



## MONTHLY SEMINARS THIS QUARTER'S EVENTS

Our monthly dinner and business seminars occur on the third Wednesday of every month.

-- Except December--

**Canyon Crest Country Club,**  
975 Country Club Dr.; corner of  
Canyon Crest Drive, in Riverside.

### DIRECTIONS from the

I-215; I-10; HWY 60; or HWY 91;

- Drive to 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 an immediate right into parking lot.

**Ph.: (951) 274-7900. Dinner is \$21.00**

**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; men must be in collared shirts.”**

### The evening's schedule:

- 5:30 - 6:30 pm: Executive Committee Meeting
- 6:30 - 6:45 pm: Registration and Networking
- 6:45 - 7:15 pm: Dinner
- 7:15 - 7:30 pm: Business Meeting
- 7:30 - 8:30 pm: Program

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## COMMENTS FROM THE CHAIR

Have you thought about upgrading to a senior ASQ membership? If you qualify for senior

membership, you should apply. There is no increase in dues over the full membership that you may already have, yet you have a choice of extra benefits from ASQ. You can choose a journal, two divisions, or another section. There is also the benefit of being able to put “Senior Member of ASQ” on resumes and business cards, which identifies you as a quality professional. The best career rationale for applying of senior membership is that it starts the five years interval of senior membership that is required to apply to be a Fellow of the ASQ.

By the time that many ASQ members realize that they could be a Fellow of the ASQ, it is late in their career. It does not have to be late in one's career. The potential value of being an ASQ Fellow increases if one is mid-career. For the ASQ Fellow Matrix of Requirements, see <http://www.asq.org/about-asq/how-we-do/pdf/g-02-02-fellow-matrix.pdf>.

It does require planning and deliberate activity to become an ASQ Fellow. Our planning and activity is the root of our successes. I encourage you to upgrade your ASQ membership, consider the goal of becoming an ASQ Fellow, and become more involved with professional activities. For senior membership information, see [www.asq.org/membership/individualsadvanced.html](http://www.asq.org/membership/individualsadvanced.html).

*Duane Allen*

*ASQ Senior Member*

*Chair, ASQ Section 0711*

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## 711 EXECUTIVE COMMITTEE 2008-09 OFFICERS

**DUANE ALLEN**, Chair, ASQ Senior Member  
(951) 684-5569  
duane.allen@navy.mil

**PHIL LAURE**, Vice-Chair, ASQ Senior  
Member, Nominations Chair and SMP Chair  
(951) 684-5149  
phil.laure@sbcglobal.net

**ALICIA MENENDEZ**, Secretary  
amenendez310@yahoo.com

**JOHN SCHULZ**, ASQ Senior Member,  
Placement and Web Master  
(951) 682-1743  
jcsgunner@aol.com

**CHRISTY KELLER**, Treasurer  
creakinator@yahoo.com

## COMMITTEE CHAIRS

**DENISE EDGEComb-COPE**, Audit  
Committee and Recertification  
(909) 483-8455 Fax: 466-4177  
denise.edgecomb-cope@invensys.com

**SHERYEL EBERWEIN**, ASQ Senior Member  
and Arrangements Chair  
(951) 898-3057 Fax: 371-7170  
seberwein@cscnorco.com

**VERN GOODWALT**, Education Chair  
(951) 683-6613  
The3PointGroup@aol.com

**BOB KRONE**, ASQ Fellow Member and  
Online Policy Consultants Chair  
760-451-8515 (Phone or Fax)  
BobKrone@aol.com

**LINDA McKEAN**, Past Chair and  
Quality Auditor  
lsmckean@msn.com

**JEFF PIELEMEIER**, Newsletter Chair  
(951) 966-4917  
asq711jeff@gmail.com

**PAUL DOHERTY**, Proctor  
(909) 422-1718  
Pauld@wildenpump.com

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## Meeting and Program Dates

### October 15

**Robert Nickey**, Metrology R&D Coordinator,  
Naval Surface Warfare, Corona Division

### **“Metrology and the Quality Management System” Part 1: Assuring the traceability of measurements:**

Sub-paragraph 7.6 “Control of monitoring and measuring devices”, of ISO 9001 requires the organization to determine measurements, measurement processes and measuring devices needed to provide conformity of product to determined requirements. It also requires that measuring equipment is to be calibrated or verified at specified intervals, or prior to use, against measurement standards traceable to international or national measurement standards.

The U.S. Navy Metrology Engineering Center in Corona is charged with the responsibility for assuring that measurements used to verify systems performance conform to requirements. The U.S. Navy Metrology R&D Program is chartered to assure that measurements meet the primary requirement of being traceable to national standards

### November 19

**Robert Fritsche**, Manager, METCAL In-Service Assessment,  
Naval Surface Warfare, Corona Division

### **“Metrology and the Quality Management System” Part 2: Metrology assures continued performance to requirements.**

### No Meeting in December

# Happy Holidays

## 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.

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.

## QUALITY CLASSICS

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### *Systems Integration*

*By Bob Krone, PhD, ASQ Fellow Member*

When Dr. W. Edwards Deming, one of the Fathers of Quality Sciences, was asked during his seminars in the 1970s and 1980s *“What is the first question you ask of corporate leadership?”*, his answer always was *“Is there a system in place?”*

I started teaching and administering in the University of Southern California’s Master of Science in Systems Management Degree Program (the MSSM) in 1976. In traveling through Asia and Europe I used to check telephone books yellow pages for *“Systems”* in major cities. In the late 1970s there was typically a sprinkling of companies with a System or Systems in their titles. Today in 2008 when you search Google for *“Systems”* you get 67,200,000 hits. Over the past fifty years the Systems Approach has penetrated every nation on Earth. Systems are now an integral part of society as well as a Quality Classic.

In 1995 Mr. Raymond Tse, of Hong Kong, was joined with me, as a Ph.D. doctoral candidate supervisor for the International School of Business at the University of South Australia. His thesis subject was Quality Management for the Hong Kong Aviation Department. He was the manager for the construction of computer systems for the Chep Lok Kok Airport in Hong Kong -- at that time the largest construction project in the world. Mr. Tse managed the creation of the most integrated civil airport aviation computer systems in the 1990s. In one of our meetings in Hong Kong in 1996 he made the statement: *“If systems are not integrated, failures will occur.”*

Leap forward ten years to America’s space program. Systems integration is a well established practice in the International Space Station construction missions. Over the past several years I have been working with professionals in the space community.<sup>1</sup> But space and global aviation are at the forefront of systems integration as the 21<sup>st</sup> Century begins. The past failures caused by poor systems integration could fill a library and are occurring globally with increasing frequency.

There is a principle invented by W. Ross Ashby that explains the failures. Ashby’s Law of Requisite Variety<sup>2</sup> states that the solution to a problem must have an equivalent set of variables as the problem. Ashby created his law for cybernetics with an aircraft autopilot as one example. For every possible change in the airplanes environment the autopilot sensors need to create a response. My favorite airplane was the F-105D Thunderchief. It’s autopilot was so sophisticated that I could engage it in close formation flying with other F-105Ds. It followed Ashby’s Law of Requisite Variety perfectly.

At the 17 September 2008 Inland Empire ASQ Section 0711 meeting in Riverside, California, Quality Manager Paul Dougherty commented: *“An airliner can land safely without a pilot, but there is no way to stop two trains on a collision course.”* It wasn’t a hypothetical statement. He was referring to the head-on collision of a metrolink commuter train with a Union Pacific freight train in Chatsworth, California on 12 September 2008. Twenty-five people died and 135 were injured in the worst light rail accident in United States history. A rail safety professional was also at that meeting – Mr. John Schulz. I asked Paul and John *“Was poor systems integration a contributing cause of the accident?”* There occurred an interesting

discussion about the differences between the United Kingdom and US rail safety systems but the bottom line was “Yes, a lack of systems integration was a contributing factor in the Chatsworth accident.”

The difficulty in meeting Ashby’s Law of Requisite Variety increases with the complexity of the problem. And that is precisely at the root of global problems today. The problems of global energy needs have no equivalent set of solutions. Huge requirements for the capacity of governance is failing to meet the increasing needs of nations and international organizations.<sup>3</sup> At the time I am writing this Quality Classic, there is a financial crisis in the United States caused by failures of the Fannie Mae and the Freddie Mac government sponsored mortgage organizations that together account for 50% of the over nine trillion dollar debt of the United States. The spin-off impacted the stock market, caused bank and financial institutions failures and spread internationally. Warren Buffett called those who precipitated this crisis “*instruments of mass financial destruction.*” Ashby’s Law of Requisite Variety was never even strategically considered. The result is that millions will suffer in the most serious financial crisis since the Great Depression.

Systems thinking clearly meets Quality Classic standards. If Systems Integration does not become a classic of the 21<sup>st</sup> Century human progress may reverse.

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\* “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 17, Issue 2 (Oct-Nov-Dec 2008) and is Number 32 in the series. 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>

#### (Footnotes)

<sup>1</sup> Bob Krone, Ph.D. Editor (2006). *Beyond Earth: The Future of Humans in Space*. Apogee Space Press.

<sup>2</sup> W. Ross Ashby, (1956). *An Introduction to Cybernetics*. London: Chapman & Hail.

<sup>3</sup> Professor Yehezkel Dror, Hebrew University, Jerusalem and Father of the Policy Sciences, has convincingly documented this fact in (2001) *The Capacity to Govern*. London: Frank Cass Publishers. See also Dror (1986). *Policy-making Under Adversity*. New Jersey, Transaction, Inc.

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## 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. You will be notified when I have mailed your approved recertification; 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**

## EXAM DATES AND DEADLINES

Title	App. Deadline	15-Aug-08	3-Oct-08	19-Jan-09	10-Apr-09
	Exam Date	18-Oct-08	6-Dec-08	7-Mar-09	6-Jun-09
Biomedical Auditor	CBA	X		X	
HACCP Auditor	CHA	X		X	
Manager of Quality / Organizational Excellence	CMQ / OE	X		X	
Quality Inspector	CQI	X		X	
Quality Technician	CQT	X		X	
Reliability Engineer	CRE	X		X	
Six Sigma Black Belt	SSBB	X		X	
Six Sigma Green Belt	SSGB		X		X
Software Quality Engineer	CSQE		X		X
Quality Auditor	<b>CQA (5 Hrs.)</b>		X		X
Quality Engineer	<b>CQE (5 Hrs.)</b>		X		X
Quality Improvement Associate	<b>CQIA (3 Hrs.)</b>		X		X
Quality Process Analyst	CQPA		X		X
Calibration Technician	CCT		X		X

- NOTE:** a) See [www.asq.org](http://www.asq.org) for the latest requirements.  
 b) Examinations are 4 hours in length unless otherwise noted in bold.  
 c) Sample Exams can be found on [www.asq.org](http://www.asq.org).

## ProgressivEdge

### Lean Six Sigma Training

**White Belt for Leaders** (1 day)

San Diego Jun 6, 2008  
 Riverside County Oct 3, 2008  
 \$250 per person

**Green Belt for Leaders** (6 day)

San Diego starts Jun 23, 2008  
 Riverside County starts Oct 13, 2008  
 \$1700 per person

#### ASQ Member and Group Discounts

To Register for training or for information:

Call Ric Van Der Linden at (619) 244-8705

Visit [http://progressivedge.com/public\\_seminars.html](http://progressivedge.com/public_seminars.html)

To Learn More about ProgressivEdge, visit [www.ProgressivEdge.com](http://www.ProgressivEdge.com)

## 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

## MEMBERSHIP

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

**Contact: Ron Villanueva,**  
909- 793-3204 x 2215,  
[ron.villanueva@la-z-boy.com](mailto:ron.villanueva@la-z-boy.com)

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

## 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

**Jeff Pielemeier**

Phone: (951) 966-4917

E-mail: [asq711jeff@gmail.com](mailto:asq711jeff@gmail.com)

## 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 115,000 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.

## PUBLISHER'S STATEMENT

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**Editor: Jeff Pielemeier**

COMMUNICATIONS:

Jeff ~ Phone: (951) 966-4917

E-mail: [asq711jeff@gmail.com](mailto:asq711jeff@gmail.com)

Send address changes to:

ASQ, P.O.Box, 3005,

Milwaukee, WI 53201-3005

and to

ASQ Section 0711, P.O. Box, 56786

Riverside, CA 92517

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Ph. (951) 689-4262 • Fax (951) 509-3761

[proprint1@earthlink.net](mailto:proprint1@earthlink.net)

**Newsletter Deadline:**

**December 10, 2008**

## ASQ INLAND EMPIRE SECTION 177 BLOG STARTS IN OCTOBER

At September's executive meeting, the board members voted on the development and implementation of a blog at our website [www.asq711.org](http://www.asq711.org). As a committee we have two (out of many) responsibilities to our members - one, to provide information to our members in a timely manner; two, to be financially responsible with the chapter money.

We feel a blog will allow us to provide timely and relevant information to our members on upcoming meetings and classes. We will be able to post articles provided by our members. You will be able to receive updates to the blog either through email or through a RSS feed.

We will be posting the opening of the blog on ASQ 711 website as soon as it is open. Please stop by and check it out!