



Welcome to the March 2010 issue of the Newsletter! Your local provider of information and learning opportunities related to quality professionals.

Vote for officers of Section 1401 for the year 2010-2011 - Voting is possible until 6pm March 30, 2010 Click on the link below:

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**Upcoming Conference!!!!**

**March 26 and 27, 2010**

**College of Business Administration building, room 319 third floor, at UTEP**

**Douglas Montgomery**, author of

*Introduction to Statistical Quality Control*

*Design and Analysis of Experiments*

*Engineering Statistics*

*Response Surface Methodology: Process and Product Optimization Using Designed Experiments*

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***Executive Leadership Committee Meeting***

*Airport Holiday Inn*

*Saturday, March 13, 2010*

*8:00 am - 12:00 pm*

**THE CHAIR SPEAKS**

JOE LISSBERGER

This month there will not be a monthly meeting due to the fact that we are holding a two-day workshop with Douglas Montgomery. The Leadership Committee decided that this would suffice as the meeting, so this was our decision. I do hope that no one is upset with this and that all of you will look forward to our meeting in April.

We must submit the newly elected Leadership Committee

names to ASQ Headquarters by the first of April. The nominated names were to be posted on our web site—if there are any other nominations please go to the section web page and nominate them. If no changes are made then those on the nominated list will be the ones forwarded to ASQ. As in the past, we are always looking for new persons to stand up and offer to become members of the leadership committee.

See you in April. *Joe*

## **AUTOMOTIVE SECTION**

HECTOR LUGO

Like the experts said, Toyota is suffering with sales and the government doesn't want other automaker with the same results; therefore, Transportation Secretary Ray LaHood said Tuesday his agency may recommend that every new vehicle sold in the U.S. be equipped with brakes that can override the gas pedal. The idea seemed to be gaining support among lawmakers as Toyota officials returned for a third congressional hearing on lethal safety defects.

"We will not rest until these cars are safe," LaHood told the Senate Commerce Committee. His testimony came as federal safety officials increased to 52 the number of reported deaths linked to sudden acceleration in Toyota vehicles, through the end of last month. Previously, 34 deaths were blamed on the problem.

"I think you'll see some changes in the way they do business," LaHood told the panel. Toyota Motor Corp. and federal regulators both faced renewed questions Tuesday from Congress over the giant Japanese car company's troubled safety record.

Sen. Daniel Inouye, a Democrat, noted that not just Toyota cars have defects, but that other automakers also have been subject to millions of recalls. "It is not a Toyota problem, it is an industry problem," he said.

Inouye noted that over much of the past decade, recalls of vehicles made by Ford, General Motors and Chrysler dwarfed Toyota recalls. "If it is an industry problem, we should hear from the industry, instead of just Toyota," Inouye said.

See you at the Conference!

## **EDUCATION SECTION**

KIM PRIES

## **Measuring the Outside World**

To really understand the outside world implications upon our products, we need to understand outside world behaviors. We do this by finding the boundary conditions to which we believe the product will be exposed. For example, to understand the highest temperature extreme would require going to a place where you both believe the product will be used and that has an elevated temperature. We use instrumentation around the area where the product will be used to record various stimuli. This approach is not only valid for thermal constraints or impacts, but vibration, UV damage, dust storms, and any other real world stimulus that makes sense.

Until we know what trials the product is likely to experience, it is really just guess work whether our quality and reliability will meet what is expected by commercial customers and end-users. If we are a supplier, the customer may tell us what the expected product environment will be; however, I have personally experienced cases where such information can be dangerously inaccurate. The sample size may become quite large to ensure meaningful representation of the field stimuli.

In some cases, customers may have developed their own standards or we may have industry specific standards that describe the environment where a product will be used. I believe it is appropriate to incorporate severe environments into a DFMEA in the situations where we are certain the product will be exercised in less than benign settings.

Realism in product testing can be a pain!

## **MANAGEMENT SYSTEMS**

ALFONSO ENRIQUEZ

Douglas Montgomery together with Heredia-Langner and Carlyle wrote a paper on Genetic Algorithms (1) applied to Design of Experiments. In other areas of the industry Genetic Algorithms are being used, such as in the Economic Lot Scheduling Problem (2). A review of recent history might help to notice how this evolved:

In 1944 Oswald determines that genes are composed of DNA,  
In 1951 Pauling determined: the structure of some proteins is a helix,  
In 1952 Franklin studies DNA using x-rays diffraction,  
In 1953 Watson and Crick develop the double helix concept of DNA,  
In 1960 Brenner shows the existence of messenger RNA,  
In 1977 Gilbert develops methods to read the sequence of DNA,

In 1989 Goldberg writes about genetic algorithms in search of optimization and machine learning.

A recent issue of Quality Progress indicated that the Quality gurus provided insight for 40's, 50's and 60's; however there was a need for new gurus. Maybe the new Quality Philosophies are coming from other areas of knowledge such as Genetics.

- 1) Heredia-Langner a.; Carlyle W.M.; and Montgomery D.C. (2003), "Genetic Algorithms for the construction of D-Optimal Designs". Journal of Quality Technology 35 (1), pp 28-46.
- 2) Dean C. Chatfield. "The economic lot scheduling problem: A pure genetic approach". Computers and Operations Research, 34 (2007) 2865 –2881.

## **RE-CERTIFYING AND ASQ CERTIFICATIONS**

STEVEN SCHAFFER

Out of a total of 8 member(s) whose certifications will expire December 2009, 3 will lose their certifications if they do not re-certify by the end of June 2010, 0 member(s) re-certifications are being processed and 5 member(s) completed their re-certifications.

Out of a total of 11 member(s) whose certifications will expire June 2010, 11 will lose their certifications if they do not re-certify by the end of December 2010, 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 8 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, 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](mailto: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>

**SECTION 1401 NOMINATIONS FOR 2010-2011 EXECUTIVE LEADERSHIP COMMITTEE:**  
 LISANDRA PIPER

Chair	Tom Nieman
Vice-Chair	Steve Schafer
Secretary	Lisandra Piper
Treasurer	Joe Lissberger

As of March 5, 2010, no other nominations have been received. ASQ headquarters will be notified of the nominations by April 1, 2010.

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**Potential meeting and dinner schedule**

YEAR	MONTH	DAY	TOPIC	SPEAKER	LOCATION
2010	April	21	Lean Manufacturing	Lonnie Wilson	Furr's *
2010	May	19	Lean Toyota Production System (also, Sun Country Science Fair Winners presentations)	Tom Nieman	Furr's *
2010	June	16	ISO Registrars (also, Sun Country Science Fair Winners presentations)	Rajesh Tahiliani	Furr's *
2010	July	17	Section Training and Planning Session (Saturday)	Section Chair	Furr's *
2010	August	21	Section Training and Planning Session (Saturday)	Section Chair	Furr's *

\* Furr's Family Buffet - 11925 Gateway Blvd W, El Paso, TX (915) 633-6107 [Map to Furr's Family Buffet](#) (near Zaragoza)

\*\*\* Cactus Rose Grill 6655 Gateway West El Paso, TX 79925 [Map to Holiday Inn Airport - Cactus Rose Grill](#)

**2009-2010 OFFICERS and COMMITTEE  
CHAIRS**

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Membership: Joe Lissberger  
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Nominations Chair: Lisandra Piper  
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Re-certification Chair: Steven Schafer  
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Refresher Classes Instructor: Open

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See above

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