



# Quality Quest

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

April 2008 Volume 49 Issue 8

## ASQ Section 1508 St. Petersburg/ Tampa DINNER MEETING

Monday, April 14, 2008

Speaker: Dick Laford  
ASQ Fellow and Semi-Retired Consultant

### **Ship-to-Stock: The Past and the Present**

Dick Laford will be speaking to us about the how an alternative to incoming inspection, called "Ship to Stock", has helped develop partnerships with suppliers, improve quality performance, and cost for more than two decades. The concept of supply chain management as we know it today could not exist without the thinking that went into "Ship to Stock". Please join us for an interesting discussion of how Mr. Laford's ideas were shaped in part by Feigenbaum, Crosby, Juran, and Deming, and what this means to us today!

Richard Laford has become known for his down-to-earth, thought-provoking concepts on supplier quality. He currently is semi-retired. He has worked and consulted with such well-known companies as Abbott Laboratories, Digital Equipment Corporation, Nashua Corporation under the direction of Dr. W. Edwards Deming, Northern Telecom Canada limited, Pratt & Whitney Aircraft, Rolls Royce Limited, and Wang Laboratories, Inc.

Laford attended the University of Hartford, Connecticut, where he received his B.S. in Industrial Administration and his M.B.A. in Management Systems. As an international lecturer, he has addressed organizations such as The American Society for Quality, the European Organization for Quality, American Production and Inventory Control Society and the Purchasing Management Association. He also was a Professor for the State of New Hampshire.

Laford has authored "Ship-To-Stock: an Alternative to Incoming Inspection", the principal "how-to" text on reducing material acquisition costs by Total Quality Management. He has been a contributing author to several books and booklets; authored many articles and technical papers on supplier quality, the role of inspection, statistical process control and the Ship-to-Stock program.

He is a Fellow member of the American Society for Quality (A.S.Q.), and served as the 1985-1987 chairman of the Customer-Supplier Division. He also holds credentials as an A.S.Q. Certified Quality Engineer, Certified Quality Auditor, Certified Quality Manager, and Certified Quality Technician.

# Message from the Chair

“Ruff, ruff.”

Anonymous- Dog

## A Dog's Breakfast

Dear members:

This time in the newsletter, I have what amounts to “a dog's breakfast”...a little of this, a little of that... Your Section has had a great year – thank you for everyone making this happen.

First, on behalf of the Section, I would like to thank Doug Martin of the Business Consulting Group, LLC, for presenting at our last dinner meeting. Based on the input we received, his discussion about how to you can get the most value from your consultant was very well received. Thanks, Doug, for giving us insight from your many years of experience in this field.

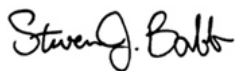
Please be on the lookout for an email about nominees for next year's Treasurer, Secretary, and Chair. We will be holding elections at our April 14 dinner meeting.

Did you taken advantage of the courses we have offered this year? Dr. Lois Jordan, our Education Chair, put a terrific lineup together of the CQE Prep Course, SPC, and DOE. The DOE course is still open for enrollment- take advantage of it if you can!


Your Section is hosting a workshop for ASQ volunteers, or those who may be interested in volunteering, on April 12. We have invited volunteers and section leaders from six Sections on our Region, as far away as Puerto Rico. If you may be interested in getting this valuable training, look out for our ads and let us know.

So there it is, a dog's breakfast, and I hope none of it was too difficult to digest. I hope to see you at Dick Laford's presentation on “Ship-to-Stock” on April 14.

Until next time-




Steve Babb  
Chair, ASQ Section 1508  
727-543-9513



ASQ Section 1508 Members and their families are invited to a day at Tampa's Lowry Park Zoo!  
Saturday, October 18, 2008 9:30am

Includes River Odyssey Eco-Tour Boat Ride Adventure, Gourmet Box Lunch, and Zoo Admission  
Special Group Rates:  
\$35.10 per Adult  
\$27.05 per Child (3-11)



ASQ Section 1508 St. Petersburg/ Tampa  
DINNER MEETING

*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-6:00 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 –7:15 Dinner**

**Entrée Marinated Grilled Chicken Breast with light Dijon cream**

**Salad Spring mix with baby greens and balsamic vinaigrette**

**Dessert Key Lime Pie**

**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.

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

**Reservations should be made by 4:00PM, Thursday, April 10, 2008**

**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.**

**[ASQ1508@tampabay.rr.com](mailto:ASQ1508@tampabay.rr.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**

## "INTRODUCTION TO DESIGNED EXPERIMENTS (DOE) AND ANALYSIS OF VARIANCE (ANOVA)" SEMINAR

This 2-day seminar is designed to cover the fundamentals of Designed Experiments (DOE) and Analysis of Variance (ANOVA). It will provide participants with the skills necessary to successfully conduct and analyze Full Factorial and Fractional Factorial Designed Experiments. It will also provide the DOE information necessary for the CQE and CSSBB Exams. This seminar begins with an overview of scientific method and its role in effective business decisions and process improvement through experimentation. The purpose and types of designed experiments are discussed at this time, beginning with the identification of potentially important factors through team-based screening activities. The seminar next moves into the activities necessary to design and effective an efficient experiment. Basic DOE terminology is introduced and defined (randomization, blocking, replication, confounding, factorial designs, fraction factorial designs, etc.). The calculations and interpretations for single factor experiments, a full factorial experiment, and a fractional factorial experiment are covered in detail. All designs are worked in-class with sample data sets. The seminar concludes with an overview of other types of designed experiments and their purposes, such as nested, hierarchical and split-plot designs, to assist participants in identifying future DOE training interests. A brief discussion of Taguchi vs. classical designs is included for clarification purposes only. An extensive reference manual with all necessary statistical tables is provided (and can be used during any ASQ certification exam). There are no pre-requisites for the course, but basic high school level algebra is very helpful.

- A. **INTRODUCTION TO DESIGNED EXPERIMENTS:** Introduction to Scientific Method, History of DOE, A Model for Process Improvement, Purpose and Types of Designed Experiments, Key Terms and Definitions, Designing an Efficient Experiment / Design Principles
- B. **SINGLE FACTOR EXPERIMENTS:** Effective Applications, Analysis Techniques
- C. **FULL FACTORIAL ANALYSIS OF VARIANCE:** The Design of the Experiment, One-Factor Experiments vs. Two or More Factor Experiments, Designing and Conducting a Full Factorial Designed Experiment, Comparative Analysis with Normal Probability Plots, Cube Plots and Linear Graphs, Comparative Analysis with Analysis of Variance (ANOVA) (*.05 F table provided*) and t-tests, Using Computer Packages for ANOVA, Determination of Optimum Factor Settings, Interpreting Interaction Statistically and Graphically, Randomized Block Designs
- D. **FRACTIONAL FACTORIAL DESIGNS:** Definition of and Purpose for Fractional Factorial Designs, Screening to Reduce the Number of Factors, Experimental Design Matrix, Confounding in Fractional Factorial Designs, Creating Alias Sets, Assigning Treatments to Blocks using "Modulus 2" Arithmetic and "Group Theory", ANOVA with Fractional Factorial Designs, Experiments to Validate Experimental Results/Settings -Introduction to the concept of Hypothesis Testing
- E. **OTHER ISSUES:** Discussion of other Classical Experimental Designs (Nested, Hierarchical, Split-Plot, etc.), Brief Comparison of Classical DOE vs. Taguchi

**COST: \$250.00 FOR MEMBERS; \$275 FOR NON-MEMBERS**

*NOTE: This is the same course offered by ASQ National for \$1175 (plus travel) for ASQ members. It is being provided at this significantly discounted rate exclusively through our section.*

**DATES:** Friday and Saturday, May 16 & 17, 2008

**TIMES:** 8:00 AM – 4:30 PM

**LOCATION:** Young - Rainey STAR Center, 7887 Bryan Dairy Road, Suite 120, Largo, Florida 33777, (727) 541-8942

**ROOM:** The Planning Center (1<sup>st</sup> Floor)

**INSTRUCTOR:** Dr. Mark McComb, Associate Professor, Mississippi College; Top-Ranked ASQ National Instructor in DOE, Reliability and Statistics

**DEADLINE FOR REGISTRATION:** Friday, May 2, 2008

**DEADLINE TO RECEIVE PAYMENT:** Friday, May 16, 2008 (at the seminar)

For more information or to register for this program, please contact Lois Jordan at:

[loisjordan@transformationtech.com](mailto:loisjordan@transformationtech.com) • (813) 835-5529

*NOTE: Our section does not accept credit cards. Payment must be by cash, check (personal or company), or approved Purchase Order. Payment should be made to: ASQ Section 1508. It can be brought to the seminar or mailed to: 9212 Rustic Pines Blvd. West, Seminole, FL 33776. Attention: Glen Cavanaugh, Treasurer ([glenc@tampabay.rr.com](mailto:glenc@tampabay.rr.com)). Please do NOT send payment to ASQ National in Milwaukee!*

For more information or to register for this program, please contact Lois Jordan at:

[loisjordan@transformationtech.com](mailto:loisjordan@transformationtech.com) • (813) 835-5529



# Region 15 Volunteer Leadership Workshop

**When:** Saturday - April 12, 2008  
**Time:** 8:00 a.m. - 4:30 p.m.  
**Where:** Hilton Tampa Airport Westshore  
2225 N. Lois Ave., Tampa, FL 33607  
813-877-6688  
**Who:** All Section Volunteers, current and future, are invited  
**RSVP:** Heike Johnson [ASQ1508@tampabay.rr.com](mailto:ASQ1508@tampabay.rr.com) By April 4, 2008  
\*\*\*ATTENDEES WILL EARN 0.8 RU for PROFESSIONAL DEVELOPMENT\*\*\*

Workshop Facilitators include  
Region 15 Regional Director, Joni Judd and Deputy Director, Myriam Ochart

<u>Schedule</u>	
• 8:00 - 8:30am	Meet & Greet
• 8:30am - Noon	Workshop
• Noon-1:00pm	Lunch
• 1:00 - 4:00pm	Workshop continues
• 4:00 - 4:30pm	Discussion & Wrap Up

**Core Topics to be Covered**

- ASQ Strategic Direction
- ML Website "Community of Practice"
- Section Operations
- Section Financial Responsibilities
- Growing membership
- Member Leader Communication Tools

**Other Topics**

- Building the Leadership Team
- VOC - Understanding member value
- Participation - how to make it happen?

**Cost** \$35.00 (cash or check only)  
Due at Check-in on April 12, 2008  
Plated Lunch included  
Cancellation Date: April 9, 2008  
**Lodging**  
Hilton Tampa Airport Westshore  
2225 N. Lois Ave., Tampa, FL 33607  
1-800-Hiltons  
Please email Heike Johnson  
[ASQ1508@tampabay.rr.com](mailto:ASQ1508@tampabay.rr.com) with  
your hotel confirmation number.  
Once we have several  
reservations, the hotel will be  
able to reduce the rate per night  
for each overnight guest.



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## Membership Statistics

Regular	346
Fellow	3
Senior	208
Associate	8
Student	18
Sustaining	3
Forum	3
	=====
Total	589