



# COLUMBIA BASIN SECTION 614 NEWSLETTER



Serving Central and Southeastern Washington and Northeastern Oregon

October 2006

## *Chair's Corner*

Steven S Prevette  
Fluor Hanford  
City University

Autumn is upon us, and the 2006 – 2007 ASQ season is upon us also. We had our first meeting this month, with Rick Martinez as the speaker. There was a good discussion, with issues of do you hire for the new employee's attitude and personality, or for the new employee's knowledge? Some evidence was provided to consider that you can always give training with new information, but it is hard to modify a person's attitude or personality. I suppose the lesson for us is to work to achieve a good balance between the two. I'll personally add that even modifying the way you answer the phone can give a completely different projection to your customers and coworkers of your personality and willingness to help them. Integration of the "soft side" (emotions, attitude) and the "hard side" (technical knowledge) can certainly pay off.



Ongoing Plans for 2006 – 2007.

The October meeting will be a site visit to the Ice Harbor Brewing Company. There will be a light dinner for \$10, and for an additional \$5 there will be a beer sampling platter. When you make your reservations, please specify if you want the dinner only, or if you want to include the sampling. This should be a fun time, and we already have a number of folks with reservations. Get your reservations in today!

Ed Schwier of the National Management Association contacted us and asked if we would be willing to go in on a holiday party in December with the NMA. The attendees at the September meeting thought that this was a good idea, so we are pursuing this. We still plan on Dennis Arter providing his auditing topic to us in the Spring. Negotiations are still in progress with the NMA, but we are likely looking at December 12 as the date for the event. If you'd like to help out with making the party an event, please contact Jo or me.

I'd like to thank Jo Haberstok for her hard work on lining up speakers and making meeting arrangements. We should all chip in and lend a hand on efforts to find speakers. If you know of a speaker you'd like to recommend, please drop me a line. If you'd like to be a speaker (and I do want to encourage our members to take the opportunity to present to the rest of the Section) or would like to volunteer to help out with programs let us know. There are lots of opportunities available – interviewing speakers, writing the meeting brochure page, introducing the speaker at the meeting. So if you'd like to help support the Section, we can support you.

<b>Date</b>	<b>Speaker/Site</b>	<b>Topic</b>
October 4	Ice Harbor Brewing Company	Site Visit, Light Dinner and optional tasting
November 8	Mark Gladstone	TBD
December 12 ?	Joint meeting with National Management Association	Holiday Party
January 3	Kevin McManus	25 Years of Quality – Have We Really Improved?

See you on October 4!

- Steve

[Prevette@owt.com](mailto:Prevette@owt.com)

509-373-9371

## **2006 INFORMATION AND DATA QUALITY (IDQ) CONFERENCE**

The 2006 IDQ conference will be held October 16-19 at the “Hyatt at Fisherman’s Wharf” in San Francisco, CA. For more information, check it out at [www.idq-conference.com](http://www.idq-conference.com), or call (310) 477-4475.

## **LONG-TERM INVESTMENTS CAN YIELD HIGH RETURNS**

by Jo Haberstok

*The following was originally written after attending a presentation by Rick Martinez, a speaker and organizational development consultant, titled "Concepts for Improving Customer Services." A lot of good information was shared at the meeting, much of it credited to Stephen R. Covey and his book, The 7 Habits of Highly Effective People. As Rick pointed out, many of the concepts Covey embraces are really just common sense. Sometimes, though, we can all benefit from a gentle reminder. I have updated this article a few times since initially writing it.*

-----

## **24-Hour Banking Services**

Unlike some conventional financial institutes, we can (and do) make deposits or withdrawals in each other's *emotional* bank accounts at any time of the day or night. We establish these accounts with the people we communicate with every day. Depending on the nature of our conversations and actions, we may make a small or large deposit to (or withdrawal from) that bank account. We each have accounts all over town -- in both our business and personal relationships. If you think about it, you'll realize that it's easy to recognize when someone makes a deposit or withdrawal with YOU!

Examples of Deposits: keeping promises, offering to help out when another team member appears swamped, doing something without being asked or told, being open-minded to the ideas of others, small acts of kindness, etc.

Examples of Withdrawals: not following through on commitments or responsibilities, failing to pass on important information related to another person's project, being brusque or rude, carrying on side conversations when a teammate is giving a presentation, malicious compliance, etc.

We may be missing out on hundreds of opportunities every day to make deposits in the emotional bank accounts of those around us. What some may perceive as just a small thing, such as showing appreciation

for assistance on a project, may constitute a very large deposit in the receiver's account.

It should be noted that deposits only count when they are sincere and not really planned. People will see right through it if suddenly you turn into Ms. or Mr. Nice Guy, and then try to "cash in" on that by expecting a big favor in return.

We will never be able to get the most out of quality and problem solving tools and techniques unless we serve one another well. If our desire is to provide excellent service to our external customers, we must first learn to work well within our own teams and organizations. We need to make regular deposits into the emotional banks accounts of the people we interact with -- our work teams, our professional organizations, and our families and friends. Building real relationships takes time, effort, even patience. But...repairing a damaged relationship will take considerably more effort.

The power or influence that we have in a relationship is only over the deposits and withdrawals that we make. We cannot control what other people do or how they respond.

## **Carry Your Own Weather With You**

"Proactive people carry their own weather with them." The point: It's not what happens to you but instead how you choose to react to what happens that will make the difference.

We may say "He really makes me mad" -- well, that's not exactly true. What we are really saying is that we have chosen to respond in a certain manner to something another person said or did. It is important to keep in mind that we each have the freedom to **choose** how we react and respond to things. While genetic, environmental, or other past "programming" may influence us, these things do not have to control us, our emotions and/or actions.

If you work for a company or in an organization where you continually hear the mantra "We value customer service," but their walk doesn't match their talk, what can you as just one person do? You have choices. You can quit your job. You can complain to management or co-workers. Or...You can be proactive. One person really can make a difference, by taking control of their own actions and by setting a positive example for those around them.

Proactive people focus their energies within their circle of influence -- on things they can do something about. Reactive people often waste a lot of time and energy on things they cannot do a lot about (often referred to as the circle of concern). Focusing on the latter will only bring on a lot of unnecessary criticizing, condemning, complaining, and comparing (of themselves to others). If, instead, we try to focus on our circle of influence, we are more likely to feel a sense of accomplishment, and then we can expand that circle over time.

## **Construction Zone**

So... you're working to make more deposits and fewer withdrawals, and your investments are starting to grow and pay off. You're carrying your own weather, and you are finding that you don't need that umbrella (or high boots) as often as in the past.

What else can you do? Focus on constructive behaviors, attitudes and relationships. Work to build bridges -- be open to the ideas of others and value diversity. Consider that we all have special talents and skills. Some people love getting up in front of a group and making presentations, while others have a special knack for putting together the materials for the presentation. Some possess great accounting, math or computer skills while others are experts at analyzing information, or writing, or organizing events -- the list goes on and on.

What would this world be without people with ALL of these skills and talents? Sure, we may sometimes say we wish everyone else were just like us - that if everyone thought like we do, life would be so much easier. But where would we really be without diversity and new ideas? Recognize and acknowledge the uniqueness of others, and work to build bridges in your communications and relationships with those around you. That's an investment sure to pay big dividends in the long run.

*Jo Haberstok is a communications consultant and author. She currently works for Fluor Hanford in Richland, Washington, as a technical writer/editor. Jo is active in the American Society for Quality (ASQ), where she has served as a regional and national judge for the International Team Excellence Awards, and is currently Vice-Chair of ASQ Section 614. She is also active with the National Management Association (NMA), where she has served on the Hanford Chapter's Board of Directors and assisted with programs, communications and fund raising. She may be reached at [jo\\_haberstok@rl.gov](mailto:jo_haberstok@rl.gov).*

## **OCTOBER SITE VISIT – ICE HARBOR BREWING COMPANY**

**START MAKING PLANS NOW FOR THIS SITE VISIT, PRESENTATION, TASTING AND LIGHT DINNER ON WEDNESDAY, OCTOBER 4!**

### **“Brewing is Our Passion”**

#### **Site Visit**

### **Ice Harbor Brewing Company**

**206 N. Benton Street - Kennewick**

The Ice Harbor Brewing Company was founded in 1996 when Mike Hall and Bill Jaquish quit their jobs at the Hanford site to pursue their dream — to start a local brewery.

Mike and Bill had both homebrewed for 10 years and had learned that great beer can only be brewed by people with a deep understanding of brewing and a driving passion for beer. Their dream was to create a place where local beer lovers could stop by to talk about beer, sample the brews and fill their refillable bottles with draft beer like in the days of old. They dreamed of being the best brewery around, with their beers proudly served throughout the Tri-Cities.



From this vision the Ice Harbor Brewing Company was born. Located in downtown Kennewick, the 7,000 square foot building houses the brewing area, homebrew supply shop, offices, cold storage area, warehouse space, and a pub. The upstairs features a pool table and 4 steel-tipped dart boards.

Ice Harbor Brewing Company produces four primary beers: Runaway Red Ale, Sternwheeler Stout, Harvest Pale Ale, and Columbia Kölsch. Other brew styles are produced seasonally and are available for two to three months.

Join us Wednesday, October 4<sup>th</sup> for a tour of Ice Harbor Brewing Company. You'll have an opportunity to sample some of the beers and to learn more about the company's quality processes, products and philosophies, including:

- Fresh is Best
- Small is Beautiful
- Customer Service & Satisfaction are Key to Success

Following the tour, talk and (optional) tasting\*, a light dinner will be provided by the Brewery staff.

Note: There is no age restriction for the tour, talk and dinner. Sign up to bring your friends and family members as guests! The only restriction is 21 or older for alcoholic beverages.

*\*For those who wish to partake in the “tasting” (sampling several of Ice Harbor’s beers), there is an additional fee of \$5. Please indicate your interest when making your reservation.*

**Meeting Info:** *The October 4 meeting will be at Ice Harbor Brewing Company, 206 North Benton Street, Kennewick. Check-in/networking is at 5:30 pm, with the tour and talk starting at 6, followed by a light dinner. The cost for the tour/talk and dinner is \$10 each (for ASQ members and non-members alike). For those who also wish to partake in the “tasting,” there is an additional fee of \$5 each. Reservations are required and must be received by September 28. Send an email to [prevette@owt.com](mailto:prevette@owt.com) with your name, phone number, member status and type of reservation, or call 373-9371.*

The brewery’s address is 206 N. Benton St., Kennewick, WA. 99336. Get on Columbia Drive in Kennewick and go to Washington Street. Go south (away from Clover Island) on Washington and turn right on Railroad Avenue. (If you go across the tracks you've gone too far.) The brewery is the first building on your left.

*For more information about the dinner menu, about ASQ, the local ASQ section, and other upcoming events, check our ASQ Section 614 web site at [www.asq614.org/](http://www.asq614.org/).*

*No shows will be billed unless canceled 48 hours in advance.*

## **SECTION 614 CONTACT INFORMATION**

**Please visit the Section 614 web site at [www.asq614.org](http://www.asq614.org).**

### **Employment**



## **CAREER CONNECTIONS**

To be considered for posting in the newsletter, announcements must be submitted by an ASQ member and be of potential service to other members. Announcements may include job postings, training opportunities, or requests for assistance. Due to space limitations, please keep them brief.

## **2006-2007 Section 614 Leadership Team**

<b>Section Chair</b>	Steve Prevette	<b>Division Liaison</b>	Dennis Arter
<b>Vice Chair</b>	Jo Haberstok	<b>Publicity Team Lead</b>	Steve Prevette
<b>Secretary</b>	Howard Rew	<b>Program Team Lead</b>	Open
<b>Treasurer</b>	Rich Higgins	<b>Web Team Lead</b>	Steve Prevette
<b>Audit</b>	Dave Sandoz	<b>Scholarship Team Lead</b>	Rich Higgins
<b>Examining</b>	Dennis Arter	<b>Section Historian</b>	Dennis Arter
<b>Certification /Recertification</b>	Howard Rew	<b>Newsletter</b>	Rich Higgins

You can find out more about Section 614, including contact information for Leadership Team members, on our website at [www.asq614.org](http://www.asq614.org).

If you are interested in helping with any of the Section teams, please contact the team lead or an officer. We are always looking for willing volunteers!

## WEBSITES FOR OTHER ASQ SECTIONS

Seattle Section (#606): [www.asq-seattle.org](http://www.asq-seattle.org)

Spokane Section (#619): [www.angelfire.com/wa3/spokaneasq](http://www.angelfire.com/wa3/spokaneasq)

Southwest Washington – Vancouver Section (#627): [www.asqswwa.org](http://www.asqswwa.org)

Portland Section (#607): [www.asqpdx.com](http://www.asqpdx.com)



## QUALITY QUOTE

It is funny about life: if you refuse to accept anything but the very best you will very often get it.

-- W. Somerset Maugham

### *Publication Information*

*The ASQ Columbia Basin Section 614 newsletter is published on a regular basis to inform members (and potential members!) about Section 614 activities and other news/information we feel may be of value to quality professionals. To be considered for the next newsletter, input must be received by the 22<sup>nd</sup> of the month.*

*Publication/Editorial Staff: Rich Higgins (Rich\_Higgins@charter.net).*

Columbia Basin Section 614  
PO Box 1177  
Richland WA 99352

