



## CHAIR'S CORNER

Alvin Langstaff

For our November meeting we were very pleased to have James Cox as our featured speaker. James' interactive description of the steps to successful communication and development of a common understanding of purpose seemed extraordinarily relevant in today's political environment. I had just recently seen a request from ASQ for members to suggest ideas regarding quality topics that should be addressed by Congress (with the assistance of ASQ, of course). It occurred to me that the most pressing need we have in government right now is for those who represent us to begin communicating with each other again. Regardless of the issue, it seems that the first order of business is always to figure out how to best polarize positions and then work to avoid any semblance of cooperation to reach a solution.

I suspect that most of you who work in quality have experienced the same sort of situations that I have. That is, when a persistent quality issue exists, the problem usually occurs at the "handoff" point where one group's responsibility ends and the next one picks up. As these intersections or divisions of responsibility are not always well defined, the opportunity for miscommunication and mistakes increases. Even if both sides are working in what they perceive as the best interests of the customer, the result is often a less than satisfactory outcome. The solution to quality improvement in those cases always involves improving the communication gap and coming to a common understanding of what is needed to achieve quality. I'm sure it is much more difficult to develop a common purpose at the national level than it is in a private business setting, but just because it's hard doesn't mean it shouldn't be done.

On a closing note, we still are in need of a Voice of the Customer chairperson for the section. So far we've received surprisingly few expressions of interest (as in none) but I'm optimistic that there is someone out there who will make the perfect VOC chair. Drop me a line. And don't forget that our next month's meeting is a combined holiday party with the Mid-Columbia Leadership Development Association.

Hope to see you there!

- Alvin

## VICE-CHAIR'S CORNER

Jo Haberstock

All the leaves are brown ... and gold and red ... and there are so many things to be thankful for!

First, how many of you knew the song reference as soon as you read the first part above? Come to think about it, that's one thing I'm thankful for – The Mamas and the Papas, and all the *great* songs they recorded back in the mid- to late 60's. California Dreamin', Monday Monday, Words of Love, Creeque Alley... stop me if you've heard these and more.



I am really enjoying watching the leaves as they change colors during this time of year. Just seeing the leaves covering the ground ... well, okay, maybe not when they're covering my lawn and reminding me that I probably should get out and do some raking, but they are still so pretty to look at. I have a lot of happy childhood memories of fall, too – the most obvious probably

being playing in the leaves (making a mess of the big pile of leaves my dad had just raked up by jumping in the middle of them, followed of course by the dog who really messed things up!). I also remember picking out leaves from the yard to take to school, where we got to do crafts projects with them, like making special holiday cards.

Our November 9 section meeting was entertaining, interactive, and engaging – Oh My! It was also full of learning opportunities. Our speaker, James Cox, grew up in a show business environment, and he has taken his past experiences and put them to use in his current endeavors. James is an internationally recognized staff development consultant, speaker and life coach for the Empowerment Group. He developed MOVVE™, a goal delivery process using communication and emotional intelligence skills to create goal-driven teamwork. His motto is "Actions Create Change!" and this was definitely on display at our meeting. Using his favorite movie from childhood – The Wizard of Oz, of course – James took us all on a trip down the Yellow Brick Road to quality, sharing along the way (and having participants help demonstrate) the 5 C's of Communication, which is one of his MOVVE™ actions. Who knew there were so many great actors in our midst? By the end of the program, James had everyone helping out with the story he was telling, as we provided sound effects and cheered on the volunteers up front! For those who weren't able to make it to the meeting, check [James' blog](#), where he provides a nice summary of the key points.

- Jo

**NOTE THE DAY, DATE & PLACE**  
**Wednesday,**  
**December 8, 2010**

**LOCATION:**  
**Clarion Hotel**

1515 George Washington Way  
Richland, Washington

5:00 p.m. - Check in/Silent Auction  
with no-host cocktail service  
6:30 p.m. - Buffet Dinner  
7:30 p.m. – Live Auction & Table  
Gift Exchange

**DINNER BUFFET MENU:**

- Chicken Piccata
- Beef Bourguignon
- Mixed Green Salad
- Chef's Choice Salad
- Vegetables
- Potatoes
- Rolls/Butter
- Assorted Desserts

**Cost:**  
\$20 ASQ members  
\$25 non members/guests

Note: Costs are a bit more at the Clarion, and our section is being charged more than our usual rates per dinner. In the holiday spirit, our section is paying some of the difference for our **ASQ members and guests**, to help keep your cost as low as possible.

Reservations are requested by November 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.

Our website: [www.asq614.org/](http://www.asq614.org/)

# Holiday Social Event

*joint meeting with other local organizations  
at the Clarion Hotel in Richland*

**Mid-Columbia Leadership Development  
Association (MCLDA)/NMA Chapter 395**

**Energy Northwest NMA Chapter 902**



## Entertainment ... Dinner Silent & Live Auctions Gift Exchange

You and your spouse or special friend are cordially invited to join us December 8 for a lively holiday get-together at the Clarion Hotel in Richland. Hosted/sponsored by MCLDA (NMA) Chapter 395, the evening will begin at 5 pm with an opportunity to network and meet new people or renew past acquaintances with our own ASQ members as well as members of MCLDA NMA Chapter 395, Energy Northwest NMA Chapter 902, and others.



Special entertainment will be provided for your listening pleasure during the social hour as you browse through the many items available and place your bids on gift baskets, gift certificates, and more at the Silent Auction.\* Rumor has it that Santa's elves may also be sighted during the festivities.

This is a great opportunity to shop for your friends, co-workers, and family members. Proceeds from the auction fundraisers will go to a local charitable organization.

The buffet line for dinner will open at 6:30 p.m. Following dinner, there will be more entertainment and a "live" auction of some of the larger donated items. There will also be a Gift Exchange at each table: Everyone wishing to participate is asked to bring a wrapped gift to exchange (maximum \$10).

Mark your calendar now (and make your reservations soon) for what is sure to be a very enjoyable evening!

\* NOTE: The auctions are a fun way to raise money for a worthwhile cause. Proceeds from all items donated by our ASQ members/friends and purchased at the auction, will be donated along with other monies raised by MCLDA to local youth programs. If you have connections with any businesses and are able to obtain some donations for the auction or if you have some new items of your own you'd like to donate, please contact one of our ASQ section officers by November 26th, so all items can be included on the bid sheets.

## MORE FROM THE VICE-CHAIR – cont'd from pg 1

I hope you will all be able to join us in December for our annual holiday event. We've been getting together with a local chapter of the Mid-Columbia Leadership Development Association (MCLDA)/National Management Association (NMA) for a joint event now for a few years. This year's meeting will be held on December 8, at their new location, the Clarion Hotel, on George Washington Way in Richland. The evening will begin with networking, entertainment and opportunities to browse and bid on silent auction items. We'll have a buffet dinner, followed by a live auction (there are always some great items up for bid, such as wine baskets, gourmet dinners, gift certificates to B&Bs, etc.) and there will also be a table gift exchange that everyone can participate in just by bringing a wrapped gift. Check the flyer in this month's newsletter for more information, and be sure to get your reservations in soon!

- Jo

## EUROPEAN QUALITY CONFERENCE

Submitted by Dennis Arter, Fellow ASQ

I recently returned from the annual conference of the [European Organization for Quality](#) (EOQ). Each year, a different quality society will host the conference in their country. This year it was held in Izmir, Turkey. Down the road from Troy and close to Ephesus. My journey and a few photos are posted on my [blog](#).

Like most international events, the conference was conducted in English. Simultaneous translation was available through the use of a radio receiver and headset, with channels in English, Turkish, and Russian. As you might guess, most of the participants are from the local country. This might be their only chance to attend such a gathering and mingle with their peers in the quality profession. Last year was Croatia, this year was Turkey, and next year will be Hungary.

After the opening plenary session, breakout sessions were held in four different rooms. Topics included integrated management systems, tools of the trade, quality in different business sectors, innovation and change, and risk management. A number of speakers discussed quality's role in sustainability and social responsibility. My speeches covered integration and auditing. I also gave my talk on *The Future of Everything* as the closing keynote. All were very well received.

One of the major differences between the EOQ and ASQ conferences is the ratio between theory and practice. The European speeches seemed to stress the desirable state (theory). American presentations seem to stress practical methods to achieve those desirable states. I guess we need both.

## SECTION 614 MEMBERSHIP

As of November 22, 2010, we have 93 members in our Section.

<b>2010-2011 SECTION 614 LEADERSHIP TEAM</b>	
<b>Section Chair (and Programs &amp; Publicity)</b>	Alvin Langstaff
<b>Vice Chair and (and Programs &amp; Publicity)</b>	Jo Haberstock
<b>Treasurer</b>	Barbara Gillespie
<b>Secretary (and Programs &amp; Publicity)</b>	Deborah Coffey
<b>Division Liaison and Section Historian</b>	Dennis Arter
<b>Certification/Recertification</b>	Howard Rew
<b>Audit</b>	Clark Beus
<b>Webmaster</b>	Barbara Gillespie
<b>Education</b>	Laura Suddath
<b>Newsletter (and Programs &amp; Publicity)</b>	Robert Boykin

## PUBLICATION INFORMATION

This 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.