



Quality Quest

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

September 2005 Volume 47 Issue 1

SEPTEMBER MEETING

Monday, September 12, 2005

Speaker: Jack Hipple Principal, Innovation-TRIZ

www.innovation-triz.com, 813-994-9999

BREAKTHROUGH PROBLEM SOLVING

How'd you like to have all the other inventive brains in the world with you when you're problem solving? Are you tired of conventional brainstorming sessions using psychological techniques that keep generating the same old answers because they continue to come from the same people with the same experience? Would you like to have someone in the room with problem solving techniques and knowledge from areas outside your area of expertise without having to spend a fortune flying them in? Do you want to learn an innovation process based on science rather than psychology?

TRIZ (Russian acronym for "Theory of Inventive Problem Solving") is a revolutionary problem analysis and problem solving process that uses the fundamentals of contradiction resolution to come up with breakthrough ideas for both organizations and the problems they have to deal with. The TRIZ methodology has solved thousands of some of the most difficult technical problems in many different industries and situations, and is now finding its way into the organizational and management problem solving arena as well, including communications, organizational development, management style issues and personnel policies. It turns out that the same basic principles apply in both areas! In addition, there is a special TRIZ "reverse" tool for analyzing and dealing with process and system failures, minimizing the need for endless checklists and boring meetings to figure out what might go wrong.

If you have what you think are irreconcilable contradictions in your products, services, or systems, STOP COMPROMISING! Learn about TRIZ and how it can assist you in getting the IDEAL solution that you want, using the inventive principles from the best minds and inventions in the world. Learning TRIZ will give you an understanding of the basic principles of ideality and resource utilization, access to a problem solving matrix for dealing with design and operational contradictions, and a basic understanding of the TRIZ Lines of Evolution, allowing more systematic thinking about new product and service design.

Jack Hipple is Principal of Innovation-TRIZ, an innovation training and consulting firm based in Tampa, FL.

Jack received his chemical engineering degree from Carnegie Mellon University, and spent 32 years in industry, including responsibility for Dow Chemical's Discovery Research and global chemical engineering R&D. He was also project manager for foreign technology sourcing and management practices at the National Center for Manufacturing Sciences and Product Development Manager at both Ansell Edmont and Cabot. Prior to forming his own company in 1999, he worked in a business development role with Ideation International, a leading TRIZ software supplier, and Idea Connections, an organizational innovation consulting firm. His TRIZ problem-solving client list includes Siemens Westinghouse, Dow Chemical, Kraft, S.C. Johnson, Caterpillar, Rohm and Haas, and the US Navy. He specializes in applying TRIZ in the personnel and management area and in new arenas such as ergonomics and intellectual property. Mr. Hipple is one of the few people in the world certified and trained in TRIZ, DeBono innovation tools, Myers Briggs, and Kirton KAI™ assessment methodologies.

™ Kirton KAI is a registered trademark of M. J. Kirton

Submitted by Steve Babb, Programs Chairperson

A MESSAGE FROM YOUR CHAIR

“Today is mine, it belongs to me
To live the best I can
To shape, to mold, for eternity
A day that is simply grand”

- Gladys Adkins

A brief presentation of the results of our surveys conducted during last year's meetings was made by Paul Racine our Membership Co-Chair. After reviewing the survey results, your Board has decided to move the location of our monthly meetings for the next year. Our monthly meetings for 2005 – 2006 will be held at:

**Hilton Tampa Airport Westshore
2225 North Lois Avenue
Tampa Florida**

The main reason for the move was to provide more room and a better environment for our speakers. We hope that this move will address many of the concerns voiced in the meeting surveys. We will continue the surveys during next year.

Part of the function of your Board is to establish and use a yearly Section Business Plan. The Business Plan for the 2004 – 2005 year is included in this newsletter showing the results.

We still have open positions on the board and we welcome volunteers who wish to contribute their time and talents to the section. The present open positions on the board are;

Division Liaison
Historian
Koality Kid Liaison
Student Branch Counselor

We would also welcome volunteers as Co-Chairs to assist present chair positions. Contact Ed Pagnott (epagnott@aaromed.com), (or any other board member) if you would like to volunteer or if you have any questions on open chair positions.

We thank Alain Gaumier for his presentation on Sarbanes Oxley and Quality in June. The subject will surely have the attention of executives in all business areas.

Once again, having two presentation topics allowed us to award .6 RU points for the June meeting.

We are still looking 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).

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 September 12 and at all of next year's meetings.

Our successes are due to the great team effort!

Ed Pagnott
Section 1508 Chair for 2005 / 2006

ASQ Section 1508 St. Petersburg/Tampa
Next Meeting: *Monday, September 12, 2005*
Hilton Tampa Airport Westshore
2225 North Lois Ave
Tampa, 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 :

FROM 275 NORTH TAKE EXIT 40B/LOIS AVE. WHEN EXITING
TURN LEFT ONTO LOIS AVE. HILTON IS LOCATED 1/2 MILE
ON RIGHT.

FROM TPA - FOLLOW AIRPORT EXIT
TO SPRUCE STREET TO THE THIRD LIGHT- LOIS AVENUE.
TURN RIGHT AND THE HOTEL IS ON THE LEFT.



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

Reservations should be made by 4:00PM, Thursday, September 8, 2005

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)

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**

CERTIFICATION EXAM DATES 2005

<i>EXAM</i>	<i>EXAM DATES</i>	<i>EXTENDED APPLICATION DEADLINE</i>
CBA, CHA CQT, CRE,CMI Certified Quality Manager Six Sigma Black Belt	October 22, 2005	September 2, 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

June Speaker Summary

Mr. Alain Gaumier

The Ultimate Integration of Management Systems

Everybody remembers the Enron financial scandal. Few know however, in our quality circles, that as a consequence, The Sarbanes-Oxley Act was issued in 2002, mandating CEOs and CFOs to certify their financial statements and assess the efficiency of their internal control structure over financial reporting, annually. Even fewer people know that ASQ has been sponsoring a team led by Sanford Liebsman who is trying to make the case that the standards ISO 9001 and 14001 actually support the SOX requirements. SOX is short for Sarbanes-Oxley.

First, Alain Gaumier showed us the recommended components of a company's internal control structure as developed in 1992 by the Committee of Sponsoring Organizations, COSO in short, a model widely used today by the internal and external auditors of companies having to comply with SOX.

Then, we discovered that ISO 9001 and 14001 can support all of the five components of the COSO framework, Internal Control Environment, Risk Assessment, Control Activities, Information and Communication, and Monitoring. For example, as emphasized by Sanford Liebsman, the process approach that is now the backbone of the modern management systems can be seen as the perfect example of Internal Control Environment.

Further, as we compare the most frequently used standards and the most important regulations in the fields of finances, quality, environment, safety, social corporate responsibility, you name it, we quickly realize that substantial savings and synergy can be obtained by bringing all the approaches together in a common vision of what a business system is.

Alain Gaumier finished his presentation by showing us a concrete application of this integrated approach through the process map of a generic process "managing inventory".

On the same map, demonstrating that all members of the organization and all stakeholders can share the same vision of a process, all the specific controls were displayed to meet the requirements of all possible standards, starting with SOX, ISO 9001, ISO 14001.

Finally, this was like a hunch of what the new version of ISO 9001:2008 or so may look like, a business management system that encompass and meet all possible requirements an organization has to meet to compete in a global world.

Newsletter News

If you have an article you want published, please send it to Camie by the deadline, Friday following the regularly scheduled meeting. Camie's e-mail is: c4cwill@aol.com

Advertising Policy

All advertising must be paid for in advance of publication
(Advance payment may be waived at the discretion of the newsletter chair and/or Treasurer)

All ads are charged for with two exceptions:

- Section members placing an ad seeking employment...limited to business card size ad, maximum of 4 placements per fiscal year.
- Local businesses seeking applicants in quality-related fields.

All others are charged (including headhunters).

Calculation used for pricing: calculated once a year based on the average monthly cost of producing the newsletter (including postage, mail house work, printing, etc.). Average monthly cost is divided by the number of pages to obtain the cost of a single page ad. Minimum charge is for a quarter page ad.

Prices are currently: \$80 full page ad,
 \$40 half page ad
 \$20 quarter page ad

Top Five Resume Mistakes to Avoid

#1 No resume focus.

The most effective resumes leave no doubt as to the job seeker's career objective. A one-size-fits-all resume gives the impression that the job seeker is uncertain of his career goal. An employer once told me that if a candidate is interested in two completely different positions, he must not be very good at either. If you have more than one career objective, you need more than one resume.

#2 Lack of marketing strategy.

Job seekers rarely see their search for what it is-a sales campaign. Think of your resume as marketing material designed to create a powerful first impression and win a multitude of job interviews. A professional resume writer can translate your career history into an effective marketing piece by selling toward the reader's buying motives: solving problems, saving money, or increasing profits.

#3 No accomplishment statements.

95% of all resumes lack accomplishment statements. These statements allow employers to visualize your contribution to their company. A resume writer can help you move from a job description type resume to a resume with quantifiable statements that motivate employers to call you before their competition does. These statements can dollarize your worth and increase your bargaining power.

#4 Lack of resume keywords.

These days, resumes are screened by both humans and computers. A resume lacking in keywords runs the risk of being read by neither. An average screening of a resume is 15 seconds or less, so more attention is paid to resumes using the same words found in the job description. Candidate-tracking software retrieves resumes by keywords. A keyword-focused resume will put you front and center.

#5 Incorrect resume format.

Basically, there are three resume formats: chronological, functional and hybrid.

Chronological: The chronological is best known and easiest to write, a timeline style resume. This format works well if your objective is to remain in the same industry or occupation.

Functional: The functional resume places transferable skills and accomplishments at the beginning of your resume. However, a poorly crafted functional resume can be confusing, causing the reader to believe the candidate has something to hide.

Hybrid: The hybrid resume combines the best features of other resumes. It showcases skills and accomplishments while maintaining ease of reading. This is the best format for job seekers of all level, but it is also the most difficult to write.

Submitted by: Deborah Walker, CCMC
Career Coach ~ Resume Writer

Find more career articles and resume samples at www.AlphaAdvantage.com
<<http://www.alphaadvantage.com/>>



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Membership Statistics

Members	545
Fellows	3
Seniors	81
Students	15
Sustaining	3
=====	
Total	647