



## CHAIR'S CORNER

### Alvin Langstaff

On December 9 several of us joined the combined gathering with the Mid Columbia Leadership Development Association and Energy Northwest NMA chapter at the Red Lion in Richland. This year's turnout was a bit higher than last year, in fact, some of us were without seating when it was time to find a place to sit. However, the Red Lion staff rose to the occasion and rustled up an extra table so we all were able to enjoy a sit down dinner after all. In addition to providing an opportunity to visit with professionals from throughout the Tri-Cities, the event includes a silent auction which raises money for local charitable organizations. Section 614 again this year was able to sponsor a portion of the silent auction items. Our thanks again to Jo Haberstock and Robert Boykin for volunteering to not only do the shopping and selecting of items but also the creation of very attractive arrangements to display the items.

Last month I mentioned that the section was sponsoring a training class in Software Quality Engineering November 30 through December 4. The class was filled in short order and, according to the feedback I received from attendees, very worthwhile. We already have a waiting list for a possible second offering, so if any of you would be interested in this or any other training classes that could be brought to the Tri-Cities, please send me an email. My experience working with headquarters staff to put on the training was very positive and the revenue will help to offset section expenses. We have not offered training through the section for a number of years, however, if the need is expressed, we will be happy to bring other offerings.

Finally, it is time to be thinking about nominations for next year's Section 614 officers. If you have a yearning or even a faint desire to be elected to a prestigious office under the time tested democratic process, please contact any current officer, or Robert Boykin, the nominations chair. We will open the floor for nominations at the January meeting and publish those results in the January newsletter. We will reopen nominations in February and either affirm the slate if there is only one nomination per office, or set up to hold an election if there are multiple nominations. Please come to the January 5<sup>th</sup> meeting prepared to participate. And if that's not enough incentive, we are very pleased to have Joe Estey as our guest speaker to kick off the new year. Joe's talks are always inspiring and insightful.

Look forward to seeing everyone there. Have a very Merry Christmas.

- Alvin

## SOCIAL RESPONSIBILITY STANDARD

### Dennis Arter - Division Liaison and Section Historian

Review of ISO/DIS 26000 - Guidance on Social Responsibility

The essential characteristic of social responsibility is the willingness of an organization to incorporate social and environmental considerations in its decision-making, and be accountable for what it does to society and the environment. This implies both transparent and ethical behavior that contributes to sustainable development. Social responsibility a) takes into account the interests of stakeholders, b) is in compliance with applicable law and consistent with international norms of behavior, and c) is integrated throughout the organization and practiced in its relationships.

The standard is written for all organizations, not just corporations. Businesses, non-governmental organizations, community agencies, non-profit groups, trade and labor groups, and governments are all included. The standard is careful to say that governmental agencies may wish to use it, however, the standard in no way changes obligations of the state.

The standard is intended to promote a common understanding in the field of social responsibility. It is not a management systems standard, and is not intended or appropriate for certification purposes or regulatory or contractual purposes. Otherwise, it would contain the word "requirements" in the title.

According to DIS 26000, **sustainable development** is a widely accepted concept about meeting the needs of society while living within the planet's ecological limits and without jeopardizing the ability of future generations to meet their needs. Sustainable development includes economic, social, and environmental components and is the bigger picture. **Social responsibility** feeds into and supports sustainable development.

Additional information about the Social Responsibility Standard can be viewed at <http://auditguy.blogspot.com/2009/10/social-responsibility-standard.html>. At this site you will be informed about several possible benefits to an organization implementing social responsibility practices, as well as learning about the seven principles of social responsibility. To support these principles, the DIS 26000 devotes nearly 100 pages to defining, explaining, and offering guidance on seven core subjects, such as organizational governance, human rights, labor practices, the environment, fair operating practices, consumer issues, and community involvement and development.

This is a **BHS** - Big Honking Standard - and there is nothing light and fluffy here. Implementation will take understanding and a willingness to change.



# January 5, 2010

## American Society for Quality Columbia Basin Section 614



Tuesday,  
January 5, 2010

**LOCATION:**

Shilo Inn  
50 Comstock  
Richland, Washington

5:30 p.m. - Check in/Networking  
and no-host cocktail service  
6:00 p.m. - Dinner  
7:00 p.m. - Presentation

**DINNER BUFFETT MENU:**

The Chef and crew at O'Callahan's Restaurant always provide a fine and varied buffet dinner for us at the Shilo Inn. The buffet usually includes two entree' choices, plus accompanying vegetable, a number of tasty salads, and a vegetable and/or fruit tray.

Your choice of coffee, tea or decaf is included with dinner. And don't forget to save room for dessert!

**Cost:**

\$17 ASQ members  
\$20 non members  
\$5 presentation only

Reservations are requested by December 30. E-mail [panda\\_2@charter.net](mailto:panda_2@charter.net) with your name, phone number, company affiliation, and type of reservation, or call Alvin at 371-2221.

**Note:** All no shows will be billed unless cancelled 48 hours in advance.

For more information about ASQ, our local section, and other upcoming events, please check our website at [www.asq614.org/](http://www.asq614.org/).

## Recognizing and Mitigating Error Enforcing Conditions

Joe Estey, Prolepsis Training

Conventional wisdom is wrong: it isn't just death and taxes that are certainties--mistakes and errors are as well!

In spite of countless programs, endless budgets and almost bottomless resources, the best companies continue to make the simplest mistakes, the smartest people continue to do the strangest things and many of our efforts to improve our performance actually diminish our results. However, even if mistakes are inevitable, making the same one twice is preventable! In high reliability organizations, reducing the consequential impact of these mistakes is given as much attention to detail as trying to prevent them in the first place.

In this interactive, informative presentation Joe will discuss how to recognize error enforcing conditions, how successfully sustainable work environments differ organizationally and individually from their struggling counterparts and how to use what we know about how we think to our advantage (instead of our surprise).



About the Speaker:

Since 1995, Joe Estey has designed and delivered informances at conferences and workshops that provide an excellent learning experience filled with interaction, humor and useful insights. Using Human Performance Improvement techniques, he has helped numerous organizations eliminate "the undesirable event." By constantly striving to present fresh ideas combined with new technology and continuously updated relevant information, these informances exceed expectations at either keynote presentations or at-the-working-level training classes.

Featured as an expert in leadership and organizational development in multimedia training productions such as "Attitude: Your Most Priceless Possession," and "Improving Your Performance." His book, "The Tomorrow Tapestry: Life Woven on the Fabric of Change" has also been released nationally, and a new workbook series, "Future by Design," will provide necessary instruction in team dynamics, career development, and Human Performance Improvement.

Joe joined Prolepsis Training after working extensively in operations, hospitality and customer service management positions in seven major cities. He earned a Bachelor of Science in Psychology/Organizational Development and currently uses his management and training background to assist clients in various programs such as Human Performance Improvement, Communication Skills Development and Causal Analysis.

## UPCOMING EVENTS

### Introduction to Performance Excellence

Date: January 13, 2010  
Time: 8:30 a.m. - 12:00

This half-day workshop, offered by the Washington State Quality Award, presents an overview of the Malcolm Baldrige/Washington State Quality Award system and criteria. Become familiar with the criteria purpose, uses, and content. Also, gain a greater understanding of Baldrige core values, concepts, and framework. This workshop is designed for people who have had no previous training about the criteria, or who need a quick refresher course. In addition to the general version that uses non-specific examples, industry-related versions also are offered for public sector organizations, health care and educational institutions.

Location: Seattle Public Schools, John Stanford Center for Excellence, Seattle

To register, visit the WSQA web site at [www.wsqa.net/workshops.php](http://www.wsqa.net/workshops.php)

## THE VALUE OF SHARING INFORMATION

It has been said by many that in a world of endless opportunities to succeed in life and business, what's needed is information, data, feedback and facts about possible new solutions to improve our own life or to make reasonable decisions based on facts rather than guesses. If learning is limited to our own learning from mistakes, then learning can be slow, inefficient and expensive.

If you have a topic of interest to share, and/or know of someone else who might be willing to share a topic of interest, contact a leadership team member. Like the saying goes: *He who has a thing to sell and goes and hollers in a well, is not as apt to get the dollars as he who climbs a tree and hollers.*

## SECTION 614 MEMBERSHIP

As of November 30, 2009 we have 79 members in our Section. New members are Diana Marquez, Michael Perkins, and Brad Schaffer. As such, Diana, Michael, and Brad are each eligible to receive one "free dinner" at a section meeting. Please make your reservation for an upcoming meeting soon!

## 2009-2010 SECTION 614

### LEADERSHIP TEAM

<b>Section Chair (and Programs &amp; Publicity)</b>	Alvin Langstaff
<b>Vice Chair and (and Programs &amp; Publicity)</b>	Deborah Coffey
<b>Treasurer</b>	Howard Rew
<b>Secretary (and Programs &amp; Publicity)</b>	Jo Haberstok
<b>Division Liaison and Section Historian</b>	Dennis Arter
<b>Certification/Recertification</b>	Milton Kowalewski
<b>Audit</b>	Clark Beus
<b>Webmaster</b>	Phil Crook
<b>Education</b>	Laura Suddath
<b>Newsletter (and Programs &amp; Publicity)</b>	Robert Boykin

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.asq.org/sections/mini-sites/0619/about.html](http://www.asq.org/sections/mini-sites/0619/about.html)  
Southwest Washington /  
Vancouver Section (#627) - [www.asqswwa.org](http://www.asqswwa.org)  
Portland Section (#607) - [www.asqpdx.com](http://www.asqpdx.com)

## 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 that might be of value to quality professionals. To be considered for the next newsletter, input must be received by the 15th of the month.