through your resume for clues. Most recruiters consider "Career Objective" statements worthless if they contain no real information about the specific position you are looking for and the industry expertise you offer. The best objective statements are concise and to the point.

2. ***Core competencies or transferable skills***

Once a recruiter understands your focus, he/she will want to know if you have the required core competencies or transferable skills to accomplish the job. A thorough research of employer job descriptions will help you identify the core competencies your resume must feature.

You'll capture and hold recruiter attention by including only those core competencies relating specifically to your focus. Be careful not to muddy up your personal marketing message by including extraneous skills. If you remember the all-important rule of relevancy, you'll go a long way toward keeping the reader's attention on your key skills.

3. ***Accomplishments***

Once your resume has made it through the initial screening for focus and skills, the recruiter will want to know how you stack up against other candidates. Remember, with record-high resume response to job openings, recruiters need good, solid reasons to recommend you for consideration over the mountain of other candidates. Clear, concisely stated accomplishments are the best way to distinguish yourself from your competition.

Whether the recruiter works for one corporation or represents many corporate clients as a third-party recruiting consultant, he or she must be able to give valid reasons for promoting you as a viable candidate. You can make their job infinitely easier by including the information they need—and bring your resume to the top of the candidate pile. When your resume sells itself, you gain advantage points, and make the recruiter look good as well.

For optimum impact, write accomplishments that illustrate the strength of your core competencies, transferable skills and focus. An accomplishment is only valuable to your resume if it promotes the skills your target employers are looking for. Remember the rule of relevancy as you craft each of your accomplishment statements.

In today's extremely competitive job market, employers rely heavily on recruiter to screen out the crowd of applicants. Allow them to present you as one of their best candidates by letting your resume present your best abilities. ~

Quality Classics

By Bob Krone, PhD

Leadership

Leadership is probably the one component that exists in every Quality Control, Quality Management and Quality Science theory, program, concept or approach invented since the field began in the 1950s.

Dr. Deming stated in his classic *Out of the Crisis* book ⁽¹⁾: “..... most of this book is involved with leadership.” And his definition of the aim of leadership was:

“The aim of leadership should be to improve the performance of people and machines, to improve quality, to increase output, and simultaneously to bring pride of workmanship to people. Put in a negative way, the aim of leadership is not merely to find and record failures, but to remove the causes of failure: to help people do a better job with less effort..... The leader also has responsibility to improve the system—i.e. to make it possible, on a continuing basis, for everybody to do a better job with greater satisfaction”

Since the implementation of every quality program requires that changes be made in existing organizational culture, policies, practices and procedures inherent is the involvement of decision makers. When our ASQ Section 0711 sponsored a data gathering Six Sigma Workshop on 10 April 2001 the report from the 311 responses to the question “*How to create the necessary corporate culture for Six Sigma?*” identified Leadership Commitment as the most critical variable ⁽²⁾.

The quality program that has achieved the greatest global universality is the Malcolm Baldrige National Quality Award (MBNQA). Originating in the United States in 1987 it has spread to Europe, Asia, The Pacific and North and South America as the preferred set of criteria for performance excellence for business, health care and education to use in creating and evaluating the quality of their products and services ⁽³⁾. The criteria from its original design in 1987 has been divided into seven major categories with Leadership always being prominent.

The subject of leadership has been a focus in groups and societies to pre-historic times. The definition of “Leader” in the 1900 *The Century Dictionary* was:

“One who leads, guides, conducts, directs or controls; one who is first or most prominent in any relation; one who takes precedence by virtue of superior qualification or influence.”

My personal view after a career in the United States Air Force and two more careers on university faculties in the field of Business & Management is that Leadership is the most important variable for the success or failure of any organization – public or private – and that Moral Leadership is the most important variable of Leadership ⁽⁴⁾.

Read any study related to the Quality Sciences by quality pioneers or current professionals and you will find leaders and leadership included. Leadership deserves a leading place in our series of Quality Classics.

“Quality Classics” is a project of the American Society for Quality (ASQ) Inland Empire Section 0711. This Quality Classic was published in the *Inland Empire Quality* Newsletter, Vol 12, Issue 1 (Jul-Aug-Sep 2004). Quality Classics meet the criterion of documenting a concept, model, tool, formula or algorithm that has 50 years or more validated utility in the Quality Movement begun in the 1950s. Readers can access the entire series of Quality Classics at: <http://www.asq711.org>.

1. W. Edwards Deming. 1982. *Out of the Crisis*. Massachusetts Institute of Technology, Cambridge, Mass., p. 248.
2. “*How to Manage a Six Sigma Corporate Culture*,” Dr. Bob Krone, Editor, *Inland Empire Quality*, Vol 9, #1 (Jul-Aug-Sep 2001) and www.asq711.org.
3. See the U.S. National Institute for Science and Technology (NIST) official web site at <http://www.nist.gov/>
4. Bob Krone, “*Building a Foundation for Moral Leadership*,” October 2003, <http://www.lasierra.edu/schools/sbm/researchguidelines>.

ASQ EXAM SCHEDULE - 2004

- 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 15-20% (25-30 questions) of the test will be devoted to case studies.

Full Title	App. Deadline	20-Aug-04	1-Oct-04	7-Jan-04
	Exam Date	16-Oct-04	4-Dec-04 5-	Mar-05
HACCP Auditor	CHA	X		X
Six Sigma Black Belt	SSBB	X		X
Certified Mechanical Inspector	CMI	X		X
Certified Quality Auditor-Biomedical	CQA-Biomedical	X		X
Certified Quality Manager	CQMgr	X		X
Certified Quality Technician	CQT	X		X
Certified Reliability Engineer	CRE	X		X
Certified Quality Auditor	CQA		X	
Certified Quality Engineer	CQE (5 Hrs.)		X	
Certified Quality Improvement Associate	CQIA		X	
Certified Software Quality Engineer	CSQE		X	
Certified Calibration Technician	CCT		X	

NOTE: See www.asq.org for the latest requirements.

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.

Contact Dr. Bob Krone,
Email: BobKrone@aol.com

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Next Edition Deadline
Sept 4, 2004

PUBLISHER'S STATEMENT

Inland Empire Quality is a peer-reviewed newsletter written by quality professionals from many vocations and published by the Inland Empire Section 0711 of ASQ.

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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

AMERICAN SOCIETY FOR QUALITY
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AMERICAN SOCIETY
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