



Greater El Paso
Section

Amigo
Quality
Volume 31 Number 3

Welcome to the December 2010 issue of the Newsletter! Your local provider of information and learning opportunities related to quality professionals.

MEMBERSHIP MEETING

LOCATION:

Furr's Family Buffet - 11925 Gateway Blvd W, El Paso, TX (915) 633-6107
[Map to Furr's Family Buffet](#) (near Zaragoza)

SCHEDULED HOUR: Begins at 6:30 – 8:30 pm

DATE: Wednesday, December 15, 2010

SPEAKER:

Nolan Richardson Middle School will provide entertainment for the evening

TOPIC:

Holiday celebration

MEETING IS FREE FOR MEMBERS AND NON-MEMBERS ALIKE; THE ENTERTAINMENT WILL START AT 7:00 P.M.

NOTE: JANUARY 2011 MEETING WILL BE HELD ON THE SECOND WEDNESDAY JANUARY 12, 2011

THE CHAIR SPEAKS

JOE LISSBERGER

I want to take this opportunity to wish each of you a very Merry Christmas and a Happy New Year. I hope the future for each of you is prosperous and full of good fortune. I hope to see you all at our Christmas Party on the 15th of Dec. when the choir from Nolan Richardson MS will present a group of carols for our enjoyment. For those of you who do not celebrate Christmas, Have a happy Holiday. Joe.

AUTOMOTIVE SECTION

HECTOR LUGO

Well, the U.S. and South Korea reached agreement on revising a pending free-trade agreement, including a phase-out of auto tariffs over five years, according to a person briefed on the negotiations; therefore, we are going to see more Hyundai's and Kia's in the future.

In another matter, U.S. auto-safety regulators proposed requiring backup cameras on all new vehicles by 2014 to prevent drivers from backing over pedestrians, a rule that may cost as much as \$? Who knows? The real issue is: will it reduce fatalities?

The experts said that the Camry continues to be the No. 1 selling car in the United States, but Toyota's bragging rights are in jeopardy. What do you think?

See you at the meeting!

EDUCATION SECTION

KIM PRIES

I would like to say a little more about measurement systems—sometimes our best friend, sometimes a hidden enemy. In the Critique of Pure Reason, Immanuel Kant reacted to the some of the rationalistic skepticism of his time with a new approach to understanding consciousness—he believed that causation is an abstract organizing principle that we impress on nature. In short, space and time are structures for perception and causation is a form of comprehension. Both space and time and our abstract assumptions and processes pre-structure the totality our lived-in-the-world experience. So what does this mean to the quality practitioner? If we pre-structure our experience, we are already imposing potential distortions on the world as it really is. If we pre-structure our understanding by using a measurement system, we can also impose potential distortions on what we are trying to understand.

Here are some examples of measuring instruments:

- College entrance examinations
- No Child Left Behind (NCLB) assessment examinations
- Reporting the mean value for 80-100 years of stock investments (without reporting on the variance—which is what you and I see)
- Employee evaluations

You can be the judge of the value of these examples. Many years ago, Andrew Grove, Chairman Emeritus of Intel Corporation recommended the use of paired indicators—one indicator used to keep the other one honest. For example, we might measure software

development performance, by lines of code and pair it with defects per line of code.

No measurement system is perfect, nor am I recommending that we don't measure anything at all. What is important is that we use our measurement systems with full knowledge of the potential pitfalls from inadequately represented data.

Also note that it is common these days for companies and other organizations to say they are data-driven. Who cares? Data generally has little value until it becomes **information**.

RE-CERTIFYING AND ASQ CERTIFICATIONS

STEVEN SCHAFER

Out of a total of 11 member(s) whose certifications expired June 2010, 4 will lose their certifications if they do not re-certify by the end of December 2010, 2 member(s) re-certifications are being processed and 5 member(s) completed their re-certifications.

Out of a total of 9 member(s) whose certifications will expire December 2010, 8 will lose their certifications if they do not re-certify by the end of June 2011, 1 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 10 member(s) whose certifications will expire June 2011, 10 will lose their certifications if they do not re-certify by the end of December 2011, 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 915-584-0033. Please leave a message on the answering machine if no one answers and I will call back you as soon as I can. You can also reach me via the Internet at spikequate@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>

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Potential meeting and dinner schedule

| Year | Month | Date | Day | Topic - Speaker | Location |
|------|-------|-------|---------|---|-----------------------|
| 2010 | Dec | 15 | Wed | Holiday celebration | Furrs* |
| 2011 | Jan | 8 | Sat | Leadership Committee Planning Section | Holiday Inn Airport** |
| 2011 | Jan | 12 | Wed | Don't be fooled by summarized data - Rudy | Furrs* |
| 2011 | Feb | 12 | Sat | Leadership Committee Planning Section | Holiday Inn Airport** |
| 2011 | Feb | 16 | Wed | Panel Discussion - Quality/Production Managers (6 month validation of Officers) | Furrs* |
| 2011 | Mar | 5 | Sat | Leadership Committee Planning Section | Holiday Inn Airport** |
| 2011 | Mar | 18-19 | Fri/Sat | 2 day workshop w Doug Montgomery and Rudy | UTEP**** |
| 2011 | Apr | 16 | Sat | Leadership Committee Planning Section | Holiday Inn Airport** |
| 2011 | Apr | 20 | Wed | Sun Country Science Fair*** - | Furrs* |
| 2011 | May | 14 | Sat | Leadership Committee Planning Section | Holiday Inn Airport** |
| 2011 | May | 18 | Wed | Reliability - Kim Pries | Furrs* |
| 2011 | Jun | 11 | Sat | Leadership Committee Planning Section | Holiday Inn Airport** |
| 2011 | Jun | 15 | Wed | Review of the year | Furrs* |
| 2011 | Jul | 16 | Sat | LC Meeting | Furrs* |
| 2011 | Aug | 13 | Sat | LC Meeting | Furrs* |
| 2011 | Sep | 17 | Sat | Leadership Committee Planning Section | Holiday Inn Airport** |
| 2011 | Sep | 21 | Wed | Nomination of Officers | Furrs* |
| 2011 | Oct | 15 | Sat | Leadership Committee Planning Section | Holiday Inn Airport** |
| 2011 | Oct | 19 | Wed | Election of Officers for Jan 2012 - Dec 2012 | Furrs* |
| 2011 | Nov | 12 | Sat | Leadership Committee Planning Section | Holiday Inn Airport** |
| 2011 | Nov | 16 | Wed | Quality at Ft Bliss - | Furrs* |
| 2011 | Dec | 10 | Sat | Leadership Committee Planning Section | Holiday Inn Airport** |
| 2011 | Dec | 14 | Wed | Holiday celebration | Furrs* |

* Furr's Family Buffet - 11925 Gateway Blvd W, El Paso, TX (915) 633-6107 [Map to Furr's Family Buffet](#) (near Zaragoza) open to all section members and guests

** Cactus Rose Café – Holiday Inn Airport – Leadership Committee meetings 8:00 am – 12 Noon – Open to all section members

*** March Workshop meeting will be held at College of Business Administration building at The

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