

# Quality Quest

Quality Professionals, Systems, Concepts, and Practices

Volume 43 Issue 10

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

JUNE 2002

## June Speaker

Presenter: John Timmerman, Senior Corporate Director Labor Management and Production Systems The Ritz-Carlton Hotel Company, L.L.C.

Mr. Timmerman was instrumental in preparing the Ritz-Carlton, Washington D.C for the 1992 Malcolm Baldrige National Quality Award, the Ritz-Carlton, Cancun for the 1994 Mexican National Quality Award, and The Ritz-Carlton, Naples for the 1999 Malcom Baldrige National Award site visit. John is highly recognized in the field of quality, and has provided over 100 lectures/speeches on the topic of Total Quality Management to such organization as American Express, AT&T, TRW, and the U.S Bureau of Labor & Statistics. John is a member of the Florida Governor's Sterling Award Council, the Quality Improvement Network of southwest Florida Council, and the American Society for Quality, Ishikawa Medal Committee.

Johns methods of implementing quality methods for improving organizational performance includes, strategic quality planning, market research, quality function deployment, statistical process control, and team based problem solving.

Before joining the Ritz-Carlton, John served in the U.S military, and achieved elite recognition as a Force Reconnaissance Marine, and fulfilled assignments to the Secretary of Defense and the Counterintelligence Agency in Washington D.C. John is also an ASQ board certified Quality Auditor, Quality Engineer, and Quality Manager. Mr. Timmerman's topic will be titled "Exceeding Expectation".

**ASQ Section 1508 St. Petersburg/Tampa**  
**Next Meeting: *Monday, June 10, 2002***  
***Embassy Suites Hotel Tampa Westshore***

**Menu:** Roasted Turkey with gravy, Salad, Fresh seasoned vegetables, Chef's choice of starch, rolls.  
Dessert & coffee, tea.

**5:30pm – Networking**

**6:00pm – Pre-Dinner  
Speaker**

**6:30pm - Dinner**

**7:30pm – Speaker**

Please make your reservation by e-mailing Sophie [and](#) Glen so that if one of them is out of the office the reservation can still be processed... or try our new on-line service at <http://weiquality.com/1508res>

## Message from the Chair

Over the last twelve months Mark Puetz and Greg Strohm have put a considerable amount of effort into preparing an excellent education program for the Section. An assortment of courses have been offered on nearly every Saturday since the beginning of the year. Unfortunately every one of these courses has been under-subscribed and cancelled. Whether this poor support is due to a lack of publicity, undesirable subject matter or some other factor, is open to debate but we need to do something different.

We are considering limiting our educational offerings next year to refresher courses for ASQ Certification exams. ASQ started offering certifications in 1968 and since then 85,000 individuals have received certification. Exams are typically held four times a year in March, June, October and December. Our Section, or more precisely Guerry Thode, arranges to hold the exams in some local facility according to the schedule dictated by ASQ Headquarters.

There are currently nine certifications:

- |                              |                                  |
|------------------------------|----------------------------------|
| 1) Quality Manager           | 6) Mechanical Inspector          |
| 2) Quality Auditor           | 7) Reliability Engineer          |
| 3) Quality Engineer          | 8) Quality Technician            |
| 4) Software Quality Engineer | 9) Quality Improvement Associate |
| 5) Six Sigma Black Belt      |                                  |

In addition there are two supplemental certifications for the Quality Auditor: CQA – Biomedical and CQA - Hazard Analysis & Critical Control Point.

Refresher courses will be synchronized with the exam dates to ensure that the course concludes shortly before the particular certification exam. If you are planning to take any certification exams in the next year or so let us know so we can select refresher courses that are of interest to our members. Send an e-mail to Mark at 1508asq@hotmail.com or me at john@weiweb.com.

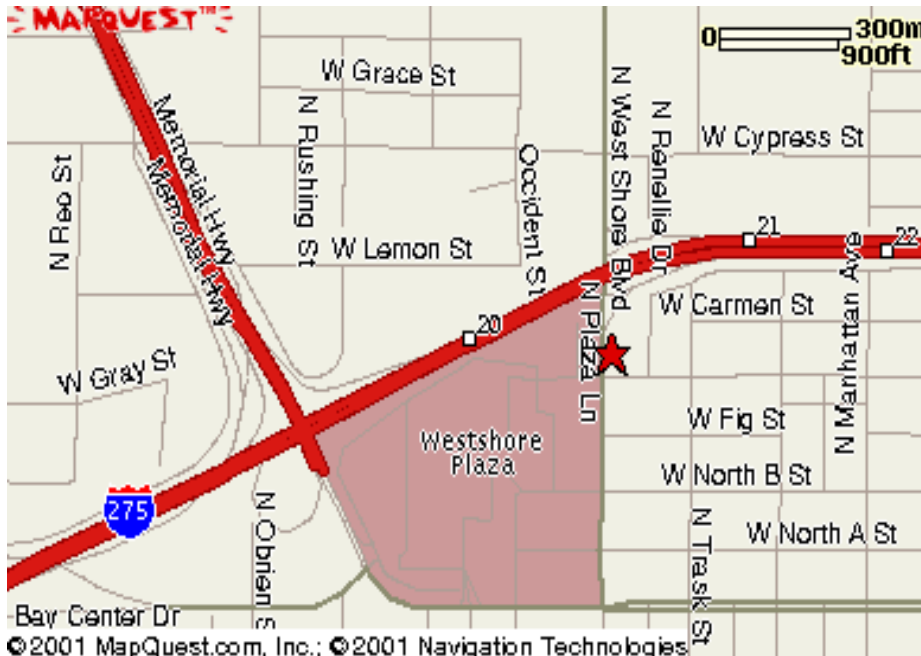
On April 23<sup>rd</sup> Mark and I attended the Software Process Improvement Network vendor evening in downtown Tampa. There was a lot of interest in ASQ in general and in our section in particular. After the meeting, Mark followed up about fifteen leads from people who stopped by our display and expressed an interest in learning more about ASQ and our local meetings. The Certification Program was recognized by many visitors. There was a lot of interest in the exams for Certified Quality Manger and the Certified Software Quality Engineer. There is no doubt that in times of economic downturn people are interested in improving their resumes. Having their skills endorsed by a prestigious organization such as ASQ is an attractive proposition.

Hopefully we can offer an important service to our members and to members of the local community by putting on refresher courses. Let us know your thoughts.

John Conrad

## location for Meetings:

Our meetings for the 2001/2002 year will be held at the Embassy Suites Hotel, 555 N. Westshore Blvd., Tampa. See Map below for directions.



### 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

#### Directions

From St. Petersburg, Sarasota, Bradenton – take I-275N, crossing the Howard Frankland Bridge, take the first exit (20A), Kennedy Blvd., stay on Kennedy 5 lights to Westshore Blvd., turn left and go to the 2nd. Light and turn right. Embassy Suites Hotel 555 North Westshore Blvd. (813) 875-1555

**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 Glen.

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

[Gcavanaugh@essilorusa.com](mailto:Gcavanaugh@essilorusa.com)

If you prefer you can still call the ASQ Reservation Hot Line at:

(813) 872-1500 x 5557

**Before 4:00PM, Friday, June 7, 2002**

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 \$25.00 to our treasurer, **Glen Cavanaugh, Essilor 4900 Park St. N, St. Petersburg, FL 33709**

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

## **May Speaker Summary**

**Presenter: Jim B. Spigener, Vice President,**  
**Performance Improvement Technology**  
**Behavioral Science technology, Inc.**

### **Behavioral Science Technology**

In summary, If we can gain an understanding of the Behavioral Sciences, then we can apply those tools to improve both employee behavior and performance. Employee behavior and performance can be significant contributors to unacceptable finished product, rework, and safety-related injuries.

Jim showed a visual picture of an iceberg. He noted that the critical behaviors that are not being performed or performed incorrectly are the portion below the surface, often going undetected. Undetected until the problem begins to become visible (break water) by a negative audit, for example. As you can picture moving toward the peak of the iceberg as the severity of the problem increases when the errors produce scrap/rework, then customer complaints, then returns, then a lost customer, and finally a lost reputation. The root cause of the errors remains the same; however, the consequences increase as unacceptable product reaches our customer.

One powerful way of influencing behavior is feedback. Feedback can not only communicate a standard but also can increase self-observation and provide accurate information on performance.

The ASQ chapter would like to thank Jim for bringing to our attention this important topic.

Respectfully Submitted,  
David Kusza  
Co-Chair Programs

## Thank You!

The volunteers helping proctor Certification Exams for this past year are:

Sophie Garancher - Transitions  
Sue Dauterman - Linvatec  
Debbie Holt - Baxter  
Guerry Thode - Linvatec

### CERTIFICATION EXAM DATES

| <u>Exam</u>  | <u>Exam Date</u> | <u>Application deadline</u> |
|--|------------------|-----------------------------|
| CQE/CQA/CSQE/CQIA  | June 1           |                             |
| CQT/CRE/CMI/HACCP<br>Certified Quality Manager<br>Six Sigma Black Belt | October 19       | August 23                   |
| CQE/CQA/CSQE/CQIA  | December 7       | October 4                   |

The hunt is off for another Exam Chair to replace Guerry Thode.  
Guerry, Thank You for all of your contribution and good luck on the exams you take.  
Debbie Holt from Baxter has agreed to be our Exam Chair next year. Welcome aboard Debbie!

### Recertification

Please call Paul Racine if you have questions pertaining to Recertification. ASQ certification information and Applications are available through ASQ, the link may be obtained through our website.

**Paul Racine M/S 1171**

**Tel: (727) 768-8177**

**Raytheon Systems Co.,  
7887 Bryan Dairy Road,  
Largo, FL 33777**

# ASQ 1508

## 2002-2003 Board Positions

as of May 14, 2002

Shaded positions are still vacant.

Basic job descriptions for each of these positions can be obtained from the national website, starting at <http://www.asqnet.org/members/leadership/pos/pd.html>.

\* I think Membership is an important position to have filled soon, especially since we will likely use membership related metrics in our own section strategic plan.

\*\* Publicity may be very useful for us this next year as we have been working on developing goals that take our name out into the Tampa Bay area more aggressively.

| Position                     | Name                              | E-mail   |
|------------------------------|-----------------------------------|--|
| Chair                        | Mark Puetz                        | 1508asq@tampabay.rr.com                                |
| Vice-Chair                   |                                   |  |
| Chair Elect                  |                                   |  |
| Treasurer                    | Anthony Povio                     | apovio@earthlink.net                                   |
| Secretary                    | Glen Cavanaugh                    | Gcavanaugh@essilorusa.com                              |
| Programs                     | Carl Wilkerson<br>Dave Kusza      | Carl_G_Wilkerson@raytheron.com<br>dkusza@earthlink.net |
| Newsletter                   | Camie Williams                    | C4cwill@aol.com  |
| Internet Liaison             | John Conrad                       | John.conrad@ieee.org                                   |
| Education                    | Alain Gaumier                     | algaumier@aol.com                                      |
| Arrangements                 | Sophie Garancher<br>Heike Johnson | SGarancher@transitions.com<br>heike@tampabay.rr.com    |
| Recertification              | Lauren Watson                     | lhwatson@verizon.net                                   |
| Examining                    | Debbie Holt                       | holtd@baxter.com                                       |
| SMP                          | Ed Pagnott                        | Epagnott@aaronmed.com                                  |
| Auditing                     | Mark Anderson                     | Manderson@gaf.com                                      |
| Membership*                  |                                   |  |
| Koalty Kid Liaison (Schools) |                                   |  |
| Nominating                   |                                   |  |
| Placement (Jobs)             |                                   |  |
| Publicity**                  |                                   |  |
| Certification                |                                   |  |

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P.O. Box 448 • Odessa, FL 33556 • (813) 784-8457 • [www.qaracc.com](http://www.qaracc.com)

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- |                              |                             |
|------------------------------|-----------------------------|
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| ✓ FDA QSR Executive Overview | ✓ Design Controls           |
| ✓ FDA QSR Employee Overview  | ✓ Internal Auditor Training |

Each module includes an Acrobat® formatted CD-ROM presentation, a "train-the-trainer" Instructor's manual, a comprehension exam (i.e. training record), and a 3-per-page master handout for trainees.

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

## **Additional Section News**

**This month is our final meeting for this year. In September we will begin meeting again. A summer edition newsletter will be published and sent out in August with a map of the new location and meeting agenda for the September meeting.**

**Yes, we're moving to Pinellas county by popular demand.**



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

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## Board Members

Section Chair

**John Conrad**

E-mail: John.conrad@ieee.org

Tel: (813) 926-4004

Treasurer

**Glen Cavanaugh**

E-mail: [Gcavanaugh@essilorusa.com](mailto:Gcavanaugh@essilorusa.com)

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**Heike Johnson**

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

Programs & Publicity Chair

**Carl Wilkerson**

E-mail: [Carl\\_G\\_Wilkerson@raytheon.com](mailto:Carl_G_Wilkerson@raytheon.com)

Co-Chair

**Dave Kusza**

E-mail: [dkusza@earthlink.net](mailto:dkusza@earthlink.net)

Newsletter

**Camilla Williams**

E-mail: [c4cwill@aol.com](mailto:c4cwill@aol.com)

Membership/ Past Section Chair

**Lauren Watson**

E-mail: [lhwatson@verizon.net](mailto:lhwatson@verizon.net)

Education Chair

**Mark Puetz**

E-mail: [asq1508\\_ed@hotmail.com](mailto:asq1508_ed@hotmail.com)

Co-Chair

**Greg Strohm**

E-mail: [gstrohm@stewart.com](mailto:gstrohm@stewart.com)

Arrangements Chairs

**Sophie (Chicoineau) Garancher**

E-mail: [SGarancher@Transitions.com](mailto:SGarancher@Transitions.com)

Recertification

**Paul Racine**

E-mail: [Paul\\_D\\_Racine@raytheon.com](mailto:Paul_D_Racine@raytheon.com)

Examining Chair

**Guerry Thode**

E-mail: [gthode@linvatec.com](mailto:gthode@linvatec.com)

SMP Chair

**Ed Pagnott**

E-mail: [Epagnott@aaronmed.com](mailto:Epagnott@aaronmed.com)

Auditing Chair

**Mark Anderson**

E-mail: [Manderson@gaf.com](mailto:Manderson@gaf.com)

### Membership Statistics

March 31, 2002

|            |       |
|------------|-------|
| Fellows    | 4     |
| Members    | 697   |
| Seniors    | 36    |
| Students   | 14    |
| Sustaining | 6     |
|            | ===== |
| Total      | 757   |