

# ASQ Lower Rio Grande Valley

## Section 1425 Newsletter

February 25, 2009  
Volume 1, Issue 3

### Special Interest Articles:

- Use SWOT Analysis to See How Suppliers Rate
- A Simple Plan
- ASQ Section 1425 Nomination List
- March meeting details
- To Honor a Friend, a Mentor
- ASQ Section 1425, various items.
- Mommas don't let their babies grow up to be Engineers.

## Use SWOT Analysis to See How Suppliers Rate

### Quality News Today

Supply Management, February 18, 2009.

Collaboration has become a buzzword for purchasing organizations that would like to get ahead. It can play a significant part in achieving competitive advantage by bringing about innovation, increased efficiency, assurance of supply and improved quality.

But how do you go about it? Like any business relationship, the first task is choosing the right partner. It's not necessary to collaborate with all suppliers because it would lead to increased costs and put more pressure on an already overstretched budget.

So how do you choose? The purchasing organization should create a unique identifier for each supplier based on how critical and unique their product or service is in terms of spend and value creation potential. One way of doing this is through a SWOT analysis to identify the "strengths, weaknesses, opportunities and threats" of a potential partner.

The rationale is to understand the nature of risks that could hinder the buyer and supplier executing contractual obligations and ensure the chosen partner has the organizational capability to turn any perceived weakness into strength. See complete article at

<http://www.asq.org/qualitynews/qnt/execute/displaySetup?newsID=5626>

## A Simple Plan, 10 tips for deploying a sustainable quality system with overseas partners; from Quality Process Magazine.

See complete article by **Kreg Kukor** at <http://www.asq.org/quality-progress/2009/02/supplier-quality/a-simple-plan.html>

This oversimplified summary was created by Newsletter Editor and included on this issue as per specific request of a Section 1425 ASQ Member. Inquiry was for development and validation of suppliers; hopefully information on this article and its references will lead you on the right path: We can improve our global supply base by deploying simple tools to ensure effective and efficient communication. We can make sure we use the right data, take photographs of processes being performed if needed, and integrate feedback processes critical for sustainable improvements.

These initiatives can occur in each of the four phases of a company-supplier relationship: prelaunch, prototype, production and ongoing performance. For many companies, suppliers are seen as the enemy and not a true partner. You must remember that you can be a teacher to suppliers and act as a mentor to global partners. You can also be a student and learn about new ideas, tools and techniques from your global partners.

**Prelaunch Face**, Use basic concepts, interact with fellow human beings and become familiar with web-based systems. **Prototype** phase 3-4, **Production** 5-7 and **Ongoing performance** 8-10.

1. Develop human relationships: Developing relationships is the single most important way to gain mutual trust.
2. Transferring data: This must encompass all data the supplier will need to be successful.
3. Training operators in data transfer: Create a good information flow and communication process. Use 5W2H and images.
4. Transferring process data: Metadata environments and web-based quality systems are key for success. This, in conjunction with simple online tools such as VoIP, WebEx and Skype can keep costs low and provide effective measures for communicating.
5. Accessing data 24/7: Consider translating every quality transaction into an actionable dollar item.
6. Acquiring in-process data: Set up a process with your suppliers to obtain data.
7. Transferring a less than 1.67 Cpk process: How can we expect to move a process to an outside supplier and obtain a 1.67 Cpk?
8. Scorecards: Metadata solutions allow the opportunity to guide the functionality and acquisition of instant data.
9. Maintaining alliances: Stick to the facts. Reconvene when the emotion is gone.
10. Marking improvements: Improvements—big or small—must be celebrated.

See also "Seven Steps To Measure Supplier Performance" at <http://www.asq.org/data/subscriptions/qp/2005/0805/qp0805gordon.html>, "Managing Supplier Relationships" at <http://www.asq.org/data/subscriptions/qp/2003/0903/qp0903kumar.pdf> and "Good Supplier Management Aids New Products Launch" at <http://www.asq.org/data/subscriptions/qp/2004/0604/qp0604balasubramanian.html> all from same source.

# World Conference on Quality & Improvement

May 18-20, 2009  
at Minneapolis  
Convention Center

The 2009 World Conference on Quality and Improvement will focus its efforts to promote and grow the culture of quality on a global scale with sessions, speakers, and networking opportunities.

If you have any questions about how to participate or have any problems posting, please contact ASQ and or Section 1425 leadership team..

## From Knowledge Center at ASQ.org

"The concept of managing the moments of truth is the very essence of service management." - Albrecht and Zemke

In addition to literature from above authors, and for further related information; Newsletter Editor recommends "El Momento de la Verdad" by Jan Carlzon.

## ASQ Section 1425 Nomination List from our Nominating committee chair, Oscar Leal

Position - Member Name

Chair - Perfecto Villarreal  
Chair Elect - Julio Salinas  
Secretary - Richard Weisman  
Treasurer - Oscar Leal  
Vice Chair - Sylvia Garcés Soria  
Nominating Committee Chair - Sylvia Garcés Soria

## ASQ Section 1425 March meeting details

When:

Thursday March 19 2009.  
Check in 5:30: - 6:00 PM CT  
Presentation 6:00 - 7:00 PM  
Tour 7:15 - 8:00 PM

Where:

ITD Precision  
818 North FM 509  
Harlingen, TX 78550  
<http://www.itdprecision.com/>

What (Topic):

Presentation to be followed by a tour of ITD Precision plant. Plant tour (including Stampings, Heat Treat, E-Coat and now is starting over molding) AIAG special processes audit (internal AIAG's special process assessments for E-coat CQI-12 and Heat Treat CQI-9). See map below.

Who (Speaker):

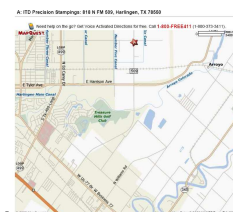
Ken Morton, Quality Director for ITD

How:

Make arrangements ahead of time. Driving directions to 818 N FM-509, Harlingen, TX 78550  
44.0 mi – about 50 mins from West Expressway  
83 McAllen, TX 78501

1. Head east on W Expressway 83 85 ft
2. Take the ramp on the left onto US-83 S 38.8 mi
3. Take the FM 509 exit toward Paso Real Hwy 0.2 mi
3. Merge onto W Expressway 83/Frontage Rd/US-77 0.1 mi
4. Turn left at Farm-To-Market Rd 509/Helen Moore Rd 2.0 mi
5. Continue on N Loop 509 1.0 mi
6. Continue on Loop 590 Destination will be on the left 1.8 mi -- 818 FM-509

If you are interested on car pooling, you may send an e-mail to addresses listed on this Newsletter. Car pools should leave McAllen / Brownsville around 4:45 PM CT.



Map...



# To Honor a Friend, a Mentor

**ASQ Section 1425 Leadership Team will always appreciate the support and knowledge received from Mr. Kleven.**

## **Message from our Chair Officer:**

Some of us are lucky in life, lucky to have a friend and mentor cross our paths. We are so grateful to have someone who provides knowledge, counseling and a knock in the head when we need one.

We wonder, at times, what will I do when he/she is gone?

How do these mentors come into our life? It all starts with an invitation, a meeting, event or a friendly encounter. Such was the case with Mr. Kleven and me. I met this gentleman 17-1/2 years ago at a trade show. With a big smile that traveled from east to west he said "hello." He then asked: "Do you know what APICS is?" From that day on Mr. Kleven became my mentor.

What did I receive from this kind man? A knowledge and appreciation of professional societies and organizations – APICS, ASQ, SME, trade shows, chambers of commerce, and networking – a smile and greeting to everybody even if you did not know them. Whenever I was frustrated or needed information about a topic I did not know about, he was there. He was there time and time again to lead and guide.

When I lost my mother I missed her so much and just wanted to be able to hug and kiss her. Mr. Kleven was there to listen. It hurt so much. He said part of that hurt would become a pleasant memory. At times when I was questioning why things happen in certain ways; he described these events as cycles in life.

On January 14, Mr. Dean Rogers Kleven entered the next cycle in his life. He was an engineer until the end. His last notes written at the hospital, in his own handwriting, had "communications / relationships" on the top. Further down he had notes related to who, what, when, where, and how, about his treatment and prognosis. We did not expect him to go so fast. I wanted to be able to share with him news about accomplishments, great events, quality as well as about politics, wars, and everyday challenges. There was always much to talk about and share.

Now, I feel the best way to honor him is to pass it on. Pass the knowledge that I have to others. Listen to others when they think they can't go on anymore. Just be there as he was there for me. I ask myself, "Am I ready to be a mentor?"

You may contact our Chair Officer via E-Mail as detailed below.  
Sylvia Garcés Soria  
ASQ Section 1425 Chair  
Soria07@aol.com  
ASQ1425@aol.com

## **The Lower Rio Grande Valley of Texas**

American Society of Quality Section 1425 is located in the Lower Rio Grande valley of Texas. It encompasses Brownsville/Matamoros to McAllen/Reynosa and extends to students at Universidad de Monterrey (UEM) and Tecnológico de Monterrey (ITESM), both in Monterrey, Nuevo León, México.

Our section has regular monthly meetings; these are held at different places. While most of them have taken place at McAllen, we have now reached agreement to have some of them on different cities and both sides of the Rio Grande; hence allowing for participation from members from other locations. For future dates and locations, please visit our web site at [www.asq1425.org](http://www.asq1425.org)

Please, if you have questions, comments or recommendations for subjects to be included on our site and or newsletter; please send them to these E-mail addresses:

For web updates to [ASQ1425@yahoo.com](mailto:ASQ1425@yahoo.com) and for Newsletter related information [juliocesarsalinas@gmail.com](mailto:juliocesarsalinas@gmail.com)

# Mommas don't let their babies grow up to be engineers

February 9, 2009 — Network World

More than 85% of students today aren't considering careers in engineering, a new survey found, as more parents encourage girls specifically to become actresses than IT professionals.

The vast majority of students recently polled confirmed that interest in

Engineering careers has waned significantly, with a majority (44%) of respondents citing a lack of knowledge around engineering as the top reason they would not pursue such jobs. Another top reason kids don't consider a career in high-tech involves the "geek" perception for 30%, who indicated "engineering would be a boring career," according to the American Society for Quality (ASQ). No, this is not a blog, but see article at:

<http://www.itworld.com/career/62315/mommas-dont-let-their-babies-grow-be-engineers>



## ASQ Section 1425, various items.

Upcoming events, Certification Exams, Nomination Petition, ETI ...

- Upcoming Events

April 1

If you are in the Monterrey area, drop by and participate in the 8th Quality Day organized by our ASQ-UDEM Student Branch.

May 16

Our Section will receive two awards at the **QMP Awards Ceremony** - presentation of all Division and Section QMP awards in Minneapolis, MN.

We will receive the:  
Total Quality Award and  
Silver Excellence Award

May 18 – 20

It is time to make arrangements for ASQ's World Conference on Quality and Improvement. This year's conference is in Minneapolis, MN. Our own Roz Moore will be presenting on Monday.  
<http://wcqi.asq.org/certification/index.html>

- Certification Exams

March 7

Certification exams will be proctored in Reynosa, Tamps.

STUDY GROUP?

How about a study group for the next series of exams in June?

- Call for nomination petitions for upcoming elections

Please submit nomination petitions for anyone you feel will be a great leader. Submit it before April 23.

April 23

We will hold elections for Officers and Committee Chairs for our 2009-2010 ASQ year. The ASQ year is from July 1 – June 30.

- ETI (Education and Training Initiative) update

The ETI Committee is currently working on the Health and Service

Curriculum Road Map Matrices. The Manufacturing matrix is already posted at the following link:

<http://www.asq.org/manufacturing/training/career-matrix.html>

What is the purpose of the matrices? We want the user to be able to use these matrices as guides to his/her career development in his/her particular area anytime and anywhere. As these matrices evolve, you will be able to better plan for your, or your employees, career advancement.

