



Greater El Paso  
Section

*Amigo Quality*

Volume 28 Number 5

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Welcome to the February 2008 issue of the Newsletter! Your local provider of information and learning opportunities related to quality professionals.

### **MEMBERSHIP MEETING**

**LOCATION:** Holiday Inn Sunland Park  
**REGISTRATION & SOCIAL HOUR:** 6:30 pm

**DATE:** February 20, 2008

**SPEAKER:** **Dr. Timothy Roth**

A.B. Templeton Professor and Chairman - Economics and Finance Department.  
College of Business Administration, University of Texas at El Paso  
Consultant, President Ronald Reagan's Cabinet - Council on Economic Policy.  
Senior Economic Advisor, Office of the Secretary, U.S. Department of Commerce.  
Executive Director, President Ronald Reagan's - Steel Advisory Committee.  
Senior Economist, U.S. Congress Joint Economic Committee

**TOPIC:** Economics

MEETING IS FREE FOR EVERYBODY (MEMBERS OR NON-MEMBERS) AND THE  
SPEAKER STARTS AT 7:00 P.M.

If you want to eat, we start our social hour at 6:30p.m.

DINNER COST: paid by each individual

### **THE CHAIR SPEAKS**

ALFONSO ENRIQUEZ

We had an excellent presentation on our regular monthly meeting on January 29. Kim Pries talked about Test Design: Protecting the customer and ourselves, through the use of antonyms. Kim captured our attention completely. For example, Kim used the words foreground and background to explain that sometimes we focus on the tip of the iceberg and act on the symptoms, instead of considering what is underneath, to really act on the causes of the problem.

On another subject, now is the time to nominate candidates for the 2008-2009 period. All members of the section are invited to

nominate persons for the positions of chair, secretary, and treasurer. Please send your proposals to any of the officers; we will announce the list of candidates in our February 20 meeting, and after counting the votes we will announce the elected officials in March. If you want to help us please nominate yourself for the area of your choice.

## **AUTOMOTIVE SECTION**

HECTOR LUGO

This is what is happening at Supplier level, New Process Gear, a transmission parts maker owned by Canadian-based Magna International Inc. (TSX:MG.A), plans to lay off about 1,650 workers at its suburban Syracuse plant, union officials say.

More than 300 other employees were laid off Jan. 2 as the United Auto Workers continued negotiating a new contract with Magna.

Before the layoffs, the plant employed 2,700 people.

Magna spokeswoman Tracy Fuerst said Thursday she could confirm only that New Process Gear is "experiencing temporary layoffs." She did not specify the number or length of the layoffs but said the plant is suffering from slack demand.

"I will not comment on this issue because, (as you know), we are still going through negotiations, and it would be premature for me comment," Fuerst said.

A UAW handbill said there would be 96 layoffs this week, 1,123 next week and 437 the week of Jan. 28. The handbill declared: "We are simply fighting for our survival."

Local UAW officials were continuing contract talks Thursday and were unavailable for comment, a secretary said.

New Process Gear was formerly owned by DaimlerChrysler, which targeted it for closure during national auto contract talks in 2003. Instead, DaimlerChrysler sold a majority of the plant to Magna.

"We have to get a good agreement for the plant," local president Doug Havens told the Syracuse Post-Standard of Syracuse, adding that the agreement must include more investment in the facility.

Magna, which has over 80,000 employees in 23 countries, earned \$155 million in its latest reported quarter, up from \$94 million a year earlier as July-September sales grew to \$6.08 billion from \$5.42 billion.

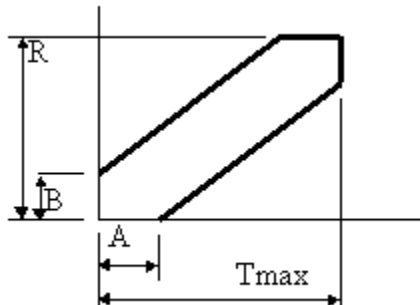
In reporting those results, co-CEO Don Walker observed that the auto industry ``remains difficult, particularly in North America," but Magna is positioning itself to exploit growth opportunities abroad.

## **EDUCATION SECTION**

KIM PRIES

During World War 2, Abraham Wald developed a sampling/testing technique called sequential testing. This method was so secret, he was not allowed to publish until after the war. The first publication of his top secret work occurred in 1947. The method has since been used especially in medical testing, where the humaneness requires that a decision occur as quickly as is feasible.

The key to Wald's approach lies in the use of accept and reject lines. Basically, we calculate these lines and display our results graphically (from [www.testplan.com](http://www.testplan.com))



The lower diagonal line is the accept line. The higher diagonal line is the reject line. We test sequentially and the results either move to the right for acceptance or up for rejection. In some cases, the samples will zigzag up the diagonal, which is why we see the > on the top end, which forces conclusion of the testing.

This approach to testing has use in the reliability business as well as the medical world. In many cases, we are unable to test a great number of sample in one shot, so this approach still allows us to establish meaningful limits on the testing.

If you have any questions, let me know.

===== O =====

Quality - Lean - Continuous Improvement - Six Sigma - Reliability

The following is a partial list of the job openings I am working on. Should you know of anyone that might be interested in learning more about these positions please have them contact me, Rodney Shorette, at 413-746-0101 x 202; email address [rod@magellanworks.com](mailto:rod@magellanworks.com) fax 413-746-9101.

<b>Quality Engineer</b>	<b>NCWI-405-603213</b>
<b>Location:</b>	Dallas, TX
<b>Manufacturer:</b>	Hand tools
<b>Salary:</b>	65k-75k
<b>Education:</b>	BS Engineering or BS Quality Certified Quality Engineer (ASQ)
<b>Experience Required:</b>	5 years manufacturing Progressively increasing responsibilities APQP PPAP
<b>Management:</b>	Reports to Quality Manager Some supervisory responsibilities
<b>Responsibilities:</b>	Development and implementation of Quality Systems CTQ elements, control plans, inspection, control charts, product and process audits. Identify and analyze trends and develop corrective actions. Perform machine capability studies. Write lab procedures and train associates.
<b>Comments:</b>	Quality systems, QS9000/ISO9000, six sigma, kaizen, lean, Toyota production system, fast paces high volume Fortune 500 manufacturer, metal fabrication,
<b>Quality Assurance Mgr</b>	<b>IAWA-246-41663</b>
<b>Location:</b>	Portland, ME
<b>Manufacturer:</b>	Food
<b>Salary:</b>	75k-90k
<b>Education:</b>	BS Chemistry, Food Science or Microbiology
<b>Experience Required:</b>	4 years of QA leadership Blow molding
<b>Management:</b>	Supervises 20 direct reports
<b>Responsibilities:</b>	All quality department functions including industrial hygiene and sanitation functions. Management of HACCP, SOP's, GMP, ICP

	and all internal and external auditing processes.
<b>Comments:</b>	Knowledge of FDA procedures, SPC, TQM, six sigma and lean methodology
<b>Lean Manufacturing Mgr</b>	<b>MAWS-543 601020</b>
<b>Location:</b>	South Carolina -- Metro Charlotte, NC area
<b>Manufacturer:</b>	Boom, Scissor and Fork Lift equipment
<b>Salary:</b>	70k-85k plus bonus
<b>Education:</b>	BS Engineering or other technical discipline
<b>Experience Required:</b>	4 years of extensive Lean Mfg project experience
	10 years of manufacturing experience.
<b>Management:</b>	Reports to General Manager
	Supervises 5 reports (Lean Coordinators)
<b>Responsibilities:</b>	Improving production flow, reducing manufacturing costs, improving product quality, training and mentoring employees and running kaizen events. Audit suppliers.
<b>Comments:</b>	Excellent opportunity for career and salary growth
	Looking to hire yesterday!
<b>Continuous Improvement Mgr</b>	<b>MAWS-543-603675</b>
<b>Location:</b>	North Central Indiana—between Ft Wayne and South Bend
<b>Manufacturer:</b>	Recreational Watercraft
<b>Salary:</b>	90k plus bonus
<b>Education:</b>	BS Engineering
	MBA helpful
<b>Experience Required:</b>	5 years of Lean Mfg
	Six Sigma Black Belt
<b>Management:</b>	Reports to President
	No supervisory responsibilities
<b>Responsibilities:</b>	Develop and deploy lean manufacturing methodologies. Lead, mentor and coach improvement teams, Plan and run kaizen events. Drive culture change
<b>Comments:</b>	No relocation assistance. Medium size family owned operation. Experience with fiberglass is helpful. Need to possess excellent communication skills.
<b>Sr. Quality Process</b>	<b>MAWS-543 600957</b>

<b>Improvement Engineer</b>	
<b>Location:</b>	Birmingham, AL
<b>Manufacturer:</b>	Plastic bags
<b>Salary:</b>	70k-85k
<b>Education:</b>	BS Chemical Engineering or BS Mechanical Engineering Certified Quality Engineer
<b>Experience Required:</b>	5 years blown film
	5 years as Process Engineer, Quality Improvement Engineer or Production Manager
<b>Management:</b>	Reports to Quality Manager
	No supervisory responsibilities
<b>Responsibilities:</b>	Reduction of variation in manufacturing processes.
<b>Comments:</b>	Tool box should include DMAIC, Quality Inspection Plans, Kaizen events, Gage Reliability and Repeatability, DoE, SPC, FMEA, Visual Management techniques

I recruit with a special focus on Quality, Lean Manufacturing, Continuous Improvement, Six Sigma and Reliability. Searches are national in scope. All searches and candidate conversations are held in strictest confidence and no resume will be mass distributed. If you want to explore the marketplace, drop me an email. Positions are added weekly. If you or someone you know would like to be informed of future job opportunities as they become available, please forward their name and email address to [rod@magellanworks.com](mailto:rod@magellanworks.com) additionally I usually have a few other openings that I can't publish so please give me a call or email me if interested

Best Regards,

Rodney Shorette

===== O =====

**Tap into Important People  
(throughout your Customer's Value Chain)**

Who is most important to your organization? The answer, of

course, is the customer. Who's next? Many times we fail to understand the key to motivating the real energy within our enterprise and extended to our customers. Let's investigate.

Many corporate executives associate staff motivation only with perks and other financial rewards. To them only cold cash has the ability to motivate and keep workers inspired. In fact this sort of corporate leader fails to appreciate human nature with all its' complexities and contradictions. And while there is no denying the power of perks and financial rewards in motivating staff, there are a host of other much more powerful forces when it comes to a motivated worker. Without the right basics in motivation all the perks and cash rewards are meaningless.

Every person is born with some gift, a special skill or something they really do well. In all cases that person will enjoy doing the job that they are good at. This is perhaps the most ignored and yet the most powerful motivator you will find anywhere and yet it has nothing to do with money. Tony Y is a manager who is responsible for people in three states. He invests the time to get to know each of people. Sometimes he'll call one of his people to set up a lunch meeting, doesn't discuss business, but gets to know about the employee's hobbies, likes, dislikes, etc. Sometimes Tony drops by to work with his people.

Instead it has a more to do with staff selection and recruitment to start with and then training and development of the existing staff after that. Do we hire people with the right skills? Not just technical skills, but interpersonal skills. Can we select new employees with the attitude to contribute to improving our organizations? No worker can really be useful to an organization if they do not have the right skills. The ideal situation is where a person is motivated to contribute to the company through their work. Asking people for ideas to improve their work, not only engages the workforce, the improvements translate into reduced cost, lower warranty cost, greater customer satisfaction, etc.

After the customer, it's a complex issue trying to identify who is most important. Senior management tries to develop success strategies and drive improvement through the organization. The quality department may feel that their job is to inspect, detect, maybe rework, and report. Of course, the departments that actually do the work; produce the product or provide the service, think they should get the nod. Sales and marketing feel that unless people buy, nothing

else matters.

Maybe the most important, after the customer, is not part of your workforce. The marketer, demonstrating dog food at the pet store and convincing people to try your brand means a lot. So too, the sales clerk who recommends your product at the department store. Sometimes they have only little training on your product or your competition's, sometimes they have no training or maybe training consists of one word, "sell." Stella, Kevin, and Norman help people select items in a retail store; they don't work on commission, so they feel free to help customers obtain the right product. They make it easy for the consumer to share thoughts and feelings and are good at identifying needs. Jim and Shelley demo pet foods, they are good at engaging customers to talk about their pet's needs. All of these people are seen as trusted advisors, who can help you win (or lose) business. Everyone in your company and those throughout your supply chain who your people have contact with need to be motivated. Do supervisors in your organization know how to coach their people? Can they promote innovation and growth within the organization and position their people to improve communication throughout the supply chain?

The real power of a motivated workforce is where they care enough about the business to think about it. Great ideas for improvement will hardly come from people who hardly ever think about what they do and the impact it has on the whole business. Do we give them the tools and training to be an engaged employee? Many organizations such as Campbell Soup Company and Hershey Entertainment and Resorts developed portals to better communicate with their employees and encourage engagement. Will a portal work for you or are effective conversations needed to deepen employee commitment to creativity and improvement needed?

What about those people who sell to your customers? Kevin can identify customer concerns and challenges, then promote a different product than the one the customer was originally seeking. Stella hears the horror stories of defective products or parts, is there a way for your organization to capture this feedback. Shelley, Jim, and Norman hear similar stories about what the customer really needs, what works and what doesn't.

Every organization should have the patience and resources to realize this is in their best interest and work hard toward this objective in those people, both internal and external, that work for them. It will

always pay many, many times over. Logitech has an online training system, Cyberscholar, devoted to employees of retail stores that sell their products. Recently they held a contest to encourage retail employees to promote the training system within their stores. They encouraged the employees to setup product displays and create posters for the retail store break rooms.

Who is most important in your customer's value chain?  
What are you doing to spread the word?



Chuck Yorke is the author of "**Yes Innovation**" and "**All You Gotta Do Is Ask**," books which explain how to promote large numbers of ideas from employees. Chuck may be reached at [chuck@peoplekaizen.com](mailto:chuck@peoplekaizen.com)  
<http://www.peoplekaizen.com>

## **RE-CERTIFYING AND ASQ CERTIFICATIONS**

STEVEN SCHAFER

Out of a total of 9 member(s) whose certifications expired June 2007, 1 will lose their certifications if they do not re-certify by the end of December 2007, 0 member(s) re-certifications are being processed and 8 member(s) completed their re-certifications.

Out of a total of 8 member(s) whose certifications expired December 2007, 5 will lose their certifications if they do not re-certify by the end of June 2008, 0 member(s) re-certifications are being processed and 3 member(s) completed their re-certifications.

Out of a total of 12 member(s) whose certifications will expire June 2008, 12 will lose their certifications if they do not re-certify by the end of December 2008, 0 member(s) re-certifications are being processed and 0 member(s) completed their re-certifications.

**Members can re-certify early!** As long as you have enough points to re-certify early, you can. Your Certifications will be extended 3 years beyond the certification expiration date you currently have for your certification. So you don't lose anything by re-certifying early. Out of a total of 15 member(s) whose certifications will expire December 2008, 15 will lose their certifications if they do not re-certify by the end of June 2009, 0 member(s) re-certifications

are being processed and 0 member(s) completed their re-certifications.

If anyone has questions on how to re-certify to extend their ASQ Certifications and/or how to synchronize them if they have more than one, please let me know. Re-certifying by exam now costs more money, since the prices went up January 2005 and is a lot more difficult than re-certifying. You can reach me, the Re-Certification Chair, at 915-612-7392 during working hours and at 915-584-0033 after hours. Both numbers have answering machines and if I don't answer, I will call you as soon as I can. You can also reach me via the Internet at [spikeguate@sbcglobal.net](mailto:spikeguate@sbcglobal.net). I am ready to help with any questions you might have about Re-Certifying or about any ASQ Certifications you might have, call me. The Re-Certification Journal is at the following link and will guide you in the re-certification process <http://www.asq.org/certification/recertification/rucredits/index.html>

### Potential meeting and dinner schedule

YEAR	MONTH	DAY	TOPIC	LOCATION
2008	March	21	ASQ Regional Director	TBD
2008	April	23	Robert's Rules of Order in a Nutshell (Rudy Kittlitz)	TBD
2008	May	21	ASQ El Paso's Chair report & new chair	TBD
2008	June	21	Family Picnic	TBD

### **2007-2008 OFFICERS and COMMITTEE CHAIRS**

Chair: Alfonso Enriquez  
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Refresher Classes Instructor: Hector Lugo  
See above

SMP Chair: Jack Vaughn  
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Newsletter: Kim Pries  
See above

Membership: Joe Lissberger  
See above

Publicity Chair: Alfonso Enriquez  
See above



Plans, Conferences, Programs: Alfonso Enriquez  
See above


Business Student Section: Rajesh Tahiliani  
See above

Our Section is on-line! Make a suggestion – win a FREE meal! <http://asq1401.org>

## Class schedule

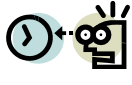


### March 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19 Member Meeting 	20	21	22 CQE classes 
23	24	25	26	27	28	29





30	31					
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## April 2008



Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4 <b>Exam App</b> 	5 <b>CQE classes</b> 
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23 <b>Member Meeting</b> 	24	25	26
27	28	29	30			

## May 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3 <b>CQE classes</b> 
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21 <b>Member Meeting</b> 	22	23	24
25	26	27	28	29	30	31

## June 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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		1	2	3	4	5 ASQ Exams  am 7:30
6	7	8	9	10	11	12
13	14	15	16 Member Meeting 	17	18	19
20	21	22	23	24	25	26
27	28	29	30			