



**ASQ**

AMERICAN SOCIETY  
FOR QUALITY™

## A NEWSLETTER FROM JACKSONVILLE-NORTHEAST FLORIDA

### SECTION 1506 AMERICAN SOCIETY FOR QUALITY

#### December 2004 In this Issue:

- From the Section Chair
- Program and Education
- Reference Books
- Baldrige Quality Program
- Statistics



#### Section 1506 Officeholders:

**Chairperson**

Dan Ratliff

**Vice Chairperson**

Brad Lovik

**Secretary**

Joyce Holland

**Treasurer**

Jose Ochoa

**Newsletter Editor**

Amna Stili

For electronic reprints of past issues visit our newly re-designed section website at [www.asq1506.org](http://www.asq1506.org)



### From the Section Chair Dan Ratliff



*A sincere thanks to Rick Balota, Marshall Miller, Susan Pence, Beth Strawbridge and Anheuser-Busch for hosting a wonderful evening*

What a fantastic meeting! Quality Assurance Manager Marshall Miller and his staff at the Anheuser-Busch Brewery hosted us for a most impressive tour of their production facility, along with dinner, an excellent presentation on their quality programs and a fresh beer taste test. The evening was well attended, and it seemed to me that everyone had a great evening. It has been suggested that this tour become an annual event for the section. I would like to hear your thoughts on that, so feel free to email me at [dratliff@lsijax.com](mailto:dratliff@lsijax.com) and tell me what you think. Perhaps next year, I can get a matching piece for my "one-of-a-kind, limited edition" Bud Light coffee mug.

**New Treasurer:** Jose Ochoa has volunteered to take over as our new Treasurer. Thank you, and welcome aboard Jose!

**Regional Director Nomination:** With his acquiescence, our section has nominated Jeff Lackey for the position of Region 15

Regional Director. Jeff has been serving as an assistant to the current Director, Marsha Becker. Regional Directors sit on the Board of Directors and act as the voice of the sections for the Society. In addition, they direct section policy on the Section Affairs Council and provide assistance, mentoring, and training to section volunteers. If elected, Jeff's term would run for a two year period, 2005-2007. Jeff is also currently serving as our section's Membership Chair.

**What are you doing on Saturday, December 4<sup>th</sup>?** If you have a few hours to volunteer for your section, and could stand to earn .5 RUs, please consider proctoring the next ASQ certification exam. We have 83 examinees taking the test that morning at Blue Cross Blue Shield, and we need a few more people to help check in the examinees and proctor the event. Please contact our Certification Chair, Mary Jon Peterson, at [certification\\_chair@asq1506.org](mailto:certification_chair@asq1506.org) or 987-6405 if you would be willing to help.

**Last hard copy newsletter!** If you are receiving this newsletter by snail mail, this will be your last one. Starting in January 2005, newsletter distribution will be by email only. If you are receiving the hard copy version and wish to continue receiving section news and updates, and I sincerely hope you do, please log into [www.asq.org](http://www.asq.org) and click on "Change Address," update your email address and be sure to select the option for "Sections: I would like to receive e-mails from my Section(s) about upcoming events, newsletters, and other Section business."

See you on December 9<sup>th</sup> at the Baymeadows Holiday Inn!

## Program & Education Info Section 1506

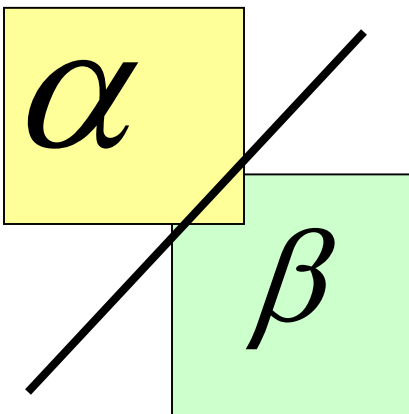
### Back to Basics

#### Alpha and Beta Errors

One of the traits of a quality professional is the ability to make decisions. Statistical techniques such as sampling, auditing, control charts and design of experiments have risks. These risks are known as alpha error (Type I) and beta error (Type II). These errors cannot be eliminated but knowing what they are can help you make better decisions. Decision-making not using statistics (i.e. "seat-of-pants", "gut-feel") also has alpha and beta – and in this case these errors are very high and very risky.

**Come and learn more during the December meeting.**

Ron Sedlock  
Education Chair



### December

**Date:** December 9  
**Time:** 5:30 – 8:30 PM  
**Cost:** \$15

**Location:** Holiday Inn,  
Baymeadows



**The December section meeting** is coming up a little more quickly than normal. On December 9<sup>th</sup> at the Baymeadows Holiday Inn, Mr. John Pieno, Jr, the Chairman of the Florida Sterling Council since its inception in 1992, will be speaking to us. Mr. Pieno is a retired Navy Captain, a former Secretary of the Department of Administration, and has worked as an executive in the defense industry, and as a Washington congressional liaison. Mr. Pieno brings extensive knowledge and vast experience to our section, and he will be speaking about how we can effect change at a personal level. The social festivities begin at 5:30 PM, with our education program and dinner kicking off at 6:00 PM.

### Seminars

**Advanced Auditing:  
Process-Based Quality  
Management System**

Jacksonville

December 9, 2004

Visit

[www.thequalitycatalyst.com](http://www.thequalitycatalyst.com)

### Conference in Region 15

#### Quality Management

In a few months, ASQ/Quality Management Division will hold its renowned 17<sup>th</sup> Annual Quality Management Conference in your region. The conference will be at the Rosen Centre Hotel on February 24-25, 2005. We have surrounded this great conference with a vast array of courses, networking opportunities, and events.

**Learn more about the  
conference at**

[www.asq.org/qm/conferences](http://www.asq.org/qm/conferences)

**For ALL reservations call Jeff Lackey at  
(904) 443-3981 or email [jlackey@visus.inj.com](mailto:jlackey@visus.inj.com)  
If you require special diet, please let us know.**

**Section Newsletter Distribution:** Section 1506 is working toward a totally electronic edition of the newsletter. Total elimination of the paper copy of the newsletter will take place in January 2005. If you have not already done so, please take a few minutes to visit the ASQ website ([www.asq.org](http://www.asq.org)). Go to Member Sign-In, select Contact Us, then [Update your contact information](#) and then check the box for Sections, which allows you to receive newsletters from the Section. Please be sure to verify that your e-mail address is correct.

## Reference Books for Your Desktop by Jeff Lackey

All of us as quality improvement professionals need memory reminders to answer questions from time to time. In my own case, I have a manila folder labeled *Statistical Stuff* that I have carried in my brief case for years, especially when I traveled all over the world for about ten years. It contains copies of tables, common statistical formulas, *rules of thumb* that I have learned over the years, etc. This folder has been a lifesaver numerous times. It was my traveling reference library.

But guess what? I recently stumbled upon a small, paperback book that I plan on keeping nearby for the foreseeable future. It is aptly titled *Statistical Rules of Thumb* and was authored by Gerald van Belle. It is available from Wiley and is included in the Wiley Series in Probability and Statistics. It contains about 220 pages and is packed with all sorts of neat, easy to read descriptions of statistical rules and analysis methods. For example, the rule of thumb for approximating the standard error of a dataset is to divide the range (R) of the data by the sample size (n). This seems too good to be true but works out surprisingly well for sample sizes up to about 50 or so.

The author includes with every rule of thumb the basis for the rule as well as suggested limitations. The language is easy to understand, and he generally includes examples to make it easier to digest.

The book includes sections on basic statistical stuff, sample size estimates, covariation, epidemiology, environmental studies, design & analysis cautions, graphical suggestions, and even some gentle reminders to make your statistical consulting activities more effective.

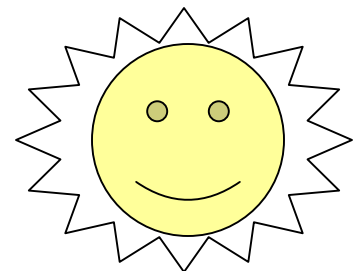
I highly recommend this little book. It will no doubt remind you of techniques you already know; but more importantly, and certainly true for me, it very likely will introduce techniques you didn't know and should be using. If you want to know more, I suggest you check out Wiley's website, [wiley.com](http://wiley.com).

## Baldrige National Quality Program

President George W. Bush and Commerce Secretary Don Evans today announced four organizations as recipients of the 2004 Malcolm Baldrige National Quality Award, the nation's only Presidential award for quality and organizational performance excellence. The 2004 Baldrige Award recipients are:

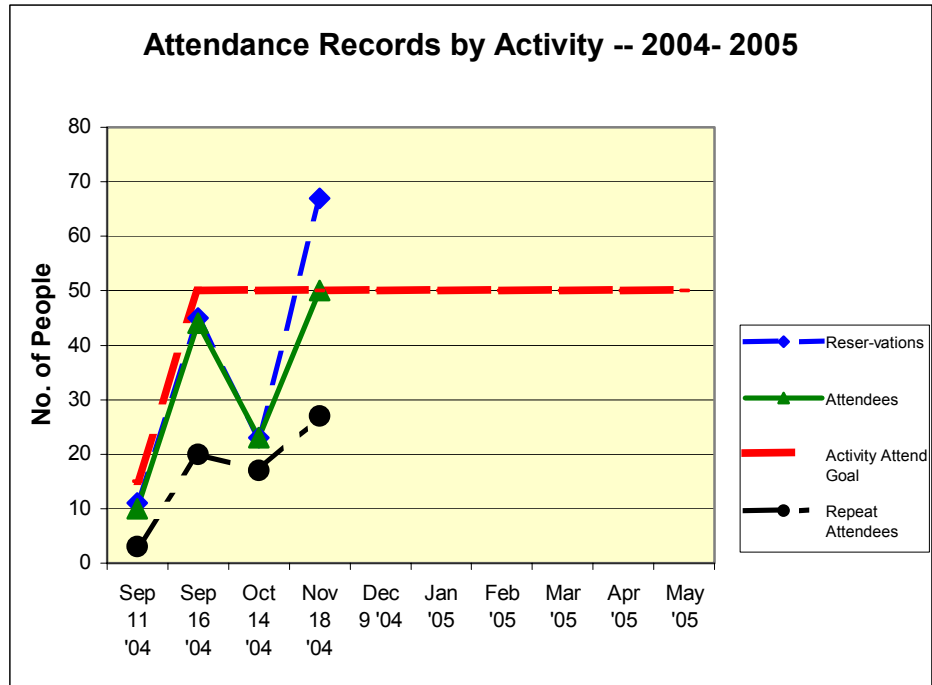
- **The Bama Companies, Tulsa, Okla. (manufacturing category)**
- **Texas Nameplate Company, Inc., Dallas, Texas (small business category)**
- **Kenneth W. Monfort College of Business, Greeley, Colo. (education category)**
- **Robert Wood Johnson University Hospital Hamilton, Hamilton, N.J. (health care category).**

To view the complete press release detailing these role model organizations, visit the National Institute of Standards and Technology website: [http://www.nist.gov/public\\_affairs/releases/2004baldrigewinners.htm](http://www.nist.gov/public_affairs/releases/2004baldrigewinners.htm)



## Membership and Attendance Statistics 2004

One objective of the business plan for 2004-2005 is to: Produce in-demand programs, market outside section and use programs to attract new members. This plot measures one aspect of this objective. The section goal is to have an average of 50 attendees per activity. Feedback, suggestions on achieving this objective would be welcomed by the board.



### CULTURE OF QUALITY

It's probably not love that makes the world go around but rather those mutually supportive alliances through which partners recognize their dependence on each other for the achievements of shared and private goals.... Treat employees like partners, and they act like partners.

— Fred Allen (former chairman, Pitney-Bowes)

## ASQ SECTION 1506

Jacksonville Northeast Florida



**ASQ**

AMERICAN SOCIETY  
FOR QUALITY™