



AMERICAN SOCIETY FOR QUALITY™

American Society For Quality Arkansas Section 1407

DECEMBER 2005

January 10th Meeting Institute for Performance Excellence

Special Quote:

"High quality means pleasing customers, not just protecting them from annoyance."
— David Garvin

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What better person to talk about the Arkansas Institute for Performance Excellence program than one who works for an organization that has received the Governor's Award for Performance Excellence. Theresa McGaha, our speaker for the January meeting, wrote the Potlatch application for Arkansas Award for Performance Excellence, resulting in attainment of the Achievement Award in 2002 and Governor's Award for Performance Excellence in 2004. She has given her time to serve on the Board of Examiners from 2000-2005 and also on the Panel of Judges from 2004-2005 for the Arkansas Institute for Performance Excellence.

Theresa is a chemical engineer with experience in quality management systems and process engineering in a manufacturing environment. She possesses demonstrated strengths in economic analysis, project management, process optimization, computer software, supervision, and interpersonal skills.

Theresa has been employed with Potlatch Corporation-Cypress Bend Mill located in McGehee since 1990 and is currently the Quality Systems Leader, a position she has held since 2000. As the Quality Systems Leader, she is responsible for quality system implementation and maintenance. She plans

and manages production performance reviews and management reviews for continuous improvement and coordinates all internal audits, equipment calibration, and supplier evaluations. Some of her accomplishments includes: Formed and led a cross-functional team to overhaul the quality system over a one year period culminating in successful transition of quality system to ISO 9001:2000 and implemented a calibration software system reducing audit findings from 5 per year to zero.

Theresa is a member of ASQ.

The January meeting will be held at the Maumelle Country Club, 100 Club Manor Drive in Maumelle. For directions, please call the Club 851-1033, or visit the ASQ Section 1407 web site at www.asq-centralark.org.

Social—Networking—Dinner
6:00 P.M. to 7:00 P.M.
Program—7:00 P.M.

Make Your Reservations:

Contact Floyd Washburn by noon Monday, January 9th: 501.268.2414, ext 124 or fwashburn@yarnells.com.

We're on the web
www.asq-centralark.org



Meet Your Certification Chair — Lee Wright

Lee rejoined ASQ in 1993, the same year he got lucky and passed the Certified Quality Auditor exam. He became active in Section 1407 that year, and has served in several elected positions, as well as chair for a number of appointed positions/committees. When Lee joined, he was heavily involved in supplier quality, then later moved into environmental and safety engineering, where he utilized quality principles to help his employer attain ISO-14001 registration.

In 2004, he assumed the position of Section 1407 Recertification Chair from longtime member Dominick Filomeno. As Lee puts it, "I guess I was destined to become the Recertification person, because it seemed I was always following in Dom's footsteps. He asked me to help proctor ASQ certification exams in 1995, and I've been doing that ever since. When Dom said he was ready to give up the recert responsibility, it just seemed like I was the right person to take it over from him."

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ASQ is Making the Case for Quality

Quality as a tool

ASQ is *Making the Economic Case for Quality* by helping its members and other quality practitioners convey the importance of quality as a business management tool to upper-level executives. Why executives? Because that's where the decisions are made.

The goal is to increase executive level commitment toward quality practices by focusing attention on organizations that use proven quality tools and methodologies to improve performance. Executive commitment will be sought through dialogue and education about the relationship of quality to financial performance and other organizational measures.

The bottom line

This program demonstrates the dramatic return that quality, as an investment, can have on an organization's bottom line. It highlights CEOs and organizations that embrace quality as a business management tool and the long-term benefits and bottom-line results they are experiencing. Whether you call it quality, performance excellence, process improvement, total quality management, or something else, the increased use of this methodology will help strengthen the economy by helping businesses improve their bottom line and increase their customers' satisfaction.

What is the program?

This program reaches out to executives in several ways. It consists of case studies from prominent organizations, including Bank of America, SSM Healthcare, and Boeing, to name a few. In addition, Executive Forums and peer-to-peer conversations are taking place throughout the year in various geographic areas. The program, a long-term initiative, focuses on four sectors: manufacturing, healthcare, education, and service.

Where are we now?

In April 2005, ASQ Sections in various metropolitan areas across the United States and Canada began rolling out their own *Making the Economic Case for Quality* programs. ASQ Section leaders and subject-matter experts are meeting with top-level executives to present facts, answer questions, and encourage the implementation or enhancement of quality as a way to improve an organization's bottom line.

The Central Arkansas Chapter of ASQ is participating in this national ASQ program, the Economic Case for Quality (ECQ). We are planning a breakfast for CEOs in early February. At this breakfast we plan to have a speaker who will discuss the economic benefits of quality and testimonials from companies who have successfully applied quality systems or methodologies.

If your company has had a lot of success implementing Six Sigma, Lean or the Baldrige Criteria or if you would like for your CEO to participate, contact any member of the ECQ team. The team members are Dan Frith, Connie Satzler, Barbara Harvel, Jennifer Fairchild or Linda Appleby.

Juran Institute...Quality Minutes

Military Aircraft: Quality Tools

Description

During World War II, analysts had a perplexing problem to solve: Why did some planes crash when hit by enemy fire, while other planes returned to base, even though they were full of bullet holes?

The breakthrough occurred when someone suggested plotting all the holes on a single location plot. One analyst had the responsibility of receiving all the planes returning from battle with the enemy. He examined each plane in excruciating detail and, armed with airplane pictures from every angle, plotted the location of each bullet hole.

Over time, the analyst noticed something odd occurring: There were some locations on the plot where no bullet holes were indicated. Statistically, there should have been holes distributed everywhere on the plane randomly. Why were there no bullet holes in these areas?

The places on the location plots without holes were key to the answer. Planes hit there were the ones that did not return from battle. If a bullet hit these critical spots, the bullet would sever the control cables, and the plane would never return.

The remedy was simple: Critical controls were duplicated or rerouted, and extra armor plating was strategically placed. The results were impressive, and the vulnerability of the planes was reduced substantially.

Learning Points

Quality tools are powerful analytical tools that can help reveal information to solve critical problems. There are many quality tools available to you as you implement your Total Quality Management initiative, tools that are easy to understand and use.

Sometimes, it's the information that is MISSING that points to the real solution of the problem. Just as in our military aircraft example, an organization may want to give special attention to those critical areas that may need to be reinforced or protected to keep it from harm.

Discussion Questions

Question: What can quality tools help you do?

Answer: Quality tools contribute greatly to the success of teams as they tackle difficult problems. By collecting and organizing data with the help of quality tools, patterns and trends will emerge to shed new light on problems. Once a team has discovered the root cause of the problem, an appropriate remedy can be applied to solve the problem.

Question: What quality tools have you used to help solve problems you have encountered in your work?

Answer: Responses will vary. Brainstorming is one quality tool that most will have used to gather opinions about the causes of a problem. Many will mention using charts and graphs in their problem solving. There are many other tools that can be used to identify the root cause of a problem and to solve the problem so that it does not recur, e.g., data collection, histograms, Pareto analysis, flow diagrams, stratification, scatter diagrams, and box plots.

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From Our Chair...

Greetings and Happy New Year to everyone!

It is my sincere hope that everyone experienced a peaceful and wonderful holiday. It is hard to believe that we are already beginning a new year! I believe that 2006 will bring many new and exciting opportunities for improvement both professionally and personally.

Section 1407 has many opportunities for improvement in the coming year with a spotlight on the following subjects:

- Keying on what our members perceive as value related to their membership and trying to provide that value.
- Keep our members informed, communication is the key!
- Provide the training and information that members need for career enhancement
- Promote the value of ASQ Certifications

Provide opportunities for our members to network with other quality professionals

In addition, Section 1407 is involved with the Economic Case for Quality. The ECQ is taking the message of how quality (both good and bad) affects the bottom line (\$\$\$\$) to top executives in our area. Our mission is to provide awareness and information relative to how quality management tools available today can dramatically help companies and their profits. Please encourage your company to participate!

So as you can see, we have a busy year ahead! Please contact me if you have any questions or would like to be involved as a volunteer. It is an experience that you can definitely benefit from.

Take care and have a wonderful 2006!

For now,
Connie

PS – The door is always open so please contact me anytime with comments, suggestions or just to say "Hello!"

Connie Satzler, Chair
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January Anniversaries

Congratulations to the following members:

- 23 years: George Sevall
- 15 years: James Komara
- 10 years: James Phelps
- 9 years: Lydia Carson, Scott Selph
- 8 years: Ronnie Harper, Sarah Story
- 7 years: Keith Franklin, John Green
- 5 years: Dave Marlin
- 4 years: Ken McCray
- 2 years: James Bowren, Charles Oliveto
- 1 year: Raymond Reed

Section Meeting Dates

If you have never noticed, our meetings are always held on the second Tuesday of the month...so mark your calendars. One exception this year, Valentine's Day falls on that date, so the meeting has been moved to the Thursday of that week.

Social—Networking—Dinner
6:00 P.M. to 7:00 P.M.

Program—7:00 P.M.

January 10, 2006

AR Institute for Performance Excellence Process
Presented by: Theresa McGaha
Quality Systems Leader
Potlatch Corporation-Cypress Bend Mill, McGhee, AR
Recipient of the 2004 Governor's Award for Performance Excellence
Location: Maumelle Country Club
100 Club Manor Drive, Maumelle

February 16, 2006 (NOTE this is Thursday)

Economic Case for Quality

March 14, 2006

Six Sigma & Lean Manufacturing
Pamela Speraw, Arkansas Manufacturing Solutions

April 11, 2006

Tour—Dassault Falcon Jet in Little Rock
Host—John Miller, Director of Quality Assurance

May 9, 2006

The Under-utilized Quality Tool—EVOP (Evolutionary Operation)
Presented by Gerald McHenry, Tokusen USA at the Fish House in Conway

Special notes:

If you attend a meeting and **prefer not to have dinner**, you may do so, just make sure that you let Floyd know when making your reservation because we must give a food guarantee. When the attendance is turned in, our Chapter is obligated to pay for all guaranteed meals.

Juran Institute *(Continued from page 2)*

Question: Are there any "military aircraft" in your organization? Are there any critical areas that have been overlooked that need to be reinforced or protected? How might you use quality tools to find the critical areas in your organization?

Answer: Responses will vary, but all must include: 1) collecting data, 2) applying a quality tool(s) to analyze the data, 3) finding the root cause of the problem, and 4) developing a remedy that will eliminate the problem for good.

Training Sponsored By ASQ 1407

Implementing Statistical Process Control is an in-depth class covering all of the basic tools and techniques of SPC. Participants receive all the training and materials needed to implement a SPC program. Implementing Statistical Process Control is an intense 8 hour course oriented toward all levels of operations including Shop Floor Personnel, Managers, Supervisors, Engineers, and Quality Professionals. Participants need not have any previous training in SPC.

Location: ASU-Searcy Campus in Searcy, Arkansas

Date and Time: 8:30-5:00, February 11, 2006
(pizza lunch is provided)

Instructor: Scott Follett

Cost: ASQ Members: \$65.00
Non-Member: \$105.00
Full Time Students: Free

0.8 CEUs issued through ASU-Searcy

Attendees should bring a calculator. All other material is provided. The content can be customized to meet the needs of specific departments or personnel.

This course is sponsored by ASQ Section 1407. Register on-line or by calling Scott at 501-278-6451.

Additional Courses Forming...

Prep courses for CQT, CQA, and CQE are forming. Please contact Scott if you are interested at 501-278-6451 or at latinainports@hotmail.com. As the class dates get closer, more details will be published.

Lee Wright *(continued from page 1)*

The certifications represent both professional and personal accomplishment and members who have successfully endured the difficult examination process seldom let their certifications lapse. "Since the economy is recovering from the impacts of 911 and other negative influences, more people are again realizing that ASQ certifications give them a competitive edge when trying to improve their professional positions," says Lee. The other significant changes he noted are that certifications are being sought by industries outside of the manufacturing sector.

Lee and his wife Audrey live in Sherwood, and they have three grown children. His main hobby is trying to keep up with his 11 year-old grandson, Bobby, who is now taller than Audrey and whose feet are bigger than Lee's. "The nice thing is that Bobby outgrows his shoes so fast, I've gotten some pretty nice hand-me-downs. The sad part is that now the hand-me-downs are too big for me!"