

February 2017

Volume 57, Issue 7

**Newsletter Highlights:**

☐ Don't miss to join us on March 13<sup>th</sup>, for Top-ranked International Speaker: *Robin Lawton*

☐ February 2017 – Updated Member Stats

**Upcoming Events:**

**Monday, February 13**  
ASQ Dinner Meeting  
Bay Harbor Hotel  
5:30 p.m.

**Monday, March 13**  
ASQ Dinner Meeting  
Marriot  
St. Petersburg  
5:30 p.m.


**Monday, April 10**  
ASQ Dinner Meeting  
Bay Harbor Hotel  
5:30 p.m.

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<https://www.linkedin.com/groups/ASQ-St-Petersburg-Tampa-Section-816317>

# QUALITY QUEST

Dinner Meeting - Monday, Feb 13th, 2017

**Main Speaker:** Duke Oakes

**Topic:** Improving the Problem Idea Solution  
Generation Process

**Speaker Bio & Topic Summary:** Duke has worked in quality for more than 40 years, first as a quality engineer with TRW Automotive, and since 1985 as an independent consultant/trainer. He is an ASQ Fellow, is ASQ CMQ/OE, CQE and CQA certified, and holds degrees in technology, business and education. He is the author of "Root Cause Analysis: The Core of Problem Solving and Corrective Action" and "Performance Metrics: The Levers for Process Management."

***Improving the Problem Idea Solution Generation Process***

"Far too often the simple process of brainstorming is relied on to help identify potential solutions to problems. However, there are more powerful options available that are more rigorous and typically generate a greater number of possibilities that are likely to be more potent and reliable. This presentation will use a systems perspective to cover several different options, including engineering analysis, creative thinking techniques, mistake-proofing, process benchmarking, biomimicry and TRIZ."

**Post-Dinner Speaker:** Bob Kukla

**Topic:** The Journey from Organizational Context  
to Quality Objectives

**Speaker Bio & Topic Summary:** Bob is the principal member of The CI Quality Consulting Group, Inc. in Edwardsburg, Michigan and has American Society for Quality Fellow Status. He has ASQ Certifications for Six Sigma Black Belt, Quality Engineer, Manager of Quality/Organizational Excellence, Quality Process Analyst, Quality Technician, Calibration Technician, and Quality Auditor and am a RAB/QSA Certified Lead Systems Auditor with experience in corporate staff and line positions in Operations, Product Engineering, Materials, and Quality. He has an MBA Degree from Northern Illinois University and has been performing training and seminars for the 2015 transition.

***"The Journey from Organizational Context to Quality Objectives"***

"The presentation will provide an exciting ... well, somewhat exciting ... , but often misunderstood, journey from identifying Organizational Context and Interested Parties to Risks within the Scope and Processes. And then provide an equally, if not more exciting, conclusion with suggestions for the development of Quality Objectives per the ISO 9001:2015 Requirements."

**ASQ now has Computer-Based Certification Testing**

Effective October 2016, all certifications will be offered via CBT. Check out the details online: <http://asq.org/cbt/>



Don't miss our March 13th ASQ meeting

with Top-ranked International Speaker: Robin Lawton



**Robin Lawton** is a top-ranked international speaker, best-selling author and expert on linking strategic direction and operations to cultural change and customer-centered priorities. Rob's thought-leading system for rapid enterprise transformation has been favorably compared with the teachings of Deming, Ackoff, Drucker and other management giants. Rob's humorous, practical and interactive style is engaging, inspiring and highly relevant to the 21st century knowledge age. Clients have won prestigious recognition such as Baldrige National Awards at lightening speed, as a direct result of applying his principles and easily applied methods.

Rob coined the term "customer-centered culture" with his first book, *Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed* (5-star rated at [www.Amazon.com](http://www.Amazon.com) ). His fourth book, released to acclaim in 2017, is *Mastering Excellence: A Leader's Guide to Aligning Strategy, Culture, Customer Experience & Measures of Success*.

March 13 after-dinner presentation by Robin Lawton is "Mastering 8 Dimensions of Excellence: how to align strategy, culture and customer experience for leadership success." This 90-minute mini-workshop provides key insights into an award-winning system used by leaders impatient for dramatic, highly visible, sustainable results.

*This is a great way to experience a preview of the full 2-day workshop for leadership teams sponsored by ASQ Tampa in May.*

### Member Career Service

If you know of openings in your company, please ask your Human Resources to send a description of the job to:

**Placement Chair:** Deborah Holt, [placementchair@asqtampabay.org](mailto:placementchair@asqtampabay.org) along with an e-mail contact for candidates to send their resume.

If you know of a job that fits one of our members that is looking, please send them that knowledge through their email address.

Also, don't forget to check ASQ Career job link: <http://www.asqtampabay.org/MemberServices/CareerDevelopment.aspx>

***Thanks very much for your help!!!!***

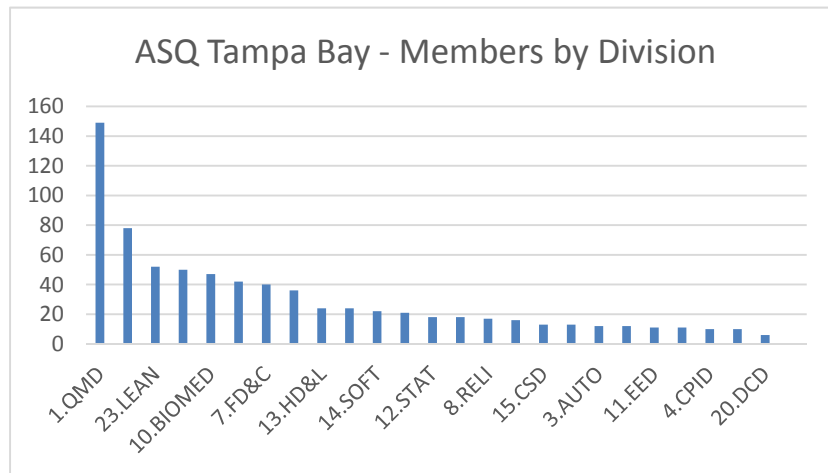
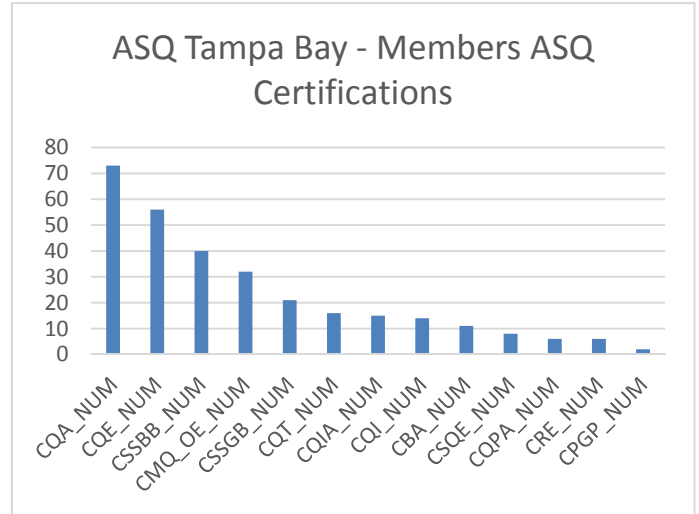
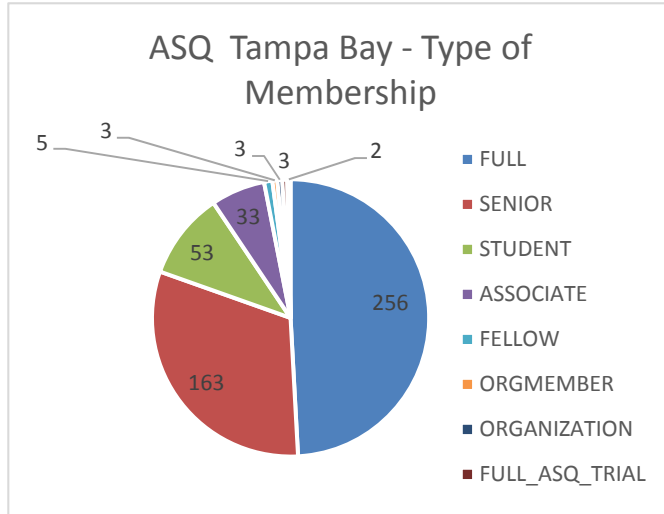
### Do You Get Our E-Mails?

This item is for those of you that obtain the newsletter from our web site, but do not receive regular e-mails from Section 1508. We have approximately 80 members listed in our Section for whom we do not have an e-mail address. The cause of this is when the member indicates at the *national* ASQ website that they do not want to receive e-mails. That member's e-mail address is then blinded and we cannot see it at the local section-level. If you are interested in receiving regular emails from us regarding upcoming events, and other news, please contact [secretary@asqtampabay.org](mailto:secretary@asqtampabay.org) and provide your full name and preferred e-mail address.

We promise not to sell your e-mail address to any marketing lists!



ASQ St. Petersburg/Tampa Section 1508  
Updated Membership Stats (February 2017)



Board Members		
Acting Section Chair: <b>Daniel A. Leon Castro</b> : <a href="mailto:chair@asqtampabay.org">chair@asqtampabay.org</a>	Arrangements Chair: <b>Tiffani Nielsen</b> <a href="mailto:arrangementschair@asqtampabay.org">arrangementschair@asqtampabay.org</a>	Internet Liaison: <b>Julia Politowicz</b> <a href="mailto:internetliaison@asqtampabay.org">internetliaison@asqtampabay.org</a>
Past Section Chair/Nominating Chair: James Troeger <a href="mailto:Troegerj@gmail.com">Troegerj@gmail.com</a>	Treasurer: <b>Karen Scangarello</b> <a href="mailto:kvscangarello@gmail.com">kvscangarello@gmail.com</a>	Program Chair: <b>Gil Pinney</b> <a href="mailto:gp1.integrity@gmail.com">gp1.integrity@gmail.com</a>
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