



# Quality Quest

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

September 2003 Volume 46 Issue 1

**ASQ Section 1508 St. Petersburg/Tampa  
SEPTEMBER MEETING  
Monday, September 8, 2003**

**SEPTEMBER SPEAKER**

**MR. RON SEDLOCK, CQE, CQMgr., CQA, CRE  
PRESIDENT/FOUNDER-THE QUALITY CATALYST**

**"THE SYSTEM OF PROFOUND KNOWLEDGE: WHAT DEMING  
WAS TRYING TO TELL US"**

"We're here to learn". Ron has often heard Dr. Deming use that sentence. Ron has come to realize to him it was more than an expression--it was a philosophy of life. Learn what Dr. Deming was really trying to tell us. It was something beyond his 14-points, his 7 Deadly Sins, his Chain Reaction, his Red Bead Experiment--it was his System of Profound Knowledge. How would you do? Come to the September ASQ meeting, and find out.

Ron Sedlock has over 30 years Manufacturing, Engineering and Quality experience. He has studied personally with top quality experts such as Dr. W. Edwards Deming, and Dr. Joseph Juran.

Ron has BS degrees in Chemistry, and Mathematics from Cleveland State University, and has taught Total Quality Management, and Statistics at the University of Colorado in Boulder. He is also a Vietnam Veteran serving with the 1<sup>st</sup> Air Cavalry.

Carl G. Wilkerson-Mfg. QE  
ASQ Programs Chairman

# Message from Your Chair

Mark E. Puetz

## We Do Not Care about Our Customers

I must admit I am quite surprised at some of the things I have found recently in my travels. Apparently, very few businesses, or at least a whole lot fewer than I would have expected, really know who their customers are, what they value, or even care all that much. Of course, knowing who our customers are may be a function of constantly changing markets and customer preferences. It may be difficult to keep up with that. Not a good reason, but a fair excuse. Not knowing what they value could be a function of insufficient relationships with them. Surveys are expensive and time consuming and maintaining constant contact is even more costly. Again, not a good reason, but a fair excuse. What really surprised me was that few really seem to care.

Perhaps these folks, the uncaring ones, have succumbed to the arguments that markets change too quickly or that relationships are costly to build and maintain. Perhaps they are too busy producing their products or providing their services and simply do not have time to worry too much about the customers. Agh! Customers. Those pesky customers!

“But, but, Mark,” you say, “Surely things are not as you proclaim. We all know how important our customers are. Why would you say such things?”

One of my recent conversations was with an insurance firm. I spoke with the CEO about his strategy and plans for the future. He wanted to shift his business mix to move from B2C into B2B. He wanted to systematize and automate his processes more. And he wanted to ensure that his entire firm was oriented towards the company’s overall goals. Admirable. Right?

However, when I presented him with ideas for identifying what his target customers found valuable (think Lean practices), he focused on those ideas as “customer satisfaction.” His objections centered on not being worried about customer satisfaction right now, as he knows all of his customers are currently satisfied. They are not leaving him, after all. They must be satisfied. The question of what his customers really value certainly is not important enough for him to invest resources into getting it answered. Thus, he plans to go ahead with his ideas for systematization and automation.

What I think he missed, and what I have not yet been able to convey to him, is that the question is not one of customer satisfaction. Rather it is one of identifying what the customer really values and channeling the energies of the organization to optimize those elements. There is no need to waste time on things not valued by the customer. And that time can be used to service other customers. This sort of time and resource savings could be essential to growing the business in the B2B direction he wants to take it. Automation is fine, but why automate waste?!

Oddly, I have seen similar sorts of ideas, similar uncaring sorts of ideas, in other places. Consider ...

- Government services are notorious for this. They are excellent at creating legislation and regulations, policies and procedures. They are not so good at balancing the conflicting interests of various customer segments to ensure optimal service ... especially so in a highly litigious environment such as ours. I heard from a small business owner who just opened her business. She told of the challenges she faced in dealing with government departments and regulations and such. She commented at one point that she could barely understand what some of the forms were asking of her, let alone knowing what to respond with in filling them out. We all know about the joys of interacting with the IRS or in dealing with government contracting. And these institutions claim to want our business, to want to serve us?
- A massive data center I toured recently is not even sure who all of its customers are ... or, more correctly, they do not have a clear understanding of various customer segments and requirements. Their Service Level Agreement practices appear to be done on a case by case, ad hoc basis. To their credit, they know this and have begun moving to correct it.
- My former bank (note that I said “former”), was so ignorant of what was valuable to the customer that they were even insulting to those who pointed out to them what they were missing. They issued bank statements, offered online and telephone banking, and had ATMs, as do all banks. However, none of the data in any of these sources matched at any particular point in time. There were several cases where I would find inconsistencies in what I was told about my account on the phone versus what I saw online, and what I knew from my own check register. They told me it was all my fault, that I should go by what was in my check register. Of course, they made their decisions based on what was in their system about my account ... which was different from what they told me on the phone, which was different from what was online, and which was unavailable to me, et cetera. Now, it sure would seem to me that real time, or at least accurate, data is a fair customer service element for a bank, especially given the current capabilities of technology. My new bank seems to agree with me. My online data always matches telephone banking and is often even more up to date than my check register. They get the data in and posted before I can even write it down.

Why is there such a lack of concern for what customers value in such organizations? None of the firms I mentioned are small businesses, except the one who had trouble understanding government forms. Actually, all except the insurance firm are national, very well known firms. You would recognize their names instantly if I were to reveal them here. Why do they have such low regard for their customers? How do they survive?

Hey, at the very least, this says there is a GREAT DEAL of room for improvement. Lots of opportunity there for quality consultants ... if we can get them to pay attention in the first place.

Remember, without customers, we may as well turn the lights off and go home.

Should you have ideas or concerns, please feel free to contact me at [1508asq@tampabay.rr.com](mailto:1508asq@tampabay.rr.com)

**ASQ Section 1508 St. Petersburg/Tampa**  
**Next Meeting: *Monday, September 8, 2003***  
***Tutto Favoloso Restauarant***  
***1469 South Belcher Rd.***  
***Clearwater, FL.***

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.

**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](mailto:SGarancher@Transitions.com)

[Heike@tampabay.rr.com](mailto: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, September 4, 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, **Glen Cavanaugh, 9212 Rustic Pines Blvd. W, Seminole, FL. 33776**

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

## FMEA FEVER!!!



By Sandra Werwega  
President, Quality Systems Engineering

**Symptoms:** severe headaches; depression; moody and/or irritable behavior;

**Cause:** ISO/QS-9000, FMEA processes, APQP processes, PPAP processes

Does your engineering department suffer from “**FMEA-Fever**”? “Time-Consuming... tedious...confusing...and agonizing”, said engineers when asked about their Risk Management processes and procedures. In fact, just whispering the word “FMEA” will grimace the face of engineers causing them to retreat to their work-cells and develop a plan of immunity! As one QA Manager put it, “FMEA’s?...I don’t understand them...for me, it is a system of dodging and delegation!”

**Risk Management**, regardless of its unpopularity, is important and necessary. How necessary? Just ask the CEO’s of Firestone Tires®, Dow Corning Plastics®, and/or Johnson & Johnson®. These fallen comrades have paid a heavy price for breakdowns in their Risk Management controls and processes. And sadly, sometimes the “heavy price” is not just measured in dollars and cents; it is measured in disease, fatal accidents, and other atrocities.

My name is Sandra Werwega, and I am a Quality Consultant. I have worked, trained, and consulted for various companies in the discipline of Risk Management. In my experience, companies have good intentions when developing Risk Management processes. However, they lack the proper tools to perform the FMEA / APQP process in an efficient manner. For that reason, I have developed software that simplifies the FMEA / APQP process, and properly utilizes **Risk Management reporting, the most valuable part of the FMEA process.**

Our QSE-FMEA/APQP Solution software demonstrates the **power of risk evaluation** and process/product verification. Further, it does so in a logical interrelated sequence that parallels the ISO/QS-9000, TS-16949 basic requirements. Our software breaks down the FMEA / APQP quality documents into 5 simple chapters. These chapters are exemplified in the QSE-Training Manual.

### **Unique user friendly software features include:**

- Enter data once to produce over 12 quality documents.
- Excel files Import and Export to and from QSE-FMEA/APQP Application
- Automatic Color-Coded (High (red), Medium, (yellow), Low (green), Risk Management Reporting.
- Automatic RPN Reports
  - Overview of Failures / Preventive Analysis / Summary of RPN’s
- Drop Down Editable Menus (in every field).
- Editable Common Terms and Guidelines / Search / Replace / Find feature in every field.
- Team Tracking, Gage and Error Proofing printout, Reaction Plans, Operator Instruction and Comments Attachments
- **The Application and Manual ASQ (American Society for Quality) wanted to publish.**
- **Manual & Application has rewrite Permission from the AIAG - DaimlerChrysler, Ford, and General Motors FMEA-Manual Task Force.**

The QSE software system will reduce the need for costly consultants and training programs. It is user-friendly, fast, efficient, cost-effective, and provides automatic risk management reporting.

**The cure for “FMEA-Fever” is here in Spring Hill, Florida - 1-352-683-7301**

**For more information visit: [www.QSEprocess.com](http://www.QSEprocess.com) or Call 810.499.1015.**

# QARA Compliance Connection, Inc.

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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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#### Available modules include:

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Email us at [info@qaracc.com](mailto:info@qaracc.com) or visit our website at [www.qaracc.com](http://www.qaracc.com) for more information

## 2003 CERTIFICATION EXAM DATES

<i>Exam</i>	<i>Exam Date</i>	<i>Application deadline</i>
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

\*\* Note: The CQA Body of knowledge is changing starting with the June 5th. 2004 exam. The exam will be 5 hours with 15-20% (25-30 questions) devoted to case studies. For a comparison of the old vs. new BOK, please see the asq website at [www.asq.org/portal/](http://www.asq.org/portal/) \*\*

## 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



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

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Members	511
Fellows	3
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	=====
Total	558