



Quality Quest

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

November 2004 Volume 47 Issue4

**ASQ Section 1508 St. Petersburg/Tampa
DECEMBER MEETING
Monday December 13, 2004**

Speaker: Mr. Ted William Dunbar, CPA, MBA
Director, PARC Center Industries
7181 30th Avenue North
St. Petersburg, FL 33710
(727) 552-1785
tdunbar@parc-fl.org

Ted Dunbar, Director of PARC Center Industries (PCI), will provide a brief history of PARC (Pinellas Association for Retarded Children) and PARC Center Industries (a division of PARC that employs about 225 adults with disabilities). Ted will explain how he became interested in and subsequently employed by PARC. He will discuss current operations and plans for the future.

PCI is a packaging & assembly business that employs about 225 adults with disabilities. PCI is a division of PARC, Pinellas Association for Retarded Children. PARC is a non-profit, charitable organization that provides services to children and adults with disabilities, mainly developmental disabilities.

Quality is as very important to PCI, as important as it would be in any business. Ted will talk about why the existing quality control procedures are so important to PCI, how they developed, and why there is a critical need for improvement.

Biography

Ted Dunbar is the Director of PARC Center Industries (PCI). Prior to joining PARC 1½ years ago, Ted spent 25 years working in finance, accounting and auditing for Ernst & Young, Florida State University, Darden Restaurants (formerly General Mills Restaurant Group), and most recently Progress Energy (formerly Florida Progress and Florida Power).

Ted has an MBA in Finance from Florida State University and BS in Accounting from Indiana University. He is a Certified Public Accountant, and has previously held the Certified Data Processor, Certified Information Systems Auditor and Certified Internal Auditor computer and auditing designations.

See you at the meeting!
Steve Babb, Programs Chairman

A MESSAGE FROM YOUR CHAIR

“Chance favors the prepared mind.”

- Louis Pasteur

At our November 8th. meeting we enjoyed a presentation by Lawrence E. White. Larry's presentation on Improving Career Effectiveness provided valuable insights into methods for evaluating our career needs and strategies for achieving those needs.

We had 48 attendees at our November meeting. This included 13 first time attendees. Our Internet reservation system has been upgraded and functioned well for the November meeting. We are reviewing the restaurant seating arrangements so that we can provide additional seats for our meetings. We request that everyone use the Internet reservation system if possible.

Our E-Mail meeting notification system worked well this month. We had some people who credited their meeting attendance to timely notification. Once again, if you did not receive a notification for the November meeting and wish to be put on the list, Please send an E-Mail to Cristin at cristin.czedik@honeywell.com.

We have received information on conferences scheduled for early next year. They are as follows;

1.) Business Excellence and Customer Satisfaction Conference - This conference is scheduled to be held in Tampa Feb. 28 - March 1, 2005. If you need any information about the conference or want to help out as a volunteer, please contact Susan Woodrow at ASQ (SWoodrow@asq.org).

2.) Quality Management Division Conference - The conference will be at the Rosen Centre Hotel in Orlando on February 24-25, 2005. If you need any information about the conference please contact ronbane@yahoo.com

3.) Conference on Quality and Safety in the Defense Industry - The 2005 CQSDI will be held once again at the Radisson Resort at the Port located at 8701 Astronaut Boulevard, Cape Canaveral, Florida on March 21-22, 2005. For more information on the conference, including sessions, activities, fees, registration, and special arrangements, please call (254) 776-3550, send a fax to (254) 776-3767, or send an e-mail message to lesl@sgmeet.com. You also can visit the conference web site (www.asdnet.org/cqsd) for updates on the program and additional activities.

We are attempting to arrange for pre-dinner speakers for future meetings. This would allow us to award .6 Recertification Units (RUs) for the meeting instead of .3 RUs.

Please contact Steve Babb (qdemand@tampabay.rr.com) if you would like to make a pre-dinner presentation to the Section.

If you have not received a newsletter by a week before the meeting, it is posted on our web page at <http://weiquality.com/asq1508/index.shtml>.

We are still looking for volunteers, new ideas, possible speakers – etc. Our successes are due to the great team effort!

I look forward to seeing all of you on December 13 and at all of the meetings.

Ed Pagnott

Section 1508 Chair for 2004 / 2005

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

Reservations should be made by 4:00PM, Thursday, December 9, 2004

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)

If you do not have access to e-mail, you may phone Sophie with your reservation: (727) 545-0400 X2211

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.

Dinner reservations are \$20.00 or \$25.00 at the door 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**

***Enzo's Restauarant
1469 South Belcher Rd.
Clearwater, FL.***

Directions to Enzo's:

From Tampa, go over the Courtney Campbell Causeway to your 7th traffic light, this is Belcher Road, make a LEFT, go 3/4 of a mile. Restaurant is on the left in the strip plaza before Nursery Road traffic light. (if you pass Nursery Road or Bellaire Road you went too far).

From St. Pete., take US19 North to 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.

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****

November's Speaker Summary

Mr. Larry White, Principal
Business Consulting Group, LLC
lwhite@businessconsultinggroupllc.com

“Applying Business Growth Tools to Your Own Career Professional Development”

Are you running out of “psychic juice” in your career?

Is your career on-track to grow according to your dreams?

Do you feel you are fully respected for your ability to contribute, or that you are overlooked and not given enough responsibilities?

Most of us ask these questions from time to time, and we should! A simple show of hands at our November meeting demonstrated the overwhelming importance of these themes to our members.

Mr. Larry White introduced the Section to proven marketing concepts and applied them to the *personal responsibilities we each have for our career development*. Mr. White's insights were based on more than 20 years of experience as either VP/General Manager or VP/Sales & Marketing in both domestic and international settings at four different companies, and more recently as a management consultant.

Development of Internal and External Marketing campaigns is an activity usually reserved for business planning. However, Mr. White clearly showed the Section how to implement a personal campaign which will improve both our effectiveness for our employer and our career satisfaction. Mr. White was able to make this link for us by explaining five useful tools (of many) and illustrating them with examples.

Business Life Cycle: Businesses either grow or decline. To survive, there is very little room for the “status quo”. Be aware that your career choices have life cycles of their own and must be proactively renewed and cultivated.

Alternative Growth Paths: Consider that “He who will not risk cannot win.” Mr. White illustrated a 2x2 matrix of paths. One dimension was *proven vs new skills/knowledge/talents*. The other dimension was *existing vs. new geography/industry/customer*.

The Universe of Lead Generating Techniques: Just as in corporate marketing campaigns, use a variety of techniques to promote your career. Create “gravity” for your aspirations from actions to advance your interpersonal relationships, reputation, leadership, certifications, public speaking, networking and more. What is *your* plan?

Customer Relationship Management (CRM): Who are your customers? Develop a process map for methodically satisfying them and putting “the law of averages” in your favor.

Cross-Impact Diagram: What trade-offs or reinforcements do you experience between your family and career advancement? \$\$\$ vs wellness? What choices are important in your life?

Map, understand, and manage them.

In addition to Mr. White's long experience record leading large corporations, he launched Effective Strategies, Inc. in 2001. He assists his clients in growing their revenues by working side-be-side with them in strengthening their sales and marketing processes. Larry is also a Principal with the Business Consulting Group in downtown Tampa, a full-service management consulting firm.

On behalf of the Section, I would like to thank Mr. White for providing us with his valuable ideas and the five basic tools for an effective personal marketing campaign. It is now up to each of us to use these insights to achieve higher career satisfaction and value to our employers.

Remember- a personal marketing campaign is all about YOU. Thank you, Mr. White.

Submitted by Steve Babb – ASQ Programs Chairman

Newsletter information:

The deadline for submitting any article or advertisement for the Newsletter is the Friday following the regularly scheduled meeting (2nd. Monday of every month). Please contact Camie Williams via e-mail at c4cwill@aol.com.

CERTIFICATION EXAM DATES 2004 /2005

<i>EXAM</i>	<i>EXAM DATES</i>	<i>APPLICATION DEADLINE</i>
CQE/CQA/CSQE/CQIA CCT	December 4, 2004	passed
CQE/CQA/CQIA/SSBB Location: 17th. Annual Quality Management Conference (Orlando)	February 25, 2005	January 21, 2005

Good luck to all individuals taking exams in December!

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



Attn: C. Williams
13463 Hacienda Dr.
Largo, FL 33774

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Board Members

Section Chair/SMP Chair

Ed Pagnott

E-mail: Epagnott@aaronmed.com

Treasurer

Glen Cavanaugh

E-mail: glenc@tampabay.rr.com

Secretary /Vice-Chair

Robert Cavanaugh

E-mail: Robert.Cavanaugh@certegy.com

Programs

Steve Babb

E-mail: qdemand@tampabay.rr.com

Newsletter

Camilla Williams

E-mail: c4cwill@aol.com

Education Chair

Alain Gaumier

E-mail: Algaumier@aol.com

Arrangements Chair

Sophie Garancher

E-mail: Sgarancher@Transitions.com

Re-Certification/Arrangements /
Audit/Examining

Heike B. Johnson

E-mail: Heike@e-imagestudios.com

Certification

Debbie Holt

E-mail: Debbie.holt@westpharma.com

Placement Chair

Guerry Thode

E-mail: Thode@knology.net

Membership Chair/ Co Membership

Paul Racine

E-mail: Paul_D_Racine@raytheon.com

Co- Membership Chair

Cristin Czedik

E-mail: Cristin.czedik@honeywell.com

Membership Statistics

Members	542
Fellows	3
Seniors	36
Students	12
Sustaining	3
	=====
Total	596