



Alaska Section 0608 American Society for Quality Newsletter

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Issue 10-12

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Upcoming Events

- Section meeting – No meeting in December
- Study group forming
- January 13 – at the BP Energy Center

2010-2011 Meetings

Meetings are held at the BP Energy Center – except when we have a field trip planned

Message from the Chair - Peter Lang

We had a very successful meeting at the Blood Bank of Alaska last month. We learned about error proofing and mistake proofing methods that ensure that the blood that they send out to over 22 hospitals in Alaska is of the highest quality.

This month we will not be having a “member” meeting so that we can spend time with family during the holiday season. However, the officers will be meeting the evening of December 8th to discuss organizational topics.



I wish you a happy season and look forward to seeing you at the January meeting in the evening of January 13th. There will be more about the January meeting in the next newsletter.

See you there!

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.

Contact Us

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Section website

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

David C. Crosby (1930-2010)

A lifelong pursuit of perfection

David C. Crosby, quality guru, Zero Defect proponent, and *Quality Digest Daily* contributor, died this past Monday. He was 80 years old.

Born in Belair, Ohio, on November 9, 1930, Crosby was a U.S. Navy veteran who served during the Korean War. He began his career in Orlando, Florida, working for the Martin Company (now Lockheed Martin). It was there that, in conjunction with his brother Phil, he worked to develop and refine the key tenets of Zero Defects:

- Quality is conformance to requirements
- Prevention is the system of quality
- Zero defects is the standard of performance
- The cost of nonconformance is the measure of quality

Quality Insider News Twitter Ed

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Source URL (retrieved on 11/19/2010):

<http://www.qualitydigest.com/inside/twitter-ed/david-c-crosby-1930-2010.html>

Educational Opportunities

The “Finding Continuous Improvement in a Failed Project” Seminar finished on November 17th. 2011 courses are being designed now!

Do you have a preference in what is offered????? Let us know!

Productivity Improvement using 10 Process Commands

(By Pradeep Patra and Sunitha Bartaki, 2009 PMI Virtual Library)

Leadership Commitment

“the speed of the leader is the speed of the team”

Manage Change

“change must involve people – change must not be imposed upon people”

Organize and Plan

“planning: The catalyst for effective deployment”

People are the assets

“reward people and give positive reinforcement to drive success”

Organizational thinking

“training is an investment, not an overhead”

What is happening next?

We will be starting a study group for the CMQ/OE (Certified Manager of Quality/Organization Excellence) Certification. The exam will be proctored in Anchorage on **March 5, 2011**. Cost of the exam is \$310 for members. Cost of study materials is \$240. Cost of joining the study group - priceless.

What do you need to do????? **ACT NOW! TIME IS OF THE ESSENCE!**

1. go to www.ask.org and research to see if this is the right exam for you
2. submit your application on-line (you will need a credit card number and a resume that highlights your education and work experience)
3. go on-line and order your material. The books used in the study group will be: CMQ Primer
CMQ Bound Solution Text
CMQ Electronic Exam
Other books as you see fit in order to study for the exam (it is an open book exam).

If you would like to know more contact Tom.Sheffrey@BP.com

Top Ten List of Unacceptable Corrective Actions (that an auditor should not accept)

- 10 the employee was counseled
- 9 operator's error, I retrained him
- 8 that employee no longer works here
- 7 we had to use temps this summer
- 6 we put the discipline process in place
- 5 we sent two inspectors and sorted the produce in the customers facility
- 4 we feel that the customer applied our product incorrectly. It is not our fault.
- 3 replacements are on their way
- 2 we added two more inspectors. It won't happen again
- 1 I fired him.

Process is the backbone

“process infrastructure is the foundation for sustenance:

Metrics Based Approach

“track, monitor, and manage performance”

Assess and Evaluate

“evaluate what you want—because what gets measured gets produced”

Improve Communication

“communication is the central nervous system”

Focus on Benefits

“\$\$\$ is the bottom line”

Why shouldn't an auditor accept these responses? Come to the January meeting and find out.....

Can you solve this problem?

(Last Month's problem was solved by Sherri Trask – way to go Sherri!!)

On one of the farms, new cow barns were built. The air in the barns had to be clean, and the owner of the farm invited some scientists to determine if the ventilation was sufficient.

“We have to study the air movement in the barns,” said one of the scientists. “We will measure the velocity of the air streams. The barns are big, and the ceilings are high. The air velocity depends on the temperature of the walls and the roof. It will take a lot of measurements, and a couple of months of work.”

And suddenly the inventor appeared.

“While you were having a meeting, I got the measurements from the first barn,” he said. “Measurements were made from every point, even under the roof. This is so simple....”

How did the inventor get his results and get them so quickly?????????

Write down your solution and turn it in to Tom Sheffrey at the January meeting to verify that it is the “correct”* solution. The person that solves the problem will get a book of their choice to take home (which means you must be present to get a book). If multiple people solve the problem, then there will be a drawing for the book. A book only goes to a current ASQ Alaska Section member.

*The “correct” solution is the one that is documented for the problem.

Carla's Corner - Articles in Review

Achieving Quality A Review of the Quality Greats

What is quality? The classic definition is the degree to which a set of inherent characteristics fulfills requirements. While light string manufacturers must think it is not a requirement for the lights to work after one season. And, some paint brush manufacturers must not think it is a requirement to keep bristles from weeping into the paint and on paint surfaces. On the other hand, in the U.S., few people worry when they peel the lid back from their favorite yogurt that it will be moldy or include a foreign object. The public has demanded quality in some areas, like food, and in others there is more forgiveness. The public may not fully understand the definition of quality, but they experience quality many times a day, from a morning's coffee to an afternoon's gas fill up to an evening's television program. Even though people may intuitively understand what quality means to them, it is more difficult to grasp how quality is achieved.

There are two good articles in the recent November 2010 *Quality Progress* magazine <http://asq.org/qualityprogress/index.html> that summarize, through the eyes of giants in quality, various methods to achieve quality. One article is written by the *Quality Progress* staff entitled "Guru Guide," and reveals six quality leaders and their claim to fame: Shewhart, Juran, Ishikawa, Feigenbaum, Deming, and Phillip Crosby. Do you remember which of these gentlemen preferred to use the Pareto principle, where 80% of problems develop from 20% of causes? Who initiated the idea for plan, do, check, and act? Who preferred plan, do, study, act? Who preferred to promote the idea of performing to a requirement and maintaining a high standard at all times? Which one of these gurus is still living? The article is a good review of the quality greats and their classic work.

Speaking of plan, do, check, act, the second article recommended is by Ronald D. Moen and Clifford Norman entitled "Circling Back" about the Deming cycle. Mr. Moen worked with Deming from 1982 to 1986. It is interesting to learn that Deming thought his PDSA cycle was for management and had no resemblance to the QC circle (PDCA). This article clears the air on the "circle" and the mystery about whom in Japan modified the circle in the 1950's to more of what is used today.

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

Would you like this space for a book or article report?

It's yours.....just send me an article on quality and it will be in the next newsletter.

Deming Quotes.....

"It is a mistake to assume that if everybody does his job, it will be all right.

The whole system may be in trouble."

"The process is not just the sum of its parts."

"The problem is that most courses teach what is wrong."

"Management is prediction."

"A goal without a method is nonsense."

"Without theory, there are no questions."

"Monetary rewards are not a substitute for intrinsic motivation."

"The merit system will put us out of business."

"A leader is a coach, not a judge."

"A leader must have knowledge. A leader must be able to teach."

"Does experience help? No! Not if we are doing the wrong things."

"If you destroy the people of a company, you do not have much left."

"Management by results is confusing special causes with common causes."

"We should work on the process, not the outcome of the processes."

"Build in quality."

"No one has to change. Survival is optional."

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 – Sarah Lesowski / SGS Alaska Division
 - 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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