



Greater El Paso
Section

Amigo
Quality
Volume 31 Number 4

Welcome to the January 2011 issue of the Newsletter! Your local provider of information and learning opportunities related to quality professionals.

NOTICE: Registrations are now being accepted for the March Two-Day Practical Statistics Workshop. You have until January 31, 2011 to save \$200 for each registration.

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 TIME: 6:30 – 8:30 pm
DATE: Wednesday, January 12, 2011

SPEAKER:

Rudy Kittlitz

TOPIC:

Don't be Fooled by Summarized Data

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

THE CHAIR SPEAKS

JOE LISSBERGER

Happy New Year to all of you.

The New Year starts with our presenting a chance for you to sign up for the March workshop at a reduced rate, but this is only for a short time. I encourage you to take advantage of this offer as it is a good savings for those of you who intend to attend this workshop. From my observation it is going to be very beneficial to those of you who work with statistics in your job. We are having two very

knowledgeable people presenting this workshop.

I hope to see all of you at our monthly meeting this month; it will be a week earlier than usual because our speaker is not available on the normal meeting day, so we have agreed to meet one week earlier. I look forward to seeing you on Jan. 12th 2011. Joe

AUTOMOTIVE SECTION

HECTOR LUGO

Happy New Year to all members!

While automakers are pouring billions of dollars into fuel-efficient powertrains; actually, shapely sheet metal still sells cars -- which is why fresh design statements will be abundant at the North American International Auto Show next week. It is true; a customer is buying a car by the outside design, not exactly how efficient they are.

When gasoline prices blew past \$3 a gallon last week, the highest level in 26 months, it was tough news for consumers, but Hyundai and its affiliate Kia aim to boost vehicle sales by 10 percent this year after robust December sales,

Whereas in China with sales up sharply this year -- and with its aggressive expansion into overseas markets -- Great Wall Motor Co. is a fast-rising star among China's domestic brands.

Do you think we need to look at China's automakers now?

EDUCATION SECTION

KIM PRIES

Matthew May's new book is *The Shibumi Strategy: A Powerful Way to Create Meaningful Change* (ISBN: 978-0-470-76950-8, Hardcover, 176 pages, November 2010, Jossey-Bass). In it, among other topics, he discusses the seven principles of shibumi. Note also that he has written two previous books on elegance in design, so the restrained and austere elegance of shibumi is a topic he knows well. Here are the principles:

- Shizen (naturalness) The notion of shizen seeks to achieve balance between being *of* nature, yet divergent *from* it—to be viewed as being devoid of pretension, without deception, spontaneous, yet to be revealed as intentional, not by

happenstance. For example, high-traffic intersections in Holland have been redesigned to eliminate traffic controls, resulting in naturally self-organizing order, and fewer fatalities (with a modest increase in fender benders).

- Koko (austerity) This principle emphasizes the mastery of restraint, elimination, and absence. Koko involves things that seem spare, perhaps even stark, yet are redolent of focus and clarity. The FLIP video camera and the iPod are both representative of koko.
- Yugen (subtlety) This principle indicates that the power of suggestion should be lauded as the mark of a truly authentic creation. Implied in this principle is an element of ambiguity.
- Kanso (simplicity) The principle of kanso decrees that beauty and utility need not be exaggerated, embellished, elaborate, or whimsical. Kanso has the sense of being bright, unsoiled, and well-ordered. The Apple iPhone and the iPad have a single “home” button. Take a look at Leo Babauta’s <http://mnmlist.com/> website, devoid of unnecessary ornament.
- Fukinsei (asymmetry) The goal of fukinsei is to communicate the symmetrical harmony and beauty of nature through paradoxical asymmetrical and incomplete representations—the observer delivers the missing symmetry and becomes a participant. Some examples of fukinsei:
 - The final episode of *The Sopranos* had no ending
 - Likewise with the movie *Inception*. An analysis in WIRED magazine identified at least 6 layers in this film—however, it is the ending which is ambiguous
 - Look at the hatchback design of the popular Nissan
- Seijaku (quietude) This principle stresses the fundamental Zen motif of emptiness (Sanskrit *shunyata*). We drop the noise and begin to sense the dependent origination of all reality.

- Datsuzoku (break from routine) With datsuzoku, we disrupt the ordinary, the routine, the banality of our day-to-day thoughts. By defocusing from the problem, we give ourselves permission to genuinely innovate and create.

How many of our products contain these seven principles? How much of what we buy is basically thrown together junk. I had my students dismantle some well-known electronic game machines and saw some of the worst design I have seen in many years!

MANAGEMENT SYSTEMS

ALFONSO ENRIQUEZ

Last year, I took a 3-week training in Six Sigma; it was a good refresher of statistics: Hypothesis test, p-value, Design of experiments, Measurement System Analysis and more. However, there was no mention of non-parametric statistic methods and according to Hollander and Wolfe (1) “non-parametric methods are applicable in many situations where normal procedures cannot be utilized”.

If one reads the articles on Statistical Process Control published in the Journal of Quality Technology, it seems that the X bar and R charts that we learned are not recommended for distributions that are not normal.

Jones-Farmer and Champ (2) for example, proposes location and scale control charts based in non-parametric statistics, because the X bar and R charts have a high incidence of false alarms, that is, the chart tells you that the process is out of control when it is not. I tried the example that Jones-Farmer and Champ provide on a waiting time for a colonoscopy test, and verified that the X bar and R chart gives a false alarm.

Therefore my new year resolution is to learn more about these non parametric methods.

1. Non parametric Statistical methods, Myles Hollander and Douglas A. Wolfe, Wiley 1999
2. A distribution free phase I control chart for subgroup scale. L. Allison Jones-Farmer and Charles W. Champ. Journal of Quality Technology, Vol. 42, No 4, October 2010

RE-CERTIFYING AND ASQ CERTIFICATIONS

STEVEN SCHAFER

Out of a total of 11 member(s) whose certifications expired June 2010, 1 lost their certifications, 4 member(s) re-certifications are being processed and 6 member(s) completed their re-certifications.

Out of a total of 10 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 1 member(s) completed their re-certifications.

Out of a total of 10 member(s) whose certifications expired 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.

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 11 member(s) whose certifications will expire December 2011, 11 will lose their certifications if they do not re-certify by the end of June 2012, 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 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>

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Potential meeting and dinner schedule

Year	Month	Date	Day	Topic - Speaker	Location
2011	Jan	12	Wed	Don't be fooled by summarized data - Rudy	Furrs*
2011	Feb	12	Sat	Leadership Committee Planning Section	Holiday Inn Airport**

Year	Month	Date	Day	Topic - Speaker	Location
2011	Feb	16	Wed	TBD	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 University of Texas at El Paso – room to be determined later.

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