



# Quality Quest

[www.asqtampabay.org](http://www.asqtampabay.org)

November 2011 Volume 53 Issue 3

## ASQ St. Petersburg-Tampa Section 1508

### Dinner Meeting Monday, November 14, 2011

**Speaker: Joseph A. De Feo, MBA,  
President and CEO**

#### **Topic: “How to Keep My Job During Difficult Times?”**

**Speaker:** Joseph A. DeFeo, MBA, President and CEO of Juran Institute, Inc., is one of the world’s leading authorities on transformational change systems and breakthrough management principles. During his 25 years as a Juran Executive Coach, he has helped business leaders around the globe increase sales, reduce costs and improve customer satisfaction through the deployment of process improvement programs, including Lean and Six Sigma, strategic planning and cultural transformation.

He is co-author of *Juran’s Quality Handbook 6th Edition, The Complete Guide to Performance Excellence; Six Sigma Breakthrough and Beyond;* and *Quality, Planning & Analysis for Enterprise Results.*

Mr. DeFeo’s belief that a relentless customer focus and integrity drives business results was noted by Forbes.com. *“By re-focusing primary attention on the customer and on exceeding the customer’s expectations, the Juran Quality Handbook has done quality management a great service.”*

As CEO, DeFeo has ushered in a new age of quality at the Juran Institute by building on universal principles pioneered by Dr. Joseph Juran nearly 60 years ago. His technical expertise and trademark communication style have made him a frequent guest speaker and trainer at conferences in over 30 countries and several institutions, including MIT Sloan School of Management, Columbia University, Wharton School and New York University.

**Presentation Description:** During tough economic times, many corporations are cutting their Quality Departments putting you at risk of losing your job. What can you do to protect your department and your career? What skills do you need to prove to your employer that you are valuable? Lastly, why are corporations cutting back on quality? Our speaker will discuss these questions and provide some lessons learned from his upcoming book on how to keep your job in turbulent times.

In this presentation, Mr. DeFeo, President and CEO of the Juran Institute will discuss how to reevaluate your skills and make changes to safeguard your future within your organization; and how the future of quality affects your job.





**Pre-Dinner Speakers: Sara Kaplan and Richard Wong**  
**Topic: *The ASQ Recertification Process – All You Want to Know***

Your ASQ Certification expiring soon? Looking to recertify, but not sure what to do? Then come to the November meeting to hear Co-Recertification Chairs Sara and Richard explain the ins and outs of the Recertification process. Learn not only of the requirements, but pick up dos and don'ts and other tips for a successful recertification experience.

Professionally, Sara is Quality Assurance Manager for Microlumen, Inc. in Tampa. She is an ASQ Certified Quality Engineer. Richard is a Quality Engineer for Transitions Optical, Inc. in Pinellas Park. In addition, he is an ASQ Certified Quality Engineer and ASQ Certified Quality Auditor.



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

*St. Petersburg Marriott Clearwater*  
*12600 Roosevelt Boulevard,*  
*St. Petersburg, FL. 33716*

Due to the board meeting running from 4:30-5:30, Registration for the meeting will not start until 5:30.

- 5:30 pm-6:00 pm Registration  
5:30 pm-6:00 pm Appetizers/Networking \*\*  
\*\* Appetizers are provided at no cost to members by the section. \*\*  
Appetizers (Before meeting): Cheese Display  
6:00 pm-6:30 pm Pre-Dinner Topic  
6:30 pm-7:15 pm Dinner  
Salad: Garden Green Salad  
Entrée: Chicken Marsala  
Vegetable/Starch: Chef's Selection of Vegetables and Starch, Rolls and Butter, with Coffee Service Included , Dessert: Chef's Selection  
Note: A Chef's Choice Vegetarian Meal and Low Fat Version of the Entrée will be available for those desiring these selections  
7:15 pm-8:15 pm Main Speaker

### Directions:

**From St. Petersburg:** Take I-275 N/SR-686/Roosevelt Blvd exit 30, toward Largo. Merge onto Roosevelt Blvd. N/FL-686W toward Largo-Clearwater/St. Pete-**CLWTR INT'L** Airport. Turn slightly right on Roosevelt Blvd. The Marriott is at the light.

**From Clearwater:** Take SR-686 E ramp toward I 275 S/St. Petersburg. Turn slightly right on Roosevelt Blvd. N/FL-686 E. The Marriott is on the right at the light.

**From Tampa:** Merge onto I-275 N toward St. Petersburg. Take the Roosevelt Blvd/SR 686, EXIT 30, turn right at the bottom of the ramp onto Roosevelt Blvd. Turn left at the first traffic light on to 28th St, the hotel is on the right.

### Reservation Policy

On-line Reservations: <http://asqtampabay.org/Home/tabid/38/Default.aspx>

Reservations must be made by 4:00 PM on the Wednesday before the monthly meeting. If you have a special dietary request (vegetarian or low fat), please indicate this when making the reservation. The price for the meeting with the meal is **\$30.00 with advanced reservations** or **\$35.00 for walk-ins**. The price for the meeting without meal is \$10.00. Cash and check payments are accepted during the check-in from 5:00 pm to 6:00 pm.

### Cancellations Policy

Cancellations deadline is Wednesday before the meeting at 4:30 PM (only for the September meeting). Since we cannot guarantee cancellations made after the deadline, you may still be charged for late cancellations.

If you make a reservation and do not attend, the Section must still pay for the meal and administrative costs. Therefore, you will be required to reimburse the Section by sending a **check**, payable to ASQ, for **\$30.00 (\$10.00 for reservation with no meal)** to our Treasurer, **Brad Near, 9355 92nd Ave, Seminole, FL 33777**.



## Message from Chair

Section member, Dr. Ken Stephens presented the findings from ASQ's 6th Futures Study. Because Dr. Stephens has participated in all six of these, he was able to provide a lot of background information that filled in the blanks. He referenced several points in the article on the study in the October issue of *Quality Progress* and gave us the rest of the story. The slides from his presentation are posted on the Section's website.

In the course of his presentation, Dr. Stephens shared several antidotes about meetings and conversations he had with W. Edwards Deming and Dr. Joseph Juran. For me that kind of "insider information" made the presentation that much more interesting.

Before dinner, I conducted a short focus group to get input from the members who were there. Several topics for meeting presentations were suggested including reliability testing, Minitab, tolerances and "lunch & learn" on culture change in organizations. We are still working out the details of these topics. If you have any interest in presenting on one of these topics, please let me know.

Plan on attending the November meeting. Joe DeFeo, the President and CEO of the Juran Institute will be our main speaker. Given the current job market, his presentation is especially timely.

If you have any questions or suggestions for improving the Section, please contact me. In the meantime, I hope to see you at the November 14th meeting.

Greg Strohm, Chair

[gstrohm@verizon.net](mailto:gstrohm@verizon.net)



## ASQ Recertification Process

To maintain the integrity of your certification ASQ requires that you recertify every three years, either by journal or by exam. The purpose of recertifying is to ensure that as an ASQ-certified quality professional you maintain the same level of knowledge originally demonstrated when you passed the written examination. If you do not recertify, your certification will lapse and ASQ will no longer recognize you as “certified.” For members who hold ASQ certification(s), which they wish to recertify, the following details the process of recertification.

*Where do I get a journal to complete?*

A journal was sent to you with your original certificate. If you no longer have it, you can download a new journal form the ASQ website at this address:

<http://www.asq.org/certification/recertification/rucredits/index.htm>

Or you may call ASQ: (800)-248-1946 Monday-Friday: 7:00 a.m. to 5:00 p.m. Central time

*Where do I send my journal?*

Please submit your completed journal, payment, and a copy of all supporting documentation to the correct address below.

### **Last name begins with A-M:**

Richard Wong  
ASQ Section 1508 Recertification Co-Chair

306 Orangewood Ln  
Largo, FL 33770-4013  
727-545-0400 ext 7648

recertificationchair@asqtampabay.org

### **Last name begins with N-Z:**


Sara Kaplan  
ASQ Section 1508 Recertification Co-Chair

MicroLumen, Inc.  
7624 Bald Cypress Place  
Tampa, FL 33614  
813-886-1200

recertificationchair@asqtampabay.org

*How shall I submit my journal?*

You may email your completed journal, payment and required supporting documentation in PDF format only if you are paying by credit card. Or, you may send it via US Postal Service, Federal Express, or UPS. Please make sure you release the packet without signature to avoid delays in receipt. You may also hand deliver the journal to either one of us at a local section meeting, but please check first to make sure at least one of us will be attending the meeting. Whatever method you decide please ensure that all documents, copies, and/or scans are legible.



*Do you prefer a check or credit card?*

Credit card is preferred as this will help expedite the process. If you want to pay by check, make it payable to ASQ.

*What do I include with my recertification journal packet?*

Remember to include copies of documentation supporting your RU credits claimed, the completed recertification application form, and any/all corresponding completed pages summarizing your activities from within the recertification journal.

Please do not send pages that you are not completing, and please do not send the intact journal, remove the pages that are relevant to your application and submit only those.

**Do not enclose original documentation—copies only.**

*When do I need to submit my recertification journal?*

Recertification journal packets may be submitted up to six months before and after your certification expiration date. If you submit your journal after the six-month period you will have to recertify by exam, unless special arrangements were made before your certification expiration date.

Early submittal of your recertification journal does not change your original expiration date. For example, if your CQA expires June 30, 2009, and you submit your packet in March 2009, your new expiration date will be June 30, 2012, not March 2012.

*I am unable to obtain past employers' employment verification documentation. What other means of documentation may I use?*

If you are unable to obtain past employers' employment verification documentation (because an employer is no longer in business, has moved away, or you are not able to reach an appropriate contact), you may use old pay stubs or W2 tax forms as an alternative for employment documentation. You may obscure any personal information where necessary. However, you **MUST** include your name, company name, and **BEGINNING** and **END DATES** for that particular employment period as it relates to your current three-year recertification period. Please also include an old business card, if you have one.

*What are the dates I can include completed activities from?*

If you are recertifying for the first time, you may use completed activities from the date you initially passed your ASQ certification exam to the ending date on your wallet card/certificate that states 'recertify by', which is your expiration date.

*How do I know if a course, conference, or training qualifies for RU credits?*

As long as the program lies in at least one area of your certification(s) Body of Knowledge (BOK) OR is job enhancing, then you may use that toward your recertification period.



*I do not have enough RU credits to recertify by my expiration date. What are my options?*

If you do not have enough RU credits by your expiration date, you must recertify by exam. You are allowed up to one year before and after your certification (s) expiration date just to recertify by exam.

If there are extenuating circumstances (i.e., health, unemployment, family or personal emergency, military involvement, etc.) you may qualify for a waiver. You must contact the recertification coordinator at ASQ directly for details before your certification expiration date, either by phone, e-mail, or written letter.

*How do I synchronize my certifications?*

To initially synchronize two or more certifications that have differing expiration dates, all you need to do is include documentation and the 18 RU credits required to recertify the certification that is currently due. On the front cover of the recertification application form, list what other ASQ certifications you wish to have synchronized with the certification that is currently due along with their current expiration dates. You are not required to provide evidence for any of the other certifications when initially synchronizing.

Once the certification that is currently due is approved, then all other certifications, as indicated on the application form, will be revised to expire at the same time as the certification that is most currently due. Then for future recertifications you will only need to provide a total of 18 RU credits for all synchronized certifications, one application form, and one set of documentation relating to all certifications being recertified that fall within each body of knowledge (BOK) or that are job enhancing.

***Remember:***

1. Sign the recertification journal
2. List the various certifications that you have and their expiration dates
3. Indicate whether you wish to synchronize two or more certifications
4. Check to make sure you have at least 18 RU credits
5. Include payment—either credit card or personal/company check
6. ***Attach only the documentation for the sections where you claim credit***



**Jobs**

**Jobs**

**Jobs**

### **From The Placement Chair**

Our tool for helping members find jobs has been picking up momentum. You can see jobs that are currently available on our website: [asqtampabay.org](http://asqtampabay.org). When on the site, go to the Member Services tab, and click on Career Development. There you will see listings of Jobs Available as well as Members Who are Seeking Jobs.

### **Please Help us with both categories:**

If you know of openings in your company, please ask your Human Resources to send me a description of the job to: [bartp@floridamep.org](mailto:bartp@floridamep.org) along with an e-mail contact for candidates to send their Resume. Also if you know of a Job that fits one of our members that is looking, please send them that knowledge through their email address.

**Thanks very much for your help!!!!**

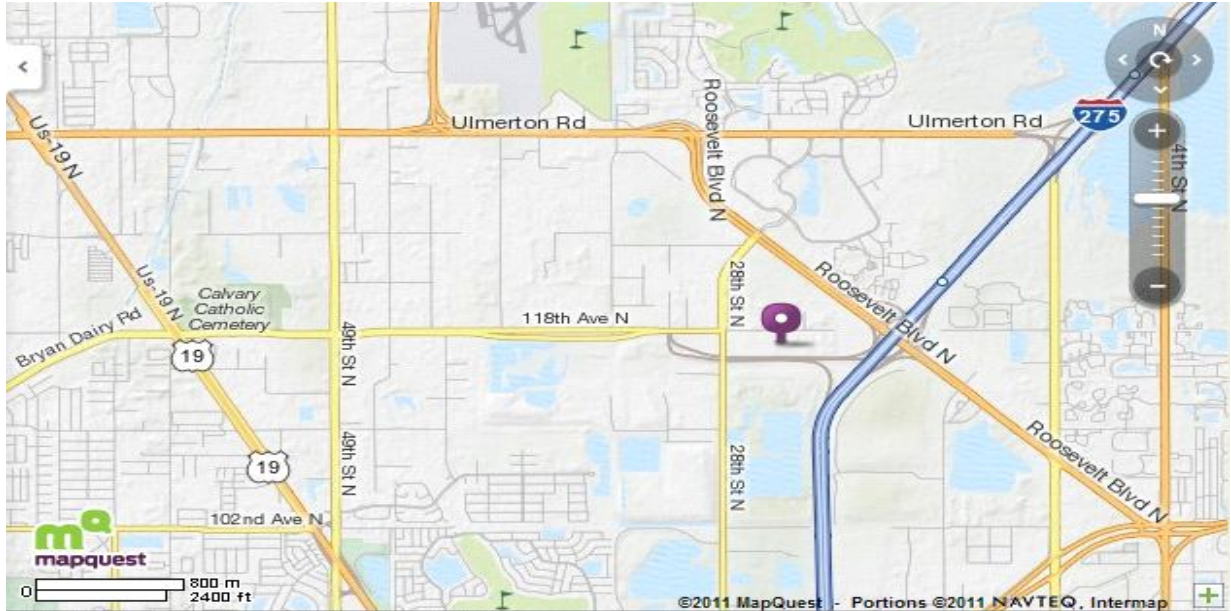




## ASQ Certification for St Petersburg/Tampa Section 1508

ASQ Section 1508 testing is held on the HSN campus in the auxiliary building directly across the street from the main campus. Signs are placed at the edge of the property and directly in front of the entrance on the morning of each exam day. Parking is located in front of and to the side of the building.

**Address:**  
2400 118<sup>th</sup> Street, N.  
St. Petersburg, FL 33716-1917



Registration begins at 7:15 AM. Please be sure to arrive by 7:50 AM to allow time for you to be checked in, your paperwork and books to be checked and for you to be seated to listen to instruction at 7:55 AM. **Exams begin promptly at 8:00 AM.**

Please be sure to remember to bring photo ID, pencils and approved calculator. Cell phones are **not** permitted, even in the off position, in the exam rooms.

### December exams are for the following areas:

- Calibration Technician
- Quality Auditor
- Six Sigma Green Belt
- Quality Process Analyst
- Lean Certification
- Pharmaceutical GMP Professional Engineer
- Quality Engineer
- Quality Improvement Associate

Registration has ended for these exams. Please be sure to register on time for March exams as the cut of dates for those are January 13<sup>th</sup>.

Please be aware that HSN is a tobacco free facility. You will not be able to smoke nor chew tobacco on the premises.

## Board Members

Section Chair: **Greg Strohm**  
gstrohm@verizon.net

Past Section Chair: **Victor Martins**  
victor4quality@gmail.com

Voice of Customer Chair/  
Internet Liaison Chair: **Julia Sennikovski**  
voiceofthecustomer@asqtampabay.org

Treasurer: **Brad Near**  
treasurer@asqtampabay.org

Recertification Chair:  
**Sara Kaplan & Richard Wong**  
recertificationchair@asqtampabay.org

Newsletter: **Keith Duncan**  
kduncan48@yahoo.com

Historian: **Robert Mendenhall**  
bob.mendenhall@goldratt.com

Secretary: **Wendy Williams**  
wendy.williams@hsn.net

Education Chair: **Dr. Lois A. Jordan**  
loisjordan@transformationtech.com

Arrangements Chair: **Marguerite Jensen**  
margueritejensen@tampabay.rr.com

Certification Chair: **Wendy Williams**  
wendy.williams@hsn.net

Placement Chair: **Bart Powell**  
bartp@floridamep.org

Membership Chair: **Bill Cameron**  
william.cameron@goodrich.com

Audit Chair: **Nancy Duarte**  
nancy.duarte@catalent.com

Programs Chair: **Vacant**

Vice Chair: **Vacant**

Nominating Chair: **Vacant**

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

### Membership Statistics (as of Oct 2011)

Regular	258
Fellow	3
Senior	199
Associate	17
Student	25
Sustaining	1
Org Member	3
	=====
Total	506