



AMERICAN SOCIETY  
FOR QUALITY™

ASQ Greater Detroit Section 1000

# QUALITY HERALD

[www.asqdetroit.org](http://www.asqdetroit.org)

November-December 2008

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## ASQ Winter Events *by Peter Vadhanasindhu*

The ASQ Greater Detroit Section will be offering numerous events for members this winter.

An all-day Quality Seminar on Measurement Systems Analysis (MSA) will be presented on Saturday, Nov. 15, 2008 at Macomb Community College. The \$25 fee includes light refreshments in the morning as well as lunch. The latest edition of the MSA manual will also be available at the AIAG membership discount price of only \$25, while supplies last.

The November General Membership Meeting features **Greg Gruska**, who will speak about his work with quality guru W. Edwards Deming. Gruska, an ASQ Fellow, has co-authored over 60 books and papers on quality management and statistical theory and applications. Gruska is also a member of AIAG committees for the FMEA, MSA, and SPC manuals. The meeting starts at 6:00 PM on Thursday, Nov. 20, 2008 at Madonna University in Livonia, Michigan.

The January General Membership meeting will present a case study on the application of Lean Six Sigma to a local physician's office. **Todd Sperl**, a Six Sigma Master Black Belt, has extensive experience improving patient care in the health care industry using Lean Six Sigma. Sperl has facilitated large-scale organizational transformations as well as smaller projects. This meeting will be at 6:00 PM, Jan. 15, 2009 at Macomb Community College.



### Are you missing ASQ Greater Detroit Section announcements via e-mail?

With all the changes happening recently, please make sure that your e-mail address is current.

To notify us of a change, send updated e-mail address to Elizabeth Hanna, [elizhy2k@hotmail.com](mailto:elizhy2k@hotmail.com)

Also, please add "asqdetroit@gmail.com" to your list of safe e-mail addresses in your e-mail program.

*The ASQ Greater Detroit Section does not sell or share member e-mail addresses to any company or organization.*

## ASQ Calendar

Date	Time	Event, Location	RUs	Cost, Contact
11/15/08	8:30 AM - 4:30 PM	<b>Quality Seminar</b> (see page 2 for more details) Measurement Systems Analysis (MSA) Macomb Community College, Warren	1.0	\$25. Program schedule will be e-mailed to members.
11/20/08	6:00 PM (presentation)	<b>General Membership Meeting</b> Deming Study Group - Greg Gruska Madonna University, Livonia	0.3	Free. Check website, <a href="http://www.asqdetroit.org">www.asqdetroit.org</a> for the latest info.
1/15/09	6:00 PM (presentation)	<b>General Membership Meeting</b> Lean Six Sigma in Health Care - Todd Sperl Macomb Community College, Warren	0.3	Free. Check website, <a href="http://www.asqdetroit.org">www.asqdetroit.org</a> for the latest info.
1/17/09	8:00 AM - 12:00 PM	Certified Manager of Quality <b>Refresher Course</b> Macomb Community College, Warren (course starts 1/17/09, 7 sessions on Saturdays)	4.0	\$400. Contact Kush Shah, <a href="mailto:asq.1000@gmail.com">asq.1000@gmail.com</a> for additional information.
2/07/09	8:00 AM - 12:00 PM	Certified Quality Engineer <b>Refresher Course</b> Macomb Community College, Warren (course starts 2/07/09, 10 sessions on Saturdays)	4.0	\$450. Contact Janet MacDonald, <a href="mailto:janraemac@yahoo.com">janraemac@yahoo.com</a> for additional information.

## From the Chair - Decisive Actions in Tough Times *by Kush Shah*

Where ever I go, I hear people talking about the current tough economic conditions in Michigan. Open any newspaper and you would see doom and gloom headlines. Surely, things are getting tough here in Metro Detroit, indicated by frequent announcements of early retirements and layoffs at different companies.

In such tough times, it becomes even more important for all of us to keep positive attitude and really focus our efforts on what we can control. We can take any of the following decisive actions:

- We, as Quality Professionals, can help our organizations to build products or provide services that are at benchmark

quality levels and create customer enthusiasm.

- We can take steps to increase our skills to increase our value to our organizations and there by improve chances of maintaining employment. Take advantage of many refresher courses that Greater Detroit Section offers to achieve ASQ certifications.
- Take advantage of networking opportunities that ASQ Greater Detroit Section offers. Attend as many of the membership meetings as you can, which are free, with free refreshments. We offer free plant tours and all-day quality seminars at nominal costs.

These are great networking opportunities, as I have met great people through these meetings and established long term relationship with them.

Tough times force us to rethink the priorities in our lives and drive us to actions that we may have been putting off for years. So let us not worry about things we have no control over. Worrying about those things will not do any good to anyone and would waste the energy and effort that we really need to drive the right actions.

I wish all of you a great success in your professional and personal lives.

### *THANK YOU*

*The ASQ Greater Detroit Section would like to thank Karen Whitmore of the Automotive Industries Action Group (AIAG) for arranging availability of APQP, FMEA, and MSA manuals at membership price to attendees of ASQ Greater Detroit Section Quality Seminars.*

### **Special ASQ Refresher Classes to be offered**

For any individual or organization interested in attending a review course for the ASQ Certified Quality Auditor, Certified Manager of Quality/Organizational Excellence, or Certified Reliability Engineer exams, the ASQ Greater Detroit Section will offer these classes once per year, depending on demand. Contact Rajinder Kapur at rajinderkapur@yahoo.com if interested.

## ASQ Refresher Courses & Seminars

### *Register Early and \$ave*

Classes held at Macomb Community College,  
South Campus, Building "T", Warren, Michigan

Certified Manager of Quality/Org. Excel. Refresher Course starts Saturday, January 17, 2009.  
For more information, contact Kush Shah, asq.1000@gmail.com

Certified Quality Engineer Refresher Course starts Saturday, February 9, 2009.  
For more information, contact Janet MacDonald, janraemac@yahoo.com

*More Courses Available on Page 8!*

Seminars held at Macomb Community College,  
South Campus, Room S101, Warren, Michigan  
\$25 Registration fee includes Lunch

Measurement Systems Analysis (MSA)  
Saturday, November 15, 2008

Contact Elizabeth Hanna, elizhy2k@hotmail.com for more information or to register.



## Quality Systems Technology

### WINTER 2009

Macomb Community College is pleased to offer the following quality related courses starting 1/15/09.

Course No	Description	Day	Time	Dates	Cost*
QUAL-1011	Quality Fundamentals	Tues & Thurs	4:00 - 5:55 pm	1/15/09 - 5/14/09	\$268.00
QUAL-1021	Inspection Techniques	Tuesday	6:00 - 9:55 pm	1/20/09 - 5/12/09	\$268.00
QUAL-1030	Statistical Quality Control	Wednesday	6:00 - 9:55 pm	1/21/09 - 5/13/09	\$319.00
QUAL-1051	Standards-AIAG, ANSI/ASQC, ASME, ISO	Tuesday	6:00 - 8:55 pm	1/20/09 - 5/12/09	\$247.00
QUAL-1201	Geometric Dimensioning & Tolerancing with Applications Lab	Mon & Wed	4:00 - 5:55 pm	1/19/09 - 5/13/09	\$247.00
QUAL-1201	Geometric Dimensioning & Tolerancing with Applications Lab	Monday	6:00 - 9:55 pm	1/19/09 - 5/11/09	\$247.00
QUAL-1801	Quality Auditing for ISO TS16949	Friday (every other)	6:00 - 9:55 pm	1/23/09 - 5/15/09	\$175.00
QUAL-2111	Advanced Metrology Laboratory	Thursday	6:00 - 9:55 pm	1/15/09 - 5/14/09	\$292.00
QUAL-2211	Calibration, ISO 17025 and Uncertainty	Saturday	9:00 - 5:00 pm	2/07/09 - 4/04/09	\$292.00
QUAL-2301	Quality Management Systems (QMS), Leadership & Teams	Monday	6:00 - 9:55 pm	1/19/09 - 5/11/09	\$247.00
QUAL -2330	Quality Costs, Process Mapping & The Supply Chain	Wednesday	6:00 - 8:55 pm	1/21/09 - 5/13/09	\$247.00
QUAL-2400	Project Management	Monday	6:00 - 8:55 pm	1/19/09 - 5/11/09	\$247.00
QUAL-2400	Project Management	Virtual/Online	TBA	3/23/09 - 5/16/09	\$282.00
QUAL-2451	Applied Problem Solving and Design of Experiments	Friday (every other)	6:00 - 9:55 pm	1/16/09 - 5/08/09	\$175.00
QUAL 2600	Environment & Safety Standards	Friday	5:00 - 8:55 pm	1/16/09 - 5/15/09	\$247.00

\*Costs shown include tuition and fees for Macomb County residents. Costs for non-Macomb County residents are slightly higher.

All Quality classes are held at Macomb Community College, South Campus (located between 12 Mile Road and Martin Road, west of Hayes Road) in R, S, or T building, conveniently located near the Martin Road entrance.

Whether you are pursuing a degree, one of our certificate options or updating your skills, Macomb Community College offers a superior education at an affordable price.

To register, go to [macomb.edu](http://macomb.edu) and click on the Winter 2009 Registration Information or call 586-445-7435.

Check out Macomb's new Quality website at

<http://www.macomb.edu/Current+Students/Educational+Offerings/Areas+of+Study/Quality+Systems+Technology/>

## ASQ Joint Meeting Hosts Brian Bennett of the Ritz-Carlton by Mary Hones-Burr

On September 18, 2008, a joint meeting of the ASQ Greater Detroit Section, along with the Ann Arbor Chapter and the ASQ Automotive Division hosted Brian Bennett of the Ritz-Carlton.

Attendees learned how to improve their business results by implementing a leadership system that fosters trust, learning, and empowerment. Mr. Bennett spoke of The New Gold Standard- upon which a book has been written in the same name. He explained the Five Leadership Principles for creating a legendary customer experience. Additionally, he expounded on key

principles that provide a customer experience unlike any other:

- Understanding the ever-evolving needs of customers
- Empowering employees by treating them with the utmost respect
- Anticipating customers' unexpressed needs and concerns
- Developing and conducting an unsurpassed training regimen

Mr. Bennett spoke specifically of "engaging" employees in the enterprise,

and "fully engaging" guests. Employees are selected, *not hired*, first on the basis of being people who love people, who can then be trained in their job capacity, versus hiring people who know the skill, who might not be people savvy or customer oriented.

*Brian Bennett of the Ritz-Carlton Hotel Company*



## HAPPY HOLIDAYS!

The ASQ Greater Detroit Section Executive Committee wishes all of our members a safe and happy holiday season, and best wishes for the new year in 2009.

### ASQ Volunteers Needed for A World in Motion (AWIM) by Gena Ghiardi

Thank you to the ASQ membership for your past participation in the Society of Automotive Engineers (SAE) International's A World in Motion (AWIM) program. Many volunteers from the ASQ membership have helped support the growth of AWIM. This year we need that support more than ever. The changing climate in North America requires us to keep children interested in math and science. Our economic future depends on it! This article will highlight the program and let you know exactly how you can get involved.

#### AWIM General Information

A World in Motion (AWIM) is a highly interactive program to explore physical science and was originated in 1990 to address the drop in students pursuing math and science degrees in the U.S. In 1985 there were 95,000 U.S. bachelor degrees granted in engineering; just 15 years later the number of U.S. degrees granted dropped to 65,000. SAE International noticed the trend and created AWIM to counter it.

AWIM keeps children engaged in math and science using a simulation approach. The program organizes the students to work in groups (i.e. companies) to create a project designed to meet given specifications for a fictional toy company. Volunteers bring their engineering experiences to the classroom and act as consultants and more importantly role models for the children throughout the program. AWIM is comprised of challenges geared for grade levels 3 through 10. The steps used to create the engineering design experience for all challenges follow the same pattern. Teams will set goals, build knowledge in the engineering principles for the challenge, design a prototype, build & test the prototype, and present results. SAE International provides materials to conduct the simulation free of charge to the schools participating!

#### How can you get involved?

When you sign up as a volunteer, you are committing to approximately 2-3 hours a week for six weeks. This includes travel time to the schools, preparation time for

the visit and one hour of time in the actual classroom with the students. We prepare you for this experience with a recommended training session for first time volunteers and a "Refresher" training session for past volunteers.

SAE International has made it simple for you to get involved. Please visit [www.awim.org](http://www.awim.org) to learn more, or you may contact Gena Ghiardi, GM's AWIM Program manager for additional information (e-mail [gena.ghiardi@gm.com](mailto:gena.ghiardi@gm.com) or call (586) 907-1113). To sign up on the website, just click on the "Volunteers" tab on the top and then click on "Register." This will allow you access to training workshops and all AWIM material.

Again, thanks to the ASQ membership for the support in the past! The children appreciate you sharing your experiences with them. Please consider helping out again this 2008-2009 school year. Increasing the volunteer base allows more students to be impacted by this great program. You can make a difference and have some fun!

### ASQ Quality Seminar Explains Changes to FMEA and APQP by Elizabeth Hanna

The ASQ Greater Detroit Section hosted an all-day Quality Seminar on Saturday, September 20, 2008, that described some of the changes in the Failure Modes and Effects Analysis (FMEA) 4th edition and Advance Product Quality Planning (APQP) 2nd edition manuals.



Mike Down of General Motors discusses 4th edition FMEA

The speaker for the morning session on FMEA 4th edition was Mike Down of General Motors. Mr. Down explained

some of the changes in the 4th edition, including:

- Role of management
- Clarification of forms and alternatives
- Improvements made to Severity, Occurrence and Detection ranking tables
- Reduced emphasis on Risk Priority Number (RPN) due to misuse and misinterpretation of the RPN as an arbitrary threshold
- Improving understanding of FMEA's role in the APQP process

The speaker for the afternoon session on APQP 2nd edition and updated control plans was Craig Williams of Eaton Corporation.

Mr. Williams described some of the changes to the APQP 2nd edition manual, which focused on ensuring compatibility of concepts and terminology with ISO/TS 16949. In addition, some of the updates were made to reflect current practices in the automotive industry.

Mr. Williams also covered APQP and the control plan development process.



Craig Williams of Eaton Corp. explains APQP process

Any views or opinions expressed in articles are those of the author(s) and do not necessarily represent the views or opinions of the American Society for Quality (ASQ), the ASQ Greater Detroit Section, or its board members.



# American Society for Quality Greater Detroit Section 1000

will offer

## *Six Sigma Master Black Belt Training and Certification*

Macomb Community College, South Campus  
Warren, Michigan

Back by Popular Demand in Early 2009  
From 8:00 a.m. to 12:00 noon

The Six Sigma Master Black Belt fee: \$2500

If you would like to know more about **Six Sigma Master Black Belt Training & Certification**, call **Rajinder Kapur** at (248) 703-7148 or e-mail [rajinderkapur@yahoo.com](mailto:rajinderkapur@yahoo.com)

### **Draft Copy of Six Sigma Master Black Belt Schedule**

**1<sup>st</sup> Session:** Recognize: Master Black Belt Role, Six Sigma Program Components, and Running Six Sigma Program

**2<sup>nd</sup> Session:** Define: Customer Focus; Business Metrics; Nature of variables; Opportunities for defects; CTX tree; Process Mapping; Process Baseline; Six Sigma Projects; Six Sigma Deployment

**3<sup>rd</sup> and 4<sup>th</sup> Sessions:** Measure: Scale of measure; Data collection; Measurement error; Statistical distributions; Static statistics; Dynamic statistics; Project Presentation

**5<sup>th</sup> and 6<sup>th</sup> Sessions:** Analyze: Six sigma statistics; Process Metrics; Diagnostic tools; Statistical Hypothesis; Simulation Tools; Continuous decision tools; Discrete decision tools; Project Presentation

**7<sup>th</sup> and 8<sup>th</sup> Sessions:** Improve: Experimental design tools; Robust design tools; Empirical modeling tools; Risk analysis tools; DFSS principles; Project Presentation

**9<sup>th</sup> and 10<sup>th</sup> Sessions:** Control: Precontrol tools; Continuous SPC tools; Discrete SPC tools; Training; Project Presentation, Master Black Belt role in building, mentoring, and ensuring success of Black Belts and Six Sigma Projects

**11<sup>th</sup> Session:** Master Black Belt Certification Exam – Date TBD

To register for the course, submit the form on page 6.

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**Special ASQ Refresher Classes to be offered**

For any individual or organization interested in attending a review course for the ASQ Certified Quality Auditor, Certified Manager of Quality/Organizational Excellence, or Certified Reliability Engineer exams, the ASQ Greater Detroit Section will offer these classes once per year, depending on demand. Contact Rajinder Kapur at rajinderkapur@yahoo.com if interested.

*For more information about refresher courses, see schedule on page 8.*

*The personal data is submitted for Section use only*

**Please register me for the course indicated below:**

**ASQ REFRESHER COURSE  
REGISTRATION FORM**

Name Last First Middle Initial

Home Address

City State ZIP Phone (circle: home / cell)

Employer

Employer Address

City State ZIP Work

ASQ MEMBER Member No:

**COURSE NAME AND NUMBER**

Payment: Make check payable to: **Greater Detroit Section, ASQ**

**Mail to:** **Greater Detroit Section 1000  
27350 Southfield Rd., Suite 102  
Lathrup Village, MI 48076**

Personal Check #		Amount		Company Check No.		Amount	
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## 2008 - 2009 Executive Committee

### ASQ Greater Detroit Section 1000 (248) 443-9666



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# ASQ Greater Detroit Section, 2008 / 2009 Schedule of Refresher Courses

All classes are held on Saturday at Macomb Community College South Campus, T Building (located between 12 Mile Rd & Martin Rd, west of Hayes Rd). Refresher course starting dates are subject to change, students should verify.

<b>Certification</b> <i>Contact: Rajinder Kapur</i> 248-703-7148	<b>Refresher Course #</b>	<b>Refresher Course Start Date</b>	<b>Examination Application (Last) Date</b>	<b>Examination Date</b>	<b>Pre-Registration FEE*</b>	<b>On-Site Registration FEE*</b>
<b>Certified (CQE)</b> Quality Engineer 12 Sessions Saturday 8 a.m. - Noon	CQE209 CQE809	02-07-2009 08-08-2009	04-03-2009 10-02-2009	06-06-2009 12-05-2009	\$450	\$500
<b>Certified (CQT)</b> Quality Technician 10 Sessions Saturday 8 a.m. - Noon	CQT709 CQT1109	07-11-2009 11-07-2009	08-14-2009 01-08-2010	10-17-2009 03-06-2010	\$325	\$350
<b>Certified (CQI)</b> <i>(formerly CMI)</i> Quality Inspector 10 Sessions Saturday 8 a.m. - Noon	CQI709 CQI1109	07-11-2009 11-07-2009	08-14-2009 01-08-2010	10-17-2009 03-06-2010	\$325	\$350
<b>Certified (CSSBB)</b> Six Sigma Black Belt 10 Sessions Saturday 8 a.m. - 1 p.m.	CSSBB609 CSSBB1109	06-20-2009 11-07-2009	08-14-2009 01-08-2010	10-17-2009 03-06-2010	\$1000	\$1100
<b>Certified (CSSGB)</b> Six Sigma Green Belt 8 Sessions Saturday 8 a.m. - 1 p.m.	CSSGB309 CSSGB909	03-14-2009 09-19-2009	04-03-2009 10-02-2009	06-06-2009 12-05-2009	\$500	\$550
<b>Certified (CMQ/OE)</b> Mgr. of Quality/Org Ex. 7 Sessions Saturday 8 a.m. - Noon	CMQ109	01-17-2009	01-09-2009	03-07-2009	\$400	\$450


For more information on Body of Knowledge and Registration forms, follow: [www.asqdetroit.org/courses.php](http://www.asqdetroit.org/courses.php)

\*NOTE: This fee for the refresher course **includes** course materials. The fee does **not** include membership fees and/or Exam Application fees. You will be considered pre-registered if your application and full fee are received 1 week before the course start.

*For address, phone number or e-mail changes, contact ASQ Headquarters at 1-800-248-1946*

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Permit No. 201

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