

ASQ Lower Rio Grande Valley

Section 1425 Newsletter

April 27, 2009
Volume 1, Issue 5

Special Interest Articles:

- Cost of Quality (COQ)
- ASQ Kicks Off National Social Responsibility Initiative
- Becoming a Better Listener
- FREE Healthcare Webinar Series
- ASQ Section 1425, various items.

Cost of Quality (COQ)

ASQ Knowledge Center

"The cost of quality."

It's a term that's widely used – and widely misunderstood.

The "cost of quality" isn't the price of creating a quality product or service. It's the cost of NOT creating a quality product or service.

Every time work is redone, the cost of quality increases. Obvious examples include:

- The reworking of a manufactured item.
- The retesting of an assembly.
- The rebuilding of a tool.
- The correction of a bank statement.
- The reworking of a service, such

as the reprocessing of a loan operation or the replacement of a food order in a restaurant.

In short, any cost that would not have been expended if quality were perfect contributes to the cost of quality.

Total Quality Cost

Quality costs are the total of the cost incurred by:

- Investing in the prevention of nonconformance to requirements.
- Appraising a product or service for conformance to requirements.
- Failing to meet requirements.

Excerpted by ASQ from the ASQ Quality Costs Committee, Principles of Quality Costs: Principles, Implementation, and Use, Third Edition, ed. Jack Campanella, ASQ Quality Press, 1999, pages 3-5.

ASQ Kicks Off National Social Responsibility Initiative. Milwaukee Rescue Mission receives \$20,000 grant to advance quality processes

Milwaukee, Wis., April 22, 2009 —ASQ (American Society for Quality) launched a major national initiative today called The SRO (Socially Responsible Organization) to help the world understand the value of, and the business case for, social responsibility (SR) and the role of quality to achieve results. Today's kick-off: "Sustaining the Future: A Social Responsibility Event" at Discovery World in Milwaukee, Wis., illustrated how aligning quality and social responsibility will help achieve bottom-line results. The event also highlighted leading-edge socially responsible organizational practices.

Northwestern Mutual Foundation, headquartered in Milwaukee, Wis., was the executive sponsor of the event. In addition to ASQ President Roberto Saco and Executive Director and Chief Strategic Officer Paul Borawski, program speakers included Deanna Tillisch, director of corporate affairs, Northwestern Mutual; City of Milwaukee Mayor Tom Barrett; Dr. Joan Prince, vice chancellor for partnerships and innovation at UW-Milwaukee; and Greater Milwaukee Committee President and CEO Julia Taylor. Event Growth Sponsors included Marquette University, Johnson Controls, and ASQ's Section Affairs Council and Division Affairs Council.

"ASQ is using its presence in Milwaukee to make the community a demonstration center to learn, study and explore how being socially responsible can achieve bottom-line results," Saco said. "As organizations develop further initiatives, quality will provide the tangible methodologies to produce sustainable results while increasing operating efficiencies and cost savings."

Seattle-based photographer and environmentalist Chris Jordan was the keynote speaker for the event. His photography sheds light on the societal and environmental implications of daily life in a consumerist, throwaway society.

http://www.asq.org/media-room/press-releases/2009/20090422-national-social-responsibility-initiative.html?WT.mc_id=&WT.dcsvid=1420230655

Three Steps to Becoming a Better Listener

By Shirley Lee

1. Pay attention. The easiest way to do this is to look directly at the person speaking. Then concentrate and give the speaker full attention by not thinking about other things when they are talking. To aid understanding, watch for cues in their body language. Don't get distracted and resist the temptation to interrupt or argue while they are talking.

2. Acknowledge you are listening. Keep personal posture relaxed and non-judgmental, while using appropriate facial expressions based on their cues. Also nod occasionally or say "uh huh" or "yes" to keep them talking. Don't talk until they stop talking

3. Verify what was heard. Get better understanding by asking questions for clarification or by paraphrasing what was heard and asking if that is correct. Try to be empathetic by reflecting their emotions when summarizing what was heard.

After doing these things, it is time to talk by responding appropriately. While talking, be sure to respectfully share honest beliefs, feelings, or opinions about what was heard. Then be willing to repeat the three steps when the other responds to what they think they heard.

Being a good listener is one step towards becoming a better communicator, which is vital in professional and personal situations. Finding training for talking while communicating is easy, but becoming a better listener will require practice.

See more details and articles at <http://www.shirleyfinelee.com/>

From Knowledge Center at ASQ.org

"Don't bother just to be better than your contemporaries or predecessors. Try to be better than yourself."

—William Faulkner
(1897-1962)

New FREE Healthcare Webinar Series

ASQ headquarters has launched a new webinar series called *Healthcare Quality in Focus*. The monthly webinars will focus on quality tools in application and are free to Associate, Full, Senior, and Fellow members. [View the webinars](#). Or follow link on ASQ Friday Fast Facts E-Mail dated 4/24.

Auto Parts Suppliers Concerned About GM Idling

Kokomo Tribune (IN)

April 27, 2009

With General Motors Corp. temporarily idling 13 plants in the United States and Mexico this summer, it's uncertain how the idling will affect GM's suppliers.

Delphi Corp. spokesman Lindsey Williams said it was "premature" to address how the work stoppage could affect the Troy, MI-based auto supplier because "GM hasn't formally told us what will happen, so it's premature for me to speak on speculation on how it will affect us. What I can say is we have adjusted our schedule in the past to meet our customers' demands. That may be true here."

At the end of February 2009, Kokomo's Delphi Electronic & Safety employed 3,200 people, of which 2,050 are salaried employees and 1,150 are hourly. In addition to announcing the plant shutdowns, including the Fort Wayne plant, GM released a statement Thursday claiming Delphi lenders rejected a deal that would have allowed Delphi to emerge from its 3-1/2-year bankruptcy protection, and that rejection is now a threat to the U.S. auto industry.

GM has appropriated \$11 billion to separate from Delphi. "More recently, in light of the adverse developments in the industry, at GM and at Delphi, GM has been in negotiations with Delphi and its lenders to arrive at solutions that would ensure GM's source of supply under fair and reasonable terms," the GM statement read.

"While GM has proposed a potential solution that would allow for the successful and rapid resolution of Delphi's bankruptcy case, its lenders have rejected this proposal. Without the successful resolution of this dispute, it is General Motors' view that Delphi or its lenders could force GM into an uncontrolled shutdown, with severe negative consequences for the U.S. automotive industry."

See complete article at:

<http://www.asq.org/qualitynews/qnt/execute/displaySetup?newsID=6110>

Message from our Chair Officer

Sylvia Garcés Soria, 4/26/2009

OUR STUDENT BRANCH, ASQ-UDEM, HOSTS 8TH QUALITY DAY – APRIL 1 OUR SUBSECTION IN MONTERREY BECOMES - ASQ 1430 MONTERREY

The 8th Quality Day theme was – *Quality, a Way of Life*. The students did a great job of coordinating the event, speakers, logistics, etc. That same evening we participated in the ceremony to recognize the formation of our Monterrey subsection to section status now ASQ 1430 Monterrey. A general meeting was also held with Ron Atkinson, Past President of ASQ speaking on “*The Value of Quality*.”

APRIL GENERAL MEETING – APRIL 23

Thursday, April 23, we listened to a talk “*Sustainable Supply Chain Management*” by Hale Kaynak, Ph.D.,

Professor of Operations Management at the University of Texas Pan-American. This is a very interesting talk on clarifying what sustainability is and what encompasses the supply chain. Dr. Kaynak’s talk is part of a research project she is working on with another colleague. Our special invited guests were the students from UTPA and students from South Texas College who are forming an APICS chapter.

ELECTIONS COMPLETE

As part of our section business, we held elections for the 2009-2010 ASQ year. I was re-elected to section chair for one more year. Some of the current officers/committee chairs kept their current positions, others rotated to other positions. We will post these on the web site after formal submission to ASQ.

Our plan is to identify other members who are interested in these positions and offer to mentor them so that when elected they will be able to take over the designated position in a smooth manner. Since Programs Chair is a challenging and time consuming position, we decided to rotate this duty on a monthly basis.

Anyone out there interested in any officer or committee positions?

DON'T JUDGE A BOOK BY ITS COVER

I submit to you the following link:

<http://blogs.harvardbusiness.org/bregman/2009/04/susan-boyle-a-lesson-in-talent.html>

This is about Susan Boyle’s “overnight success” on *Britain’s Got Talent* show. It is titled: “Susan Boyle: A Lesson in Talent Management.”

How often do we discount an employee simply because he or she looks different, talks different, or eats funny foods? We think that, because they are different from us, they don’t measure up to our expectations.

What do you think about the blog on this topic? Send us your comments.

DO YOU HAVE A QUALITY HALL OF FAME?

The past two years have been challenging for me. I have lost some valuable people in my life. In their memory of what they meant to me and what they taught me I am setting up a Quality Hall of Fame.

The latest addition to this Quality Hall of Fame is *Gustavo Adolfo Torres Lozano*.

Gustavo was the Chair of the newly formed ASQ Subsection in Guanajuato. He finished his journey here on earth on March 31 of this year. He leaves a legacy of hard work and dedication. He had a sense of humor second to none. He was appreciative of all of his ASQ colleagues who helped revive the subsection in Guanajuato. Gustavo was passionate about ASQ to the point of even considering a sabbatical to spend time promoting ASQ in the “Bajío” (central México) area.

Are there colleagues, relatives, or others who have left an indelible footprint in your life?

You may contact our Chair Officer via E-Mail as follows: 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 Tecnológico de Monterrey (ITESM), Universidad de Monterrey (UEM), recently became a whole ASQ division by itself), both are at Monterrey Nuevo León, México.

Our section has regular monthly meetings; these are held at different places. Our meetings take place at different cities; hence allowing participation from members from other locations. For future dates and locations, please visit our web site at 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 and for Newsletter related information juliocesarsalinas@gmail.com

ASQ Section 1425, various items.

Upcoming events, Certification Exams, ETI ...

- Upcoming Events

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

STUDY GROUP?

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

- 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.