



# Quality Quest

Volume 41 Issue 11

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

June/July/August 2000

## Next Meeting

Monday, September 11, 2000, at  
the Tampa, Airport Hilton

“Quality in Aviation”

LOUIS E. MILLER  
EXECUTIVE DIRECTOR

HILLSBOROUGH COUNTY  
AVIATION AUTHORITY

In July 1996 he was appointed Executive Director of the Hillsborough County Aviation Authority, Tampa, Florida. As Executive Director he is the Chief Executive Officer for Tampa International Airport, and three general aviation airports – Peter O. Knight, Plant City, and Vandenberg Airports.



## Matthew Wizeman is the Final Speaker of the ASQ Year

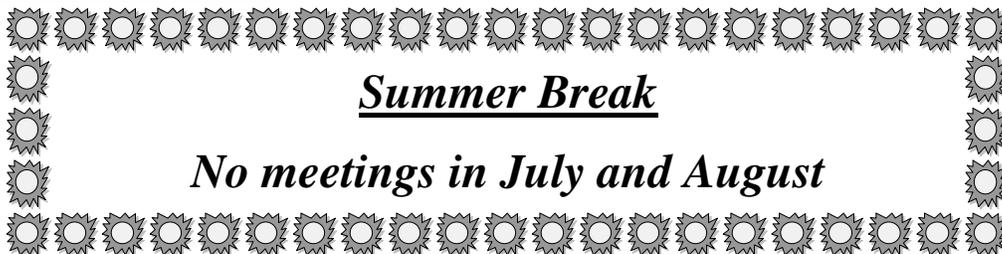
As ASQ Chapter 1508 winds down its year, our guest speaker, Matthew Wizeman from AlphaGraphics begins his journey to quality through ISO certification. With implementation of certified quality programs gaining momentum in all facets of business, services and organizations, AlphaGraphics is leading the way in the quick print industry.

What was pointed out by ASQ member Francis Antala, it is refreshing to see the owner/management of a business be the driving force and support for installing a quality system. To quote Matthew, “As an owner, I have learned the value of procedure.” Even before AlphaGraphics faces its certification audit in July, they already have seen measurable results. Humor was also part of the presentation with comic relief from “Dilbert” and his views of ISO.

The monetary cost of implementing a new system or change is only one of method of spending. Matthew was quick to point out *Spending Motivational Capital*, a point that is often over looked. We expect our employees and co-workers to the best job possible every minute but to motivate them to go above and beyond that for benefits that aren’t going to be immediate can be the biggest challenge. But as the AlphaGraphics team pursued excellence, the rewards were soon discovered. Those rewards were better trained and more knowledgeable employees, safer and cleaner work environment, lower turnover, less rework and higher profit margins.

All businesses, large and small are driven by the bottom line. All too often the dollar saved today is spent many times over tomorrow because quality took a back seat. AlphaGraphics proved early in the game that letting quality drive your business will yield a much better bottom line in the end. We wish the staff of AlphaGraphics success in their quest for quality.

Grace Hamilton  
Program Chair



**Summer Break**

***No meetings in July and August***

## Puzzler

A two-part challenge:

- a) The first four letters of which U.S. state capital spell the name of a month?
- b) The first six letters of which U.S. state capital also spell a month?

Answer on our web site:

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

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I get the Puzzlers from a variety of sources but one source I often use is a book called "The Puzzlemaster Presents" by Will Shortz. Will gives a puzzle each week on Nation Public Radio's "Weekend Edition" at 8:40am on Sunday morning and "The Puzzlemaster Presents" is a compilation of puzzles that he has given on this show over the years.

## A Tribute to our Section Chair

Many of you have had an opportunity to meet Lauren Watson personally, or at the very least have read her comments in the monthly newsletter or seen her name as the chair of our ASQ section.

It is not, however, obvious to most, the time and energy Lauren has devoted to this section, both in management of its day to day activities as well as the strategic planning necessary for the future of our section.

Two years ago, the executive committee was left dead in the water with the sudden departure of our chairperson. Lauren, as chair-elect, took over and got us back on course. We have not let her step down from the helm, she inspires us, teaches us, guides us, and cares for us. We feel that we have accomplished much more than we might otherwise have done.

Please join us, the executive committee of ASQ Section 1508 in thanking her for a task superbly done, and for her willingness to accept an often thank-less job for another year.

**Executive Committee, ASQ 1508**

## Conrad's Corner

My mother, bless her heart, is celebrating her 80th birthday this month. I will not be with her on her birthday as she is 3,000 miles away in the small market town of Witney, near Oxford in England but my sister and I have bought her a computer. Recently my mother and father, who have shunned all this high-tech. stuff for years, suddenly decided they wanted a computer. She wants to view pictures in the National Gallery from her living room and he wants to visit aircraft museums around the world. One of my father's often stated achievements in life was that he was able to retire from his accounting career 15 years ago without ever having used a computer! But now they want a computer. My brother in law delivered and installed the equipment and software and we received an e-mail from them and replied with a couple of photographs. A second e-mail informed us that they could not "see" the photographs because AOL had zipped them. We were impressed. My parents were sounding very computer literate.

Things started to go downhill from there. My mother was having a lot of trouble with the cursor! Further questioning revealed that she did not understand that computers automatically wrap text at the end of the line. She was trying to format her e-mail like a letter with margins, carriage returns and line feeds like on her old typewriter.

We then detected a reluctance to use the computer and discovered that they thought that they would be unable to receive any phone calls when the computer was turned on!! They had no concept of dial-up modems, internet providers etc. etc.

It never occurred to us that our parent's exposure to computers has been so limited over the years that the concept of floppy disks, e-mail and a mouse was completely alien to them. Once we realized what they didn't know, things began to improve rapidly. I wouldn't yet describe them as cocky but they are feeling much more comfortable with the technology, and it's only been a month since the monster arrived in their living room.

The experience has been an education for us all. My parents are learning the wonders and pitfalls of new technology and I am learning about the dangers of unrealistic expectations. I am also learning once more that my parents are amazing.

See you at the Hilton.

**John Conrad**

**Last Month – First Month**

July is upon us and it is time to complete one year – and to start a new year. Last month I returned from Indianapolis where Heike Johnson, our Section’s Treasurer and soon-to-be Secretary, and I participated in the Annual Quality Congress of ASQ. I attended the leadership training and many of the events that were focused on Six Sigma implementation. It seems to me that our profession is at a point of transition where we have a challenge that comes from success. For years we have wanted our managers to take on quality as an initiative, and it seems that Six Sigma is the way that they are doing this. What this means for us is that we must further develop our technical skills over the coming years, as our colleagues in other areas of our business learn more of the advanced quality tools and seek us out as technical consultants that extend the use of these tools to the most difficult applications. Over the next few years over 30,000 Black Belts will be trained in some of the techniques that we know – design of experiments and statistical process control to name just two of our more common tools. The future is full of new challenges, a need for continuous learning and upgrading of our skills and knowledge – just the things that drew me to this job in the first place!

Many of you many not know that our new National President is a member of Section 1508, and, by the matter of some coincidence, shares my last name! In his inauguration address, Greg Watson mentioned that the situation we face is similar to the one that the Society faced twenty years ago. At that time Dr. Deming focused management on the challenge from Japan while Phil Crosby focused management on customers and the need to drive down the cost of poor quality. This one-two punch of quality gurus stimulated the growth of quality that we saw over the next two decades and served as the foundation for both the development of the Malcolm Baldrige National Quality Award and the creation of Six Sigma thinking at Motorola. Today, it is the maturing of these methods and their integration with systems thinking and lean manufacturing that is producing a renaissance of quality emphasis. Are we up to the challenge of continuous personal growth and development of our skills? Are we prepared to lead the charge by getting involved and helping our communities to apply quality methods to make life better in our local areas? This can be a very good year for us to consolidate our thinking and move forward in our local Tampa-St. Petersburg area. Are you ready to participate in taking some actions to improve our way of living? The future in full of opportunities – the question is what will we do with them! More to come on this subject!

See you at a meeting soon!

Lauren



**Section 1508  
Mission Statement**

- To serve our members and our community by providing:
- Current information on quality systems, concepts & practices
  - Opportunity for networking
  - Seminars & courses in quality related topics
  - Assistance with professional certification
  - Local connection to the ASQ National Organization



**Certification & Recertification**

If you need an information brochure on ASQ certification please call Peggy Statkus-Blank  
Tel: (727) 545 - 0400 Ext. 7334.

Please call Paul Racine if you have any questions concerning recertification.  
Tel: (727) 768-8177

Mail recertification packages including all required supporting documentation to: Paul Racine  
M/S 1171  
Raytheon Systems Co.,  
7887 Bryan Dairy Road,  
Largo, FL 33777

**CERTIFICATION EXAM DATES**

	<u>Exam</u>	<u>Application Deadline</u>
<b>CQT/CRE/CMI/CQM</b>	October 21, 2000	August 25, 2000
<b>CQE/CQA/CSQE</b>	December 2, 2000	October 13, 2000

## Meeting Schedule

**July & August** No meetings

**September 11** — Brenda Geohagen and Lewis Miller,  
Tampa International Airport, “Measurable results  
from 7 objectives they are seeking to meet.”

**October 9** — Steve Pearson, International Management  
Systems,  
“Changes in ISO for year 2001.”

**November 13** — Dr. Bruce Waterman,  
“Quality in Dentistry”

**December 11** — NASA, speaker to be determined.

## Bulletin Board

A new feature has been added to the section web site,  
which incidentally has relocated to  
**[weiquality.com/asq1508/](http://weiquality.com/asq1508/)**

The new feature is bulletin board, or message forum. I am  
no expert in bulletin boards as I rarely visit them when I  
am surfing the web but I know they are popular and  
provide a very useful service. I recently discovered how to  
create one on our web site so I thought that I would give it  
a try.

The board can be accessed from the “Message Forum”  
link on the section home page. I am not very creative  
when it comes to starting new threads so I need your help.  
Please visit the bulletin board and make your provocative  
statements or ask your incisive questions or share your  
expertise by answering questions posed by others.

There are no rules for the bulletin board – yet. Hopefully  
we can keep it that way. Please let me have your  
comments on this or any issue.

John Conrad

## Don't be Shy

We always welcome and encourage the submission of  
articles and letters. Share your opinions and suggestions  
for improvement. We are not sensitive people ...  
criticism does not hurt our feelings (It may however,  
make us angry and defensive!!)

Write a letter. Send an e-mail. Tell the world why they are  
wrong and you are right.

As your mother would say.... Please write soon.

**John Conrad**

[john@weiwweb.com](mailto:john@weiwweb.com)

Or 19824 Wyndham Lakes Drive, Odessa, FL 33556

## Welcome to Tampa Bay

Please extend a warm welcome to the members who are  
new to our section.

### New Members

Frederick Baker, PdMA Corporation  
Joann Boyd, A 1 Teletronics  
Sophie D. Chicoineau, Transitions Optical, Inc.  
David E. Ellender, Pricewaterhouse Coopers LLP  
Melissa A. Gargagliano, Chase Manhattan Bank  
Linda Heusack, Soft Computer Consultants SCC  
Maria Lialios, Soft Computer Consultants SCC  
Joe Lopardi, Home Shopping Network  
Rubiela Maldonado, Smith and Nephew Inc.  
Bethlee McLaughlin, Home Shopping Network  
Louis R. Mendez, Smith & Nephew Inc.  
Elizabeth M. Paul,  
Mary Ann Karp, DFAS-SEOPE  
Linda D. Feres, GLF Quality Associates, LLC  
Donald R. Abrams, Dunedin  
Michael W. DeRigo, Bausch & Lomb Surgical  
Susan J. Gunn, Align Tech Inc  
Damian R. Nastro, Tampa  
Paul John Risch, TSE Industries, Inc.  
F. Vincent Rumore, Crystals International Inc  
Chris E. Subbert, Consolidated Polymer Tech., Inc.  
Richard A. Waller, Decision Management International  
Terri L. Wolski, Health Plan Serices  
Sandra R. Koepnick, NCR Corp  
Mark B. Anderson, GAF Materials Corp

### Transfers

Thaer A. Alasad, Q-1 Technologies  
Natercia M. Ball, Amelek Inc  
Qiong Lin, Breed Technology (USA) Inc  
Robert E. Metz, Celotex Corp  
Richard L. Nash, ABA Industries  
Patrick J. Ward  
Mark R. Kane, Honeywell  
Harry F. Kelley, Jr., Managed Results Inc  
Gregory G. Pease, Jabil Circuit, Inc.  
Robert G. Raffalo, Jr., Merck Medco  
Carmen I. Rivera, Bausch & Lomb Pharmaceuticals  
Carolyn Rostetter, Health Plan Services  
Paulin Frederic Viaud, Linvatec



## Employment Opportunities

We are receiving a steady stream of information on job opportunities in the Tampa Bay area.

Check the Jobs page of our Section Web Site for more information on Quality jobs:

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

### Advertise in the Quality Quest

The advertising rates for this magazine are very competitive.

Full Page	\$80
Half Page	\$40
Quarter Page	\$20
Business Card	\$100 for ten issues

The first month is FREE for ASQ members and companies offering internal job opportunities in the Tampa Bay area. Higher rates apply to recruiting firms.

E-mail:  
john.conrad@weiweb.com  
for more details.



### E-mails & Electronic Newsletter

If you wish to start receiving e-mail reminders and the electronic copy of our Newsletter just send an e-mail to [List1508@weiweb.com](mailto:List1508@weiweb.com) with **SUBSCRIBE** in the subject box. Similarly if you no longer wish to receive these e-mails put **UNSUBSCRIBE** in the subject box.

## Quality Calendar

### July, 2000

- 24-28 ISO 9000 Lead Auditor Training**, ASQ Education Course, Washington DC. (800) 248-1946
- 25-26 Implementing ISO 14000**, ASQ Education Course, Toronto, ON. (800) 248-1946
- 25-28 Understanding QS-9000: Implementation & Auditing**, ASQ Education Course, Nashville, TN. (800) 248-1946

### August, 2000

- 7-11 Introduction to Quality Management**, ASQ Education Course, Dallas, TX. (800) 248-1946
- 7-11 ISO 9000 Lead Auditor Training**, ASQ Education Course, San Jose, CA.. (800) 248-1946
- 8-9 QS-9000 Certified Systems**, ASQ Education Course, Nashville, TN. (800) 248-1946
- 8-9 Integrating ISO 14001 Into QS-9000 Certified Systems**, ASQ Education Course, Nashville, TN. (800) 248-1946
- 8-9 ISO 9000 Advanced Implementation**, ASQ Education Course, Denver, CO. (800) 248-1946
- 10-11 ISO 9000: Making Quality Systems Profitable**, ASQ Education Course, Denver, CO. (800) 248-1946
- 14-18 Software Quality Engineering**, ASQ Education Course, Washington DC. (800) 248-1946
- 14-18 Introduction to Quality Engineering**, ASQ Education Course, Tampa, FL. (800) 248-1946
- 14-18 ASQ-Plexus Trainer/Coach Training**, ASQ Education Course, Orlando, FL. (800) 248-1946
- 21-22 Quality Audits for Improved Performance**, ASQ Education Course, San Diego, CA. (800) 248-1946

### September, 2000

- 11-12 Failure Mode Effects Analysis**, ASQ Education Course, Las Vegas, NV. (800) 248-1946
- 11-15 ISO 9000 Lead Auditor Training**, ASQ Education Course, Las Vegas, NV. (800) 248-1946
- 11-15 Introduction to Quality Engineering**, ASQ Education Course, Milwaukee, WI. (800) 248-1946
- 12-13 16-Hour Q9000/ISO 9000 Lead Auditor Training**, ASQ Education Course, Atlanta, GA. (800) 248-1946
- 13-15 Internal Quality Auditor Training**, ASQ Education Course, Atlanta, GA. (800) 248-1946
- 18-20 Baldrige Award Self-assessment Training for Education**, ASQ Education Course, Las Vegas, NV. (800) 248-1946
- 20-22 Design of Experiments II: Process Modeling and Optimization**, ASQ Education Course, Atlanta, GA. (800) 248-1946
- 26-27 After the Audit: Benefiting from the Audit Process**, ASQ Education Course, Nashville, TN. (800) 248-1946
- 28-29 Customer Supplier Partnerships**, ASQ Education Course, Nashville, TN. (800) 248-1946



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

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## Board Members

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**Lauren Watson**

E-mail: [lhwatson@gte.net](mailto:lhwatson@gte.net)  
(727) 561-7345

Vice Chair

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E-mail: [fantala@tampabay.rr.com](mailto:fantala@tampabay.rr.com)

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**Heike Johnson**

E-mail: [gljphoto@ix.netcom.com](mailto:gljphoto@ix.netcom.com)

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r

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E-mail: [gjlac@gte.net](mailto:gjlac@gte.net)

Program Chair

**Grace Hamilton**

E-mail: [grace.hamilton@att.net](mailto:grace.hamilton@att.net)

Membership & Newsletter

**John Conrad**

E-mail: [john@weiweb.com](mailto:john@weiweb.com)  
(813) 926-4004

Education Chair

**Mark Puetz**

E-mail: [serapion@flash.net](mailto:serapion@flash.net)

Arrangements Co-Chairs

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E-mail: [pstatkus-blank@transitions.com](mailto:pstatkus-blank@transitions.com)  
Sophie Chicoineau  
E-mail:

Recertification & Membership Upgrade

**Paul Racine**

E-mail: [pdra@eci-esyst.com](mailto:pdra@eci-esyst.com)

Examining Chair Co-Chairs

**Mark Giovagnoli**

E-mail: [maga@eci-esyst.com](mailto:maga@eci-esyst.com)

**Andrew Charles**

E-mail: [AndrewRCharles@ij.net](mailto:AndrewRCharles@ij.net)

## Congratulations

The following section members  
recently earned certification after  
taking the March exams..

**CRE** – Robert Egolf

**CMI** – Glen Ford

**Manager** – William Burns

**CQT** – Anthony Pursser

## Membership Statistics (May 31, 2000)

Student Members	20
Members	738
Senior Members	41
Fellows	3
Sustaining Members	4
Total Membership	807