

Chairman's Message



The new fiscal year of 2004-05 for ASQ has begun and as Chair I welcome the chance to serve the ASQ NY/NJ Metropolitan Section. I believe we have a strong Section, with many volunteers on our Executive Committee willing to devote their time and expertise supporting our Section's growth and continued service to our Section Members.

The objectives of this Section shall be the advancement of the theory and practice of Quality and the allied arts and sciences and the maintenance of high professional standing among its members.

I have been a member of the ASQ and the NY/NJ Metropolitan Section for over 10 years, and an active volunteer for over 5. At the time of joining ASQ, Quality was to me an interesting and somewhat new field. When asked to attend an Executive Meeting 5 or so years ago I never really anticipated being in the position I'm in today. Over these past 5 years I've seen our Executive Committee change due to professional and personnel commitments, however our support to the Section Members does not falter.

Our Section has over 700 members; I have not met all of you.... but would like to. If you have ideas for programs and/or speakers, please contact me. The Executive Committee works for you to promote your interests making the plans for each year's educational courses, seminars, and conferences. What challenges are you or your organization currently up against? Attending some of Section meetings you may meet other professionals who have had similar situations now or in the past. Face to face networking can increase your knowledge and ease the stress of many situations.

Did you know volunteers earn re-certification credits? If you have taken any of the ASQ certification exams, to maintain your certification after three years you may take the test again or attend our section meetings and conferences and obtain re-certification credits so you don't have to do the retest.

Maybe you don't have the time to be an active member that can attend meetings, but it is your Section and your participation is imperative to the continued success of your Section and your satisfaction. Contact me with other options; maybe we can set-up a webpage meeting or a teleconference.

If you are new to the section or have never had the time to attend a Section Meeting or Executive Committee meeting chances are you don't know what happens. This year will be your chance to check it out! Our new program has the Executive Meeting and Section Meeting combined on the same night. As always our meetings are on the second Tuesday each month. If you are a Section Member and you pre-register for the meeting, Dinner is on us - FREE!

You can find information pertaining to upcoming meetings, tours, educational courses, job openings, and other information of interest on our website - www.metro-asq.org.

Here's to you the NY/NJ Metropolitan Section Members let's make it a year to become proactive in your field of Quality.

Sincerely,
Sue Watson

Fall 2004

Congratulations

To the following members for their new status:

Certified Quality Improvement Associate

Miguel A. Garcia
Melissa A. Russo

Certified Quality Engineer

Wayne Benjamin
Fang Liang
Ashish Patel
Maninderdeep Singh
Wu, Li Hsin

Certified Software Quality Engineer

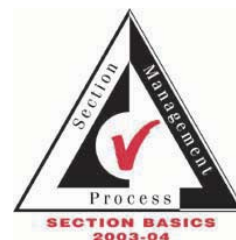
Patricia Ensworth
Marilyn Ginsberg-Finner
Harry C. Van Horne

Certified Quality Auditor

Langi Bangkang
Kate Frances Hatton
Asiya Imam
Fares Emile Lahoud
Jeniffer Maureen McDowell-Oxford
Manohar Ravela
Wai Lun Seid
Siddharth Shankar
Audre Jean Van Story
Marvin C. Wilson

Senior Member

Dakshina (Dak) K. Murthy



Editorial: Our Section



Human error, what is that?

Every mistake, problem, defect can be traced to a person. People often wish to trace this person for two reasons. The first reason is to fix the blame for the problem. This is often done to protect the person's superior who is the actual cause of the problem. The second reason is to admonish or correct the person to

avoid repetition of the problem.

To blame a person for the problem that occurred is to neglect the fact that the person is part of a process and that the problem is generated by the process. The person is often not in control of the process. Indeed, the error may occur in spite of the person's best effort. Working on the person without changing the process leads to futility and allows the problem to recur.

Although everyone claims to know this, there is still a great tendency to ignore the facts. It is called the "Gotcha" syndrome. In an article "What is the Cost of Human Error" Mr. Paradies states,

"To simplify this assignment of blame, I have decided that ALL problems are a result of human error in some way, shape, or form. Therefore, EVERY problem is due to human error (unless some proof is offered that humans were not involved)." (Paradies, 2004, Emphasis in original)

That is an easy out and guaranteed to keep the problem alive. To add to the confusion, the writer of the article says that measurement is needed to "correct human error" and then goes on to say,

"The goal of this measurement system should NOT be to assign blame. Rather, the goal is have employees recognize human errors, freely report them, and then learn from them to improve performance and eliminate future human errors." (Paradies, 2004, Emphasis in original)

So which is it, assign blame or not? The writer of the article wants to assign blame, but recognizes that if he does that, people will not disclose the problems. They will hide them. Hidden problems have a way of growing out of proportion and hurting the business.

Assigning blame is a loser. First, even though people are associated with the problem, it is usually not their fault. The process caused the problem. Secondly, assigning blame drives information underground. Problems are hidden until the customer finds them and the problem has caused more trouble than if it was resolved internally.

Deming stated that over 96% of the problems came from the system or process. Less than 4% came from people. Those who speak of the cost of human error are concentrating on 4% or less of the problem while ignoring the other 96%. From a management perspective one should work on the 96% portion, not the tiny portion due to the contributor to the problems.

Reference List: Paradies, M. (2004). What is the cost of Human Error. Root Cause Network [68], 1. Knoxville, TN, System Improvements, Inc.

From the Regional Director



Greetings NY/NJ Metropolitan Section! As your Regional Director it is my honor and privilege to represent you, your section and the other nine sections of Region 3 on the ASQ Board of Directors. As a member of the Board of Directors I was involved in some major decisions for ASQ that will result in a continual re-shaping of our Society into the future.

This past year we developed and approved our new membership structure, call the Living Community Model. Our goal is to provide existing members with more opportunities and benefits while providing future members entry points that fit their needs. Once members, at any level, we believe new members will see the benefits of membership and, over time, will upgrade.

Branding Initiative is more than just a new logo for ASQ it is a whole new look! ASQ's new image is practicing what we've been preaching for years. Along with the new logo, ASQ has begun marketing its image with a uniform appearance. As you receive literature from the society you will notice improved consistency in appearance. ASQ's Vision is "by making quality a global priority, an organizational imperative and a personal ethic, the American Society for Quality becomes the community for everyone who seeks quality technology, concepts or tools to improve themselves and their world". To live up to this vision, we believe that consistency of image is critical.

Coupled with the branding initiative, ASQ has undertaken an Image Enhancement initiative. With the improvement in our marketing of products and services, we are also working to improve our image in the marketplace. One effort of the Image Enhancement initiative has been the 'Faces of Quality' program. These are real people telling real stories about their lives, experiences and association with ASQ.

The Section Affairs Council (SAC), a group of dedicated volunteers which include all 15 Regional Directors, Deputy Regional Directors, NEQC and International Chapter representation, created a new Section Operating Agreement (SOA) which replaces the old Section By-laws. We've streamlined / made easier the requirements for running a section. All 252 sections of ASQ are required to sign and adopt the SOA. Each section may, in turn, use procedures to develop section specific requirements which can be taken from their old by-laws, so long as they do not contradict the SOA or the Society By-laws.

As your representative to the Board of Directors, please help me by letting me know your ideas, thoughts, complaints and compliments. Your feedback and input will help me do a better job representing your Section and aid in the decision making process as the Board plans the future of ASQ. You may reach me at (212) 672-4068 or via e-mail at david@levyquality.com.

Best Regards,

David B. Levy,

Regional Director, Region 3

William I. (Bill) Martin Receives the Ellis R. Ott Award



Bill Martin received the Ellis R. Ott Award. This prestigious Regional Award is named after Dr. Ott who was Professor of Statistics at Rutgers University. Dr. Ott founded Rutgers influential Quality Control Center. The purpose of the award is to recognize that individual who has successfully combined the application of quality control technology and management in such a way that each supports and enhances the other. The emphasis of this award is the demonstrated successful application which features neither management nor technology, but rather their mutual enhancement.

Bill Martin joined the ASQ in 1952, became a Senior member in 1956 and was elected a Fellow of the Society in 1968. He served the American Society for Quality in many capacities including National Executive Secretary. Currently he is the registrar and chair of the examining committee of the NY/NJ Metropolitan Section.

He was an Instructor of Statistics at City College of New York and an Associate Professor of Statistics and Operations research at New York University. Bill has had a long and distinguished career in the field of quality.

Selected Pictures From the Conference



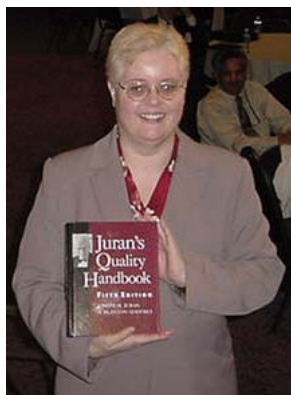
Sue Watson, Chair, opening session.



Francis X. McArdle, Keynote Speaker



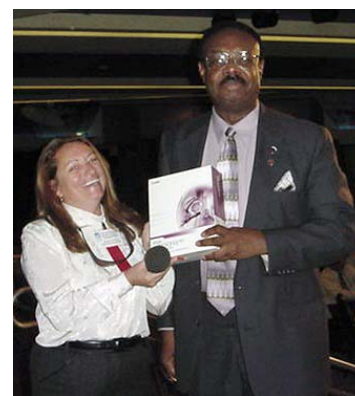
Class in Mr. DeFeo's Session



Loretta Locicero and her door prize



*Russ Ferretti mans Job Fair Booth
More pictures on our web site www.metro-asq.org*



Susan Watson and Michael Lawrence with his door prize

2004 - 2005 Section Schedule

Section Meetings

TIME	DATE	TOPIC	LOCATION
6:30pm - 8:30pm	11/09/04	Social and Networking	Spanish Tavern, Newark, N.J.
6:30pm - 8:30pm	1/11/05	Social and Networking	Spanish Tavern, Newark, N.J.
6:00pm - 9:30pm	2/20/05	General Section Meeting	Don Pepe, Newark

Conferences

TIME	DATE	TOPIC	LOCATION
Three Day	12/6-10/04	Deming Conference on Applied Statistics	Atlantic City, NJ (Tropicana Hotel)
Two Day	2/21-22/05	The 11th Annual Deming Research Seminar	Fordham Univ., NY City

New Section Meeting Format Popular With Members

There was a good turnout for the October Section Meeting. Eighteen Section Members gathered at the Spanish Tavern in Newark on Tuesday evening, 10/12, for a meeting that included dinner, networking, a brief program and a Job Fair. All seemed to enjoy the new meeting format and a good time was had by all.

The Section Meeting began at approximately 6:30 PM, following a brief Executive Committee session. Members greeted and got to know each other during the pre-dinner networking session and discussed job opportunities at the Job Fair table. When Section Chair Sue Watson called the meeting to order around 7:00 PM, she had to call everyone several times before they got settled at the table due to all the lively conversations taking place.

Program Coordinator Russ Ferretti introduced Section Member John Cannizzaro of Quest Diagnostics. Mr. Cannizzaro, a Six Sigma Black Belt, briefly explained how Quest has built a successful Six Sigma Program in their organization. The Quest Six Sigma Program has resulted in significant cost reduction, improved performance and greater customer satisfaction. John's presentation was well received and there were many questions.

Before the meeting concluded, there were door prize drawings for two GOAL/QPC Memory Jogger II Pocket Guides of Quality Improvement Tools. Chair Sue Watson then adjourned the meeting at around 8:40 PM. Following the meeting, activity continued at the Job Fair table for quite some time.

The Section Executive Committee hopes that many more members will be able to attend the next meeting, which is scheduled for **Tuesday, 11/9/04**, and will again be held at the Spanish Tavern in Newark. The Committee reminds all members that there is no charge for dinner at the meeting for Section Members who pre-register.

Fall 2004



NY/NJ Metropolitan Section
c/o Dr. W. J. Latzko, Editor
215 - 79th Street
North Bergen, NJ 07047-5727

Section Contacts

Chair	S. K. Watson	718-558-3881
Past Chair	A.W. Frohn	718-558-3870
Chair-elect	J. G. Borden	646-252-3940
Vice Chair	D. K. Murthy	201-955-5783
Secretary	R. Pennoyer	973-325-7592
Treasurer	T. Barlow III	516-293-0949
At Large	R.A. Ferretti	212-672-1222
Audit	E. Warner	908-820-6988
Arrangement	S. K. Laroia	732-549-7539
Education	L. Pasteelnick	973-895-3523
Examining	W. I. Martin	718-631-2375
Koality Kid	W. Werner	973-627-2450
Membership	D. K. Murthy	201-955-5783
NEQC Del.	L. Pasteelnick	973-895-3523
Nominating	S. Laroia	732-549-7539
Newsletter	W. J. Latzko	201-868-5338
	E-mail: latzko@worldnet.att.net	
Program	R.A. Ferretti	212-672-1222
	S. Laroia	732-549-7539
Registrar	W. I. Martin	718-631-2375
	E-mail: asq-wim-cms@att.net	
SMP Coord	S. K. Watson	718-558-3881



page 4

NONPROFIT
U.S. POSTAGE
PAID
WESTFIELD, NJ
PERMIT #9

Newsletter
Time Sensitive and Dated Material