



Quality Quest

<http://www.weiquality.com/asq1508/>

May 2003 Volume 45 Issue 09

**ASQ Section 1508 St. Petersburg/Tampa
MAY MEETING
Monday, May 12, 2003
5:00 P.M.**

**Tour of EVA-TONE Inc.
4801 ULMERTON ROAD
CLEARWATER, FLORIDA
(727) 572-7000**

EVA-TONE a company committed to offering the highest quality print, audio, data and multimedia products, supported by dedicated customer service and strict quality standards. EVA-TONE offers customized solutions for digital and traditional communication alternatives. Multiple priority projects are their specialty. A single source for all of your media production, and marketing needs.

The tour should last approximately one (1) hour. The group will be separated into several sections in order to expedite the process.

Dinner at **Tutto Favoloso** Restaurant at 1469 South Belcher Rd. will follow the tour.

Directions to EVA-Tone Inc.

Please use the Visitor entrance, which is the first entrance on your left.

From Tampa: (East) Exit #31-B (old exit#18)- SR-688/Ulmerton Rd

From St. Pete: (South) Exit #30 (old exit #16)- Ulmerton Rd. After you pass the traffic light in from of Bob Evans' Restaurant, watch for a split in the road -686/688- stay on 688 West (left fork)- The facility is about 1/4 mile on the right just before the light at 49th Street.

From Clearwater: (North or West)- The facility is on Ulmerton Rd. just past the light at 49th Street on you left.

Carl G. Wilkerson

Message from Your Chair

Mark E. Puetz

One of the concerns I have heard expressed over and over and over again for the few years in which I have been a member of ASQ, and one that we heard our National President mention in her video presentation, shared at our April meeting, centers around how to get the “quality message” out to those who need to hear it most. Historically, we seem to have centered on the traditional approaches of yelling our message even louder, reframing the message in the language of our audience (“dollars” when speaking to management, “social impact” when speaking to governments, and so on), or relying on our results being noticed (“If we build it, they will come.”).

Of course, I am still hearing these concerns. They do not seem to have let up too much in the last few years. From what I hear from folks who have been around much longer than I, these concerns have been so for quite some time. Indeed, even the “Quality Movement” of the 80’s was so only because of the “burning platform” of foreign competition and not because of any great messages we were sending.

Is that so? Do we need to rethink our messages? Or is there something greater going on?

After reading “The Tipping Point” by Malcolm Gladwell, I would argue the answer lies in a combination of all of the above, and more. Gladwell explores how epidemics take hold and travel throughout a society. He is not exploring medical epidemics. Rather he focuses on those of fashions, fads, and even scares. There is a great deal of research from a number of disciplines brought to bear to make his overall argument. I found the book utterly fascinating.

Continued on next page.....

According to Gladwell, an idea requires at least three conditions before it can become an epidemic:

1. Connectors, Mavens, and Salespeople

- Connectors are the vital few people who know everyone else. Get their attention and they will get your message into their network.
- Mavens are those who remember everything about everything and have an incredible desire to share their knowledge with everyone. Get their attention and they will share your message with great enthusiasm.
- Salespeople are those who take the time to learn about others and offer them solutions. Get their attention, get into their toolbox, and they will employ you wherever you can be a solution to someone they know.

2. Stickiness

Whatever the idea is, no matter how big or small, it must capture the attention. This is more than merely getting attention. It must CAPTURE it. We all respond to certain cues. Know those cues, capture the attention of Connectors, Mavens, and Salespeople and they WILL refer your message to others.

3. Context

No matter how great the idea (how “sticky”) or how well the word is spread (Connectors, Mavens, or Salespeople), it will not take hold unless it is presented in the proper context. Ideas about election reform were very powerful a few years ago. A consultant who presents himself as such today may not receive the same reception. Homeland Security is very hot today, and probably will be for some time to come. It was not so just a few years ago, say, September 10th, 2001. Even the “Quality Movement” of the 80s was a response to context. The Connectors, Mavens, and Salespeople were already in place. They had been for some time. Even the stickiness of the message was there and well developed in terms of simple tools.

Taking Gladwell’s ideas to heart, how can we employ them in our own situations? As we try to get our ideas to take hold in our own organizations ... Who are the Connectors, Mavens, and Salespeople? What can we do to make our messages more “Sticky”? What is the current context in which all messages are interpreted and how can we package ours to fit inside that?

Should you have ideas or concerns, please feel free to contact me at
1508asq@tampabay.rr.com

ASQ Section 1508 St. Petersburg/Tampa

Next Meeting: *Monday, May 12, 2003*

Tour of EVA-TONE

Dinner at Tutto Favoloso Restauarant

1469 South Belcher Rd.

Clearwater, FL.

5:00-6:30pm – Tour

(approximately 7:00) - Dinner

If you are only attending the tour, please note this at the time you make your reservation.

Directions to Tutto Favoloso (located in the city of Clearwater):

From Tampa, go over the Courtney Campbell Causeway to your 7th traffic light, this is Belcher Road, make a LEFT go 3/4 of a mile Restaurant is on the left if you pass Nursery Road or Bellair Road you went to far.

From St. Pete., take US19 North to you see Nursery Road at this traffic light you make a Left, go to your first traffic light make a Right onto Belcher Road, then make a Quick Right into the strip-mall parking lot.

On-line Reservations <http://weiquality.com/1508res> to make a reservation

Please e-mail your reservations, with your phone number and company name to Sophie and Heike.

SGarancher@Transitions.com

Heike@tampabay.rr.com

If you prefer you can still call the ASQ Reservation Hot Line at:

(813) 872-1500 x 5557

Before 4:00PM, Thursday, May 8, 2003

Cancellations should be made by noon on the Friday before the meeting but every effort will be made to accommodate late cancellations. If you have a special dietary request - vegetarian or low fat. - please indicate this at the time you make your reservation. \$20.00 per member with a reservation or \$25.00 at the door for guests and members without a reservation. **Only cash or check accepted at the door.** If you make a reservation and do not attend, the section must still pay for your meal. In this event you should reimburse the section by sending a **check**, payable to ASQ, for \$20.00 to our treasurer, **Anthony Povio, 18008 Wynthorne Drive, Tampa, FL. 33647**

ASQ would like to thank **Electric Supply of Tampa** for their continued support providing the reservation hotline.

April's Speaker

**Presenter: Jerry Custin
USAF Colonel (Retired)**

**Government Consultant-National Electronic Intelligence Group
Business Assistance Specialist- Oldsmar Regional Chamber of
Commerce**

Mr. Custin presented the group with an exciting power point analogy between planning air penetrations of heavily defended areas with the intention of accomplishing your mission and living to fight another day, and conducting the competitive act of business.

Jerry introduced the group to the "KILL Chain" (Detect, Identify, Decision, Direct, Launch, Guide, Fuse, and detonate). He explained as these actions are part of the whole mission, they are all subject to countermeasures, just as the viable steps in conducting the competitive acts of business. The flip side of the equation was the "Survivability Options" (Avoid, Evade, Jam, Suppress and Destroy). Jerry felt the real Business Bottom Line was driven by "Identifying key factors limiting success, then identifying key alternatives to improving success". This could be accomplished after we find the real definition of "success".

Jerry explained in his equation of $\text{Power} = \text{Capability} \times \text{Will}$, was a vital component in the strategic planning stages. Will being the separator, that's why the turtle beat the hare. Jerry also presented the group with a formula for change. $D \times V \times F > R$. D= dissatisfaction with how things are. V= vision of what is possible, what "better" would look like, F= First practical steps that can be taken now toward reaching the vision. The product of these factors must be greater than R, which is resistance to change.

Afterwards, Jerry presented the group with actual clips of Desert Storm aerial combat footage from the cockpit HUD (heads up display) of a few F-16's, including one that was shot down during that conflict. The purpose was to emphasize some key points highlighted earlier. This was accomplished via acquired audio/video equipment.

I'm happy to have personally known Jerry over the years, and would like to thank him for providing our local ASQ chapter with that eyebrow raising opportunity.

Submitted By: Carl G. Wilkerson
ASQ Programs Chairperson

Quality Quote
“The carpenter’s rule is measure twice, cut once”
Covey

2003 CERTIFICATION EXAM DATES

<i>Exam</i>	<i>Exam Date</i>	<i>Application deadline</i>
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ALL EXAMS OFFERED AT AQC

Kansas City, MO

May 18

Exam Times: CQIA & ISTO 10:00 – 1:00pm CQE 10:00 am – 3:00 pm, rest are 10:00 am – 2:00 pm

CQE/CQA/CSQE/CQIA

CCT (Pilot)

June 7

Passed

CQT/CRE/CMI/HACCP

Biomedical

Certified Quality Manager

Six Sigma Black Belt

October 18

August 22

CQE/CQA/CSQE/CQIA

CCT

December 6

October 3

Recertification

Recertification Chair: Heike Johnson

Please send all recertification packets to:

Heike B. Johnson

ASQ 1508 Recertification Chair

e-image• Digital Studios, Inc.

2106 Climbing Ivy Drive

Tampa, FL 33618-1709

Attention:

**Volunteers needed for Chair positions for the
2003/2004 year.**

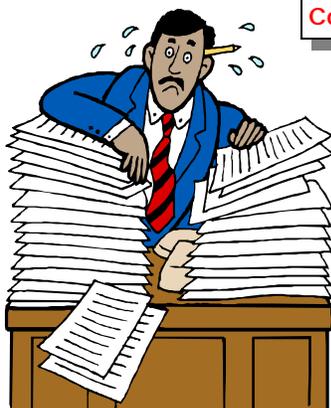
Contact Mark Puetz if interested at 1508asq@tampabayrr.com

QA ✓ RA Compliance Connection, Inc.

P.O. Box 448 • Odessa, FL 33556 • (813) 784-8457 • www.qaracc.com

You have the talent, you have the experience, but do you have the time to develop an effective training program? Don't worry, QARA Compliance Connection has the answer to your training needs!

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Attn: J. Conrad
19824 Wyndham Lakes Drive.
Odessa, FL 33556

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Members	631
Seniors	35
Students	18
Sustaining	3
	=====
Total	692