



Quality Quest

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

April 2005 Volume 47 Issue 9

ASQ Section 1508 St. Petersburg/Tampa DINNER MEETING

Monday, May 9, 2005

Speaker: Ms. Thea Dunmire
President, ENLAR Compliance Services, Largo, FL
ISO 14001:2004 – What's Changed?

In November of 2004, after several years of discussion and international negotiation, the International Organization for Standardization (ISO) published its revised environmental management system specification – ISO 14001:2004.

Organizations that are currently registered to ISO 14001 will only have a few months to upgrade their environmental management systems to meet the new requirements and organizations seeking registration must conform to the new standard immediately. Registrars must start auditing to ISO 14001:2004 in May, 2005 and certificates to ISO 14001:1996 will expire on May 15, 2006.

Ms. Dunmire will highlight the five most significant changes made in ISO 14001:2004 and discuss the impact these changes will have on existing environmental and quality management systems. She will conclude her presentation with a "crystal ball" discussion of the likely future of integrated quality, environmental and safety management systems in light of the standard "alignment" discussions already underway within ISO.

Biography: Thea Dunmire is the President of ENLAR Compliance Services, an environmental consulting company that specializes in assisting organizations in establishing environmental safety and health management systems. She is an engineer, environmental attorney, certified safety professional, certified industrial hygienist and RAB-certified EMS Lead Auditor. She is a member of the Technical Advisory Group to TC 207 and has participated in the development of the ISO 14001 standard. She has over 20 years of experience in assisting companies with complex environmental and safety issues. She is a professional speaker and author of a number of publications about environmental topics, including her newest publication: *Quick Guide to ISO 14001:2004 Transition* which is available on the ASQ web site.

Submitted by Steve Babb, Programs Chair

A MESSAGE FROM YOUR CHAIR

“Sticking to it is the Genius”

- Thomas Edison

At our April 11 meeting we enjoyed presentations on Heritage Village and Communication skills. The pre dinner speaker was Ellen Babb, who provided us with a delightful presentation on Heritage Village in Largo. Heritage Village provides us a fascinating view of Pinellas County history.

The main presentation topic was by Mark Wiskup and was titled “Stop Talking and Start Communicating”. Mark provided us with a number of very useful tools to enhance our communication skills. Our thanks to Ellen and Mark for their time and effort in providing us with two great presentations. Once again, having two presentation topics allowed us to award .6 RU points for the meeting.

We would like to arrange and conduct tours of plants in the area. If you think we could arrange a tour at your company, please contact Steve Babb, our programs Chair, at (qdemand@tampabay.rr.com).

Alain Gaumier, our Education Chair, is continuing a mentoring program for ASQ members who are preparing for certification. If you would like assistance in preparing for ASQ certification exams, or would be able to provide mentoring assistance for others, please contact;

Alain Gaumier
Section 1508 Education Chair
306 Blue Jacket Lane
Orlando, FL 32825
Algaumier@aol.com

We are conducting an E-Mail and snail mail survey on the meeting location and other meeting factors. As we will be making decisions using this survey, we ask all to please respond as completely and accurately as possible.

We will be holding elections for section officers at the May meeting. We are still looking for volunteers, new ideas, possible speakers – etc. We would especially like to fill our open Internet Liaison Chair position. Contact Ed Pagnott (epagnott@aaronmed.com), (or any other board member) if you would like to volunteer or if you have any questions on open chair positions.

Thanks again to all of our board members who contribute so much time and talent to our Section.

**I look forward to seeing all of you on May 9 and at all of this year’s meetings.
Our successes are due to the great team effort!**

Ed Pagnott
Section 1508 Chair for 2004 / 2005

American Society for Quality
St. Petersburg/Tampa Section 1508

SPECIAL SURVEY on MEETING ACCOMMODATIONS and Newsletter

In order to ensure that we are meeting your needs, the Executive Committee would like your feedback and comments. Please take a moment to complete this evaluation form. Those who return this survey by May 31, 2005 will be entered into a drawing for a special prize In June. Thank you for your responses.

Rank in order of importance

	Least Important			Most Important	
	1	2	3	4	5
a. Good accommodations to view/hear speaker	1	2	3	4	5
b. Quality food for dinner					
c. Room quality (size, temp., etc.)	___	___	___	___	___
d. Location					
e. Cost of Dinner					

At what type of establishment would you prefer to attend our meetings to be held?

- a. Restaurant?
- b. Hotel?
- c. Other ideas?

Where in the Tampa Bay area would you prefer the meetings be held? Circle one.

South Pinellas Central Pinellas Hillsborough Specify if other: _____

In which county do you work? _____

What would you consider is a reasonable dollar amount for dinner? Circle one.

\$15 - \$20 \$20 - \$25 \$25 - \$30 > \$30

Does your employer pay for or reimburse you for the meal?

Would you attend meetings if there was :

- a. No entrée choice (same for everyone) Yes No
- b. No food offered, just a meeting held? Yes No
- c. Only appetizers offered? Yes No

Do you have any suggestions related to the location and accommodations for our meetings?

NEWSLETTER

Would you like to receive the Newsletter solely by email? Yes No

Do you currently receive emails from ASQ? Yes No

Comments: _____

Name: _____ Phone or E-mail: _____ Date: _____

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Cristin Czedik
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423 Windrush Bay Dr.
Tarpon Springs, FL 34689

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

Reservations should be made by 4:00PM Thursday, May 5th.

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

Heike@e-imagestudios.com

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 Friday 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.

Dinner reservations are \$20.00 or \$25.00 at the door 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 by the section at no cost to members****

April Speaker Summary

Mr. Mark Wiskup

CEO, Wiskup Communications, Inc.

www.wiskupcommunications.com

813-505-0228

“Stop Talking, Start Communicating”

Mark Wiskup promised to teach us how to “get good fast” at communicating in every business, networking and social opportunity. Part of the secret: realizing we must make a strong personal connection *first*. Mark then filled us with lots of tips we’re sure to actually use right away. Mark is a “coach” of winning communications and his unique program is designed to help audiences develop and flex their story telling muscles and connection skills. We worked-out those muscles at the meeting!

The next time we let our lips run, imagining the utterly fantastic wisdom we so freely offer, keep in mind that no one may be listening! The eyes and the nods may be indicating one thing, but the brain could already be on next week’s golf tournament! As Mark puts it, we best get over that shocking truth and arm ourselves with some strategies to connect with and be listened to.

Communication requires a sustained connection. Listen carefully and make that connection. Then, paint an interesting picture of what you are trying to convey that will keep your audience engaged, be it one person or many. Help your audience “see” success, and stay away from jargon, reciting facts, and all that dispassionate stuff we ASQers often excel at. Maybe you even have interesting stories to share.

Mark calls painting the picture of success a “Connection Power Tool”. But he went on to describe several more. One of the most powerful is resisting the instant answer. A good pause may show you are really considering the question. Explain your role in terms of what valuable things you do for your customers, not your title. Don’t be afraid to say you don’t know, but that you’ll get back with the answer. You will be rewarded with more credibility and a chance to prove you are willing to work for it. Accept compliments easily – then ask for more support!

Mark painted the rest of the picture with plenty of “Communication Killers”. We’ve all got to be careful with “as far as I know”, “probably”, etc. These phrases erode our connection. Get to the point right away- no one needs every detail. Avoid boring chronologies, excess use of numbers, and talking down: “basically...”, “as I said before...”, etc.

Mark, on behalf of the Section, thank you very much for helping us to “start communicating”. We enjoyed and appreciated your powerful messages.

Mark is the CEO of Wiskup Communications, Inc. His clients include Fortune 500 companies like Bank of America, Citibank, Verizon, Progress Energy, to privately held national and regional companies, to start ups. In his long and successful career, Mark was a television journalist in several states and founded a video production company growing to 20 employees. His first book, THE PRESENTATION EMERGENCY HANDBOOK, will be published by Warner Business Books in September 2005.

Submitted by Steve Babb, Programs Chair

CERTIFICATION EXAM DATES 2005

<u>EXAM</u>	<u>EXAM DATES</u>	<u>APPLICATION DEADLINE</u>
CHA, CMI, CQM, CQA-Biomedical, CQT, CRE, SSBB	October 22, 2005	August 19, 2005

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

April's Pre-Dinner Presentation

Ms. Ellen Babb, Historian Pinellas County Heritage Village

Pinellas County's Heritage: What Historic Structures Tell Us About Our History

Recently the Section has been learning about our local community through some of the pre-dinner speakers, and in April we continued this trend. Ms. Ellen Babb presented a visual tour of several historic structures at Pinellas County's Heritage Village, and shared some interesting stories about our past.

Our historic structures relate to four important themes in the development of Pinellas County, starting with the McMullen Coachman Log Cabin of 1852. Ellen showed us how the lives of families and individuals intertwined with the themes of agriculture, coastal living, community life, and eventually tourism to create the paradise we have today. By 1900 there were more than 1000 McMullens living here, not to mention so many related families!

Did you know that as recently as 1960 "scrub cattle" drives were frequent across what is now Indian Rocks Road? Cotton "as far as the eye can see" helped propel the early economy. The Moore family turned citrus into a family agribusiness. When the Orange Belt Railroad extended its terminus to St. Pete it brought many benefits to the early tourism and sponging industries, and allowed the export of many crops.

Would you like to learn more about Pinellas County's cultural history? You may want to spend some time at Heritage Village, a part of Pinewood Cultural Park, 11909 125th St N, Largo, (727)-582-2123. You'll find 28 structures in good care on a beautiful site, just waiting to be explored.

Heritage Village is always looking to add to its collection of buildings and structures of historical significance, which are disappearing rapidly. Please report any buildings to Ms. Babb that you think might be good candidates to save.

Thank you, Ellen, for sharing some great stories about the people who originally put Pinellas County "on the map". Submitted by Steve Babb, Programs Chair



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Membership Statistics

Members	545
Fellows	3
Seniors	46
Students	15
Sustaining	3
	=====
Total	612