

CHAIR'S CORNER

by Deborah Coffey

Thanks to Joe Estey for a timely presentation on the 24/7 Conduct of Operations. I found this presentation to be immediately applicable to my work activities and another participant emailed me the next day to say the same thing. In organizations we spend a lot of time and involve a lot of smart people in defining our procedures and operations to be performed deliberately and correctly. But when something goes wrong we often do not hesitate to critique our operations and change them based on reflexive actions. Rather than blame human error or willfulness in not following the correct procedures and process, we modify them as part of the corrective action. Over time we have eroded our procedures and processes (the slippery slope) and then wonder why there are undesirable consequences and failures. Companies do not hesitate to spend time reviewing what went wrong, but Joe pointed out the value of reviewing job activities that went right, so that we can reinforce positive processes, focus on proficiency and skill maintenance and create a culture of continuous improvement rather than reactions to individual incidents. This approach requires not taking short cuts, working smarter, paying attention and caring about the work we do rather than allowing performance deficiencies to continually redefine a new norm that doesn't match the procedures and processes initially developing to address safety and quality and minimize risk.

Joe also provided an opportunity to evaluate our communication skills based on the values and principles that we think we know about a person just by observation (and probably often mirroring our own values) instead of making the effort to clearly find out what those values and principles are. This concept is related to the fact that successful organizations define and communicate their values and principles which are aligned with their approach to manage risk and stay within their margin of risk tolerance.

Visit Joe Estey's website www.prolepsistraining.com for more information and a link to the references he provided. I am especially eager to read the books, *Whack a Mole: The Price We Pay for Expecting Perfection* and Bozo Sapiens, as well as Joe's book, *The Tomorrow Tapestry: Life Woven on the Fabric of Change*.

- Deborah

VICE CHAIR'S CORNER

by Robert Boykin

Ever wondered about the advent of "radio"? Well, neither have I. However, if informational tidbits from the Internet can be believed, the history of radio is fascinating. Access <http://www.californiahistoricalradio.com/100years.html> for an informative tour about radio broadcasting history through the decades.

Back in the day I had the fortunate opportunity to know several people who worked in radio and got to sit in on many broadcasts. Although I have not witnessed first-hand how radio is broadcast today, hearing and reading about it from afar leads me to believe that the two are not very far apart. In the late 1970s everything in the radio station revolved around the disc jockey (DJ). There was no public broadcasting in this radio station according to the definition of public broadcasting today, where the primary mission is public service. Although... one might think that the DJ's of yesteryear were all about the public because they never stopped talking to the "listening public" on the other end. And if the DJ possessed an exceptional gift of gab, that was a plus.

A typical evening in the house of gab, known as the "station" consisted of a quality check to ensure that the turntable and needle were operable; the microphone and chair were situated properly; the vinyl (45s and 33s) were within reach; and the large glass window facing 19th Street was clear so the public at large could witness their favorite DJ at work. I can still remember the famous gab line of my favorite DJ which informed listeners to "pick up the phone – give me a call and let me know what you want to hear, and if we don't have it you don't need to hear it". Those were the days.

Our February 7 meeting features Anna King, who is known for her news stories on Northwest Public Radio. She reports for the Northwest News Network and is one of a team of five reporters from Washington, Oregon and Idaho who strive to cover state politics and issues facing the most remote places in the Northwest. We are really happy that Anna has made time to attend an ASQ meeting and provide an overview of her work.

Be well and be safe.

- Robert

Tuesday
February 7, 2012

LOCATION:

O'Callahan's/Shilo Inn
50 Comstock
Richland, Washington

5:30 p.m. - Check in/Networking (no
host cocktail service)

6:00 p.m. - Buffet Dinner

6:45 p.m. - Presentation

DINNER BUFFET MENU:

The Chef and crew at O'Callahan's
Restaurant always provide a fine
and varied buffet dinner for us.
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
February 2. E-mail
dscoffey01@aol.com with your
name, phone number, company
affiliation, and type of
reservation, or call Deborah at
509-375-5011.

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

For more information about our
ASQ section and other upcoming
events: www.asq614.org/

“Putting the Public in Radio News”

Anna King Correspondent, Northwest News Network

For those of us who rely on the radio as our
primary news source, Public Radio arguably
offers the most consistent quality, depth and
breadth of reporting. If you have ever
wondered just what goes into the making of
a radio news report, join us at the February
ASQ meeting to learn the ins and outs of developing a story.

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Radio arguably offers the most consistent quality, depth and breadth of
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outs of developing a story.

Northwest Public Radio's Anna King will provide a behind-the-scenes look at
how NWPR news stories are created.
Anna has stained her hands picking
huckleberries with Native American
women in the Blue Mountains, gone
nose-to-nose with a lamprey eel and has
regularly covered one of the most toxic
radioactive cleanup sites on the planet.

As one of five Northwest News Network reporters from Washington, Oregon
and Idaho, Anna strives to cover state politics and issues facing the most
remote places in the Northwest. These stories reach more than a million
listeners daily. Anna will discuss how a story is put together, what has to be
considered when finalizing a report, and she will describe some of the
challenges that come with being a roving reporter.

About the Speaker: Anna King is a Washington State University graduate, and in the
past decade she has produced award-winning stories for public radio and four
Northwest newspapers. She has earned three C.B. Bletcher Memorial Awards for her
coverage of Northwest Native Americans and numerous awards from the Society of
Professional Journalists. Ms King regularly contributes to National Public Radio,
Seattle Magazine and Seattle Business Magazine. She trolls the Northwest's back-
roads for stories; her home base is Richland, Washington. She is a regular volunteer
for Mid-Columbia schools where she assists students with reading, writing, mock job
interviews, career days and journalism skills. She is also a member of the Society for
Professional Journalists.



Photo Courtesy of Rajah Bose



Photo Courtesy of Rajah Bose

Interaction At and Insight From January 3 Meeting

Submitted by Jo Haberstok

One of the things I like about having Joe Estey present on a topic is that he almost always includes some sort of interactive exercise or table discussion that helps make a point about his topic. The January 3 meeting was no exception.

Everyone in attendance was asked to pair up with another individual – someone we either did not know at all or about whom we knew very little. We were then directed to look at the other person for a couple of minutes, no talking, just look at them. And then we were asked to answer three questions about that person. I won't give away the whole exercise, but the questions were fairly simple, and Joe even gave us two possible choices on the first two. But since we didn't really know much about the other person, we had to answer the questions based on our own perceptions of them. Yes, we were basically guessing at the answers, but I'm sure some of us thought we had the "right" answers – all based on what? Looking at another person, maybe basing answers on what they were wearing or how they were sitting or whatever else may have influenced our perceptions. When we later shared with each other what we thought were the right answers, that led to a lot more discussion (and a lot of laughter, too!)

I've heard the statement many times that we make that all-important "first impression" on others in an extremely short amount of time, often without uttering a word. Similarly, we tend to form our own opinions and may think someone else is _____ (a sports enthusiastic, an introvert, fun to be around, stand-offish, etc.) based on the first impression we get, sometimes even before we have been introduced or had an opportunity to talk with them! This was a great exercise to remind us about the importance of keeping an open mind and taking time to communicate and learn more about others and their personal styles of communications, learning, etc.

Another point that Joe made in his talk was about what we can and cannot control. How many times have we allowed ourselves to become very stressed about something we have no control over? Oh sure, it's easy to tell someone else to just "let it go," but it just seems to be part of human nature to want to feel we are in control, even when there is absolutely nothing we can do about what someone else is going to think, do, or say. We need to instead focus on what we can do to influence the things that we can control or at least have some say in – to improve the process, the communications, our own skills, actions, etc.

ASQ MARCH 6 MEETING PREVIEW

Our March 6 meeting features a presentation from Greg Curtis who works for DOE-Counterintelligence at the Pacific Northwest Field Office for PNNL in Richland, Washington. Greg will talk with us about Economic Espionage and he promises an engaging, interactive and humorous presentation in an effort to entertain and inform us about counterintelligence. This is sure to be a fun presentation!

APRIL REGIONAL ASQ TRAINING

Submitted by Deborah Coffey

Chris Hayes, our ASQ Regional Director, is planning to have this year's regional training opportunity as part of the Vancouver section's Quality Conference in April 2012. The conference itself is scheduled for Thursday, April 12th. The conference is an all-day event with details coming out shortly. We are looking at having Regional Training (first ever for our region) the following day on Friday April 13th. Both are at the Heathman Lodge which I am assured is pretty nice.

Heathman Lodge
7801 NE Greenwood Drive,
Vancouver, WA 98662, USA
Tel: 360-254-3100
info@heathmanlodge.com

Chris is working on putting together a request for funds that could possibly subsidize conference admissions for leadership who attend as well as our room and food for the event. We won't take it for a vote for a while, but this would substantially decrease costs for the event if approved. Most Regional training costs are shared by the sections, but in most regions, travel costs aren't what they are for us either. That's what has made having regional training so difficult in the past.

So, there you have the latest news on the effort to put together some regional training. Chris received very positive feedback from most sections for scheduling this training opportunity and most sections are planning to send at least one person. Even though it may not seem as if there's a lot to learn at these sessions, and granted we will not come up with a solution to world peace, it is very important to share ideas and learn from each other. I have yet to walk away from even one training session where at least one person hasn't learned at least one thing. It is also part of our section operating agreement (SOA) to support the Society's objectives, which as you are aware include obtaining more leadership training. Remember, this isn't necessarily for those that have been around for years, it's especially helpful for those newer in section leadership participation.

I am excited and look forward to meeting many of you at this event. If you or somebody in your section has a topic you think may be of interest to the other sections, please let me know. I am going to carve out some time for short presentations by section members. Thanks and hope to see some solid section attendance!

UPCOMING TRAINING

Software Quality Engineering Class

An ASQ Section 614 sponsored Software Quality Engineering Class is scheduled for Monday, March 12 through Thursday, March 15, 2012. The class is scheduled for four days (7: a.m. to 4:p.m.) and will cost \$1,100 for ASQ members and \$1,400 for non-members.

This course is designed to help improve your job performance and the quality of your company's software products. It is a broad course that addresses all of the body of knowledge area of the Certified Software Quality Engineer (CSQE). If you are interested or know of others who are, please contact Deborah at dscoffey01@aol.com.

SECTION 614 MEMBERSHIP

As of January 9, 2012, we have 109 members in our Section.

2011-2012 SECTION 614 LEADERSHIP TEAM	
Section Chair (and Programs & Publicity)	Deborah Coffey
Vice Chair (Newsletter, Programs & Publicity)	Robert Boykin
Treasurer	Barbara Gillespie
Secretary	Donna Sinks
Division Liaison and Section Historian	Dennis Arter
Certification/Recertification	Howard Rew
Audit	Clark Beus
Membership Chair	John Verderber
Nominating Chair	Alvin Langstaff
Webmaster	Barbara Gillespie

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 10th of the month.