



# Quality Quest

[www.time2meet.com/asq1508/index.shtml](http://www.time2meet.com/asq1508/index.shtml)

November 2007 Volume 49 Issue 3

## **ASQ Section 1508 St. Petersburg/ Tampa DINNER MEETING Monday, November 12, 2007**

### **Pre-Dinner Speaker: “Quality Engineering Overview“ PhD. Lois Jordan**

As our pre-dinner speaker, we will have the honor to have Dr. Jordan. She is going to review the needed skills to be an effective Quality Engineer nowadays. In addition, Dr. Jordan will share with us the final line-up of workshops, the best of the feedback received from all members during our September meeting. This is a great opportunity for all of our members interested currently working on earning the ASQ Certified Quality Engineer (CQE) and Certified Six Sigma Black Belt (CSSBB)

In her position as President and principal consultant for Transformation Technologies™, Inc., Dr. Lois A. Jordan provides training and consulting services in business performance improvement for a wide variety of organizations internationally. Her corporate customers include such firms as Fidelity Investments, Andersen Windows, Mannington Floors, Unocal Oil, Compaq, Capital One, U.S. Homes, Wachovia, Hitachi, Energizer, the State of Florida, Becton Dickinson, TRW, Johnson & Johnson, AT&T, Kaiser Permanente, BB&T Bank, Chart House Restaurants, JP Morgan Chase and Bayer Corporation. Dr. Jordan has 27 years of industry experience in all aspects of Quality Management, Supplier Quality Management, Process Quality Engineering, and Strategic Management, and is a registered Professional Engineer (P.E.) for the state of Florida and an ASQ Certified Quality Engineer (C.Q.E.). She is a top-ranked national seminar instructor for ASQ in a wide variety of statistical, quality engineering, and quality management topics, and has taught courses in statistics, operations management, and quality management.

### **After-Dinner Speaker: “Creating a Quality Organizational Culture “ John Lee, President Alpha Quality Consulting**

This lecture will be a summary of the four-hour seminar entitled “The Genesis of Quality”. The Genesis of Quality concentrates on individual behavior and organization culture as an important ingredient in organizational performance and employee moral. This lecture defines what a “Great” culture is and how you and your company can benefit from implementing our model – “The Science of Synergy” – into your organization.

John Lee received his bachelor’s degree in mechanical engineering from Brigham Young University and his MBA from the University of Phoenix Salt Lake City Campus. John is currently President of Alpha Quality Consulting; he is very active in the ASQ Certification program and has currently passed the ASQ – CQE, CMQ/OE, CQA, CCT, CMI, CRE, CQPA, CQT, CSSGB and the ASQ Six Sigma Black Belt certification exams. John actively teaches preparation courses for all the ASQ certification exams. John has a great appreciation for Six Sigma Programs and is currently implementing these programs with several companies through out the United States.

On the practical experience side John has worked as a design engineer, customer service engineer, research and development engineer, quality engineer, and plant manager for several organizations. John has been an active volunteer for Junior Achievement, Red Cross, and has spent time tutoring high-risk children from local Elementary Schools. John’s favorite responsibility in life is being a husband and a father to his four boys.

One of the often used quotes of John is “we don’t just teach your employees – we inspire your employees” so buckle your seat belt and hang on because you are about to gain a greater appreciation of what inspiration really feels like. The Lecture is a condensed version of the Alpha Quality Consulting seminar “The Genesis of Quality”.

Please join us for what is sure to be an interesting discussion about a topic very important to each of us.



## Message from the Chair

Dear members:

Have you ever wondered what ASQ is doing on a national level to promote quality among business leaders such as CEOs and CFOs? Do you personally understand the initiative ASQ started in 2004 to communicate the Economic Case for Quality? If not, please check out the link on ASQ's website, <http://www.asq.org/economic-case/> where you will find a white paper and case studies.

Last meeting we discussed the results of a recent *Ideas to Action Gathering* at ASQ headquarters. We had some fun comparing notes to the thoughts that came from that group. While we weren't in perfect agreement, and even disagreed strongly on a few points, we had reasonable agreement with the conclusions that obstacles we frequently face include:

access to CEO

how to demonstrate immediate financial returns, as is often required

success is invisible and quality is at fault

lack of understanding of the Cost of Quality

middle management sometimes filters the messages up and down

unclear definition of quality, culture, and metrics

Despite the obstacles, the beauty of ASQ is that we can work together to break them down. As a matter of fact, ASQ is one of the few professional organizations to grow last year, both in membership and influence.

Our after-dinner speaker last meeting, William Dorney - President of Wfd Enterprises, spoke to us about Radio Frequency ID (RFID). His presentation was technically clear and a very interesting look into how to use the technology. Mr. Dorney indicated if he was starting his career right now he would put all of his attention into this area of tremendous growth. Mr. Dorney, thank you very much on behalf of the Section!

Please be sure to attend our next dinner meeting. Your Board is working hard to give you the most value we can for your membership. We receive so many excellent ideas and important feedback from you. As I have said many times before, thank you for putting your trust in us, and we hope that you will consider joining the work of the Board, which is never a great burden and always a lot of fun. We welcome you.

Until next time-

Steve Babb  
Chair, ASQ Section 1508



## Meeting Menu and Agenda



*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 \*\*

\*\* Appetizers are provided at no cost to members by the section. \*\*

6:00– 6:30 Pre-Dinner Topic

6:30pm –7:30 Dinner

Entrée - Beef Tortellini with tomato cream sauce

Salad - Caesar

Dessert Tiramisu

**On-line Reservations:** [www.time2meet.com/asq1508/index.shtml](http://www.time2meet.com/asq1508/index.shtml)

Reservations should be made by 4:00PM, Thursday, November 8, 2007

If you experience a problems using the website for making a reservation, send an e-mail with your phone number, company name and address to Heike.

[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. **\$22.00** per member with a reservation or **\$27.00** 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.**

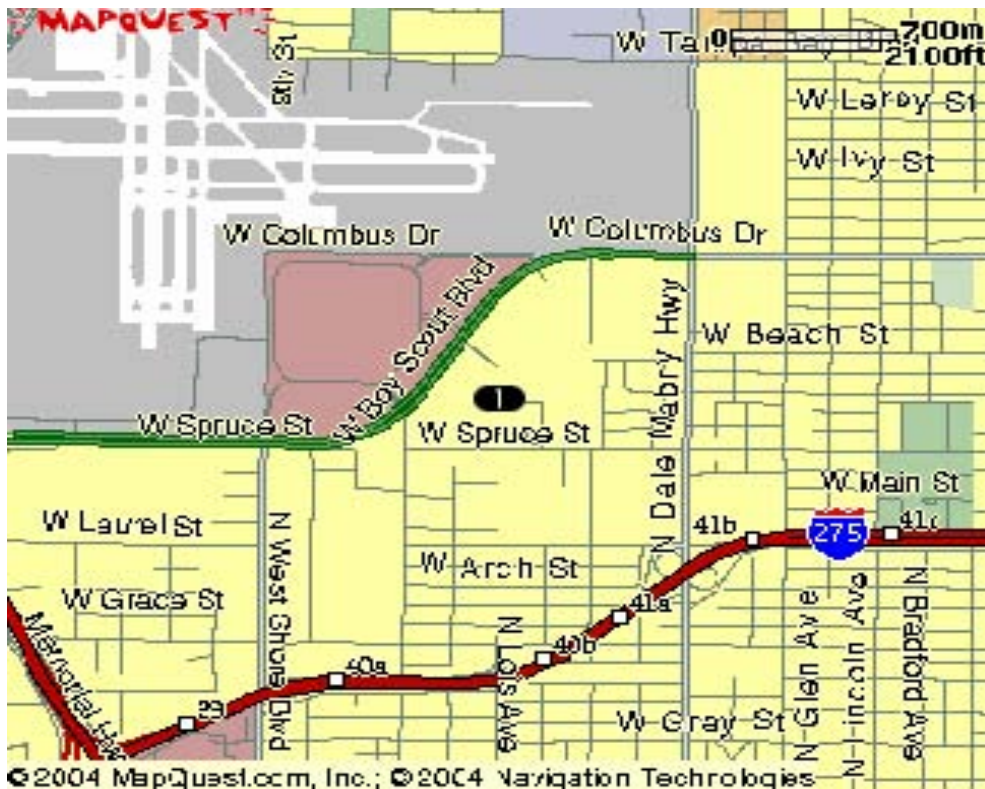
In this event you should reimburse the section by sending a **check**, payable to ASQ, for **\$22.00** to our treasurer, **Glen Cavanaugh, 9212 Rustic Pines Blvd. W, Seminole, FL. 33776**

**Directions :**

from St. Petersburg: Take I-275/ Howard Franklin Bridge and exit at Lois Ave (before Dale Mabry). Take left onto Lois Ave (north); Hilton is 3/4 mile on right.

From Clearwater: Take SR60 Courtney-Campbell Pkwy towards Tampa Airport. Turn south on Memorial Highway, then exit right onto Spruce Street exit. Follow Spruce St. 1 mile to N. Lois. Take a right on N. Lois. Hotel is 0.2 miles on left.

from Tampa: Take I-275 westbound past Dale Mabry and exit at Lois Ave. Take right onto Lois Ave (north); Hilton is 3/4 mile on right.



**Newsletter Contact information**

**If you have inputs for the newsletter, please send them to  
Camie Williams**

**for consideration at [c4cwill@tampabay.rr.com](mailto:c4cwill@tampabay.rr.com).**

**The deadline for submitting newsletter items is the 2nd. Friday of each month.**

## 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)

### **CERTIFICATION EXAM DATES 2007/2008**

For more information on Certifications, go to the ASQ website: <http://www.asq.org>



Exam	Date of Exam	Deadline for Signup	Location
CQA, CQE, QIA, SSGB, SQE, CT	December 1, 2007	Passed	Proctored Locally
CQA, CQE, QIA, SSGB, SQE, CT	June 07, 2008	April 4, 2008	Proctored Locally
BA, HACCPA, MQOE, QI, RE, SSBB	March 1, 2008	January 11, 2008	Proctored Locally
All Exams	May 4, 2008	March 21, 2008	Houston, Texas  World Conference on Quality & Improvement

### ANAB Acquires ACLASS

The ANSI-ASQ National Accreditation Board (ANAB) has acquired Assured Calibration and Laboratory Accreditation Select Services, LLC (ACLASS), expanding ANAB conformity assessment services to include accreditation of testing and calibration laboratories.

For more information, read the [ANAB news release](#). **On the ASQ website: [www.asq.org](http://www.asq.org)**



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## Membership Statistics

Regular	337
Fellow	3
Senior	195
Associate	10
Student	15
Sustaining	2
Forum	3
	=====
Total	565