



Welcome to the July 2006 issue of the Newsletter. Your local provider of information and learning opportunities related to quality professionals.

## **MEMBERSHIP MEETING**

**No membership meeting scheduled for this month or in August.**

## **THE CHAIR SPEAKS**

HECTOR LUGO

Happy New Year... ASQ Style. We're going to begin our 2006-07 Section Year, with new goals (resolutions) and our 'musical chairs'... the rotation of leadership team into key roles. More on that next month, but of special note, Miguel Vargas-Cortes is getting himself into the Treasurer Chair role and Bob Bleau is enjoying a retirement after many years of service in our Section. THANKS BOB!

I want to thank Alfonso Enriquez for his presentation last month and everybody who attended enjoy his simple way to explain statistics at Six Sigma Green Belt level.

This week many of the Leadership Team and some other members are participating in the first of two annual planning meetings. We're reviewing our Section Scorecard performance, what we're doing well, and areas we believe we should improve. We established Six Section Strategies, potential metrics to monitor them, and goal owners. On August 19, this group will reconvene to nail down the objectives and measurement criteria, and approve a budget that supports those objectives. Join us if you can...

As noted above, we need to execute our annual change of leadership. I want to thank all of last year's officers, committee chairs, and contributing members for their efforts to make last year very successful. See the note below and the second attachment that provides a detailed State of the Section.

Hector

## 1. CONGRATULATIONS... June Certifications!

A job well done to all who recently earned ASQ Certifications

**CQA:** Oscar Cordoba, Maria Rebecca Diaz\*, Luis M. Gonzalez, Leticia E. Sena

**CQIA:** Jack Harmon

**SSGB:** Ramon C. Rodriguez, Jose Luis Torres, Hector Lugo\*

\* attended refresher class by Section

## 2. State of the Section June 30, 2006

Enclosed is a second document providing the State of the Section... a year in review of 2005-06 with the following content:

Accomplishments - significant achievements for the past year – performance and major initiatives completed

Process Improvement - area of operational improvement – to become more effective or efficient, or to improve services

Pending Activities - initiatives started last year, and continuing this year

Off the Mark - a major goal missed

Challenges - a change in our past practice... a great unknown

Opportunities - initiatives or activities that will require significant effort and/or cooperation to accomplish

Ongoing Successes - ‘routine’ activities that we are doing very well, across all functions we endeavor to pursue

This will also be posted on our website for future reference.  
**Many thanks** to all Leadership Committee and other members who helped make 2005-06 a very successful year!

### 3. News from ASQ HQ – Certifications & More

#### A. Certification Body of Knowledge Changes

ASQ recently announced...

The first administration of the new Body of Knowledge for the [Certified Quality Improvement Associate](#) (CQIA) exam was **June 3, 2006**.

The Body of Knowledge for the [Certified Quality Engineer](#) (CQE) exam is updated. The first revised exam will be **December 2, 2006**.

The ASQ Inspection Division and Certification Board have changed the Certified Mechanical Inspector (CMI) exam name to [Certified Quality Inspector](#) (CQI), effective in October. The Body of Knowledge remains the same.

Note: The existing Quality Council of Indiana Primers are still valid, but may require some additional pages of content to assure completeness to the current Body of Knowledge for these certifications.

#### B. ASQ Quality Body of Knowledge: Did You Know?

You can access thousands of articles via the Web! As an **ASQ Regular Member** you have access to:

All articles published in *Quality Progress* magazine since 1995 — <http://qic.asq.org/>

All articles from ASQ annual conferences since 1997. — <http://www.asq.org/members/news/aqc/>

All archived articles published before 2004 from ASQ's other periodicals, including *Six Sigma Forum Magazine*, *Quality Management Journal*, *Journal of Quality Technology*, *Software Quality Professional* and *The Journal for Quality and Participation*. — <http://www.asq.org/pub/>

Bookmark these Q-BoK resources and visit often. New content is added daily!

#### 4. Memory Jogger Deal Expires July 31

**I'm not making a penny on this, but I still think it is a great deal...** and the last time I'll pitch it.

At the World Conference in Milwaukee, GOAL/QPC, the developer of the Memory Jogger series of products, announced the release of a **Memory Jogger Flash Drive**. It is SWEET. It contains 16 Memory Jogger Pocket Guides, including the Six Sigma series (at \$18 each). Here's their copy...

**Did you ever think it was possible** to get instant access to [all 16 Memory Jogger pocket guides](#) at your fingertips? Just plug in **The Memory Jogger Flash Drive** for GOAL/QPC's wide range of process improvement tools – right from your desktop and start believing today!

Get all your managers, team leaders and key players on the same page for training, for project planning, for individual instruction and more with a [Memory Jogger Flash Drive](#) for everyone in your organization.

Hurry – this low introductory price of [just under \\$99](#) is valid only through July 31, 2006. Be sure to use Promotion Code 076G1 when placing your order. Click on links or call **800-643-4316** or **603-893-1944** for immediate service

This is truly a good deal. Price does not include S&H of about \$8 each. Don't forget to use the code!

#### **CERTIFICATION CHAIR**

JOE LISSBERGER

##### 1. Certification Refresher Classes:

Classes began on August 12, and will continue in September; we are going to stop before the exam date. If you have any questions, contact Hector Lugo by email [h7tetor@hotmail.com](mailto:h7tetor@hotmail.com) or phone at (915) 298-2436.

<b>Exam date: 03-JUNE-06</b>		<b>Application Date: 07-APRIL-06</b>		
CLASS	Day & Time	Fee	Hours	Location
CQE	Sat 8-12	\$25 each session	4	Room #109 @ ATC
CSSGB	Sat 8-12	\$25 each session	4	Room #109 @ ATC
No classes are planned for the following: CSSBB, CSQE, CRE, CCT, CMI, and CQIA. Please advise us if you have a group interested in a class and we will work to make it happen				
Discounts are available for companies sending 5 or more people, and we often move the class to your location				

The following are some sample fill in the blank questions:

(The beginning of this list starts from our February 2005 newsletter)

86. "It defines the shortest time in which a project can be completed:\_\_\_\_\_."
87. A type of non-numerical data. It is also referred to as frequency or qualitative data:\_\_\_\_\_."
88. "A form of the t-test for comparing the means of two samples. It is equivalent to a one sample t-test of differences:\_\_\_\_\_."
89. "An experimental study in which the patient and the person administering the treatment are made unaware of which treatment is allocated to whom:\_\_\_\_\_."
90. "This error contributes to the difference between a population mean and a reference value:\_\_\_\_\_."

If you want to know the answers, go to the bottom of this document!!!

2. Call for help: Exam Proctoring, Science Fair Judges, and other events requiring helpers:  
Contact Joe Lissberger [jlissber@elp.rr.com](mailto:jlissber@elp.rr.com) or (915) 831-2892.
3. Special Interest Group Meetings and contact information:

Its purpose is to promote a system of education and training in principles, concepts and practice to enhance the skills and competence of quality professionals for the advancement of continuous improvements in our community.

If you're interested in provide insight into any particular methodology, contact Alfonso Enriquez [AEnriquez@lear.com](mailto:AEnriquez@lear.com) or (915) 787-6077.

## **AUTOMOTIVE SECTION**

HECTOR LUGO

### **J.D. Power and Associates Reports:**

#### **Redesigned Initial Quality Study Shows That Vehicle Design Plays as Critical a Role in Consumer Perceptions of Quality as Defects and Malfunctions**

Lexus and Toyota Together Capture 11 of 19 Initial Quality Model Awards.

**WESTLAKE VILLAGE, Calif.: 7 June 2006** — The way in which technology is integrated into new-vehicle design, particularly interior features and controls, is considered by consumers to be as important to quality as are defects and malfunctions, according to the J.D. Power and Associates 2006 Initial Quality Study<sup>SM</sup> (IQS) released today. The study is in its 20th year.

The Initial Quality Study, which serves as the industry benchmark for new-vehicle quality measured at 90 days of ownership, has been completely redesigned for 2006 to capture problems experienced by owners in two distinct categories—quality of design and quality of production (defects and malfunctions).

“New vehicles today are often packed with new technologies that unfortunately can be complicated and frustrating for the average consumer when their integration is not well executed,” said Joe Ivers, executive director of quality and customer satisfaction research for J.D. Power and Associates. “In the eyes of consumers, design flaws can have as much of an impact on their perceptions of quality as can a defect. Yet, many manufacturers have tended to address quality solely on the plant floor without considering design factors.”

Based on both design quality and production quality considerations, the study finds that automakers can vary widely in their performance on these two components. Brands with the fewest defects and malfunctions include BMW, Chrysler, Hyundai, Lexus,

Porsche and Toyota. Brands with the fewest design problems include GMC, Hyundai, Jaguar, Lexus, Nissan and Porsche.

“Without considering both quality factors, one might fail to recognize vehicles that are, in fact, excellent in certain ways,” said Ivers. “For example, BMW vehicles have among the fewest defects and malfunctions, along with Toyota. But BMW approaches controls and displays in a way that creates some problems for customers, leading to more design-related problems overall than Toyota incurs. Automakers differ significantly in how they define quality and what parts of the organization they hold accountable for it. Clearing both critical quality hurdles is an accomplishment experienced by only a limited number of brands.”

### **2006 IQS Ranking Highlights**

Lexus and Toyota models continue to dominate initial quality rankings, capturing 11 out of 19 segment awards in 2006. Lexus models rank highest in every segment in which they compete. In addition, the LS 430 ties the Porsche Cayman for having the fewest quality problems in the industry. Other top-ranking Lexus models include: IS 250/IS 350, ES 330, SC 430, GX 470 and LX 470.

Toyota remains a quality benchmark, capturing five model-level awards—for the Corolla, Solara, Camry, Highlander and Sequoia—more than any other non-luxury brand.

Porsche and Lexus lead the luxury brands, while Hyundai, Toyota and Honda set the pace among non-luxury brands. Averaging just 91 problems per 100 (PP100) vehicles, Porsche tops the overall nameplate rankings. Porsche’s success can be partly attributed to the all-new Cayman, which tops the compact premium sporty car segment. Porsche is followed in the rankings by Lexus, Hyundai, Toyota and Jaguar, respectively.

Hyundai ranks among the top three nameplates in the study for the first time in the history of IQS. Highlights include a top ranking for the Hyundai Tucson in the compact multi-activity vehicle (MAV) segment, and top three segment performances for the redesigned Sonata and all-new Azera, as well as the Elantra and Tiburon.

Honda also maintains its position as a quality leader. Although Honda does not receive any awards outright, five Honda models rank among the top three of their respective segments.

Other nameplates receiving model awards in 2006 include Chevrolet, Chrysler, Ford, Kia, Mazda, Pontiac and Suzuki.

## **Assembly Plant Awards**

Toyota receives a total of four assembly plant quality awards for producing vehicles yielding the fewest defects, including the Platinum Plant Quality Award for its Iwate, Japan, plant, producer of the Lexus ES 330. The Iwate plant averages just 32 PP100. Plant awards are based solely on scores for defects.

Among North and South American plants, the General Motors Oshawa #2 plant in Ontario, Canada, which produces the Buick LaCrosse and Pontiac Grand Prix, receives the Gold Plant Quality Award for a second consecutive year. Toyota's Georgetown, Ky., plant, which produces the Avalon, Camry and Solara Coupe/Convertible, and DaimlerChrysler's Windsor, Ontario, Canada plant, which produces the Pacifica, Town & Country, Caravan and Grand Caravan, tie for the Silver Plant Quality Award.

In the Asia Pacific region, Toyota's Higashi-Fuji, Japan, plant, which produces the Lexus SC 430, receives the Silver Plant Quality Award. Toyota's Kyushu, Japan, plant, which produces the Lexus IS 250/IS 350, Lexus RX 330/400h and Toyota Highlander/Highlander Hybrid, and American Honda's Saitama, Japan, plant, which produces the Acura RL, Acura TSX and Honda CR-V, tie for the Bronze Plant Quality Award.

Magna Steyr, the Graz, Austria, plant that assembles under contract for traditional manufacturers, receives the Gold Plant Quality Award for Europe. Magna Steyr produces the BMW X3, Mercedes-Benz E-Class/Wagon and the Saab 9-3 Convertible. BMW's Dingolfing, Germany, plant, which produces the BMW 5, 6 and 7 Series, receives the Silver Plant Quality Award, and Porsche's Valmet, Finland, plant, which produces the Cayman and Boxster, receives the Bronze Plant Quality Award.

The 2006 Initial Quality Study is based on responses from 63,607 purchasers and lessees of new 2006 model year cars and trucks surveyed after 90 days of ownership. The redesigned IQS is based on a new 217-question battery—up from 135 in previous years—to provide manufacturers with richer information to improve problem determination and drive product improvement. The study also groups models in a revised J.D. Power and Associates vehicle segmentation list.

The 2006 study has been redesigned for the first time since 1998. Improvements to the study include:

- An enhanced questionnaire for owners to aid in identification of both defect and design problems
- Expanded coverage of new technologies
- Additional details about the problems reported to help OEMs better identify how to address them

For more detailed findings on new-vehicle quality performance as well as model photos and specs, visit the J.D. Power Consumer Center. <http://www.jdpower.com/>

### **To Win the Race – “Quality Drives Lean”**

*ASQ’s Southeast Quality Conference JOINS with IIE’s Lean Conference To Deliver One Powerful Combined Conference*

It simply makes sense to have these two outstanding conferences join efforts to bring you the latest in solutions that work.

It feels like you are in a race every day to continually improve, lean the processes, outpace the competition, swerve past the slow pokes and then, right before you reach what looks like the “finish line”, another race starts!

Well, this conference is going to help you manage and maneuver whatever is "now" and whatever is "next".

You'll be able to:

- Benchmark Tools and Techniques That Work
- Accelerate Your Initiative
- Learn New Tools to Improve Quality
- Network with Quality & Lean Leaders
- Meet Top Notch Vendors Whose Tools and Methods Match Your Needs

### **Crowne Plaza Ravinia -- Atlanta, Georgia**

October 29, Pre-Conference Sessions

Conference Sessions and Exposition  
October 30 & 31, 2006

November 1 & 2, Post-Conference “Value Stream Mapping” and

"Kaizen"

Transportation via MARTA is close by with shuttle to the hotel and shopping just across the street.

To see the website and related links, please go to <http://www.iieleanasq.org/> now.

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

As you can see, volunteers are always needed in our section; therefore, an invitation to all members to participate in your Section ASQ1401 is extended. Remember, to be involved you just get in contact with somebody in the above list and we explain to you how good is to sharing stories of you own experience with other members.

Answers for the fill in the blank questions:

**86. CRITICAL PATH**

**87. CATEGORICAL**

**88. PAIRED  $t$  TEST**

**89. BLIND STUDY**

**90. BIAS**

**HELP WANTED**