

Quality Quest

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

December 2005 Volume 47 Issue 4

ASQ Section 1508 St. Petersburg/Tampa

DECEMBER MEETING
Monday, December 12, 2005

THE 12 VOICES OF THE CUSTOMER

DESCRIPTION

The notion that we should listen to “the voice of the customer” is well-meaning, but an insult to our intelligence. Everyone knows there is no such thing as **the** customer. This necessarily means there must be more than one voice to listen to. Yet we can make potentially fatal assumptions about (1) who “the customers” really are and how to segment them, (2) what questions to ask and (3) how to prioritize their answers. One firm’s loss of a \$400 billion contract, referenced in this presentation, illustrates the bad ending these gaps can create. **Vital lies** (unsupported beliefs and constraining assumptions) promote selective deafness to customers. Vital lies are numerous, including the following:

- **Complaints are few so we know customers are satisfied**
- **Customers don’t know what they want**
- **We know what customers want**

Our performance measures confirm our excellence

This humorous but high-content workshop interactively shows you how to uncover what customers care most about. It will significantly enhance your Six Sigma initiative, satisfaction surveys and other efforts to enhance business growth and competitive position. Customers often don’t tell you their highest priorities, yet they’ll hold you accountable for knowing and satisfying them. This session builds mind-readers.

LEARNING OBJECTIVES

Attend this high-content, yet humorous, management workshop and all these troubles will go away. Don’t even think about conducting a voice of the customer or QFD project, commissioning a customer survey or developing a balanced scorecard without the innovative framework and tools provided in this workshop. You’ll hear all the right voices in surround sound while experiencing astounding revelations, including:

Who your customers really are
How to determine the number of voices you should be hearing
The 4 dimensions of performance any improvement initiative must address
Why surveys fail and how to avoid that fate
What three questions will always uncover what customers want
Which of the voices is most important to understand (and rarely uncovered)
How all this is related to customer satisfaction, Six Sigma, survey construction and loyalty

See next page for details on the presenter.

THE PRESENTER

Robin Lawton, president of International Management Technologies, Inc. (IMT), is a best-selling author and internationally recognized expert in creating rapid strategic alignment between enterprise objectives and customer priorities. He has over 25 years experience directing both strategic and operational improvement initiatives. His powerful but easy-to-understand principles and tools are outlined in his first book, *Creating a Customer-Centered Culture*:

Leadership in Quality, Innovation and Speed (Quality Press). Some of his other books and articles are described at www.imtC3.com and www.amazon.com.

IMT clients who have won major awards as a direct result of applying these customer-centered culture (C3) principles include the Missouri Department of Revenue (winner, 1999 Missouri State Quality Award) and Lawrence Livermore National Laboratory (winner, 1998 California State Quality Award). Corporate clients include Malcolm Baldrige Award winners such as Motorola and AT&T, Taguchi Award winner ITT, Ford, Honda, Blue Cross Blue Shield, Group Health Cooperative, Microsoft, Eastman Kodak, Pillsbury, Raytheon and other organizations not so well known. Government clients include agencies in Alaska, Alberta, California, Florida, Kentucky, Michigan, Minnesota, Missouri, Texas, U.S. Department of Defense and elsewhere.

Robin has been a featured presenter at international and domestic conferences sponsored by the Chamber of Commerce, Japan Management Association, American Management Association, Federal Executive Board, American Quality Institute, International ISO Conference, Minnesota Healthcare Association, American Society for Quality (ASQ), Association for Manufacturing Excellence (AME) and many others. Rob is a provocative, humorous and engaging speaker. He is regularly ranked "Best Speaker" at international and national conferences such as those sponsored by ASQ, AME, ISO, AQP, AQI and others. Representative participant comments include the following:

"Very original and engaging."

"Excellent and refreshing. This topic can be dry and boring but he made it fun and really challenged the audience to think outside the box."

"A great speaker! Humorous, knowledgeable, kept my interest."

"This is the only speaker I have seen that sticks with the topic and delivered as promised."

"By far the best presentation I have seen in terms of facilitation skills and transferability of knowledge to the job."

"Very entertaining while very technical."

CONTACT:

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Web: www.imtC3.com

ASQ Section 1508 St. Petersburg/Tampa
Next Meeting: *Monday, December 12, 2005*
Hilton Tampa Airport Westshore
2225 North Lois Ave
Tampa, 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

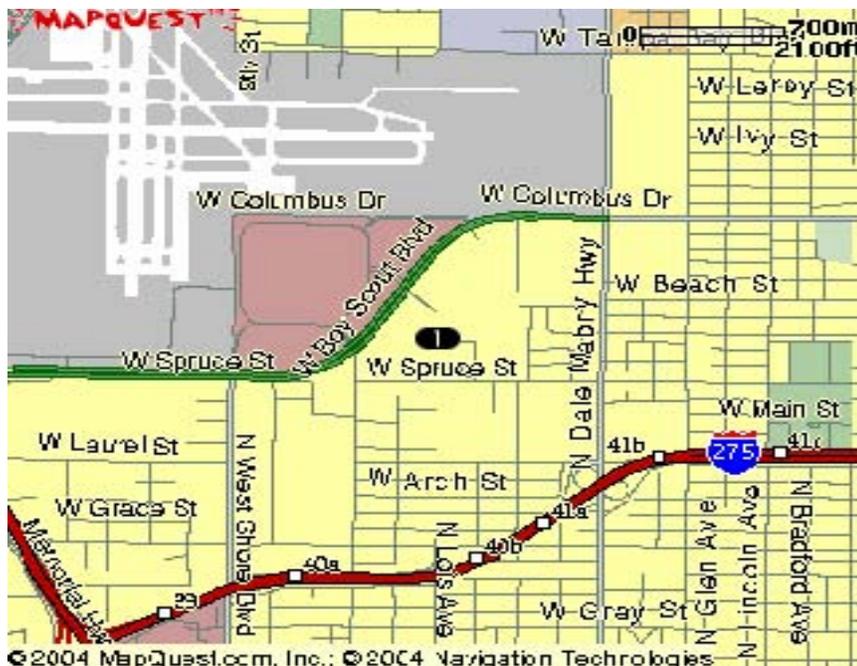
Dinner Menu: Nut-crusted chicken breast with cranberry chutney
Green Salad
Coconut cake for dessert

7:30pm-8:30 – Speaker

Directions :

.FROM 275 NORTH TAKE EXIT 40B/LOIS AVE. WHEN EXITING TURN LEFT ONTO LOIS AVE. HILTON IS LOCATED 1/2 MILE ON RIGHT.

FROM TPA - FOLLOW AIRPORT EXIT TO SPRUCE STREET TO THE THIRD LIGHT- LOIS AVENUE. TURN RIGHT AND THE HOTEL IS ON THE LEFT.



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

Reservations should be made by 4:00PM, Thursday, December 8, 2005

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)

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 \$20.00 to our treasurer, **Glen Cavanaugh, 9212 Rustic Pines Blvd. W, Seminole, FL. 33776**

CERTIFICATION EXAM DATES 2005

<i>EXAM</i>	<i>EXAM DATES</i>	<i>APPLICATION DEADLINE</i>
CQA/CQE/CSQE/CQIA/CQPA	December 3rd.	Passed

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

A MESSAGE FROM YOUR CHAIR

“Never be afraid to ask a question, especially of yourself,
Discovery is the mission of life”

- Brian Kates

The meeting notifications worked well this month with our meeting attendance improving slightly. Our meeting attendance is running between 5% and 10% of total Section 1508 membership. This percentage is fairly representative of meeting attendance nationwide and is the subject of much discussion both locally and nationally. We moved our meeting location for the 2005 / 2006 year to provide a better venue for our speakers as this was what was indicated in the surveys that we conducted last year. We will continue to seek inputs from the membership on how to improve the section and we always welcome constructive inputs.

Our pre dinner speaker was Rick Chaboudy, Director of the Pinellas Humane Society, who provided us with some interesting information on the recent pet rescue efforts in the areas affected by this years hurricanes as well as an overview of the function of the society. The board supplemented the money from last month's door prizes and it was donated to the Pinellas Humane Society to aid in relief for animals made homeless by the hurricanes.

Our after dinner speaker for this month was Terrie Gilligan, President Parking Area Maintenance, Inc. who provided us with a great presentation on how the use of Quality concepts in a small business can create and improve a competitive edge.

Thanks to Steve Babb for his great work in arranging for both presentations.

Our Education Chair, Alain Gaumier, attended the Member Value Leadership Summit in Milwaukee on Oct 17 and 18. The meeting was originally called to provide local leadership with information from National concerning declining membership. As the meeting progressed, however, the attendees changed the focus to providing National leaders with information on the needs of local membership. Your Section 1508 board is vitally interested in members concerns and needs and will continue to pursue this area of interest.

Thanks again to all of our Section 1508 board members who contribute so much time and talent to our Section.

We still have open positions on the board and we welcome volunteers who wish to contribute their time and talents to the section. All of our board members are volunteers and they are vital to the continued running of the section. If you feel that it is your time to contribute to the running of our section, contact Ed Pagnott (epagnott@aaromed.com), or any other board member.

Without our board, the section could not exist.

We are looking to arrange and conduct tours of plants in the area. If you think we could arrange a tour at your company, please contact Steve Babb, our programs Chair, at (qdemand@tampabay.rr.com).

I look forward to seeing all of you on December 12 and at all of this year's meetings.

Our successes are due to the great team effort!

Ed Pagnott
Section 1508 Chair for 2005 / 2006

November's Pre- Dinner Speaker Rick Chaboudy, Executive Director, Humane Society of Pinellas THE HUMANE SOCIETY'S MISSION AND CONTRIBUTION TO KATRINA ANIMAL RESCUES

Mr. Rick Chaboudy shared with our Section the outstanding support the Humane Society of Pinellas gives every day in the compassionate care of all animals. The animal shelter provides lifesaving services to our community's sick, injured, abused and abandoned pets and wildlife. Some of these services even include legal advocacy to enforce animal cruelty laws and prosecute abusers.

Mr. Chaboudy expressed gratitude that the Tampa Bay area has been very generous supporting the Katrina rescue efforts. Rick and members of his team made 28 trips to the hurricane-affected areas, which required 4-5 days of travel at a time! The great news is the Humane Society rescued 261 animals (now 285 after litters were born), and managed to find the owners of sixteen animals and return them. Of course, the work getting animals back to health is an equally significant undertaking which is still continuing. Rick let us know that in his opinion chip implants for identification are an incredible advancement and owners who utilize them on their pets are almost assured of return unless the animal is stolen.

Please see <http://www.humanesocietyofpinellas.org/news/katrina.cfm> for a day-to-day account of the Katrina rescue work.

The existing facility is showing signs of falling apart and a capital campaign is planned to update them. The medical facility is new, however. Since the organization does its best to provide excellent care and find adoption for all animals, last year it spent \$176,000 on services beyond basic care, vaccinations, and tagging. For example, the Society has ambulance service and provides emergency care for animals involved in traffic accidents.

After Rick spoke, the Section made a donation to the Humane Society to support its ongoing work. Rick, thank you for enlightening the Section about things the Humane Society does every day, and especially all the help your organization has given rescuing Katrina animal victims.

Rick Chaboudy has been the Executive Director of the Humane Society of Pinellas for the past 18 years. He was born and raised in Cuyahoga Falls, Ohio and attended Akron University. He relocated to Dunedin, Florida in 1976, where he currently resides. During his 18 years at the shelter, over 70,000 animals have found homes and over 72,000 animals have been spayed or neutered. Rick is a veteran of disaster rescue work and has been involved in the relief efforts of almost every major disaster over the past fifteen years and has just recently returned from New Orleans. Rick is also a court appointed Humane Officer and has assisted in the prosecution of many animal cruelty cases.

November's After- Dinner Speaker Terrie Gilligan, President, Parking Area Maintenance, Inc. USING QUALITY PRINCIPLES TO COMPETE AND GROW IN THE CONSTRUCTION INDUSTRY

Parking Area Maintenance, Inc. competes in the construction industry, where fly-by-night contractors are common. But Terrie Gilligan started the company in 1984 and using *TQM principles to run her business every day* has managed not only to succeed, but grow the company at an astounding rate. The company is now one of the top 25 women-owned companies in Florida by revenue, according to Florida Trend Magazine, and is grew more than 25% this year alone.

Terrie and her team use TQM and innovation to satisfy customers so that 80% of business is repeat. The company is "full service" and has invested in sophisticated sales and project management systems to be highly efficient. This continuous improvement never stops and TQM is at the center of well involved and happy employees.

Terrie discussed several "lessons learned" that account for today's success:

- Treat All Customers with Respect and Dignity (Employees and External)
- Leadership Sets the Example (Demonstrates Core Values)
- Work Hard at Understanding What the Customer Wants
- Educate the Customer
- Define and Control the Company's Key Processes (TQM)
- Directly Tie Individual Goals and Compensation to Company's Success
- Make Continuous Improvement Real
- Get Outside Help to Overcome Strategic Weaknesses

While we've heard these things before, Parking Area Maintenance' ability to implement TQM is almost unheard of for its industry. There were a lot of great questions after the presentation. On behalf of the Section, Terrie, I would like to thank you for showing us some real world examples of quality principles in action.

Ms. Terrie Gilligan is the current President and part owner of Parking Area Maintenance, Inc. She is a member of The Pavement Network, the Women Presidents' Organization (both Tampa and Platinum Chapters), and The Executive Committee, and has a Bachelor of Science degree in Business Administration from the University of South Florida. Terrie and Parking Area Maintenance reach out to the community by supporting the SPCA and Humane Society, The Children's Home, Metropolitan Ministries, and The Spring of Tampa Bay.

Submitted by Steve Babb, Programs Chairperson

ASQ Sponsored Workshops for 2006

The following workshops are being offered free of charge to ASQ members.
Contact Alain Gaumier at Algaumier@aol.com for more information or to sign up.

**All workshops will take place at the STAR Building,
7887 Bryan Dairy Road, Suite 120, Largo, FL 33777.
Tel: 727 541 8942.**

People who would like to attend while not being ASQ members have a choice between joining ASQ prior to the workshop and attending for free, and being charged a \$25.00 fee at the door.

Workshop	Instructor	Day	Date	Time	Deadline to Register
Project Management Basics	Erik Haas	Thursday	1.19.2006	5PM to 7PM	1.02.2006
Overview of LEAN Manufacturing	Steve Engleman	Thursday	2.23.2006	5PM to 7PM	2.06.2006
The Basic Concept of Six Sigma	Alain Gaumier	Thursday	3.23.2006	5PM to 7PM	3.06.2006
How to Conduct an Internal Audit	Mick Howk	Thursday	4.20.2006	5PM to 7PM	4.03.2006
PDCA & Other Methods of Process Improvement	TBD	Thursday	5.18.2006	5PM to 7PM	5.01.2006
Overview of Statistical Process Control	TBD	Thursday	6.22.2006	5PM to 7PM	6.05.2006

Newsletter News

If you have an article you want published, please send it to Camie by the deadline, Friday following the regularly scheduled meeting.
Camie's e-mail is: c4cwill@tampabay.rr.com



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Membership Statistics

Regular	418
Fellow	4
Senior	140
Associate	10
Student	12
Sustaining	3
Forum	3
	=====
Total	590