Welcome to the May 2017 issue of the Newsletter, your local provider of information and learning opportunities related to quality professionals.

Membership Meeting

DATE: Wednesday, May 17, 2017

SCHEDULED TIME: 6:30 P.M to 8:00 PM

LOCATION:

Holiday Inn Express
409 E. Missouri Ave.
El Paso, TX 79901

Speaker Name:	Daniel Vasquez
Speaker bio:	Daniel has worked in the Financial Services industry for 17 years. His knowledge of Branch Operations combined with his business acumen allowed him to transition into his branch transformation role as Director of Facilities Planning and Expansion. GECU has been a pioneer in their region using technology as a tool to help grow their business. He has helped to implement the systems and processes to oversee a fleet of interactive technology producing in excess of two million transactions in 2017—an industry leader! In addition, Daniel directs another strategic initiative at GECU, creating and producing programs that enhance skills and abilities to grow another critical component of GECU's success—its human capital. Daniel earned his Master of Business Administration degree from the University of Texas at El Paso—he still dedicates his time and energy to the university as Vice President of the College of Business Administration Alumni Chapter Board of Directors.

Next Leadership Council Meeting

Saturday, June 10, 2017 from 9:00 AM – 11:00 AM

United Blood Services

THE CHAIR SPEAKS
Sergio R. Vega

Greetings to all our Quality Professionals!

Last month we had an awesome tour of the El Paso Water Utilities Fred Hervey Water Reclamation Plant in Northeast El Paso. We are grateful to Mr. Robert Hernandez, Plant Superintendent, for taking the time from his busy schedule to spend a beautiful afternoon at this unique plant, where he explained to us how the water reclamation process works—and even though "our smelling senses were put through a serious test" we were able to appreciate what the city of El Paso does in the middle of the desert to preserve one of our most valuable resources: Water!

Unfortunately, we were not able to get Ms. Crystal Long, GECU President/CEO, to be our Guest Speaker for this month but in return we were able to invite Mr. Daniel Vasquez, GECU Director of Facilities Planning and Expansion, so that he can give us an insight of GECU's branch transformation.

We also have some very exciting Guest Speakers lined up for the next three months, so stay tuned for more details later on. As always, I once again, ask you to please promote our local ASQ chapter to as many people as possible to co-workers, friends, relatives, students, etc. Thank you very much!

Hope to see you all next week on May 17!
Sincerely yours,
Sergio R. Vega
Chair, ASQ Greater El Paso Section 1401

AUTOMOTIVE SECTION
HECTOR LUGO

Thank you, participants, on this exciting topic. The winner this month is General Motors acquires Chevrolet on May 2, 1918, in a deal that put GM founder Billy Durant back in charge of the automotive giant.

Very interesting that Durant built the original General Motors, starting with Buick in 1908, from pieces of several other automakers, but his aggressive acquisitions forced him out of the company in 1910.

However, as revenge, Durant started another automaker in 1911, named Chevrolet due to the famous Swiss race car driver and of course, business partner Louis Chevrolet.

See you at the meeting!

EDUCATION SECTION
KIM PRIES

Robert Pirsig died this week. He was the author of *Zen and the Art of Motorcycle Maintenance*, a book that had little to do with Zen, a bit to do with motorcycle maintenance (as a metaphor) and a whole lot to do with quality. He wrestled with the concept of quality by telling an extended parable. Quality is just what the name implies, it is qualitative. Much as we might wish to make it quantitative, the concept of quality will always be qualitative.

With software, we often look at defect density, better known as defects per thousand lines of code, sometime abbreviated KLOC. A defect is a behavior that does not match the specified or required behavior. It is not:
- A 2-inch scratch
- A bad color
- An incorrect size

The software defect is always an undesirable behavior.

I submit, however, that we can meet all the specified requirements and still produce poor software. For example, if I write incomprehensible, recursion-ridden junk with few comments that nobody can understand, I have created low quality software. This concept is qualitative, not quantitative. As Pirsig suggested, we often know poor quality, not to mention lousy aesthetics, when we see it.

Let's look at function point analysis, an approach to software assessment often used for estimates. I suggest that FPA is a skill not a science; that is to say, an art that must be learned experientially, difficult to replicate on a computer. You want your practitioner to have substantial experience because you are likely to base your estimation of completion time and probably pricing on his or her analysis.

Software testing, which is dear to my heart, has some of the same issues. We can improve our attack on the software by using quantitative tools such as orthogonal arrays. Regardless, we are still really conducting sequences of systematic experiments in the hope that we find issues. After correction of the software, we are on firmer ground, because we know the stimulus that cause the software to misbehave and we can exercise it again. The "gut" feel of the test engineer dominates exploratory testing, although we would like to pretend that this approach is highly scientific and quantitative. About the only thing we can say dogmatically is that an unexpected software stoppage is clearly a failure and the decision is binary

If we go back to the beginning of development, we can realize that the requirements process itself is predominantly qualitative. The customer or the market defines "wants" in many cases, rather than some "needs" derived from deep research (although this approach is possible). Specifications generally appear in the language of the country in which the development occurs, although multilingual countries such as Mexico or India will often work from English. Even when we use a specification language like Z or algebraic specification, the root of the requirements is still qualitative.

My point is this: quality is often a slippery issue at worst and a slippery issue at best. We can put numbers on attributes, but the heart of the product is more difficult to define. Why do Apple products at their best often seem to connote some level of indefinable superiority when the fact is, they use the same processors as other small computers and development occurs with the rather ugly language Objective C? How much of what we call quality is actually the result of manipulative marketing, a redundancy, and a result of some mystically perceived intrinsic value?

The very elusive nature of quality is why Pirsig spent a few hundred pages of writing grappling with the issue. The quality question becomes even worse if we venture into areas like politics, religion, morality, and

ideologies. Over 80 years ago, the great British philosopher G.E. Moore concluded that we cannot truly define what is "good" in his magnum opus *Principia Ethica*.

We know of good and we know of quality, but ultimately, we end up in a systemic mess when we try to put our fingers on the deeper meaning of these concepts as well as generalizing sufficiently we can say we have covered all cultures and potential customers.

Check it out!

## MANAGEMENT SYSTEMS
ALFONSO ENRIQUEZ

The use of a block diagram helped to design a form to collect data on a process.

The Improvement Kata[1] is a model to improve a process, during the process analysis of this model we followed the recommendation to make a block diagram of the work pattern.

In the Automotive industry, some parts go inside the seats of the car, which help to join different pieces of cloth to make the seat. There is a process to join a strip of duon with a plastic extrusion profile—a picture of part of the jig appears below.

The following is a block diagram of the jig:
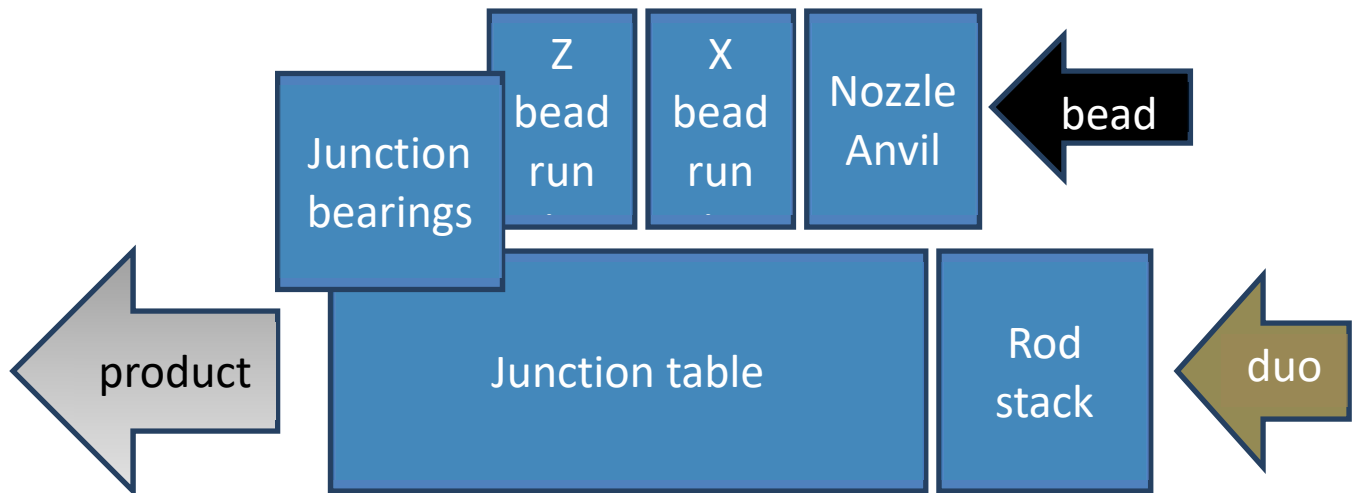
Two months after I did this block diagram, the need came to design a form to capture information about the process behavior, I based the form on the block diagram, I included for example the input velocity of bead and duon, and the output velocity of the product.

I used the form to observe the process; we have several production lines with this arrangement. I documented how we do things in different lines and this took us to make more technical questions on how the process works.

[1]Mike Rother, "Improvement KATA and coaching KATA improvement guide", v1.1 downloaded from internet for free.

<u>RE-CERTIFYING AND ASQ CERTIFICATIONS</u>
STEVEN SCHAFER

Out of a total of 10 member(s) whose certifications expired June 2016, 2 lost their certifications.

Out of a total of 7 member(s) whose certifications expired December 2016, 3 will lose their certifications if they do not re-certify by the end of June 2017, 0 member(s) re-certifications are being processed and 4 member(s) completed their re-certifications.

Out of a total of 9 member(s) whose certifications will expire June 2017, 9 will lose their certifications if they do not re-certify by the end of December 2017, 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 you can re-certify as early as six months before your certification expires. 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. Remember, you can only claim points that you have accumulated up to the time you submit and these points need to be collected during your 3 year certification period. Out of a total of 10 member(s) whose certifications will expire December 2017, 10 will lose their certifications if they do not re-certify by the end of June 2018, 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 costs more and is a lot more difficult than re-certifying through the accumulation of RU points. You can reach me, the Re-Certification Chair, at 915-241-4780 or (501) 615-8170. 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. 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 https://asq.org/cert/recertification

When re-certifying, **always get the most recent Re-certification Journal information**. The lasted Re-Certification Journal is January 2017. For ASQ members the fee for one certification is $69.00 and for two or more $89.00; for non-members the fee for one $109.00 and for two or more $109.00 each).

Members who **renew their membership early online** will receive a **coupon code: RCRT in which $69.00 will be deducted off their recert fees**.

Projected Events

2017	Month	Date	Day	Topic – Speaker	Location
	May	17	Wednesday	General Membership Meeting	Holiday Inn Express 409 E. Missouri Ave. El Paso, TX 79901
	Jun	10	Saturday	Leadership Council Meeting	United Blood Services 424 S. Mesa Hills Dr. El Paso, TX 79912
	Jun	21	Wednesday	General Membership Meeting	Holiday Inn Express 409 E. Missouri Ave. El Paso, TX 79901
	July	19	Wednesday	General Membership Meeting	Holiday Inn Express 409 E. Missouri Ave. El Paso, TX 79901

2017 Officers/Committee Chairs

Chair: Sergio R. Vega Work Phone: (915) 860-6257 Cell Phone: (915) 276-1130 e-mail: sergio.vega@dish.com	Internet Liaison: Jack Vaughn Home Phone: (915) 594-6662 Cell Phone: (915) 549-2014 e-mail: jvaughn@utep.edu
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Nominations Chair: Dan Fenton Mobile Phone: (915) 549-6266 e-mail:danfenton@gmail.com	Partners In Education: Joe Lissberger Home Phone: (915) 821-3767 e-mail:jflissber@att.net or Joe83lissber@gmail.com
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