Quality Quest

ASQ Section 1508 St. Petersburg/Tampa
OCTOBER MEETING
Monday, October 13, 2003

OCTOBER SPEAKER
Ms. Kerri McManus
Interim Director

The Professionals Network of Tampa Bay (Pro Net)

"Effective Networking, and Pro Nets Role in Supporting Tampa Bay Professionals".

In these times of economic uncertainties, many of our ASQ members are transitioning to and from the professional career ladder. Some, still attempting to find the proverbial permanent employer/career niche.

From an ASQ member survey, a need and interest for professional career advisement, information, encouragement, available options, and the REAL art of professional networking was expressed. From this, our next meeting will focus on the above mentioned.

Pro-Net is a 1,200 member networking, marketing, and career support program for Tampa Bay professionals, and supports local business and economic development.

Kerri McManus who received a B.A with honors in Economics and English from the University of Connecticut, and holds an MBA from Texas Christian University, will shed some light on this subject at our next dinner meeting. See you there!

Carl G. Wilkerson-Sr. Mfg. QE
ASQ Programs Chairman

Message from Your Chair
Mark E. Puetz

Quality? Huh?

As we began our new program year last month with our first meeting at Tutto Favoloso and great presentations from Maria Eddy of the "American Liver Foundation" and Ron Sedlock of "The Quality Catalyst," I think it important to note that your board has been working through the summer. Indeed, we had an all day Strategy Session in August to plan our focus for the program year.

We did something very similar to this last year as well. At that session we developed a section vision, mission, values, questions, and perspectives for a Balanced Scorecard. Those structures served us nicely over the year. However, at this year's session we found things to tweak. Isn't that always the way it goes? We are excited about the adjustments made, though. We believe they give us an ever clearer picture of our charge as your board and as a section. I will be sharing more about those ideas with you as we go along.

For now, I would like to tell you something of one area of confusion. Perhaps you can help.

Our vision for the section is "To be Quality Central in the Tampa Bay Area." We interpret this to mean we would like any organization that is embarking on a quality journey to consider us as a primary resource for information, training, and net-working. This sounds simple enough, right? It sounds like a noble vision we think.

But, what do we mean when we say 'quality'? As we began our Strategy Session, one of our board members asked just this question. The answer seems obvious on its face, but we found very quickly, as we shared our thoughts with each other, that there were many different definitions for the term, each expressing very different concepts. If we were to have such a term in our vision statement, would we not want that term to mean something specific?

I began thinking about what quality means. This is not a comment on its definition. I shall leave that to greater minds than mine. It is a comment about different ideas and what they may mean to our section.

From Mr. Sedlock's presentation, Deming viewed quality as a profound system of knowledge. That is, it lies in the inter-section of our understandings about a system, variation, theories of knowledge, and psychology. That almost makes it sound like a Zen sort of thing. Hey, careful there. Don't laugh. One of the greatest business books ever is "Zen and the Art of Motorcycle Maintenance." Almost the entire first two thirds of that book is the author's musings about what quality is and is not. He wonders about quality of service and what it means. He wonders about quality of life. He wonders about quality as "closeness to perfection" [my phrase] in a manufactured product. He wonders if it is possible to have too much quality, to make something too well. If so, does that take away from the romance of that thing? Can you make a motorcycle suspension system so good the rider never feels a bump? Wouldn't that destroy the "hard tail" (no suspension) experience some riders love? Is quality up to the customer?

Juran defines quality as having two aspects, features and freedom from defects. Interestingly, he refers to these in pseudo-accounting types of terms (probably to get the attention of the executive types who think that way). 'Features' refers to the "income producing" aspects of a product or service. 'Defects' refers to the expense creating aspects of a product or service.

So, we have three definitions (and there are many more): 1) Profound system of knowledge, 2) Defined by the customer, and 3) Impacting revenues and expenses. Or 1) epistemological, 2) subjective, and 3) finite and measurable. Well gee, that makes things easier. Clear as mud. Can you see why it was not easy for us to define in a morning workshop?

Your thoughts?

Should you have ideas or concerns, please feel free to contact me at 1508asq@tampabay.rr.com

Presenter: Mr. Ron Sedlock
President/Founder
The Quality Catalyst

The System of Profound Knowledge: These were the open words of Mr. Ron Sedlock's presentation entitled <u>"What Deming Was Trying to Tell Us"</u>.

Mr. Sedlock began his presentation by sharing some of his personal experiences as an understudy of Dr. Deming. The term "We're here to learn" was one used by Dr. Deming on many occasions, and one Ron had come to realize was more that an expression--it was a philosophy of life. Ron gave us a brief review of Dr. Deming's System of Profound Knowledge, which includes <u>Appreciation for a System</u>, <u>Understanding of Psychology</u>, <u>Knowledge about Variation</u> and <u>Theory of Knowledge</u>.

Ron presented an excellent example of Dr. Deming's initial **System Model** and it's relation to the Consumer, Suppliers of Materials and Equipment, Test of Processes, Machines, Methods, and Costs, Design and Redesign, Production, Assembly, Inspection, and Final Distribution to the Consumers. Afterwards, Ron presented the <u>updated</u> System Model, which includes new items, and terms such as Benchmarking, Audits, Leadership and Continuous Improvement, Supplier Partnering, Six Sigma/Lean Manu-facturing, and Business Results. Ron went on to explain the theory of <u>Knowledge about Variation</u> and the <u>Shewhart Cycle (Plan, Do, Check, Act)</u>.

A sneak preview, and review of Dr. Deming's Audit Checklist was presented, in-addition to an explanation of the new Corporate Culture, and it's Behaviors.

Ron finally gave our ASQ chapter attendees some questions to ask regarding the success or failure of the final process. 1. Who else was involved? 2. What reduced the Process Variation? What motivated people to action? And what did you learn from that process?

The ASQ chapter meeting attendees were enlighten, amused, and grateful for the opportunity to hear first hand some philosophies handed down by one of our great Quality gurus, Dr. Deming, presented thru Mr. Ron Sedlock. In the end, what Deming was really trying to tell us was that "We are here to learn."

Submitted by Carl G. Wilkerson
ASQ Programs Chairman

ASQ Section 1508 St. Petersburg/Tampa
Next Meeting: *Monday, October 13, 2003*
Tutto Favoloso Restauarant
1469 South Belcher Rd.
Clearwater, 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 to Tutto Favoloso (located in the city of Clearwater):
From Tampa, go over the Courtney Campbell Causeway to your 7th traffic light, this is BelcherRoad, make a LEFT go 3/4 of a mile Restaurant is on the left if you pass Nursery Road or Bellair Road you went to far.
From St. Pete., take US19 North to you see Nursery Road at this traffic light you make a Left, go to your first traffic light make a Right onto Belcher Road, then make a Quick Right into the strip-mall parking lot.

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 Heike.
SGarancher@Transitions.com
Heike@tampabay.rr.com
If you prefer you can still call the ASQ Reservation Hot Line at:
(813) 872-1500 x 5557

Before 4:00PM, Thursday, October 10, 2003
Cancellations should be made by noon on the Friday before the meeting but every effort will be made to accommo-date 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 with-out 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**

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

DOCUMENT CONTROL IN A WEB ENVIRONMENT by Jim Triller

The web is a great tool for issuing, distributing and organizing documentation of all sorts. It also makes using documentation a snap. But how can an organization provide adequate control of documents that are widely distributed and can be copied and printed out by anyone with a printer and basic computer skills? From a quality management system perspective, this sounds like a total nightmare, making one long for the good old days of those heavy binders that everyone treats like a dead raccoon. But, there is a better way....

One of the beauties in using a web-based system is that "server side permissions" (the server is the high powered computer that "serves" files to all the computers on the network) can be tightly controlled. The net-work administrator (you know, that guy with thick glasses & pocket protector that relates more easily to a PC than a person) can easily assign who is authorized to see and post files on the server. Works great and doesn't require special software.

Another way to control documentation is to set password protection on documents. Folks who know the password go right in, those who don't can't. What's nice about password protection is that it can be accom-plished using server side permissions or by the web administrator setting security levels within the web.

What if somebody prints out a document? How is that controlled? Easy! Define within the system that hard copies are not to be used (they are assumed to be uncontrolled) unless they are so defined within the qual-ity management system! I have implemented systems that are 100% on the web and others that are mostly web-based but still require a few hard copies. Using a simple matrix we listed what documents were posted in hard copy and the location where users could find them. This works great when combined with training and managerial vigilance.

What about knowing for sure that the documents have been properly reviewed and approved? For folks who work in an ISO 9000 environment, don't worry. Using a variety of methods, including using email and/or a word processor, users can pass electronic documents around for review, changes, and approval. A sepa-rate file (or archive) can be established to hold these electronic versions (don't forget to include the archive as a quality record). This method is slick but I personally like to take a different route. My preferred method is to use old fashion "hard copy" paper for the original "master" copy with the approval authorities "John Hancock" on them. Why? Two reasons: 1) People tend to read things carefully when they have to person-ally sign them and; 2) If the network ever goes down (What?!?) hard copies are available for copying & distribution 'til the system comes back up.

How about knowing that a document is current? A simple hyper link within the document to an on-line docu-ment control matrix, "pop-up" window or database can provide quick info and what the current revision level is, who authored the document, who approved it, when it was revised, change history, etc. Very easy and effective way to go and it can be easy to maintain.

Based on my experience, controlling documents in a web environment is far easier and more cost effective than any other method I've seen. With almost instantaneous distribution, server side permissions, system integrity and ease of use web-based document control is a high value added approach to effective documentation management. This makes it an easy sell to the inhabitants of "mahogany row."

About the Author: Jim Triller designs and implements web-based quality management systems as well as operational and administrative web-sites. Jim is a Certified Quality Manager and Auditor. He also holds an MBA from Western Washington University. Jim may be reached at: (727) 424-9591 or, via e-mail, at: jimtriller@earthlink.net.

FMEA FEVER!!!

By Sandra Werwega
President, Quality Systems Engineering

Symptoms: severe headaches; depression; moody and/or irritable behavior;

Cause: ISO/QS-9000, FMEA processes, APQP processes, PPAP processes

Does your engineering department suffer from **"FMEA-Fever"?**   "Time-Consuming… tedious…confusing…and agonizing", said engineers when asked about their Risk Management processes and procedures. In fact, just whispering the word "FMEA" will grim-ace the face of engineers causing them to retreat to their work-cells and develop a plan of immunity! As one QA Manager put it, "FMEA's?…I don't understand them…for me, it is a system of dodging and delegation!"

Risk Management, regardless of its unpopularity, is important and necessary. How necessary? Just ask the CEO's of Firestone Tires®, Dow Corning Plastics®, and/or Johnson & Johnson®. These fallen comrades have paid a heavy price for breakdowns in their Risk Management controls and processes. And sadly, sometimes the "heavy price" is not just measured in dollars and cents; it is measured in disease, fatal accidents, and other atrocities.

My name is Sandra Werwega, and I am a Quality Consultant. I have worked, trained, and consulted for various companies in the discipline of Risk Management. In my experience, companies have good intentions when developing Risk Management processes. However, they lack the proper tools to perform the FMEA / APQP process in an efficient manner. For that reason, I have developed software that simplifies the FMEA / APQP process, and properly utilizes **Risk Management reporting, the most valuable part of the FMEA process.**

Our QSE-FEMA/APQP Solution software demonstrates the **power of risk evaluation** and process/product verification. Further, it does so in a logical interrelated sequence that parallels the ISO/QS-9000, TS-16949 basic requirements. Our software breaks down the FMEA / APQP quality documents into 5 simple chapters. These chapters are exemplified in the QSE-Training Manual.

Unique user friendly software features include:
- Enter data once to produce over 12 quality documents.
- Excel files Import and Export to and from QSE-FMEA/APQP Application
- Automatic Color-Coded (High (red), Medium, (yellow), Low (green), Risk Management Reporting.
- Automatic RPN Reports
    - Overview of Failures / Preventive Analysis / Summary of RPN's
- Drop Down Editable Menus (in every field).
- Editable Common Terms and Guidelines / Search / Replace / Find feature in every field.
- Team Tracking, Gage and Error Proofing printout, Reaction Plans, Operator Instruction and Comments Attachments
- **The Application and Manual ASQ (American Society for Quality) wanted to publish.**
- **Manual & Application has rewrite Permission from the AIAG - DaimlerChrysler, Ford, and General Motors FMEA-Manual Task Force**.

The QSE software system will reduce the need for costly consultants and training programs. It is user-friendly, fast, efficient, cost-effective, and provides automatic risk management reporting.

The cure for "FMEA-Fever" is here in Spring Hill, Florida - 1-352-683-7301
For more information visit: www.QSEprocess.com or Call 810.499.1015.

If you have an article you want posted in the newsletter, please send your inputs

(in Microsoft Word or any other Microsoft Publisher compatible format to Camilla Williams @ c4cwill@aol.com by the Friday following the monthly meeting to ensure it makes the deadline for publishing.

2003 CERTIFICATION EXAM DATES

Exam	Exam Date	Application deadline
CQT/CRE/CMI/HACCP		
Biomedical		
Certified Quality Manager		
Six Sigma Black Belt	October 18	Passed
CQE/CQA/CSQE/CQIA		
CCT	December 6	October 3

** Note: The CQA Body of knowledge is changing starting with the June 5th. 2004 exam. The exam will be 5 hours with 15-20% (25-30 questions) devoted to case studies. For a comparison of the old vs. new BOK, please see the asq website at www.asq.org/portal/ **

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

American Society for Quality

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

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Board Members

Section Chair
Mark Puetz
E-mail: 1508asq@tampabay.rr.com

Treasurer
Glenn Cavanaugh
E-mail: Gcavanaugh@essilorusa.com

Secretary
Robert Cavanaugh
E-mail:
Robert.Cavanaugh@certegy.com

Programs
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E-mail:
Carl_G_Wilkerson@raytheon.com

Newsletter
Camilla Williams
E-mail: c4cwill@aol.com

Internet Liason
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E-mail: John@weiweb.com

Education Chair
Alain Gaumier
E-mail: Algaumier@aol.com

Arrangements Chairs
Sophie Garancher
E-mail: SGarancher@Transitions.com

Recertification/Arrangements
Heike B. Johnson
E-mail: Heike@tampabay.rr.com

Examining Chair
Debbie Holt
E-mail: holtd@baxter.com

SMP Chair
Ed Pagnott
Epagnott@aaronmed.com

Placement Chair
Guerry Thode
E-mail: Thode@gte.net

Audit Chair
Mark Anderson
E-mail: Manderson@gaf.com

Publicity Chair
Jim Triller
E-mail: jimtriller@earhlink.net

Membership Statistics	
Members	539
Fellows	3
Seniors	31
Students	17
Sustaining	1
=====	
Total	591