



Quality Quest

www.asqtampabay.org

October 2014 Volume 55 Issue 11

ASQ St. Petersburg-Tampa Section 1508

Dinner Meeting Monday, October 13th, 2014

**Speaker: Todd Thornbrough
Director Continuous Improvement at Nielsen Corporation**

Topic: “Nielsen’s FMEA Process”

Main Speaker: Todd Thornbrough, Director Continuous Improvement

Summary: Todd Thornbrough a seasoned expert in the area of continuous improvement for service and manufacturing industries. Most recently, Todd has begun implementation of the process of Failure Modes and Effects Analysis (FMEA) at Nielsen, a global information measurement company.

Prior to Nielsen, he served as the Lean Six Sigma Black Belt for both Northrop Grumman and L-3 Communications, deploying process improvements across organizations, both domestically and internationally.

Nielsen is a leading global information and measurement company that provides clients with a comprehensive understanding of consumers and consumer behavior.

Speaker Bio: A graduate of Purdue University, Todd continues work towards his Master’s degree in Information Management from Arizona State University. His nearly 25-year career in the continuous improvement field included experience as Quality Assurance Manager, Quality Engineer, and Quality Auditor.





Pre-Dinner Speaker: Bill Bart, Regional Councilors for the Reliability Division of ASQ serving Section 15A.

Topic: “ Promoting Reliability and Encouraging Reliability Development.”

Summary: Bill is Director of Reliability Solutions with Life Cycle Engineering (LCE). Bill joined LCE in 2012 as a Senior Reliability Engineer. Bill holds a Bachelor of Science degree in Mechanical Engineering from the University of Central Florida and a Master of Science in Reliability and Maintainability Engineering from the University of Tennessee-Knoxville. In addition, Bill is a Certified Maintenance and Reliability Professional and an ASQ Certified Reliability Engineer.

Speaker Bio: Prior to joining LCE, Bill spent the last 19 years working in and around theme parks as a Quality Engineer, Project Engineer and Maintenance Engineer. In his last position, he led the reliability engineering effort for the entire Walt Disney World property in Orlando, FL. In that role, he created new metrics for the maintenance and engineering departments, facilitated multiple Failure Reporting, Analysis and Corrective Action System (FRACAS) implementations, and used Failure Mode and Effects Analysis (FMEA) and Reliability Centered Maintenance (RCM) to create and optimize preventive and predictive maintenance tasks.

ASQ Section 1508 St. Petersburg/ Tampa DINNER MEETING

St. Petersburg Marriott Clearwater
12600 Roosevelt Boulevard,
St. Petersburg, FL. 33716

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

- 5:30 pm-6:00 pm Registration
5:30 pm-6:00 pm Appetizers/Networking ** (Before meeting) are provided at no cost to members by the section. **
** Appetizers :Appetizers Cheese Display garnished with Vine Fruit and Served with Crackers**
- 6:00 pm-6:30 pm Pre-Dinner Activity
6:30 pm-7:15 pm Dinner
Salad: Garden Green Salad with Tomatoes, Cucumbers, and House Champagne Vinaigrette or Ranch Dressing . All served with Rolls and Butter
Entrée: Baked Salmon Teriyaki
Vegetable/Starch: Chef's Selection of Vegetable, Starch and Dessert
Note: Vegetarian Meals available for vegetarian and low fat requirements.
Water and Regular and Decaffeinated Coffee also served.
- 7:15 pm-8:15 pm Main Speaker

Directions:

From St. Petersburg: Take I-275 N/SR-686/Roosevelt Blvd exit 30, toward Largo. Merge onto Roosevelt Blvd. N/FL-686W toward Largo-Clearwater/St. Pete-**CLWTR INT'L** Airport. Turn slightly right on Roosevelt Blvd. The Marriott is at the light.

From Clearwater: Take SR-686 E ramp toward I 275 S/St. Petersburg. Turn slightly right on Roosevelt Blvd. N/FL-686 E. The Marriott is on the right at the light.

From Tampa: Merge onto I-275 N toward St. Petersburg. Take the Roosevelt Blvd/SR 686, EXIT 30, turn right at the bottom of the ramp onto Roosevelt Blvd. Turn left at the first traffic light on to 28th St, the hotel is on the right.

Reservation Policy

On-line Reservations: <http://asqtampabay.org/Home/tabid/38/Default.aspx>

Reservations must be made by 4:00 PM on the Wednesday before the monthly meeting. If you have a special dietary request (vegetarian or low fat), please indicate this when making the reservation. The price for the meeting with the meal is **\$30.00 with advanced reservations** or **\$35.00 for walk-ins**. The price for the meeting without meal is \$10.00. Cash and check payments are accepted during the check-in from 5:00 pm to 6:00 pm.

Cancellations Policy

Cancellations deadline is Wednesday before the meeting at 4:30 PM. Since we cannot guarantee cancellations made after the deadline, you may still be charged for late cancellations.

If you make a reservation and do not attend, the Section must still pay for the meal and administrative costs. Therefore, you will be required to reimburse the Section by sending a **check**, payable to ASQ, for **\$30.00 (\$10.00 for reservation with no meal)** to our Treasurer, **Brad Near, 9355 92nd Ave, Seminole, FL 33777**.



Message from Chair

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.

[John Quincy Adams](#)

Greetings members of Section 1508 - Tampa, St. Petersburg, Clearwater ASQ.

This is our second meeting after our summer break.

Please join us on October 13th, our next fall meeting for 2014 to hear;

Dinner Speaker: *Todd Thornbrough, Director Continuous Improvement at Nielsen Corporation*

Todd Thornbrough a seasoned expert in the area of continuous improvement for service and manufacturing industries. Most recently, Todd has begun implementation of the process of Failure Modes and Effects Analysis (FMEA) at Nielsen, a global information measurement company. Prior to Nielsen, he served as the Lean Six Sigma Black Belt for both Northrop Grumman and L-3 Communications, deploying process improvements across organizations, both domestically and internationally.

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“Nielsen’s FMEA Process.”

Pre-Dinner: *Bill Bart, Regional Councilors for the Reliability Division of ASQ serving Section 15A.*

Bill is Director of Reliability Solutions with Life Cycle Engineering (LCE). Bill joined LCE in 2012 as a Senior Reliability Engineer. Bill holds a Bachelor of Science degree in Mechanical Engineering from the University of Central Florida and a Master of Science in Reliability and Maintainability Engineering from the University of Tennessee-Knoxville. In addition, Bill is a Certified Maintenance and Reliability Professional and an ASQ Certified Reliability Engineer.

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“Promoting Reliability and Encouraging Reliability Development.”

The Cost of Quality

What is cost of quality (CoQ)? The cost of quality is a term that's widely used, and widely misunderstood. The cost of quality isn't the price of creating a quality product or service. It's the cost of NOT creating a quality product or service. Every time work is redone, the cost of quality increases. Obvious examples include: • The reworking of a manufactured item • The retesting of an assembly • The rebuilding of a tool • The correction of a bank statement. In short, any cost that would not have been expended, if quality were perfect, contributes to the cost of quality.

Yeah, Team

I look forward to seeing you all on Monday, October 13th at the Marriott in St. Petersburg.

Bob Mendenhall, ASQ Tampa Bay Chair
rmendenhall@novaces.com



Jobs

Jobs

Jobs

Attention Members - Local Career Opportunity:

Open position at GTECH Printing in Lakeland.

Quality/Process Improvement Engineer: The Quality/Process Improvement Engineer position is responsible for participating in and leading Continuous Improvement projects designed to reduce complaints, reduce costs and improve efficiencies.

Interested candidates should contact Richard Modawell

Email: richard.modawell@gtech.com

From The Placement Chair

Our tool for helping members find jobs has been picking up momentum. You can see jobs that are currently available on our website: asqtampabay.org. When on the site, go to the Member Services tab, and click on Career Development. There you will see listings of Jobs Available as well as Members Who are Seeking Jobs.

Please Help us with both categories:

If you know of openings in your company, please ask your Human Resources to send me a description of the job to: voiceofthecustomer@asqtampabay.org along with an e-mail contact for candidates to send their Resume. Also if you know of a Job that fits one of our members that is looking, please send them that knowledge through their email address.

Thanks very much for your help!!!!



SPECIAL OFFER TO ASQ MEMBERS
FOR UPCOMING MINITAB TRAINING :

Section 1508 is excited to announce the featured guest speaker for the monthly meeting on Monday, Dec. 8, 2014. [Jim Colton](#), one of the industry's top Minitab technical training and mentoring specialists, will talk about a hot topic that continues to gain traction in regulated and non-regulated industries – non-normal data. Jim will take us inside this challenging problem by showing us how to detect and analyze non-normal data using graphical and statistical techniques to detect non-normalities.

ASQ members will gain an understanding of how non-normality impacts measurement resolution and sample size during testing. Jim will demonstrate how to analyze skewed data, data with extreme outliers, and bimodal data using non-normal distributions, transformations, nonparametric procedures, and a mixture of distributions; and estimate the defect rate in the presence of non-normality.

ASQ members also have a unique opportunity to attend a Minitab 4-Day Manufacturing Course taught by Jim in Tampa, Florida Dec. 9 – 12, 2014. Members that sign up for the entire course will receive a 25 percent discount.

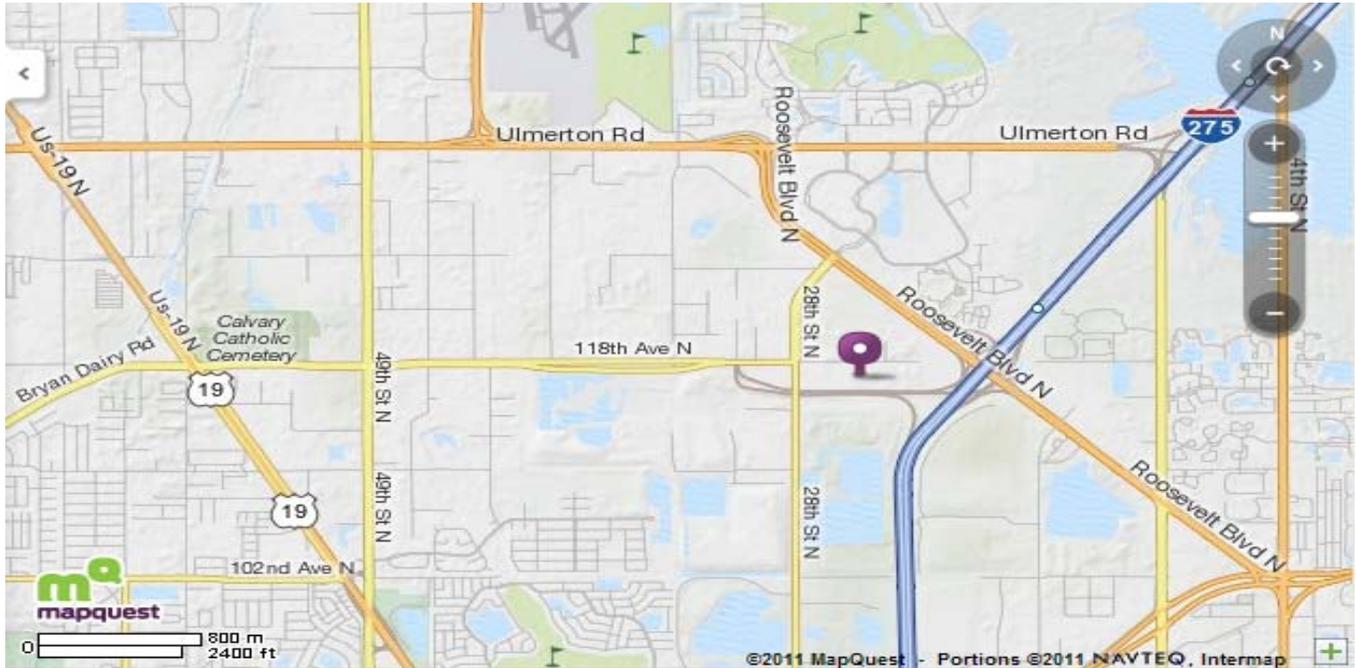
- Click here to register online for the [Tampa Minitab 4-Day Manufacturing Course](#).
- You won't want to miss this special ASQ Tampa Bay meeting on Dec 8th at the St. Petersburg Clearwater Marriott at 12600 Roosevelt Blvd., second floor. Jim will begin his presentation at 7:15 p.m.

ASQ Certification for St. Petersburg/Tampa Section 1508

ASQ Section 1508 testing is held on the HSN campus in the auxiliary building directly across the street from the main campus. Signs are placed at the edge of the property and directly in front of the entrance on the morning of each exam day. Parking is located in front of and to the side of the building.

Address:

2400 118th Street, N.
St. Petersburg, FL 33716-1917



Registration begins at 7:15 AM. Please be sure to arrive by 7:50 AM to allow time for you to be checked in, your paperwork and books to be checked and to be seated to listen to instruction at 7:55 AM. **Exams begin promptly at 8:00 AM.**

Please be sure to remember to bring photo ID, pencils and approved calculator. Cell phones are not permitted, even in the off position, in the exam rooms.

We look forward to seeing those who will take their exams on October 4th. **Registration for these exams already ended.**

Exams being offered in October 4th are as follows:

- Biomedical Auditor
- Master Black Belt
- Quality Inspector
- Certified Manager of Quality / Organizational Excellence
- HACCP Auditor
- Six Sigma Black Belt
- Quality Technician
- Reliability Engineer

Please be aware that HSN is a tobacco free facility. You will not be able to smoke nor chew tobacco on the premises.

Board Members

Section Chair: **Robert Mendenhall**
rmendenhall@novaces.com

Past Section Chair/Nominating Chair:
Kim Dixon
kim.dixon@hsn.net

Arrangements Chair,
Treasurer: **Karen Workman**
Karen.workman@hsn.net

Recertification Chair:
Sara Kaplan & Richard Wong
recertificationchair@asqtampabay.org

Internet Liaison: **Julia Politowicz**
internetliaison@asqtampabay.org

Program Chair:
Rick Black
rblack1121@aol.com

Secretary, Certification Chair:
Wendy Williams
wendy.williams@hsn.net

Audit Chair: **Nancy Duarte**
albona20032003@yahoo.com
Brad Near
b.near@knology.net

Voice of Customer Chair
Membership Chair
Newsletter Editor: **Luz Bueno**
voiceofthecustomer@asqtampabay.org

Historian: **Brad Near**
b.near@knology.net

Education: **Jennifer Stepniowski**
jenn@proqcna.com

2015 Vacant Positions:
Chair Elect
Placement Chair
Secretary

Quality Quest is published monthly by
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the American Society for Quality.

Membership Statistics (as of February 2014)

Regular	266
Fellow	4
Senior	179
Associate	17
Student	26
Org Member	2
Site	6
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	Total 500