



Quality Focus

THE UNCONFORT ZONE (WITH ROBERT WILSON) The Main Ingredient



In 1907, during a major league baseball game, second base was stolen 13 times by the winning team. The catcher for the losing team, Branch Rickey, was unable to pick off even a single runner. That record stands to this day. It also spelled the end of Rickey's career as a baseball player after just two short seasons. With nothing else to do, he went to college and law school.

Six years later, he returned to major league baseball. This time as a manager – and what a manager he turned out to be! He created the modern baseball farm system which enables major league teams to nurture and develop future stars through their minor league teams. He was the first to establish a permanent spring training facility in Florida. He changed the way statistical analysis is used in baseball by proving that *on-base percentage* is more important than *batting average*. Branch Rickey is best known, however, for breaking the color barrier by bringing African-American Jackie Robinson into the major leagues. It earned him a spot in the Baseball Hall of Fame.

Rickey offers this as his recipe for success, "Success is where preparation meets opportunity." A simple formula that reminds me of the old joke: "How do you get to Carnegie Hall?" The answer: "Practice. Practice. Practice." Obviously, you can't take advantage of an opportunity if you don't have the skills. It's a good recipe for success, but it doesn't reveal the secret main ingredient.

A funny old song from Frank Sinatra gets us little closer to the answer. Do you remember these lyrics from *High Hopes*?

*Just what makes that little old ant
Think he'll move that rubber tree plant
Anyone knows an ant, can't
Move a rubber tree plant!*

I love that song because a stanza later we learn the ant CAN: "*Oops there goes another rubber tree plant.*" Is having "high hopes" the secret ingredient? No,

but it gets us closer to it. You see, the ant succeeds because he doesn't know that he can fail.

Think about some of the people you know who are successful. What is it that makes them big achievers? What traits do you associate with them?

When I ask this question of my audiences I frequently hear the following ingredients: Courage, Perseverance, Enthusiasm, Discipline, Confidence, Decisiveness, Self-reliance, Responsibility, Focus, Ambition, and Optimism.

All of these are certainly traits of successful people, but which one is the overriding characteristic? Which one is the main ingredient? None of the above! That's right – none! Yes, they are all important, but there is one ingredient that makes the cake, and that is simply your *belief* that you will succeed. It's called *Self-Efficacy*. Your belief in your ability to achieve what you seek is the biggest part of actually getting there. The best part is that self-efficacy is a trait that can be acquired at any age.

We acquire a sense self-efficacy in four ways.

The first way is cumulative. With each success we achieve we add a new layer of confidence in ourselves. The second way is through observation. When we see someone similar to ourselves succeed, we realize that we can too. The third way is controlled by our attitude. A positive attitude enhances our belief in our abilities whereas a negative one destroys it. The fourth way is from the encouragement of others who believe in our ability to succeed. This is where you as an effective manager can help your people succeed. Tell them that you believe they can meet their goals and you will help them believe it too.

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit www.jumpstartyourmeeting.com.

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MARCH

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MEMBERSHIP REPORT

By Vandana Vyas— Membership Committee Chair

Welcome New Members. The following new members have recently joined the Princeton ASQ community. Please join us in welcoming them!

As of May 2009, our section membership stands at 792 paid individuals. This includes 2 Forum, 8 Student, 10 Associates, 401 Regular, 356 Senior, 6 Fellow, 7 Sustaining, 1 Honorary, and 1 School members.

You know the value your membership in ASQ has created for you in the quality profession. Education, conferences, professional certification, literature resources and networking are among the many benefits of ASQ membership. Why not share the experience with someone you know? Many of your fellow Princeton Section members are already doing just that by participating in the Each One, Reach One (EORO) referral program. It's easy. Begin by logging on to the ASQ web site using your login and password. In the upper right side of the page click the box titled Refer a Member. The next page has a referral section to enter a name and email. After clicking Send, an email is sent inviting the individual to join ASQ. If you would prefer to use a printed application, it is available though the web site link. Either way if they do join, you will receive **5 ASQ Bucks** which you can use or accumulate to apply towards books, seminars, certifications and dues. Get your company site or the entire enterprise to join and receive **120 or 1000 Bucks!**

Stay in touch with Princeton ASQ – The Princeton Section wants to hear from you, and communicate with you. Please be sure to keep your e-mail address current and your preferences set to allow e-mail from your section. This

will allow us to send you announcements about meetings, events, and this newsletter. If you need information on the Princeton Section, please visit our website at <http://www.asqprinceton.org/>.

Can't find what you were looking for? Please send us an e-mail at PrincetonASQ@yahoo.com and let us know.

APRIL

John M. Berg
 John P. Cassullo III
 Min Cha
 Jade Chin
 Thomas Chu
 Kim J. Consolino
 Grafton Z. Cupid
 Andrew Dick
 Joseph Elicone
 Lisa A. Farrow
 Mary Ann Fink
 Denise P. Gasiorowski
 Mark Gasiorowski
 Elena Gozman
 David R. Hamblin Jr.
 Rushmila Hossain
 Bruce Huffine
 Brian Huffman
 Deborah A. Marker
 Gaius B. Mount Jr
 Theodore Vijayarangam
 Raymond Virola
 Susan Wankel



SPECIAL APPRECIATION AWARD

By Ann McDonald

Before we begin planning our next steps, I first want to thank everyone who helped make our Volunteer Recognition Event happen tonight - Everyone seemed to have a good time and enjoy talking with each other on business and pleasure. Lots of email relationships moved to personal relationships and it was great to see people enjoying themselves.



Princeton Section #307
 American Society for Quality
<http://www.Asqprinceton.org>



Judith Malsbury (Left) became a national examiner for the Malcolm Baldrige Award.

Fred Lutz (Right) Received a special appreciation award.



DON'T FORGET TO EORO - Refer a new member and get some BUCKS! Each One Reach One

TREASURER REPORT

By: Richard Herczeg

Despite of our current historically difficult and erratic economic climate, I am pleased to report that our sections financial position remains strong and solvent with a projected fiscal year 2009 Net Revenue of approx. \$9,000. This outstanding performance is due to a series of smart and conservative financial decisions by our sections E-Board. Specific examples include a very successful North East Conference joint venture, with both PDA Metro and ASQ's FD&C Division, savings related to our section moving to publishing only electronic dinner meeting announcements and an investment strategy that has all our sections reserve funds in CD's. Great Job Section 307!

ASQ CERTIFICATION/PASS LISTING

Section 0307 March 7, 2009

<u>CQM</u>
Certified Manager of Quality Organizational Excellence
Mary Dalinda Villalona
Joseph Michael Russo

<u>CSSBB</u>
Certified Six Sigma Black Belt
Michael Burnett
Shantanu Shee

<u>CQT</u>
Certified Quality Technician
Robert E. Willey Jr.

RAMS 2009

By David E. Verbitsky, PHD, CQE

The [ASQ Salary Survey](#) shows that Certified Black Belts earn almost \$3,000 more per year! Get started on increasing your salary today.

Special Offer
Lean Six Sigma Black Belt or Green Belt training and certification exam registration for one low price! Here's what you get:

- Six Sigma Black Belt or Green Belt training covering the complete certification body of knowledge
- Flexibility to take the certification exam within one year of starting the training.

An [investment in your career](#) with ASQ certification.

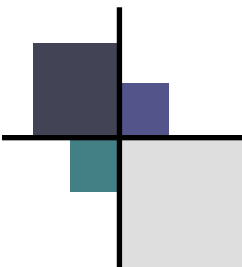
The Reliability and Maintainability Symposium (RAMS-09), the main annual professional event in the field, took place in the beautiful city of Fort Worth, TX, which is located approximately 30 miles from Dallas. Fort Worth is about a 200-year old typical Texas city, which almost died in the middle of the 19th century when the railroad didn't reach it. Yet, due to heroic efforts of its residents, Fort Worth built an additional rail line and connected itself with the transcontinental line and with Dallas. This growing and well established city now reflects Midwest history, traditions and hospitality. It features a mixed modern and traditional downtown, several good museums, including a very good Kimbell Art, cowboy/cowgirl shows and certainly can be recommended for 1-2 day vacation trip when one is in the area.

As usual, RAMS was a very busy conference full of diverse information, tutorials, original paper presentations, discussions, certification exams and expositions. All of this was related to reliability, maintenance and safety of different types of products: from tiny integrated circuits to huge missiles, power plants, undersea cables, etc. The symposium was attended by over 500 professionals from approximately 250 organizations representing about 15 countries. Participating organizations represented a broad range from US military, NASA, and national labs to the major R&D and manufacturing companies and academia centers. Just to list additional few: Ford, GM, GE, J&J, IBM, Lockheed-Martin, Northrop Grumman, Pratt & Whitney, Raytheon, etc.

The RAMS Technical Sessions and Tutorials have been developed to provide attendees with the latest, research, applications, and ideas. The primary objective of the RAMS Technical Program is to help attendees apply their skills to help their businesses to deliver more reliable products and services at competitive costs. This year also marked the beginning the **RAMS Certificate Program** open to all tutorial attendees, either online or at the Symposium. Completing the first level of the certificate program requires attendees to attend five core concept tutorials.

RAMS-09 featured, as is traditional, two outstanding invited presenters: **General Chair's Welcome and Keynote Speaker Rio Grande. General chair**, Dr. Richard Jones of Solomon Associates addressed the economic challenges we are all facing. Recent events have clearly shown the strong interdependencies of regional economies and the reality of a global economy. Reliability in its many forms, shares this global importance. The 2009 Keynote Speaker this year was the Honorable William E. Wright from the United States Chemical Safety and Hazard Investigation Board. Mr. Wright shared several actual situations through computer animation of how organizational, equipment, and human reliability influence the complex nature of reliability in the chemical process industries. The title of his keynote address was: Reliability – At what price? Banquet speech was delivered by Martin S. Craighead, Group President for Baker Hughes Incorporated, a \$10.4 billion global oilfield service company. Mr. Craighead leads the company's Drilling and Evaluation segment, which is comprised of four operating divisions with combined 2007 revenues of \$5.2 billion, and which provides technology and services during oil and gas well drilling operations. Mr. Craighead described the role of reliability to provide feasibility of challenging programs and advanced technologies used by oil companies now.

RAMS 2009 attendees could choose from twenty tutorials. The topics of these tutorials ranged from the basic concepts of R&M engineering to advanced topics in cutting-edge areas of R&M research and applications. The main (core) tutorials included Introductions to R&M Modeling; Life Data Analysis; Failure Modes and Effects Analysis; Fault Tree Analysis; R&M Management. The Technical Program consisted of over 90 research papers in 23 sessions. The Symposium-wide RAMS Advisory Board Panel, composed of risk and reliability management leaders, who were available for your direct questions and also addressed the topic: "Why Is Reliability Discussed Only After a Major Failure or Disaster?". Among many excellent papers my attention was attracted to the following: "Estimation of the Reliability of Latent Failures Using Mixed Weibull Model" by A. Touw (Boeing); "Achieving Availability Cost-Effectively in Complex Systems" by P. Dersin (ALSTROM); and "Detecting Failure Precursors in BGA Sol(*cont'd on p. 4*)



PROGRAM COMMITTEE UPDATE

By Edith Lewis-Rogers— Program Chair

Have you heard any excellent quality speakers in the last two years?

Do you know anyone who can speak about the new ISO, process improvements (e.g., Lean Manufacturing)?

Would your company sponsor a tour for the Princeton ASQ chapter?

If the answer is yes to any of these questions, could you please contact the new Program Committee chair Edith Lewis-Rogers at 732-823-1100

My journey as an ASQ member...

I first joined ASQ when I started a new position in 1988 as a one person QA department at Ciba Consumer, a virtual company marketing Over-the-Counter drugs. After six years as an FDA investigator in NYC and NJ and 4 years as a manager of corporate compliance at Carter-Wallace (prescription and OTC drugs, diagnostics and medical devices), I was very concerned that I would be very isolated in my one person department from daily interactions with quality professionals. I needed a way to keep informed about new quality practices and a place to attend good programs on quality. I have especially enjoyed the tours and the FDA speakers over the past 20 years, and have

depended on Quality Progress to keep me informed about new quality trends.

My job at Ciba Consumer, unfortunately, kept me from pursuing any ASQ certificates since the company kept doubling in size every two years. However, I was able to actively encourage my staff to obtain their CQA certificates which many of them did. I've also supported my friends in the cosmetic and food industries as they prepared for the CQA and CQE tests and worked hard to maintain their certification.

At an ASQ meeting in 2008, I heard Robert Seltzer speak about the development of the CPQP program. As I had "TNTC" years (just kidding) working in GMPs, I offered to help. I worked as a part of Bob's team for the final assembly of the BOK for the CPGP program last August in Milwaukee. I enjoyed my volunteer experience, and decided I wanted to volunteer again in 2009. Since so many of the ASQ programs had helped me, I thought I would volunteer on a committee dealing with programs/education. After learning of the immediate need for a program committee chair (after listening to 3 hours of the Program Committee and E-boards concerns about the need to fill the position), I finally offered to volunteer as the Program Committee chair. With extra effort from Fred Lutz, and the rest of the Program Committee team, I've started my transition into the job.

RAMS 2009 (cont'd from p. 4)

der Joints" by R. Jaai, *et al.*

The author of this paper made a presentation entitled "**Advanced FTA Technique Addressing Early Unbalanced Failures of Commercial Electronic Devices**", which applied previous theoretical works to practical analysis of unstable failures vs. full and parametric ones. It provided theoretical (probabilistic and deterministic) generalization of the reliability analysis of failure modes inherent to high speed complex electronic systems and components. Failure dynamics and interactions as well as common basis of various failure classes were revealed; their features were described, and classification was substantiated. Application specific models, gates and graphs were developed and calculated based on advanced joint universal FTA-FMECA methodology, which incorporates strengths of both deterministic and probabilistic approaches. Practical recommendations and benefits were presented.

As usual, RAMS-2009 has proven to be a viable source of information and inspiration for experienced professionals and novice, academicians and practitioners, small and giant organizations from all types of industries/knowledge.

SUGGESTIONS

We welcome feedback.

Reader Mike K. suggested that the file size for the newsletter be reduced from 1.1M to conserve storage space.

Please e-mail your suggestions to

handerson@iname.com.

RECERTIFICATION JOURNAL UPDATES FOR 2009

By Jane Corby-Recertification Chair

ASQ recently published the January 2009 version of the Recertification Journal which can be downloaded from the [Recertification](#) page of the ASQ website. Everyone due for recertification in June 2009 should have received either an email or a post card from ASQ with this announcement. The revised journal should be used for all recertifications going forward.

No changes to the number of recertification units (RUs) required to recertify were made; however, additional ways to earn RUs have been added. A summary of the revisions are included in the adjacent table.

Please do not hesitate to contact me with any questions regarding recertification.

Jane Corby

Section 307
Recertification Chair

jane.corby@asqprineton.org

Recertification Journal Category/Page	Revision to January 2009 Version of Recertification Journal
Cover	New cover added.
ASQ Recertification Journal Application	Added line for CPGP (Pharmaceutical GMP Professional) certificate number and expiration date. Changed version number to January 2009.
Retired Certification Status Form	Added line for CPGP certificate number and expiration date.
Recertification by Exam Request Form	Added line for CPGP certificate number and expiration date. Added fees for CPGP exam. Revisions were made to the fees for all exams.
(A) PROFESSIONAL DEVELOPMENT	Credit can now be claimed for webinars attended
(B) EMPLOYMENT	No changes.
(C) COURSES – INSTRUCTOR CREDIT	Changed "Instructor Credit" to "Credit for Teaching or Leading Courses" under category heading.
(D) COURSES - STUDENT CREDIT	Changed "Student Credit" to "Credit for Attending Courses" under category heading.
(E) MEETINGS	Added clarification to the number of points that can be claimed for meetings: Meetings must be technically or professionally based (example: plant tours). <ul style="list-style-type: none"> · Meetings of a social nature do not earn credit. · The maximum number of RUs that may be earned for a single meeting is 0.3. · Clinics and workshops must be held directly before or after the meetings. · The maximum number of RUs that may be earned for a clinic or workshop in conjunction with a section meeting is 0.3. · Combined with the maximum 0.3 RU earned for a meeting, the total maximum number of RUs that may be earned from a meeting and associated clinics or workshops on a single date is 0.6.
(F) COMMITTEES	Increased category maximum number of RUs from 4.5 to 6.0. Added the following additional committee roles. Descriptions of all committee roles have also been added. <ul style="list-style-type: none"> · Elected Officer (Chair, Chair-Elect, Secretary, Treasurer) -->2.0 RU per year of service · Member who performs ad-hoc responsibilities-->0.2 RU per event/activity, for total of 0.6 RU per year; 1.8 RUs is maximum for ad-hoc serv.
(G) CERTIFICATION	Increased category maximum number of RUs from 3.0 to 4.0. Each ASQ certification worth 2 RUs rather than 1 RU. All other certifications will continue to earn 1 RU.
(H) EXAM PROCTORING	People assisting with registration on exam day can now earn 0.25 RUs per exam day.
(I) Electronic Media	Replaced the word "satellite conferences" with "DVDs" in the second bulleted item.
(J) Publishing	Added Media Review category Authors can earn 0.5 RU per published review, but co-authors cannot earn any RUs.



EDWIN SCHECTER MEMORIAL SCHOLARSHIP

By Jade Chin— Scholarship Chair

Throughout his professional life, Edwin Shecter contributed his time and efforts tirelessly to the Princeton Section of the American Society for Quality. He was Chair of the Section, and for many years, was the Education Committee Chair. In order to honor his many contributions, the Princeton Section created "The Edwin Shecter Memorial Scholarship".

There were no applicants in 2009 for the Edwin Shecter Memorial Scholarship and therefore no scholarship was awarded. For those of you who are interested, the rules are listed below. The deadline for submission is April 30, 2010 and applications are accepted throughout the year. Please e-mail your application to jade.chin@asqprinceton.org for consideration. Thank you, and good luck.

Scholarship Policy and Procedure

- 1) "The Edwin Shecter Memorial Scholarship" is to be awarded on a yearly basis, at the discretion of the Executive Board of the Princeton Section of the American Society for Quality.
- 2) The Edwin Shecter Memorial Scholarship Committee:
 - a) The Edwin Shecter Memorial Scholarship Committee shall consist of the Chair of the Scholarship Committee, the Chair of the Education Committee or his/her designee, the Chair of the Membership Committee or his/her designee, the Chair of the Section, and the Immediate Past Chair of the Section.
 - b) The Scholarship Committee will nominate a recipient for the award, and will present the nomination to the Executive Board of the Princeton Section for approval.
 - c) A majority vote of the Scholarship Committee is necessary to nominate an award recipient.
- 3) Form of the Award:
 - a) The Scholarship Award will take the form of a free course to be chosen by the recipient, from the list of courses offered and conducted by the Education Committee of the Princeton Section of the American Society for Quality, or an award of \$500.00 to be used however the recipient chooses to further his/her education in the quality field.
 - i) The form of the award may be changed at the discretion of the Executive Board, upon recommendation from the Scholarship Committee.
 - b) The Membership shall be notified of the availability of the Scholarship via suitable means.
 - c) The Scholarship will be awarded at the last monthly membership (dinner) meeting of the fiscal year of the Section.
 - i) The Committee shall manage the required tasks in order to meet this timeline.
 - d) The award is to be fulfilled by the completion of the fiscal year following the issuance of the award.
- 4) Selection Criteria:
 - a) The recipient shall be a member of the Princeton Section of the American Society for Quality.
 - b) The Scholarship Committee will choose a nominee from:
 - i) candidates nominating themselves for consideration, or
 - ii) candidates nominated by a supervisor, co-worker or other individual for consideration.
 - c) Regardless of how a candidate is nominated, the application process consists of:
 - i) The nominee's curriculum vitae, and
 - ii) An essay that describes why the nominee is most qualified to receive the award.
 - d) Awards are to be granted with no regard to financial need.
 - e) Members of the Executive Board are allowed to apply to the Scholarship Committee on the same basis as all other members of the Princeton Section.
 - f) The Scholarship Committee may change the Selection Criteria with approval from the Executive Board.



PUBLICATION INFORMATION

The Quality Focus Newsletter is a quarterly publication of the Princeton Section of the American Society for Quality. The Quality Focus Newsletter announcements and articles are provided for the general interest of our members. The opinions and statements that are expressed in this newsletter are solely the conclusions of the individual writers. Concerns, suggestions, comments, and submissions may be sent to:

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