

# **SNAME Press Release** June 18, 2010

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## **Maritime Quality Culture is the focus of new SNAME Panel & Website**

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The Society of Naval Architects and Marine Engineers is proud to announce the launching of a unique panel within its Technical and Research ("T&R") organization. O-50 Maritime Quality Culture ("MQC") was established to provide members with accessibility to relevant data, information and knowledge from across an array of subjects on quality issues.

The MQC panel website <http://www.sname.org/SNAME/O50MaritimeQualityCulture/Home> serves as a hub for this information and its online community.

"Quality" is not a system; it is a culture" MQC panel chair Doron Zilbershtein declared. "The application of quality principles is central to the success of every company or individual. However, applying these principles is not sufficient to achieve the desired results. One must inspire the employees to align the way they think with the over all goals of the company. And this is where culture plays a major role. Soft skills such as empathy, active listening, the desire to share knowledge are just few examples of the areas that will be addressed by the panel. Introducing naval architects and engineers to soft skills as part of their formal education is long overdue. With the expansion of globalized economy and the need to communicate across cultural and generational barriers becomes a vital element of every organization."

The overarching goal of the MQC panel is to enable naval architects and engineers to enhance their professional performance. MQC will ensure that SNAME members have the quality management resources that will help them realize success in their professional and personal endeavors. In addition the panel will prepare professionals to be able to respond to emerging challenges related to human resources in their workplace. The panel leadership aspires to make sure that every member has at his/her disposal the right tools, methods and advance knowledge that ultimately enable them to become more successful in both their personal and professional life.

MQC brings a new perspective to the work of the SNAME T&R organization and represents a unique resource to the members of SNAME. As SNAME is an international Society, the website plans to offer material in Spanish, Chinese, Korean, Portuguese and Greek. An initial goal for the site is providing constant access to online learning resources and other materials to help members apply quality management techniques. Webinars are planned, and a dedicated online library is currently being established.

All SNAME members and nonmembers are encouraged to contact the panel chair, Doron Zilbershtein via e-mail at [doronzil@gmail.com](mailto:doronzil@gmail.com) for more information.

*The Society of Naval Architects and Marine Engineers is an internationally recognized non-profit, technical, professional society of individual members serving the maritime and offshore industries and their suppliers. Founded in 1893, the Society comprises over 8,000 individuals throughout the United States, Canada and abroad. Membership is open to all qualified applicants in or associated with the maritime, offshore, and small craft industries*

## **The Society of Naval Architects and Marine Engineers**

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