

## **Waiting for the Right Q – Charting a New Course for Quality in the Maritime Industry**

We are happy to announce a new initiative that aims to establish a unique relationship between two well-known societies, in their own industries: The American Society for Quality (ASQ) and the Society of Naval Architects and Marine Engineers (SNAME).

The initiative was conceived in light of an identified need in the marine industry to enhance the knowledge in the field of Quality, as well as part of ASQ's section 1510 to expand its scope of services into the maritime industry, a sector that is currently underserved by this organization.

The initiative will start with a pilot program at the section level and will be led by a team consisting of members representing both societies.

As a first step following this announcement, members of both societies will be receiving a short questionnaire designed to try to identify the level of knowledge and involvement with quality issues among SNAME's members and to members of ASQ who are presently engaged in any activity within the maritime industry or in related industries.

In addition, an introduction meeting is scheduled to be held at the beginning of December in which members from both ASQ's section 1510 and SNAME's Southeast Section will be invited to attend a presentation of each society's core activities to the other.

The key note speaker will be the chairwoman of section 1510, Mrs. Dennise Suarez and her presentation's topic will be "Living in the Future.", which presents the finding of a study by the same title conducted by the ASQ. The study projects the landscape of the future so that quality professionals can better position themselves for success.

Seven key forces have been identified that are most likely to shape quality in the foreseeable future:

1. Quality must deliver bottom-line results.
2. Management systems increasingly will absorb the quality function.
3. Quality will be everyone's job.
4. The economic case for a broader application of quality will need to be proven.
5. Global demand for products and services will create a global workforce.
6. Declining trust and confidence in business leaders and organizations.
7. Rising customer expectations.

It is anticipated that following these initial activities, a more regular schedule of meeting will be established in which papers on the subject of mutual interest are presented and published in both societies' professional magazines.

Although the pilot program is currently focused on South Florida, we hope to be able to expand the program beyond the state borders in the near future.

We encourage any SNAME members who wish to be on our mailing list for quality issues related to the maritime industry to send me an e-mail at : [IMBeeZee2@aol.com](mailto:IMBeeZee2@aol.com)

Also, if you wish to attend this meeting please forward your contact information and state whether you would prefer the meeting to be held in the Miami or Ft. Lauderdale area. We have set December 10 2003 between 6pm to 9 pm as a tentative date but we are waiting for responses to this announcement to make a final decision on the place.

Thanks for your cooperation and we are looking forward to meeting with you in the first historical meeting of the two societies.

Doron Zilbershtein  
Chairman  
SNAME – Southeast Section