



The Variant

www.asqsefla.org



Section 1510 / 1515

November 2004

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Section 1510 Website redesigned and updated-

Please visit

Section 1510 website
www.asqsefla.org

View all the latest
Section information

Register for classes and
Section Dinner Meetings

Link to www.ASQ.org for
other Quality related sites
and further information

Section 1515 Website
www.ASQqualitypalmbeach.org

Message from the Section 1510 Chair

by Bonnie Eifert

Have you seen or heard the new ASQ marketing campaign, "Make Good Great"? When I first heard our underwriting ad on National Public Radio's Marketplace business reports a few weeks ago, it reminded me that quality is often the silent partner in business. Customers want a quality product or service, and companies advertise that "quality is built in" or "job one". But we don't recognize the quality profession and the individuals who make it happen. Now is the time. If you haven't already visited

www.makegoodgreat.org, take a look. Encourage others to look also. If you get the Wall Street Journal, Fast Company, Chief Executive, Industry Week, Hospital and Health Networks or School Administrator, look for the print ad and post it on your company bulletin board. With the national campaign underway this is a great opportunity to recognize our profession. A good way to help promote our local section is to bring a guest to our next dinner meeting.

November Dinner Meeting: Honoring Dr. Gitlow

It's not often that a section gets an opportunity to honor a member elected by the ASQ Board of Directors to the position of ASQ fellow. We have the privilege of recognizing Dr. Howard Gitlow, at our next dinner meeting on Nov 9th. Dr. Gitlow is one of just 27 ASQ members elected in Nov. to this prestigious position recognizing outstanding contributions to the field of quality. Joining us that evening will be two of Dr. Gitlow's colleagues at the

University of Miami, Dr. Arun Sharma and Dr. Ed Baker. We will also hear from our scheduled speaker, Carol Welsh. More information on page 4.

Special Tour in November

Not only are we excited about our Nov 9th dinner meeting, but we have another Nov event arranged by our program chair, a visit to the Miami Dolphins Training facility in Davie. Turns out that it isn't only industry and service organizations that keep metrics, track performance and measure outcomes. The Dolphins are an extremely successful business that has always been profitable. Even though they are going through a difficult season, they have been one of the most successful sports franchises in professional sports. This tour is limited to 50 participants, so sign up early. For more information see page 5.

Sections achieve Total Quality

Both Sections 1510 and 1515 have attained one of the highest levels of achievement in the Section Management Process (SMP) for the 2003-2004 fiscal year. This level of achievement is reached by developing a business plan that provides valuable quality programs and services to members and achieving at least 75% of these set objectives. In September, the Variant published the framework for Section 1515's 2004-2005 business plan. The plan submitted by Section 1510 for this coming year is summarized on page 3. As always, both Sections value your input and encourage your participation in Section activities.

Section 1510 Mission

To foster a dynamic environment that will:

- Enable section members to network with peers
- Provide seminars and courses on the latest quality related tools and topics to facilitate their implementation in the manufacturing and service industries
- Lead section members into developing their potential through ASQ certification

CLASSES

If you are thinking of taking a class please sign up on our web page at www.asqsefla.org. If you have a question regarding registration or course site, please call Amarilis Acosta at 305-380-3592 or email at Amarilis.Acosta@coulter.com. If you have a question regarding course content, textbooks or ASQ certification, contact Eleanor Chilson at 954-986-3284. Please sign up at least three weeks before the scheduled start of class so that we can assure that you have a textbook at the first session. Any classes for which we do not register a minimum of five students will be cancelled.

All Certification Classes Are Refresher Classes

Certified Quality Engineer (CQE) - 3.0 CEUs Fee: \$350.00 - Includes textbook and materials. When: Mondays - Beginning March 2005 for 10 sessions Time: 5:30 p.m. to 8:30 p.m. Where: TBD Instructor: Andy Vouloukos - CQE, CRE	Certified Software Quality Engineer (CSQE) - 2.4 CEUs Fee: \$275.00 - Includes textbook and materials. When: Wednesdays - Beginning October, 2004 for 8 sessions Time: 6:00 p.m. to 9:00 p.m. Where: TBD Instructor: Mercedes Massana - CSQE, CQA
Certified Quality Auditor (CQA) - 2.7 CEUs Fee: \$275.00 - Includes textbook and materials. When: Mondays - Beginning October, 2004 for 9 sessions Time: 6:00 p.m. to 9:00 p.m. Where: TBD Instructor: Eleanor Chilson - CQE, CQMa, CQA, CQIA	Certified Quality Improvement Associate (CQIA) -2.4 CEUs Fee: \$275.00 - Includes textbook and materials. When: Wednesdays - Beginning April 2005 for 8 sessions Time: 5:30 p.m. to 8:30 p.m. Where: Beckman Coulter Corporation - Hialeah Instructor: Kannan Krishnan - CQE, CQMa, CQA, CQIA
Certified Quality Technician (CQT) - 2.7 CEUs Fee: \$300.00 - Includes textbook and materials When: January 2005 for 9 sessions Time: 5:30 p.m. to 8:30 p.m. Where: Boston Scientific Instructor: Eleanor Chilson/Andy Vouloukos	Certified Quality Manager (CQMa) - 2.7 CEUs Fee: \$350.00 - Includes textbook and materials When: January 2005 for 9 sessions Time: 5:30 p.m. to 8:30 p.m. Where: TBD Instructor: Kannan Krishnan - CQE, CQA, CQMa, CQIA
Certified Mechanical Inspector (CMI) - 2.4 CEUs Fee: \$275.00 - Includes textbook and materials. When: January 2005 for 8 sessions Time: 6:00 p.m. to 9:00 p.m. Where: TBD Instructor: Eleanor Chilson - CQE, CQMa, CQA, CQIA	Certified Reliability Engineer (CRE) - 3.0 CEUs Fee: \$350.00 - Includes textbook and materials When: TBD Time: 6:00 p.m. to 9:00 p.m. Where: TBD Instructor: Andy Vouloukos - CQE, CRE
Blueprint Reading (BPR) -2.4 CEUs Fee: \$275.00 - Includes textbook and materials. When: TBD - 8 sessions Time: 5:30 p.m. to 8:30 p.m. Where: TBD Instructor: Eleanor Chilson - CQE, CQMa, CQA, CQIA	Certified Calibration Technician (CCT) - 2.4 CEUs Fee: \$275.00 - Includes textbook and materials When: TBD Time: 5:30 p.m. to 8:30 p.m. Where: TBD Instructor: Fred King - CCT
Quality Auditor Biomedical (CQA-Bio) - 3.0 CEUs Fee: \$275.00 When: January 2005 for 8 sessions Time: TBD Where: TBD Instructor: James Carbone-CQE, CQMA, CQA, CQA-Bio	Internal Auditing for Quality Systems (IA) - 1.0 CEUs Fee: \$175.00 Includes breakfast, lunch, snack, handouts and materials When: TBD Time: 8:30 am to 5:00 pm Where: TBD Instructor: Kannan Krishnan - CQE, CQA, CQMa, CQIA

Additional classes may become available as the year progresses. Watch this space or log on to www.asqsefla.org for the latest schedule. Please note, in order to take CQIA-Bio Certification Exam, must first be a CQA .

Note: Once you have registered for a class, any cancellation less than seven days before the class starting date will result in a fee of \$100.00

Certification Dates			
CQE/CQA/CSQE/CQIA/CCT		CRE/CQT/CQMa/CMI	
<i>Application Deadline</i>	<i>Exam Date</i>	<i>Application Deadline</i>	<i>Exam Date</i>
October 15, 2004	December 4, 2004	January 7, 2005	March 5, 2005

Section 1510 Business Planning and SMP

The Section Management Process is a management tool that emphasizes the importance of assessing member needs and expectations, developing a management/business plan and measuring the section's performance. The plan begins with a list of section objectives, and then a list of what activities the section will do throughout the year to meet those objectives, and finally how the achievement of the objectives can be measured.

There are three levels of SMP that sections must meet to be recognized for Total Quality or Section Excellence (new this year). The Section Basic level is required for all sections to maintain a status of 'good standing'. The second level, Section Planning requires that a business plan and budget be submitted to headquarters by Oct. 1.

Sections that have met the first two levels are eligible to earn the Section Excellence Award and/or the Total Quality Award. Sections may achieve Gold, Silver or Bronze Excellence Awards based on the number of Society-section measures they meet. Two of these are based on member value and satisfaction that is measured annually through a HQ conducted survey. The third is based on member retention. Total Quality is awarded to sections that achieve a minimum of 75% of the goals set forth in their business plan and submit these to HQ by Sept. 1.

Below is a table summarizing the Section 1510 business plan submitted to HQ in Sept. 2004.

Objective	Activity	Measure	Goal
<i>Increase member value</i>	Timely publication of monthly newsletter with information relevant to section members	Number of newsletters published	11
	Enhance and maintain web site with up to date information relevant to section membership	Number of updates	12
	Provide college scholarships for families of section members	Number of scholarships awarded	1
	Provide source of employment information for businesses with open positions and section members seeking employment	Number of opportunities published in newsletter	15
	Provide location and proctor for ASQ exams	Number of exam sessions held	4
	Provide resource for member recertification and upgrade reviews	Recerts and upgrades as a % of submitted	100%
<i>Increase Member Retention</i>	Provide refresher classes for certification exams and/or courses on Quality topics	Number of classes/ seminars held	7
	Provide dinner meetings and plant tour on current topics to provide base for development and networking	Number of meetings/ tours held	6
	Increase Section membership	Membership as of 3/31/05	105% of 3/31/04
<i>Increase Member Satisfaction</i>	Survey 10% of Section membership	Percent of returns Percent of satisfaction	15% 75%
	Based on 03-04 Survey, offer new class or seminar	Number of new courses offered	1
<i>Increase Community Involvement and Recognition</i>	Take over organization and sponsorship of the South Florida Team Showcase	Attendance at showcase	75% of attendance in 2004
<i>Increase Volunteer Value</i>	Provide Leadership training for section volunteers and prospective volunteers	Number of members attending	10
	Hold leadership meetings with the Officers and Board to address strategic and tactical subjects of importance to the Section membership	Number of meetings	10

Congratulations! Section 1515 has fulfilled the 04-05 minimum requirements for being in good standing in the Society and has achieved Level I Section Basics in the Section Management Program (SMP).



**Section 1510 November Dinner Meeting
Honoree, Howard S. Gitlow, Ph.D.**

- >Professor, Department of Management Science
 - >Executive Director, Institute for the Study of Quality
 - >Fellow, American Society for Quality
 - >School of Business Administration -University of Miami
 - >Six Sigma Black Belt
 - >Statistician Consultant
- It's not often that a section gets an opportunity to

honor a member elected by the ASQ Board of Directors to the position of ASQ fellow. We have the privilege of recognizing Dr. Howard Gitlow, at our next dinner meeting on Nov 9th. Dr. Gitlow is one of just 27 ASQ members elected in Nov. to this prestigious position recognizing outstanding contributions to the field of quality. Joining us that evening will be two of Dr. Gitlow's colleagues at the University of Miami, Dr. Arun Sharma and Dr. Ed Baker. We will also hear from our scheduled speaker, Carol Welsh.

**Section 1510 November Dinner Meeting
Speaker, Carol Welsh, Author**

Why do some people tick us off so easily? It's a Matter of Perception
by Carol Welsh

Carol Welsh is the author of the book *Stop When You See Red*. She has over 25 years experience as a speaker and is a popular talk show guest nationwide.

Carol has a B.S. in Social Group Work and a M.S. in Adult Education. As part of her Master's research project, she designed the Four Perceptions Self-Appraisal and Personal Profile, which led to the conclusion that *we act or react to other people based on how we perceive them*. For the revised edition of her current book, Carol researched and designed the Comfort Zone Thieves Self-Appraisal and the Hot Buttons Reaction Assessment.

Carol's work experience includes: Wisconsin - Program Coordinator/Facility Manager at Pathways of Light conference center; Curriculum Writer/Instructor at Fox Valley Technical College. Florida - Director of Staff Development and Training at ACT Corp. - a mental health facility; and currently works under contract at the FAA Center for Management Development in Palm Coast as Director of Evaluations.

Memberships: President of the St. Augustine branch of the National League of American Pen Women; Founder of the Professional Writers Groups; National Peace Corps Writers organization (authors who are former P C volunteers – served in Honduras)

■ American Society for Quality PO Box 835062
 ■ Southeast Florida Section 1510 **\$5 COUPON** Miami, FL 33283-5062
 ■ **Bring a prospective Section 1510 member to the monthly dinner meeting**
 ■ Meeting Date: _____
 ■ Guest Name: _____
 ■ Address: _____
 ■ Phone: _____ Email: _____
 ■ Member Name: _____

Tour of The Miami Dolphins Football Training Facility

The Miami Dolphins Football - Community Relations & Operations Department have agreed to provide a Special Private Tour of The Miami Dolphins Football Training Facility for the ASQ Section 1510 Membership on November 23, 2004 starting at 6:00 pm sharp.

The Miami Dolphins training facility is located at 7500 S.W. 30th Street in Davie, Florida on the Nova Southeastern University campus. Visit the Miami Dolphins website at http://www.miamidolphins.com/home/home_index.asp

The tour is free and is limited to fifty (50) ASQ members. Members should sign up through the section website www.asqsefla.org and/or Arrangement Chair - Paul Fray. Registration is required for attending the tour; therefore, members must sign up prior to the tour. Also, registration will be on a first come-first serve basis. Once we reach fifty (50), the event registration will be closed. Refreshments will not be provided during this tour; therefore, you need to eat before or after the tour.

The Miami Dolphins are currently going through a difficult football season, however, they have been one of the most successful Sports Franchises in not just the National Football League (NFL), but in all of Professional Sports.

The Dolphins are a perennial winning and playoff team. The Miami Dolphins have won seventeen (17) Eastern Division Championships, five (5) American Football Conference (AFC) Championships, and two (2) Super Bowl (World) Championships, which were back to back. One of the Super Bowl Championships represents the Miami Dolphins "Perfect Season", the only team in ALL of professional sports to have an undefeated season.

It also may come as a surprise that the Dolphins use Quality Tools and review Performance Metrics, such as Goal Boards, Takeaway - Giveaway Charts, and Special Teams Points Metrics Charts. They statistically track each and every play, also, they have Daily Schedules and Agendas, etc.

We will tour the Main Lobby (the display for Championship banners, Super Bowl trophies, awards, and other memorabilia on record setters: Don Shula, Dan Marino, and 1972 Perfect Team, etc.), the Locker Room, Equipment Room, Training Room, Draft Room, Video Editing Room, Board Room, Weight Room, and Team Meeting Rooms.

You would also be surprised on the number of functional units in the Miami Dolphins business organization which includes: Management, Board of Directors, Coaching Staff, Player Personnel, Athletic Training/Medical Staff, Equipment, Video, Administration, Information Technology, Security, Media Relations, Sales and Marketing, Internet and Publications, Community and Alumni Relations, Ticket Operations, Operations and Engineering, and/or Special Event, Event Entertainment and Cheerleading.

So be sure to bring your camera and take lots of photos. Be sure to ask lots of questions, this should be a fun and informative tour for all.

Best Regards, Fred Gilliam, ASQ Section 1510 Program Chair



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“All of life is education and everybody is a teacher and everybody is forever a pupil.” - Abraham Maslow



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Section 1510 / 1515

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*******SECTION 1510 NOVEMBER DINNER MEETING*******

- Panel:** Carol Welsh , biography page 4
Topic: “Why do some people tick us off so easily? *It’s a Matter of Perception*”
Date / Time: Tuesday, November 9, 6:00 PM **Registration Deadline:** Friday, November 5, 2004, 4PM
Cost: \$26.00
Location: Don Shula’s Hotel, 6842 Main Street, Miami Lakes, FL 33014-2051, phone 305-821-1150

Menu: Southeast Citrus Salad, Rolls, Butter, Iced Tea, Coffee, Pasta, Vegetables and Chicken Françoise. Apple Pie Desert. Please check with Paul about on-going changes for the dinner menu.

Register with Paul Fray at 954-732-1613, paulfray@iqc.bz or electronically at www.asqsefla.org
Make checks payable to “ASQ-1510”. When leaving your name on voice mail, spell your last name and first name, leave a phone number in case we need to call you back. If using Pay Pal, bring a copy of your transaction receipt.

Update your mailing and email address Contact ASQ National Headquarters Phone: 800-248-1946 or log on to www.asq.org. Your local section cannot update this information