



# Quality Quest

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

January 2005 Volume 47 Issue 5

**ASQ Section 1508 St. Petersburg/Tampa**

**DINNER MEETING**

**Monday, January 10, 2005**

**Speaker: Mr. Bob Madeiros**

**Quality Assurance Process Manager/ Six Sigma Black Belt**

**Honeywell Defense and Space Electronic Systems, Clearwater, FL**

#### THE FLORIDA STERLING COUNCIL

Established in 1992, the Florida Sterling Council is a public/private not-for-profit corporation supported by the Executive Office of the Governor. Comprised of public and private sector members, the Council is led by the

Executive Committee which oversees the Governor's Sterling Award for Performance Excellence and all Sterling process activities, including the annual Sterling conference.

Since 1992, 42 organizations have received the Governor's Sterling Award (GSA) for significant improvement and achievement of performance excellence. The GSA is based on the application of the Sterling Criteria for Organizational Performance Excellence, which is in turn based on the internationally acclaimed Baldrige Criteria for Performance Excellence. The Governor's Sterling Award is recognized as the preeminent state award process in the nation.

Bob's presentation will encompass an introduction into the Sterling criteria and Sterling process, as well as discussion on the various types of assessment tools available.

#### Biography

Bob Madeiros is a Quality Assurance Process Manager and certified Six Sigma Black Belt from Honeywell Defense and Space Electronic Systems in Clearwater. Bob is also a Lead Examiner on the Florida Sterling Council Board of Examiners, and a member of the Examination Committee. Over the last nineteen years he has worked a myriad of roles in continuous improvement and performance excellence.

Bob holds a Bachelors of Science degree in Mechanical Engineering from Hofstra University, and a Masters in Engineering Management from the University of South Florida.

Happy New Year, and see you at the meeting!

Steve Babb, Programs Chairman

## **A MESSAGE FROM YOUR CHAIR**

“Music washes away from the soul the dust of everyday life”

- Berthold Auerbach

At our December 13 meeting we enjoyed a presentation by Ted Dunbar, Director of PARC Center Industries. PARC (Pinellas Association for Retarded Children) is beginning a quality journey that has many special challenges. Alain Gaumier, our education chair, is working with PARC to assist them in their efforts to incorporate quality standards (including ISO) into their operation. We will have more information on a volunteer group for this outreach effort in the future.

We again had 48 attendees at our December meeting including 5 first time attendees. We are scheduling pre-dinner speakers in the coming months. If anyone would like to make a 15 to 20 minute pre-dinner presentation on their company or a favorite topic, please contact our program chair Steve Babb (qdemand@tampabay.rr.com). We provide a free dinner for both pre-dinner and main speakers.

Our Programs chair is planning a plant tour in the next couple of months. We plan to schedule the tour in the middle of the month on a day other than Monday. More details to follow on this as well.

If anyone missed the conference information that was posted last month, you can find it in our Newsletter archives on our web site.

We are still looking for volunteers, new ideas, possible speakers – etc. We would especially like to fill our open Internet Liaison Chair position.

As 2004 becomes the past, I would like to express my sincere appreciation to all of our board members. We are all volunteers and we all believe that Quality is not just a profession but it is a way of life. Thanks again to a really great group of truly QUALITY people!

I look forward to seeing all of you on January 10 and at all of this year's meetings.

Our successes are due to the great team effort!

Merry Christmas, Happy Holidays and Happy New Year to all!

Ed Pagnott

Section 1508 Chair for 2004 / 2005

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

**Reservations should be made by 4:00PM, Thursday, January 6**

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

## ***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.**

## **December Speaker Summary**

**Ted William Dunbar, CPA, MBA**

Director, PARC Center Industries

*tdunbar@parc-fl.org*

“PARC Center Industries: Turning Disabilities into Capabilities”

Imagine a place where employees are actually treated as customers, where your team is like a great big loving family, and where you are free to grow as far as you can develop your capabilities. Imagine a place where diversity and dignity are valued and everywhere. Imagine being able to help your community while developing your own sense of worth and self-reliance.

Ted Dunbar, Director PARC Center Industries, showed that such a place is right here in our own neighborhood. PARC Center Industries employs 225 individuals with disabilities in packaging and light assembly at its St. Petersburg operations. In partnership with the community, PARC has been reaching out to developmentally disabled people for more than 50 years, helping each one develop self-esteem and a fulfilling life. PARC Center Industries is just one of PARC's (Pinellas Association for Retarded

Children) success stories.

In fact, PARC Center Industries' clients (PARC's disabled workers) package and/or assemble more than one million items per week for local industry. Recent jobs have included assembling 50,000 brochures, packaging 35,000 calendars, and filling 25,000 soft-sided lunch boxes with marketing samples. When you think of PARC, remember high volume, customized jobs, and competitive cost! Can your business take advantage of this capability?

Mr. Dunbar is bringing business thinking to PARC Center Industries to make it even more effective. As a non-profit (charitable) organization, clients are best served when resources are wisely used. In addition to income from operations, funding sources include the State of Florida, the Juvenile Welfare Board, United Way, donations and fund-raising.

According to Ted, PARC Center Industries has an opportunity to be more proactive with quality and productivity. Excellent controls are currently in place where there have been problems before, for example miscounts, assembly errors, and mixed parts. Ted is using pushing automation where it makes sense, including Excel in front-office operations where calculations have been manual. Good setups and process controls are needed, along with process flow improvements. These are areas where we in ASQ can help PARC fill its important role in our community! If you would like to help, please contact Mr. Dunbar or Steve Babb. Volunteers are truly fuel for progress at PARC.

In addition to acquiring more enlightened customers for its packaging and light assembly capability, PARC is developing other types of business. PARC Center Industries is considering a pack and send-type store to take advantage of shopping and commercial activity in the Tyrone area and to further leverage off of PARC's 25+ years of packaging experience. Also, PARC is developing a deeper relationship with NISH (a self-funded federal government agency that works to direct some federal government contract work to people with disabilities).

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.

It is my privilege, Ted, to thank you on behalf of our ASQ Section. Submitted by Steve Babb – ASQ Programs Chairman

## **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](mailto:Heike@e-imagestudios.com)

## Welcome New ASQ Members

Mickey R. Cain

Kathleen Deer

Ernesto Diaz

Debra J. Gordon

Frank N. Haas

Vasantrao Nivargikar

Gary Wayne Phillips

Jeffrey D. Porada

Lorenzo J Salvatori

### **CERTIFICATION EXAM DATES 2004/2005**

<b><u>EXAM</u></b>	<b><u>EXAM DATES</u></b>	<b><u>APPLICATION</u></b>
<b><u>DEADLINE</u></b>		
CQE/CQA/CQIA/SSBB Location: 17th. Annual Quality Management Conference (Orlando)	February 25, 2005	January 21, 2005

Please join us at **ASQ's 3rd Annual Business Excellence and Customer Satisfaction Conference (BECS)**, a program designed to provide *customer value solutions*.

**February 28 - March 1, 2005**  
**Hyatt Regency Tampa**  
**Tampa, Florida**

[Register now](#) and save \$100 with early-bird rates!

Every business professional today faces the reality of ever-changing markets, more sophisticated and global competitors, and more demanding and smarter customers. But organizational success cannot be accomplished solely by developing new products and attracting new customers. The growth of market share and profitability must be sustainable. This makes it essential to also retain current customers by providing satisfaction and value through measurable operational excellence.

But do you know how to implement the processes that provide value to your customers and the tools with which to measure and communicate it? [ASQ's Business Excellence and Customer Satisfaction Conference](#) will show you how to:

- ?? Measure, assess, and improve customer satisfaction
- ?? Proactively integrate the voice of the customer into operational process improvement programs
- ?? Develop metrics and performance scorecards related to your customers' requirements
- ?? Foster active participation in customer retention programs by key executives, salespeople, customer service representatives, and others involved in customer relationships

The 3rd Annual BECS will emphasize both business-to-consumer and business-to-business sessions. BECS will provide usable and valuable insights whether your customers are individual consumers or other organizations—be they private sector or government. Visit the conference [Web site](#) for session descriptions, registration, accommodations, and the conference schedule.

**The BECS Conference program includes the following sessions:**

- ?? Customer Relationship Management: The New Frontier for Performance Excellence
- ?? Driving Business Excellence Through the Voice of the Customer (VOC)
- ?? Business Approach: Customer Advocacy Supporting Customer Loyalty
- ?? Customer Focus From Concepts to Positive Results
- ?? Deliver Consistent Quality Assurance Across Various Geographies in the Customer Care Industry
- ?? Harnessing the Power of the Internet to Communicate Customer Value and Satisfaction
- ?? Exceptional People + Exceptional Service = Extraordinary Profits
- ?? Creating the Ideal Customer Experience

Delivering Customer Value: Getting More Than Satisfaction From Your Customer Research



Attn: C. Williams  
13463 Hacienda Dr.

Largo, FL 33774

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### Membership Statistics

Members	539
Fellows	3
Seniors	37
Students	12
Sustaining	3
	=====
<b>Total</b>	<b>594</b>