

Alaska Section 0608 American Society for Quality Newsletter

May 2011

Issue 11-05

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Meetings

May 12 BP
Energy Center:
Iditarod and
Continuous
Improvement

June - August
we "go dark."



Our next meeting will be at the BP Energy Center

Join us on Thursday, May 12th from 5:30 p.m. to 7:45 p.m.

- 5:30 p.m. to 6 p.m. - Light dinner and networking, followed by an ice cream social
- 6:20 p.m. to 6:30 p.m. - Section 0608 business
- 6:30 p.m. to 7:45 p.m. - *Continuous Improvement and the Iditarod Sled Dog Race* presentation.

See more information at www.asq-ak.org

Contact Us

<http://www.asq-ak.org>
Section website

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Section Chair

Tom Sheffrey
Tom.Sheffrey@BP.com
Section Chair Elect

Sherri Trask
Sherri.Trask@alaska.gov
Section Vice Chair

Alan Muise
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Section Treasurer

Teresa Lang
Teresa42@live.com
Section Secretary

If you are interested in becoming a member, attending training classes, or requesting a specific type of training please contact Tom Sheffrey.

The Alaska Section Goals

One of our first priorities as officers was to establish a mission and vision statement for our section.

Vision:

- ◆ To obtain and deliver world class quality practices.

Mission:

- ◆ To provide quality improvement through education, certification, goal setting, sustainability, and ethics.

Everything we planned for this year is based on these premises.

MOTHER'S DAY - CHERISH THE QUALITY

By Jo Haberstock from Section 614

I read somewhere earlier this week that for Mother's Day this year (reminder - it's May 8th!) US consumers are expected to spend \$14.6 billion on gifts of one sort or another. \$14.6 Billion! Mother's Day is second only to the December holiday season in terms of consumer spending. That's big business!

While I'm sure we all appreciate cards, gifts and expressions of caring and affection that others take the time to specially select for us, whether for birthdays, holidays, or other special occasions, this staggering dollar amount got me wondering about it all.

For all the money spent each May, how truly valued are mothers in our culture? Don't worry, I'm not going to get into a big philosophical debate about wages, careers versus family choices, etc.

I'm just going to keep this short and instead ask that everyone take a moment this week and think about some of the high quality memories of our mothers. For some, their mothers are still living and they have yet another

opportunity on May 8 to tell them about all of their great qualities. For others, that's not possible, and while we may wish we could have just one more Mother's Day with ours, what we can do is think about and cherish past memories.

Happy Mother's Day to All!

Educational Opportunities

We have three people in the **Certified Quality Auditor (CQA)** study group preparing for the June 4th exam.

Peter Lang and Dr. Steve Wang are coordinating a summer *Performance Score Card Seminar*, tentatively scheduled for four hours on a Saturday. If you are interested in more information please contact Tom at Tom.Sheffrey@BP.com

Have you taken the ASQ Survey???

How can your ASQ division or section enhance your member experience? Take our survey and let us know. Your input provides guidance for creating opportunities focused on your needs. This allows us to provide the products and services that are most important and beneficial to you.

All ASQ members can provide feedback on how well their division or section serves their needs. The survey should take only a few minutes of your time and will help us improve the quality of your member experience. Your answers will be kept confidential and reported only in summary form. The study will be open through **April 30, 2011**.

To participate in the section survey, please visit https://asq.qualtrics.com/SE/?SID=SV_3t6EUmQRYJVnHul

Coming Events:

June 24th, APEF will host a luncheon event in Anchorage with Mr. Larry Potterfield, Founder and CEO of MidwayUSA, and a 2009 Baldrige recipient, as the keynote speaker. More information on this event will be forthcoming in May. Mark your calendar today, so you don't miss out!

Dr. Steve Wang is teaching a course on DFSS (Design for Six Sigma). Here is a portion of his flyer



The class starts in August. Contact Dr. Steve Wang or UAA for more information!

It is time to think about becoming an ASQ Section 0608 officer for the next fiscal year (July1 through June 30)

If you would like to run for one of the three offices: Chairman-Elect, Secretary, and Treasurer, please contact Tom at Tom.Sheffrey@BP.com.

There are a number of appointed positions available as well, if you did not want to run for one of the three offices above but want to be a board member.

Volunteering for Section 0608 is interesting, educational, challenging, and **FUN!** Bring us your insight, your energy, your creativity, your personality, and your humor. There is no better time to come aboard this team. Think about it...but not too long.

Elections will be held in early June. The May meeting will be the end of nominations. **GET ON THE SLATE!**

Carla's Corner

An Ounce of Prevention

Something caught my attention in the "Spring Into Action," article in the April 2011 *Quality Progress*. The author, John West, held a recent ISO 9001 and Six Sigma class to a group of business advisors, who were mostly CEOs. One of the CEOs said, "We heard a lot about quality in the last two decades of the 20th Century, but today it seems to have dropped off of the radar screen." The CEO went on to speculate that because of today's fast pace in

business, quality just can't keep up. What surprised me was the author agreed and provided his evidence. The author, Mr. West, is a past lead delegate of the committee responsible for the ISO 9000 family of quality management standards. "Quality, says Mr. West, is either a second class citizen or something we did 15 years ago."

My interpretation of the underlying reasons in the article for quality's reputation can be described in two words...expensive and slow. Mr. West's answer to this situation is to focus on corrective and preventive action, with a great deal of emphasis on prevention. He has some very good arguments and suggestions toward improvement.

When I think of prevention, I think of how companies have prevented many accidents and deaths over the years by first low and now zero-tolerance safety policies. Just this week I heard of someone terminated because he had a minor cut to his finger with a pocket knife in a company with a no-knife policy. I wondered to myself how many pocket knives would now come to work in that company. Low and zero tolerance policies are fast, effective tools which highlight prevention and leave an imprint that turns into a culture.

What appears to have had a significant impact in safety with regard to prevention is safety's tolerance acceptance levels. Albeit, the human and corporate

costs are a huge driving force in safety, but perhaps looking at the similarities between safety and quality is a worthy effort. Perhaps the CEOs and Mr. West are correct...changing the quality culture isn't moving fast enough for today's business. Maybe it is time to re-examine quality tolerance levels.

Carla Williams, Internet Liaison, ASQ Section 0608
Engineering Quality Manager, AES Alaska

2010-2011

Officers:

- Chairman – Peter Lang / Lang Consulting
- Chairman Elect – Tom Sheffrey / Fircroft at BP
- Vice Chairman – Sherri Trask / SOA DEC
- Treasurer - Alan Muise/Holy Spirit Center
- Secretary – Teresa Lang / Lang Consulting

Committee Leads:

- Arrangements – Joe Furrer / USAF Retired
 - Auditing - Robby Robinson / Friendship in Serving Humanity (FISH)
 - Certification – Anna Cline / CH2MHILL
 - Database – Anna Cline / CH2MHILL
 - Education – Dr. Steve Wang / University of Alaska Anchorage
 - Education Co-Chair – Mike Engblom-Bradley / State of Alaska
 - Examining – Steve Wang
 - Historian – Robby Robinson / Friendship in Serving Humanity (FISH)
 - Immediate Past Chairman – Robert Bowlus / BP
 - Internet Liaison – Carla Williams / AES
 - Membership – Robert Bowlus / BP
 - Newsletter Editor – Tom Sheffrey / Fircroft at BP
 - Nominating – Larry Blachut / CH2MHILL
 - Program – open
 - Publicity – Teresa Lang / Lang Consulting
 - Recertification – Anna Cline / CH2MHILL
 - QMP – Maureen Pedigo / Blood Bank of AK
 - Student Branch – open
 - Webmaster – Urban Enkvist / CTG
 - Community Liaison – Dick La Favor / Crossroads Leadership
 - Community Liaison – Shaune O'Neil / Public Works, Mat Su Borough
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