



Quality Quest

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

November 2004 Volume 47 Issue3

**ASQ Section 1508 St. Petersburg/Tampa
NOVEMBER MEETING
Monday November 8, 2004**

**Speaker: Mr. Larry White
Principal, Business Consulting Group, LLC**

To improve their own career effectiveness, Larry White will be encouraging members of the audience to consider doubling up on the use of some process-driven tools that are typically used to increase the effectiveness of sales and marketing organizations.

The tools to be discussed are Business Life Cycle, Lead Generating Devices, Growth Matrices, and Customer Relationship Management (CRM) Cycles. Typically, these tools are used to help a company systematically grow their top line. In his presentation, Larry will advocate how these same tools can also be used to help individuals grow professionally.

Larry will be asking the audience to apply the use of these tools to their own *personal internal marketing campaigns* (aka: moving up the organization via earned promotions) as well as *personal external marketing campaigns* (aka: job search). Some of the analogies are easy to apply, while others could be viewed as a “stretch.”

Larry White has spent his entire career in manufacturing, high-tech, and construction management industries. Over the last 20 years, Larry White has held officer-level positions as either VP/General Manager or VP/Sales & Marketing in both domestic and international settings at four different companies. A long time ago in a galaxy far away, he earned B.S. and M.S. degrees in Engineering and an MBA concentrating in marketing and organizational behavior.

In 2001, Larry launched Effective Strategies, Inc., a management consulting company. He assists his clients in growing their revenues by working side-by-side with them in strengthening their sales and marketing processes. He always develops long-term partnerships with his clients.

Larry is now a Principal with the Business Consulting Group in downtown Tampa, a larger full-service management consulting firm that offers a broad range of business expertise in sales & marketing, finance/mergers, business strategy implementation, operations improvement, and information management systems.

See you at the meeting!
Steve Babb, Programs Chairman

A MESSAGE FROM YOUR CHAIR

Joy is not in things, it is in us.
- Richard Wagner

At our October 11 meeting we enjoyed a presentation by speakers from the Pinellas County office of the Supervisor of Elections. The presentation included a demonstration and explanation of the new voting machine that will be used for the Nov. 2 elections.

Voting information for Pinellas County can be found on the web at <http://votepinellas.com/>.

We have updated our E-Mail meeting notification list. We still have a few people who did not receive the meeting notification E-Mail. If you did not receive a meeting notification E-Mail for October it may have been filtered out by your company server or you may not have a valid E-mail address at ASQ national. Cristin Czedik is our membership Co-Chair and is providing the meeting notices. If you did not receive a notification for the October meeting and wish to be put on the list, send an E-Mail to Cristin at cristin.czedik@honeywell.com.

The membership committee also distributed meeting evaluation forms at the October meeting. We will be discussing the results at a future meeting.

Our online meeting reservation system has been losing reservations. We are resolving the problem and changes are being implemented. Be sure to complete all the steps in the process.

A quick check of the reservation list after you have entered your reservation will insure that it has been accepted.

If you have not received a newsletter by a week before the meeting please check the web page <http://weiquality.com/asq1508/index.shtml>.

The new ASQ Section Operating Agreement has been transmitted to ASQ National. The Section Operating Agreement replaces the section bylaws. The completed 2003-2004 Section Management Plan (SMP) and the proposed 2004-2005 SMP have been submitted to national.

We are planning to conduct a free Quality course sometime during this year. A deposit may be required that will be refunded when you complete the course. Please contact Alan Gaumier (Algaumier@AOL.com) if you have any questions or ideas on this subject.

We are still looking for volunteers, new ideas, possible speakers – etc.
Our successes are due to the great team effort!

I look forward to seeing all of you on November 8th. and at all of this year's meetings.

Ed Pagnott
Section 1508 Chair for 2004 / 2005

On-line Reservations: <http://weiquality.com/1508res>

Reservations should be made by 4:00PM, Thursday, November 4, 2004

If you prefer you can still e-mail your reservations, with your phone number ,company name and address to Sophie and Heike.

[Sgarancher @ Transitions.com](mailto:Sgarancher@Transitions.com)

[Heike @ e-imagestudios.com](mailto:Heike@e-imagestudios.com)

The Reservation hotline phone number has been discontinued. If you do not have access to e-mail, you may phone Sophie with your reservation: (727) 545-0400 X2211

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, **Glen Cavanaugh, 9212 Rustic Pines Blvd. W, Seminole, FL. 33776**

Enzo's Restauarant
1469 South Belcher Rd.
Clearwater, FL.

Directions to Enzo's:

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 in the strip plaza before Nursery Road traffic light. (if you pass Nursery Road or Bellaire Road you went too far).

From St. Pete., take US19 North to 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.

Due to the board meeting running from 4:30-5:30, Registration for the meeting will not start until 5:30.

5:30pm	Registration
5:30-6:00pm	Appetizers/Networking **
6:00- 6:30	Pre-Dinner Topic
6:30pm -7:30	Dinner
7:30pm-8:30	Speaker

**** Appetizers are provided at no cost to members by the section****

October's Speaker Summary

Joan C. Brock, Deputy Supervisor of Elections
Jim Armstrong, Election I.T. Manager

Pinellas County Supervisor of Elections

"2004 Election Process"

The Section was honored to host not one – but two speakers from the Pinellas County Supervisor of Elections. Joan Brock, Deputy Supervisor of Elections, described the process of planning, staffing, and actually holding an election. She was accompanied by Jim Armstrong, Election I.T. Manager, who gave us a technical overview of the new electronic voting machines, testing, security, and new technology to assure accurate and efficient elections. We were also pleased to host poll workers Jim and Charlene Ralston, who set up a demo voting machine used in the discussion.

The Supervisor of Elections office normally has 33 full-time employees, but around election time this swells to around 150. Ms. Brock indicated 3500 poll workers are needed for an election. These poll workers receive training and compensation, and are critical to success. Eighty election advisors roam the county on Election Day to help prevent or overcome any snags. If you have an interest in helping and are a resident of Pinellas County, the Elections office can definitely use your skills. If you are a resident of another county, your Supervisor of Elections would also appreciate your help.

As of book closing for the General Election, Pinellas County had 590,989 registered voters, including 231,652 Republican, 223,544 Democrats, and 135,793 others. No rounding of the big numbers is allowed, of course, since every vote will be important this Election Day and always! A sample ballot is available at www.votepinellas.com, and there is actually a new, early-voting process you may be able to take advantage of.

Next, Jim Armstrong showed us how the Sequoia Voting System works. In 2001, the State of Florida decertified the punch card system which had been used for 27 years and the County Board of Commissioners chose the Sequoia system over the alternatives. One advantage of Sequoia is its use of redundant flash memory, plus paper tape. Also, the machines are independent and don't suffer from network reliability or security concerns.

Voting systems used in a national election must meet both State and Federal certification requirements. The certification includes both the firmware and software to assure only approved (non-hidden) code is in place. In Pinellas County, vote simulation on all 3800 machines is required, plus the tabulators that compile the results. In addition, the entire voting system is checked twice before the Election and once after, and there is a public logic and accuracy check on 2% of the machines.

Deborah Clark, Supervisor of Elections, had to change her plans to speak due to unforeseen circumstances. However, we sincerely appreciate our outstanding guests and a great discussion.

Thank you, on behalf of our Section.

Submitted by Steve Babb – ASQ Programs Chairman

Newsletter information:

The deadline for submitting any article or advertisement for the Newsletter is the Friday following the regularly scheduled meeting (2nd. Monday of every month). Please contact Camie Williams via e-mail at c4cwill@aol.com.

CERTIFICATION EXAM DATES 2004 /2005

<i>EXAM</i>	<i>EXAM DATES</i>	<i>APPLICATION DEADLINE</i>
CQT/CRE/CMI/HACCP Biomedical Certified Quality Manager Six Sigma Black Belt	October 16, 2004	passed
CQE/CQA/CSQE/CQIA CCT	December 4, 2004	passed
CQE/CQA/CQIA/SSBB Location: 17th. Annual Quality Management Conference (Orlando)	February 25, 2005	January 21, 2005

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

To contact Heike for questions, her e-mail address is as follows:

Heike@e-imagestudios.com



Attn: C. Williams
13463 Hacienda Dr.
Largo, FL 33774

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Membership Statistics

Members	535
Fellows	3
Seniors	33
Students	12
Sustaining	2
	=====
Total	585