



# Quality Quest

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

February 2009 Volume 50 Issue 06

**ASQ Section 1508 St. Petersburg/ Tampa  
DINNER MEETING Monday, February 9, 2009**

**Speaker: A.J. Yilmaz, MBA, CPA, CMA, PMP, CBM  
Executive Director, American College of Nutrition &  
CEO, Target Action**

## **Topic: Essential Leadership Skills for Quality professionals**

A.J. Yilmaz will provide fresh perspectives and insights into the process of leadership. She will reveal the common traits and codes of effective leaders and explain the rules relating to development of leadership skills. You will have the opportunity to take a self-assessment test to identify which competencies you need to develop as a leader. You may realize that some of the mindset and style of being a good leader is lying dormant within you. Each one of us, regardless of level or position, can become more personally proficient at leading. If you want to be a better leader by taking your leadership skills to the next level, or build more effective leadership in your organization this is a meeting you will not want to miss. AJ will also cover few important pointers on public speaking skills essential for quality professionals.

Mrs. Yilmaz is a financial professional, with over 15 years of managerial experience in manufacturing and service industries and 5 years in the not for profit sector. She is the Executive Director of the American College of Nutrition, and the founder and CEO of Target Action LLC. As a consultant, Mrs. Yilmaz has served clients that range from million dollar small companies to billion dollar large international corporations in terms of net assets, in both private and public sectors. She is currently an officer and board member of two not for profit organizations.

AJ is also a member and officer of the Palm Harbor Toastmasters Club and have given presentations on public speaking and other topics in the past.

**Pre-Dinner Speakers: Ted Nardin, President, Quality3 and Ray Quiñones, Vice President and Six Sigma Black Belt, Quality3 on  
Quality Customer Service in the Call Center Environment**

Have you ever wondered what happens when you dial that 1-800 number? According to a report published in April 2005 in The McKinsey Quarterly, "More than \$300 billion is spent annually on call centers around the world." In this increasingly competitive market environment, that phone experience may be the deciding factor as to whether the caller decides to continue to do business with that company, or not. Why do some companies "get it right" and so many others destroy the customer experience? Ted and Ray will discuss some of the people, process and performance issues related to providing quality customer service and technical support in the call center environment.

See you all at the meeting.

**Haroon Abbu, PMP, Master Black Belt – ASQ Section 1508 Programs Chair**





## Message from the Chair

Welcome to 2009!

I hope that you enjoyed our first meeting of the year where Bernie Saboe, a Performance Consultant for Raytheon Professional Services, enlightened us with the InnovationStation Experience, which can help guide our creative mind through its three stages: Be There, Set the Stage, and Tell the Story. This is one more tool that we can use to stimulate our creative thinking to become more innovative - YES, IT IS!

Our pre-dinner speaker, Bob Medeiros, a Master Examiner with the Florida Sterling Council, spoke about how companies are taking advantage of the Malcolm Baldrige and Sterling Award Criteria to become more competitive and create better workplaces and ultimately, better communities.

As you see, our Programs Chair, Haroon Abbu, continues to show his resourcefulness to attract excellent speakers to educate us and help us expand our quality horizons. In addition to being exposed to different topics every month, I hope that you are taking advantage of the excellent networking and educational opportunities offered by our section. As you read this newsletter, I will have personally taken the MiniTab courses offered by Dr. Lois Jordan, whom we are privileged to have as our Education Chair. Stay tuned as our section offers more courses in the near future.

In closing, I want to remind you that this is Our Section and all Board Members are volunteers. So, if you have an idea that could improve Our Section or if you would like to help in any way, please let one of the Board Members know.

With you on the Quality journey,


*Victor*

Victor Martins, CRE  
Chair, ASQ St. Petersburg/Tampa, Section 1508



Effective March 1, 2009 there will be a \$10.00 charge to members who attend the meeting only (no dinner). Payment is due at the meeting and may be made by cash or check.

If a member is unable to attend, the cancellation policy will be the same as for those not having dinner. Cancellations must be made by noon of the Friday prior to the meeting. Further details and instructions for payment for missed reservations can be found at <http://time2meet.com/1508res/> as well as in the Reservations section of this Newsletter.



## Excellence Awards

**First Place** wins \$129 in cash *plus* a \$100 Target gift card

**Second Place** wins Three Free ASQ Section 1508 Dinner Meetings

**Third Place** wins One Free Dinner Meeting and a Silver Business Card Case

### To win:

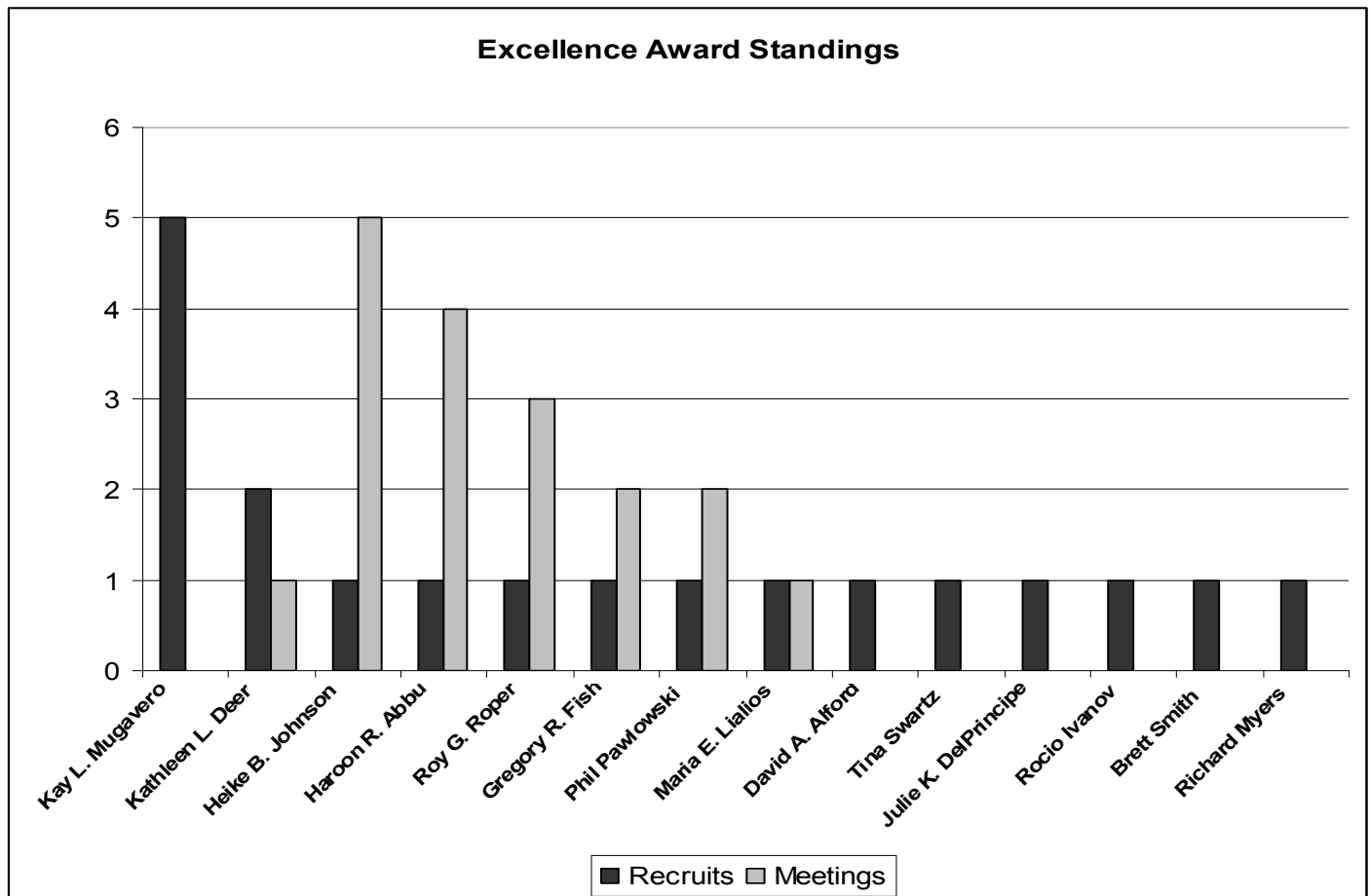
Recruit the most ASQ members and attend the most meetings. You must attend at least one meeting between September 2008 and May 2009 to win. The winners will receive their awards at our last meeting of the ASQ year in June.

Recruits are tracked by ASQ Headquarters in the Each One Reach One referral program. Meeting attendance is tracked by our meeting attendance records.

As you can see in the tracking chart below, **Kay Mugavero** has recruited the most members, but has not yet attended a section meeting. **Kathleen Deer** has recruited 2 members and attended one meeting and is currently in the lead. **Heike Johnson** and **Haroon Abbu** would be in second and third place, however as ASQ Board Members, they are ineligible to win the award, which puts **Roy Roper** in second place. A tie for third place is between **Greg Fish** and **Phil Pawlowski**.

We're just about half way through the program, so there is still time to shake up the standings if you get out there and recruit – and attend some ASQ section 1508 meetings. Good Luck!

Questions? Contact Sharon Hildebrand, Membership Chair at [sharbert0501@embarqmail.com](mailto:sharbert0501@embarqmail.com)



## Announcing ASQ Section 1508 (St Petersburg/Tampa) Group on LinkedIn

ASQ Section 1508 (St Petersburg/Tampa) is now part of the well known professional online networking community: **LinkedIn**. With 17 million plus members and growing every day, it has become the best place to establish new contacts, stay connected with business partners & co-workers, and reconnect with old colleagues. Now you can expand your professional network by joining the ASQ St Petersburg/Tampa LinkedIn Group.

LinkedIn Group is a simple way for you to identify yourself as a member of a specific organization on LinkedIn so that other members within your organization can easily find and connect with you via your LinkedIn account. Once you become a member of a particular LinkedIn group, you will have access to identifying other LinkedIn members who are also members of the group to make a new connection.

LinkedIn has a very strict privacy policy, which you can read for yourself using this link [http://www.linkedin.com/static?key=privacy\\_policy&trk=hb\\_ft\\_priv](http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv). You can join LinkedIn for free by using the link <http://www.linkedin.com/home>

Also, once you become a member of LinkedIn or already a member, you must request to be added to the ASQ St Petersburg/Tampa LinkedIn Group. Only current members of the section will be allowed to join this group. Here is the link to join ASQ St Petersburg/Tampa group on LinkedIn <http://www.linkedin.com/groups?gid=816317>

As with any third party tool, use of LinkedIn is not an endorsement. If you have more questions, please visit the FAQ section on the LinkedIn Groups page. We hope this will enhance your professional networking and career opportunities. For more information, contact Haroon Abbu, Programs Chair, ASQ Section 1508

## Looking For Presentation Files??

Electronic copies/slideshows of past presentations are now available online at:  
<http://www.slideshare.net/ASQ1508/slideshows>

The screenshot shows the Slideshare website interface. At the top, there is a navigation bar with links for Home, Browse, My Slidespace, Upload, Community, and Widgets. Below this is a search bar and a list of categories including Slideshows, Messages, Favorites, Comments, Wall, Contacts, Groups, Edit Profile, and Subscriptions. The main content area displays several presentation thumbnails with titles and metadata. The first row includes 'PowerPoint to video', 'PowerPoint Templates', and 'PowerPoint to Video'. Below these are four presentation thumbnails: 'Connecting Culture To Quality Improvement Oct08', 'ASQ Biomedical Discussion Groups', 'Getting Beyond "Maybe" Management Indecision', and 'Communication Skills for Quality Professionals'. A fifth thumbnail, 'Quality & Project Management', is partially visible at the bottom. The page also features an 'Ads by Google' section and a '1-5 of 5' indicator.



**NOTICE TO ALL MEMBERS PLANNING TO TAKE CERTIFICATION EXAMS**

Due to the increased number of members taking exams, the location of the Section 1508 exams will be moved, starting with the December 6, 2008 exams. The location will be moved to:

Jabil, Inc.  
10800 Roosevelt Boulevard  
St. Petersburg, FL 33716



The Board of Section 1508 gratefully acknowledges the generosity of Sue Dauterman, coordinating the past exam logistics for Conmed Linvatec, as well as Allan Banko, offering the Jabil facilities for future exams.



imagination at work

GE Digital Energy  
ITI

1907 Calumet Street  
Clearwater, Florida 33765  
USA

T (727) 298-2000  
F (727) 298-2087

## Quality Technician – Customer

### Scope:

Reports to the Quality Leader and is responsible for assisting plant operations in driving overall operational/process improvements as directed by the Quality Leader.

### Essential Functions (Responsibilities):

Primary responsibilities will include but are not limited to documenting of all returned material (RMA) from customers, obtaining root cause and corrective action for returned material from responsible areas, communicating with customers on RMA status, assisting production with quality control tasks, and internal ISO 9000 auditing. Will serve as a mentor and focal point for production associates in quality concepts, which will include resolving quality related issues, and developing, implementing and controlling corrective actions, and training. Will also support Quality personnel in defect reduction projects. Will be responsible for assisting plant operations and Design Engineering in driving cost out projects for existing products and supporting the same for new product introductions.

### Qualifications/Requirements:

Ability to plan and organize to meet task completion dates.

Computer skills – data entry, database management.

- Excellent attention to detail.
- Solid communication skills, both oral and written.

Ability to learn and implement Quality and Lean Manufacturing concepts, specifically root cause analysis, as well as mentor others.

Must adhere and assist in ensuring adherence to all EHS requirements.

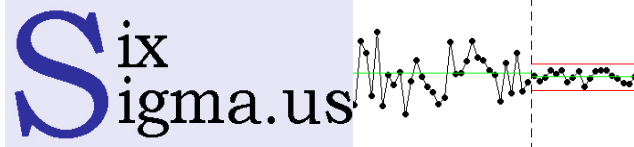
### Desired Qualifications/Requirements:

- English or Bilingual language skills desired.
- Education or experience in a manufacturing environment.
- Customer service experience.

Electrical testing experience.

### Contact Information:

Cristin Brickhouse, Quality Leader  
Cristin.Brickhouse@ge.com



Six Sigma.us is proud to announce special pricing for the upcoming **Green Belt certification training program in Tampa** Florida beginning on March 9. Members of the local section 1508 will receive a discounted rate of \$3,000.00 (regularly \$3,700.00). Use coupon code "ASQTampa" for the \$700.00 discount for Green Belt. Order online at [www.6sigma.us](http://www.6sigma.us) or by phone. Minitab 15 software will be available for a reduced rate of \$400.00 for full Green Belt registrations.

Location: [Doubletree Guest Suites Tampa Bay](#)

3050 N. Rocky Point Dr. West, Tampa, FL 33607 Tel: 1-813-888-8800

SixSigma.us provides both [Continuing Education Units or PDUs](#). SixSigma.us is an authorized provider from IACET and PMI.

**2009 Tampa training schedule:**

Six Sigma Overview		(Also first day of Jumpstart and Green Belt week 1.)				
1 day	09-Mar-2009	<a href="#">Tampa, FL</a>	\$450	OTAM-1-2009	<a href="#">Register</a>	
1 day	11-May-2009	<a href="#">Tampa, FL</a>	\$450	OTAM-2-2009	<a href="#">Register</a>	
1 day	05-Oct-2009	<a href="#">Tampa, FL</a>	\$450	OTAM-3-2009	<a href="#">Register</a>	

Six Sigma JumpStart		(One week, same as Green Belt week 1.)				
4.5 days	09-Mar-2009	<a href="#">Tampa, FL</a>	\$2200	JSTAM-1-2009	<a href="#">Register</a>	
4.5 days	11-May-2009	<a href="#">Tampa, FL</a>	\$2200	JSTAM-2-2009	<a href="#">Register</a>	
4.5 days	05-Oct-2009	<a href="#">Tampa, FL</a>	\$2200	JSTAM-3-2009	<a href="#">Register</a>	

Green Belt Training					
2 Weeks (Week 1 is 4.5 days and Week 2 is 4 days)	Week 1 09-Mar-2009	<a href="#">Tampa, FL</a>	\$3700	GBTAM-1-2009	<a href="#">Register</a>
	<a href="#">What is included?</a>	Week 2 06-Apr-2009	<i>Week 2 is 4 days</i>		
2 Weeks (Week 1 is 4.5 days and Week 2 is 4 days)	Week 1 11-May-2009	<a href="#">Tampa, FL</a>	\$3700	GBTAM-2-2009	<a href="#">Register</a>
	<a href="#">What is included?</a>	Week 2 08-Jun-2009	<i>Week 2 is 4 days</i>		
2 Weeks (Week 1 is 4.5 days and Week 2 is 4 days)	Week 1 05-Oct-2009	<a href="#">Tampa, FL</a>	\$3700	GBTAM-3-2009	<a href="#">Register</a>
	<a href="#">What is included?</a>	Week 2 02-Nov-2009	<i>Week 2 is 4 days</i>		

For more information call: 1-877-497-4462 or email at [info@sixsigma.us](mailto:info@sixsigma.us) Order online at [www.6sigma.us](http://www.6sigma.us) or by phone



**“CERTIFIED QUALITY ENGINEER (CQE) & CERTIFIED SIX SIGMA BLACK BELT (CSSBB) EXAM PREP”**

(5 days / 35 hours / 3.5 RU's)

This 35-hour seminar provides a thorough overview of the quantitative method / statistics topics covered in the Bodies of Knowledge (BOK) for both the CQE and CSSBB exams. A complete listing of the topics covered vs. the exam Body of Knowledge paragraphs for each topic is shown on the following page.

Each topic is presented in a practical, easy-to-follow manner that emphasizes the correct application of the tools covered. Participants will be given the opportunity to practice all of the tools during class as well as with optional homework exercises. This program focuses on the quantitative topics since they are the topics most commonly failed by people taking both of these exams. It has been so successful that the pass rate for people taking this course (through 2008) is over 80%, which is double the international pass rate (typically in the low 40% range).

Participants will receive an extensive reference manual (over 900 pages) with all the statistical tables required for the exam (that can be used during the exam), a TI-30XA Scientific calculator that participants will be taught to use during class, and a set of over 500 sample exam questions with an answer key. There are no pre-requisites for the course, but basic high school level algebra is very helpful.

For more details on either certification, including the detailed Body of Knowledge list, or to register to take an ASQ certification exam, please visit [www.asq.org](http://www.asq.org) and go to the section on “Training & Certification”.

**DATES:** Wednesday & Thursday, March 4 & 5; Saturday & Monday, April 4 & 6; and Thursday, May 14, 2009

**TIMES:** 8:30 AM – 4:30 PM

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

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

**INSTRUCTOR:** Dr. Lois A. Jordan, Transformation Technologies, Inc.

**COST:** \$550.00 for members / \$600 for non-members

*NOTE: This is the same course offered by ASQ National (through Dr. Lois Jordan) for \$1420 (plus travel) for ASQ members. It is being provided at this significantly discounted rate exclusively to Florida section members and their colleagues.*

**DEADLINE FOR REGISTRATION:** Friday, February 6, 2009

**DEADLINE TO RECEIVE PAYMENT:** Wednesday, March 4, 2009 (at the seminar)

An invoice will be e-mailed to you with payment details once the course is confirmed. Please note that payment must be made prior to the start of the seminar either by cash, check, approved corporate Purchase Order or credit card. (Credit card payments can only be made through PayPal.) Cancellations made after Friday, February 6<sup>th</sup> will require payment of \$150 for late cancellation. You may make substitutions at any time with no penalty.

**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 payments 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





**Exam Body-Of-Knowledge (BOK) Topics Covered (by paragraph number)**

<b>TOPIC</b>	<b>CQE EXAM BOK ITEM</b>	<b>CSSBB EXAM BOK ITEM</b>
Collecting & Summarizing Data: Types of Data Measurement Scales Data Collection Methods	VI.A: VI.A.1 VI.A.2 VI.A.3	V.C: V.C.1 V.C.2 V.C.3, V.C.4
Graphical Methods for Depicting Relationships	VI.A.6	V.C.6
Quality Control Tools: Pareto charts, check sheets, scatter diagrams, histograms NOTE: Control Charts covered in Module 5	V.A.1	V.C.6
Measurement System Analysis	IV.F	V.E.2
Quantitative Terms & Concepts: Terminology Probability Terms & Concepts	VI.B: VI.B.1 VI.B.3	V.B: V.B.1 V.B.3
Descriptive Statistics	VI.A.5	V.C.5
Reliability & Maintainability Reliability & Maintainability Indices Bathtub Curve	III.E: III.E.2 III.E.3	N/A
Probability Distributions: Continuous Distributions Discrete Distributions Other Distributions	VI.C: VI.C.1 VI.C.2 VI.C.1	V.D.1 V.D.1 V.D.1 V.D.2
Acceptance Sampling: Sampling Concepts Sampling Standards & Plans	IV.C: IV.C.1 IV.C.2	N/A
Graphical Methods for Depicting Distributions: Normal Probability Plots	VI.A.7	V.C.6
Non-Normal Data Transformation	N/A	V.F.6
Statistical Decision-Making: Point Estimates & Confidence Intervals Hypothesis Testing	VI.D: VI.D.1 VI.D.2	VI.B: V.B.2, VI.B.2 VI.B.1, VI.B.3
Statistical Decision-Making: Paired-Comparison Tests Goodness-of-Fit Tests Contingency Tables	VI.D: VI.D.3 VI.D.4 VI.D.6	VI.B: VI.B.4 VI.B.5 VI.B.7
Relationships Between Variables: Linear Regression Simple Linear Correlation Time-Series Analysis	VI.E: VI.E.1 VI.E.2 VI.E.3	VI.A: VI.A.2.a VI.A.2.b
Design & Analysis of Experiments (DOE) Terminology Planning & Organizing Experiments Design Principles One-Factor Experiments Full-Factorial Experiments Two-Level Fractional Factorial Experiments	VI.H: VI.H.1 VI.H.2 VI.H.3 VI.H.4 VI.H.5 VI.H.6	VII.A: VII.A.1 VII.A.2 VII.A.3 VII.A.4 VII.A.5 VII.A.6
Analysis of Variance (ANOVA)	VI.D.5	VI.B.6
Statistical Process Control (SPC): Objectives & Benefits Common & Special Causes Selection of Variables Rational Sub-grouping Control Charts: Attributes & Variables Data Control Chart Analysis Pre-Control Charts Short-Run SPC	VI.F: VI.F.1 VI.F.2 VI.F.3 VI.F.4 VI.F.5 VI.F.6 VI.F.7 VI.F.8	VIII.A: VIII.A.1 VIII.A.1 VIII.A.2 VIII.A.3 VIII.A.4 VIII.A.5 VIII.A.6 VIII.B
Process & Performance Capability: Process Capability Studies Process Performance vs. Specifications Process Capability Indices: Cp, Cpk, Cpm, Cr Process Performance Indices: Pp, Ppk	VI.G: VI.G.1 VI.G.2 VI.G.3 VI.G.4	V.F: V.F.1 V.F.2 V.F.3, V.F.7 V.F.4, V.F.5

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: Chef's specialty surprise**

**Desert: Always a treat**

**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, February 05, 2009**

**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. **\$25.00** per member with a reservation (**\$10.00** if you are not eating) or **\$30.00** at the door (**\$10.00** if you are not eating) 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 **\$25.00** (**\$10.00** if not eating) to our treasurer, **Glen Cavanaugh, 9212 Rustic Pines Blvd. W, Seminole, FL. 33776**



P.O. Box 3005  
Milwaukee, WI. 53201-3005

**NONPROFIT ORG  
U.S. POSTAGE PAID  
PERMIT # 2292  
TAMPA, FL**

Quality Quest is published monthly by the Tampa/St. Petersburg Section of the American Society for Quality.

### Board Members

Section Chair

**Victor Martins**  
victor\_w\_martins@baxter.com

Past Section Chair

**Steve Babb**  
sbabb@realbalancedsolutions.com

Programs Chair

**Haroon Abbu**  
asq1508@aol.com

Treasurer

**Glenn Cavanaugh**  
glenc@tampabay.rr.com

Arrangements/  
Recertification/Examining/  
Audit Chair

**Heike B. Johnson**  
ASQ1508@tampabay.rr.com

Newsletter/Historian

**Ray Reed**  
rayreed@tampabay.rr.com

Secretary

**James Thornton**  
jthornton@northstarconsultingonline.com

Education Chair

**Dr. Lois A. Jordan**  
loisjordan@transformationtech.com

Education Co-Chair

**Christin Brickhouse**  
cbrickhouse@tampabay.rr.com

Certification Chair

**Debbie Holt**  
debbieholt@ij.net

Placement Chair

**Guerry Thode**  
guerrythode@gmail.com

Membership Chair

**Sharon Hildebrand**  
sharbert0501@embarqmail.com

Internet Liaison Chair

**Ed Pagnott**  
Epagnott@aaronmed.com

### Membership Statistics (as of November 2008)

Regular	292
Fellow	3
Senior	230
Associate	8
Student	20
Sustaining	5
Forum	3
Org Member	2
	=====
Total	563