



Quality Quest

www.time2meet.com/asq1508/index.shtml

January 2008 Volume 49 Issue 5

ASQ Section 1508 St. Petersburg/ Tampa DINNER MEETING

Monday, January 14, 2008

George Johnson is an accomplished location and environmental portrait photographer with many corporate clients. His work takes him to a variety of locations shooting for annual reports, brochure and advertising work. He has worked for clients all over the world and was the first American photographer asked by Fuji Photo Film to give a series of professional photo seminars throughout Asia. His career spans over 20 years and he has worked for prestigious companies including IBM, Medtronic, Johnson and Johnson, Boston Scientific, Wright Medical and Bristol Myers. George captures his beautiful images with Hasselblad and Sinar cameras and a PhaseOne P45+ 39 mega pixel capture back for unsurpassed image quality.

George Johnson began his career in photography as a pre-med student at the University of California at Irvine where he became photo editor of the student-run newspaper, The New University.

After graduation and an attempt at medical school, George decided that medicine was not for him and that he would further pursue his interests in photography. Perhaps, he thought, medical school could wait a couple of years.

Combining his artistic skills and medical knowledge, George began his professional career serving the photographic needs of the medical device industry. Today, Tampa-based e-image digital studios provides a full spectrum of services to the healthcare industry.

George's clients enjoy his ability to distill complex medical and surgical concepts into beautiful images that succinctly convey the functionality of the product and the beauty that often lies within.

Message from the Chair

Dear members:

Every three years since 1996, ASQ has conducted a Future Study to identify what “key forces” will drive the role of quality in the world. The most recent Future Study, “*In The Chase*”, was conducted in 2005 and concluded that profound changes are coming for people who work in quality¹. The key forces the study identified are:

- globalization
 - innovation/creativity/change
 - outsourcing
 - consumer sophistication (expectations beyond basic quality)
 - value creation (quality for all stakeholders including environmental and social responsibility)
- changes in quality (from a process approach to a systems approach)

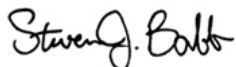
While quality is increasingly seen as ‘everyone's job’, the traditional role of the quality professional seems at risk. However, as Grace Duffy states, “I see nothing but blue skies for the quality professional. There is enough work out there for all of us. It takes personal initiative to seek the skills and abilities associated with the career path we prefer.”

Probably you have already directly felt these changes underway. If so, it is encouraging that we have ASQ to help us make our own future dreams possible.

I have to remark that we had a really great December meeting. For our pre-dinner discussion we had the pleasure of hosting Jane Morse-Swett and two volunteers from the Gulfcoast Oncology Foundation. The foundation, only started this year, has raised more than \$100,000 to help needy people with their myriad expenses when treating family members with cancer- paying for that broken car to get to treatment, a month or two of electric bills, or whatever is required. Your Section donated \$500 to this cause at the meeting.

After dinner, Russ Ward demonstrated the FARO Laser ScanArm measurement system and discussed the principles of laser coordinate measurements and the latest technology available today. If you weren't at dinner I am afraid you missed a great show! Thanks, Russ, on behalf of the Section.

I look forward to seeing you soon at one of our Section meetings, training events, or other functions, and of course wish you a Happy New Year!



Steve Babb
Chair, ASQ Section 1508

Note

1. *2005 Futures Study: In the Chase*. American Society for Quality, 2006,
http://www.asq.org/strategy/pdf/asq_futures_study_2005_brochure.pdf

ASQ Section 1508 St. Petersburg/ Tampa
DINNER MEETING

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 **

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

6:00– 6:30 Pre-Dinner Topic

6:30pm –7:30 Dinner

Entrée - Chicken Piccata

Sides - Yellow rice and Green beans

Salad - Caesar

Dessert Fruit cup with coconut shavings

Directions :

from St. Petersburg: Take I-275/ Howard Franklin Bridge and exit at Lois Ave (before Dale Mabry). Take left onto Lois Ave (north); Hilton is 3/4 mile on right.

From Clearwater: Take SR60 Courtney-Campbell Pkwy towards Tampa Airport. Turn south on Memorial Highway, then exit right onto Spruce Street exit. Follow Spruce St. 1 mile to N. Lois. Take a right on N. Lois. Hotel is 0.2 miles on left.

from Tampa: Take I-275 westbound past Dale Mabry and exit at Lois Ave. Take right onto Lois Ave (north); Hilton is 3/4 mile on right.

On-line Reservations: www.time2meet.com/asq1508/index.shtml

Reservations should be made by 4:00PM, Thursday, January 10, 2008

If you experience a problems using the website for making a reservation, send an e-mail with your phone number, company name and address to Heike.

[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. **\$22.00** per member with a reservation or **\$27.00** 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 **\$22.00** to our treasurer, **Glen Cavanaugh, 9212 Rustic Pines Blvd. W, Seminole, FL. 33776**

"IMPLEMENTING STATISTICAL PROCESS CONTROL"

(2 days / 13 hours / 1.3 RU's)

This program provides a thorough understanding of Statistical Process Control (SPC) by teaching participants how to develop, interpret, and benefit from the use of Variables Charts (\bar{x} -bar & R charts, Individual & Moving Range Charts), and Attributes Charts (p, np, c, u). Interpretation techniques for trouble-shooting process problems using control chart data are emphasized. Also included are methods for effective data collection as well as for calculating and evaluating Process Capability ($C_p/C_{pk}/C_r$, P_p/P_{pk} , Sigma level, PPM, etc.). Discussion is focused on the effective application of SPC so that the benefits obtained from SPC will justify the time and expense of data collection. "Implementing SPC" is interactive in nature, with participants encouraged to discuss the use of SPC in their work applications, and is an excellent preparatory course for the SPC portions of the ASQ CQE, CQM, CSSBB and CQT exams. While this course will be taught with a hand-held calculator, Minitab will be demonstrated throughout the course as well.

- A. **UNDERSTANDING VARIATION & THE ROLE OF CONTROL CHARTS** (~2 hours): Introduction to the Concept of Variation and its Patterns, History and Results of SPC, "Over-controlling" vs. "Under-Controlling" Business Processes, "Product (Result)" vs. "Process" Control, The Role of SPC in Business Management - Monitoring, Controlling, Improving, & Maintaining Processes and their Results
- B. **CONTROL CHART PREPARATION BASICS** (~ 1 hour): Techniques for Effective Data Collection (Who, What, Where, When, Why, How Much, and How Often), The Importance of Clear Operational Definitions, Ensuring Data Accuracy and Validity (Measurement System Analysis), Types of Data (Continuous vs. Discrete), Measures of Central Tendency (Mean, Median, and Mode), Measures of Dispersion (Range, Standard Deviation, and Variance)
- C. **VARIABLES CONTROL CHARTS** (~ 2.5 hours): Introduction to Variables Data (Applications, Sample Sizes, Chart Construction, etc.), " \bar{x} -bar and Range" Charts, "Individual and Moving Range" Charts, Overview of other Variables Charts
- D. **ATTRIBUTES CONTROL CHARTS** (~ 2.5 hours): Introduction to Attributes Data (Applications, Sample Sizes, Chart Construction, etc.), "p" and "np" Charts for "Defectives" (Process Yields), "c" and "u" Charts for "Defects" (Error Counts)
- E. **CONTROL CHART INTERPRETATION** (~ 3 hours): Shewhart's Tests (for Natural Patterns, Stratification, Outliers, Trends, Runs, Cycles, and Mixtures), Trouble-Shooting Techniques, Recommended Action Plans for "out-of-control" Processes, Calculating and Interpreting "Sigma" levels
- F. **EFFECTIVE USE OF CONTROL CHARTS** (~ 1 hour): The Effective Use of SPC Computer Packages, Efficient Use of Control Charts, The Role of Control Charts in Process Improvement Efforts
- G. **PROCESS CAPABILITY ANALYSIS** (~ 1 hour): Analysis Requirements, $C_p/C_{pk}/C_r$ vs. P_p/P_{pk} , "Sigma" levels, PPM, Percent Defective, etc.

COST: \$250.00 (Manuals and all course materials are provided but participants must provide their own scientific calculators.)

NOTE: This is the same course offered by ASQ National for \$1175 (plus travel) for ASQ members. It is being provided at this significantly discounted rate exclusively to our section members.

DATES: Friday and Saturday, February 1 & 2, 2008

TIMES: 8:00 AM – 4:30 PM

LOCATION: Young - Rainey STAR Center, 7887 Bryan Dairy Road, Suite 120, Largo, Florida 33777, (727) 541-8942

ROOM: The Planning Center (1st Floor)

INSTRUCTOR: David Ferguson, Davlin Productivity Group, Inc.

DEADLINE FOR REGISTRATION: Friday, January 18, 2008

DEADLINE TO RECEIVE PAYMENT: Friday, February 1, 2008 (at the seminar)

MAKE CHECKS PAYABLE TO: **ASQ SECTION 1508**

For more information or to register for this program, please contact Lois Jordan at:

loisjordan@transformationtech.com • (813) 835-5529

ALSO COMING IN SPRING OF 2008:

- INTRODUCTION TO DESIGNED EXPERIMENTS (DOE) AND ANOVA – 2 days - \$250 – Dr. Mark McComb - March or April
- CQE / CSSBB EXAM PREP – 6 days - \$500 – Dr. Lois A. Jordan - Beginning February or March

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

CERTIFICATION EXAM DATES 2008

For more information on Certifications, go to the ASQ website: <http://www.asq.org>



Exam	Date of Exam	Deadline for Signup	Location
CQA, CQE, QIA, SSGB, SQE, CT	June 07, 2008	April 4, 2008	Proctored Locally
BA, HACCPA, MQOE, QI, RE, SSBB	March 1, 2008	January 11, 2008	Proctored Locally
All Exams	May 4, 2008	March 21, 2008	Houston, Texas World Conference on Quality & Improvement



ASQ Conference

The 20th Annual Quality Management Conference will be held in Orlando on February 21st and 22nd. See ASQ website for details and to register.

<http://www.asq.org/conferences/quality-management/>





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Membership Statistics

Regular	337
Fellow	3
Senior	204
Associate	8
Student	15
Sustaining	2
Forum	3
	=====
Total	572