

## CHAIR'S CORNER

by Deborah Coffey

I witnessed some odd driving practices one morning on G'way as I drove into work. First, I was in the left lane with other cars in the right lane and I was trying to keep a safe stopping distance between me and the car ahead when a car swerved from the right lane into the buffer space ahead of me, forcing me to brake hard. As this maneuver is a common occurrence, I was ready for it, but that car did not eventually turn left and I could see no reason for the sudden move. The next tableau, many blocks later, was watching the only car in the right lane completely ignore the fact that a bus (large silhouette, obvious lights) was ahead of them. Everyone else anticipated the bus stopping at the bus stop; the car right next to the oblivious driver even made a space for them to switch to the left lane. But, the oblivious driver slammed on their brakes and came to a dead stop when the bus stopped; it was a miracle the oblivious driver did not slam into the bus. What was that driver doing? Not paying attention to the job at hand I surmise. At the recent one-day ASQ Northwest Quality and Improvement Conference hosted by Section 627 (Southwest Washington Vancouver Section), our luncheon keynote speaker, Scott Crabtree, addressed scientific studies regarding multi-tasking and how we think we are more productive and effective, but studies show we are much more productive and effective when we focus and limit distractions.

Thanks to Linda Weir our presenter at the April 3rd Section 614 meeting. Linda did a great job of presenting the complex WTP quality program in an understandable manner. As a QE, I really liked leaning how the program is structured and where the primary emphases are focused. There were several things that I thought were excellent practices and the extent that quality staff must work with suppliers was very interesting.

There was another ASQ-sponsored Software Quality Engineering class the week of 12 March 2012. There were 19 attendees, and as this was the third time the class has been offered, I thought demand for the class was winding down. Since then, however, I have been approached and it looks like 6 more people may need the next class already. Feedback from SW attendees was that this was a very comprehensive and useful look at the subject.

On Saturday, May 12<sup>th</sup> we will visit Kitzke Cellars, a local family-owned vineyard for a tour, tasting, and lunch. Reservations are needed and car-pooling is appreciated as the parking area is small.

Let Alvin Langstaff or I know if you have nominations for the Columbia Basin Section Chair, Vice-Chair, Secretary or Treasurer positions. Self-nominations are accepted.

Keep your eyes on the task at hand.

- Deborah

## VICE CHAIR'S CORNER

by Robert Boykin

So, did you consider signing up and/or continuing to volunteer? You didn't think I'd follow up from last month's article, eh? Well, just checking!!

Have you ever heard the cliché "It is what it is"? It sure is being used a lot lately. So, what does this really mean? Is it finality in there is nothing that can be done about the subject at hand? Or is it a way to motivate the receiver to find an alternate answer?

According to the Internet, this cliché was the most used five-word line by many athletes and coaches to sum up troubles of all sorts – "it is what it is." The cliché is not new. Although the origin is unclear, it has been around for many years. According to pundits, "it is what it is" has become the all-purpose alternative to the long-winded explanation. Definitions found on the Internet include: "It's happened. I'm going to forget about it. I'm going to move on..." "There is nothing that can be done about it." "It's not going to change, so deal with it or don't." "It will be what it is." Which definition strikes *your* fancy?

Let's pretend you and I are in conversation about the high price of gasoline. I say "There must be something that can be done to curtail rising gas prices!" You respond with "Well, it is what it is." Does this mean nothing can be done about the high cost of gasoline? Or, should I continue to look for ways to lower my consumption of petro, and ways to motivate those within my circle of influence to not accept the cliché as finality?

The reply received from a colleague when asked what was meant when he used the cliché was "There is nothing we can do to affect the outcome because it's always been that way." He was indeed correct because the outcome had always been that way. Well, am I answering my own question about the meaning of this cliché'?

I find it discomfoting because when I've heard the cliché being used it has usually been in response to a question that was asked or a statement that was made. Should a person's thirst for knowledge be hindered or his/her questioning attitude be zapped because 'it is what it is,' or 'it's always been that way,' or 'it's never going to change, so deal with it?' Consider not giving in, giving up, or allowing your zest for knowledge to be dampened when this cliché crosses your path. Consider the words of Ralph Waldo Emerson, who said "Every great and commanding movement in the annals of the world is the triumph of enthusiasm. Nothing great was ever achieved without it."

Be well and be safe.

- Robert

**Saturday, May 12, 2012**  
Section 614 Site Visit

**Location:**

KITZKE CELLARS  
72308 E 260 PR NE  
Richland, WA 99352  
Just off Dallas Road

**11:00 a.m. to 12:30 p.m.**

Tour and tasting followed by a box lunch

**Box Lunch Menu:**

The Chef and crew at O'Callahan's will provide box lunches for this event.

**Cost:**

\$5 tasting fee  
Plus \$10 for Box Lunch  
Sandwich, (ham, turkey or roast beef), pasta salad or chips, fresh fruit (cup or whole) and 2 cookies

Reservations are requested by May 4th. E-mail [dscoffey01@aol.com](mailto:dscoffey01@aol.com) with your name, phone number, company affiliation, and type of reservation, or call Deborah at 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/](http://www.asq614.org/)

**Driving Directions:**

The address is 72308 E 260 PR NE, Richland, Washington. For those familiar with the Tri-Cities area, it is just off Dallas Road - Take Bombing Range Road south until it becomes Dallas Rd. Look for the sign on the right. (For others, GPS or MapQuest!!)

Please car pool if possible, as parking space is limited.

## “Winery Tour, Tasting and Lunch”



Kitzke Cellars

### A Local Family-owned Vineyard

The Kitzke family has long been part of the bountiful harvest of Columbia Basin agriculture and has farmed in the area since the 1970s. The family gradually transformed their orchards into vineyards over the last several years. As a small boutique winery, Kitzke Cellars has developed an impressive array of wines featuring Cabernet Sauvignon, Cabernet Franc, Syrah, Sangiovese and two Red Blends. One red blend, Janaina Sensação, is named after their daughter-in-law from Brazil; Sensação means “sensational” in Portuguese, which perfectly describes this wine. The Upsidedown blend has a whimsical label that is an image of the Kitzke’s son flipping on his snowboard. As you will discover, this is truly a wine to flip for!

The American Society for Quality (ASQ) members will be treated to a tour and participate in a tasting followed by a box lunch (reservations are required). We will lunch on the patio and enjoy a glass of wine, the ambience of lunching with our fellow members and hopefully, a nice sunny day to enhance the view from Candy Mountain.

Kitzke Cellars has won several medals and we look forward to learning about their approach to competing in the local wine industry.

## Highlights from the 2012 ASQ Northwest Quality and Improvement Conference

### “Weaving Quality into Your Everyday Work Life”

submitted by Deborah Coffey

I was able to attend the one-day ASQ Northwest Quality and Improvement Conference hosted by Section 627, the SW WA Vancouver Section. The conference was held on Thursday, 12 April 2012. This was a great one-day event with two keynote speakers and two concurrent sessions offering five other options plus breakfast, lunch and snacks at breaks. It was held at the Heathman Lodge in Vancouver. I also ran into Section 614 members John Fish and Glenn Gruner.

I thought Section 627 did an excellent job hosting this conference, and presenters that our section is familiar with, Joe Estey and Todd Williams, provided lively sessions. Other sessions provided training and fodder for discussions throughout the day. I highly recommend this conference, so think seriously about attending next year. I also got to speak with members from other sections to learn what sort of presentations and site visits they offered in the last year such as a site visit to a golf course and a variety of businesses. One person mentioned that Microsoft hosted a fascinating tour of their Security Center and if we were willing to drive over, they could help us arrange one. We also learned that studies have shown once and for all that we are less productive when we multi-task than when we can focus. Our lunchtime keynote speaker encouraged us to choose at least one activity to improve our happiness at work, home, and in our lives (they are all linked together) to improve our overall productivity and success. Check out [www.HappyBrainScience.com](http://www.HappyBrainScience.com).

By the way, please let your Chair know ahead of time when you plan to attend events as there are sometimes room rates and conference fee saving for member leaders or one or two members from each section.

### Members – Is Your Contact Information Up to Date?

submitted by Jo Haberstk

Every so often, we hear from a section member saying he or she has not been receiving our meeting or newsletter announcements. Sometimes in checking the information on file we have found that there is no email address listed for the member or that what is listed is an outdated or incorrectly spelled address.

We send out section communications via email, using the member information that is on file with the national ASQ office.

Please be sure to periodically check your profile in the “My Account” area of [www.asq.org](http://www.asq.org), and make changes (if needed) to be sure your address, phone number and email address are all current and correctly listed.

## Mid-Columbia Small Business Awards – Nominations Announced

submitted by Jo Haberstk

After reading last month’s article, how many of you nominated a Tri-Cities area business for an award?

Because ASQ is an organization of quality professionals and dedicated to recognizing and furthering quality efforts, I wanted to provide everyone with an update about the Mid-Columbia Small Business Awards this month and to encourage support for this and other community recognition efforts.

Eleven nominations were received for the 2012 Small Business of the Year Awards, "Leaving Your Print". This event, which will be held at a special event on May 3 at the Shilo Inn, Richland, recognizes small businesses in Benton and Franklin Counties with a Gold, Silver and Bronze award for exceptional customer service, outstanding commitment to employees, and superior community relations. The awards are presented to small businesses (fewer than 60 full time equivalent employees, locally owned & operated, and for-profit) that best exemplify the qualities of honesty, fairness, ethical business practices, and concern for employees and customers.

This year’s (2012) nominees are (in alphabetical order):

- 1st Choice Restoration
- Bettendorf’s Printing and Design, LLC
- Dura-Shine Clean, LLC
- Imageworks
- Oasis Physical Therapy & Sports Rehab
- Ojeda Business Ventures, LLC
- Paws Natural Pet Emporium
- Pediatrics for You
- Servpro of Tri-Cities West
- Sylvan Learning Center
- Tri-Cities Digestive Health Center, PS

This year’s event will begin poolside at the Shilo with a Caribbean menu, followed by hosted wine and dessert during the small business awards presentations. Tickets are \$35 each and reserved tables of 8 may be purchased for \$280. For more information or to RSVP, contact the Pasco Chamber of Commerce at 547-9755 or email [admin@pascochamber.org](mailto:admin@pascochamber.org)

## Highlights from the 2012 6a Regional Training

submitted by Deborah Coffey

I would like to share the many highlights of the Regional Training by our 6a Regional Director, Chris Hayes, which was held in Vancouver, WA on 13 April 2012. Regional Directors are tasked with meeting with the sections once each year and indeed, we met with Chris last April, 2011. This year, she convinced many folks to meet together in one place and 6 of 9 sections in our region attended. It was great to get to meet the other member leaders and share ideas and insights. Important info passed down included the following:

- We will still be known as ASQ but with less emphasis on writing out the acronym as we there is a global focus beyond the American Society for Quality, and the new branding is *The Global Voice of Quality*. We need to use the new *Global Voice of Quality* Logo as well.
- All leadership positions have job descriptions so it is important to make sure that those who have those positions know what is expected. One section even has defined a social networking chair.
- All sections need to conduct business to Robert's Rules of Order (initially defined in 1915) and document in writing decisions. One section even had a monthly meeting presentation on this topic. We need to develop the habit of using our SharePoint sites to post minutes from Leadership Team meetings and even notes from business meetings during our meetings. **Action Item:** Secretary to contact [sfurger@asq.org](mailto:sfurger@asq.org) to define how to access this and inform the rest of us.
- There will now be a formal WebX regional meeting chaired by Chris Hayes for Section Chairs (who will have vote status unless Chair delegates to someone else for that meeting), but of course others in the Section can participate, but only one person to vote. The meeting will be on the 4<sup>th</sup> Tuesday and for Section 614 the time will be 7:00 p.m. with agenda items submitted by the 3<sup>rd</sup> Thursday of the month.
- Chris Hayes requested that the sections develop a new habit of communicating with the regions. Whenever folks communicate with the ASQ community members, with questions/complaints/frustrations please cc Chris Hayes via email ([chayes@mep.org](mailto:chayes@mep.org)) so she can possibly solve the problem and avoid a long delay between question and response and perhaps avoid some frustration that has been happening. However, be polite and respectful in our communications with the ASQ Community members.
- Enterprise members should be informed not to let their individual memberships lapse; they can continue individual memberships for \$20/yr under this program rather than \$125/yr; this affects Bechtel folks. The on-line membership application now addresses this, just need Enterprise member #. The advantage is that benefits for individual members will continue and direct

communication of information will continue such as newsletter and dinner meeting info. Enterprise members will be noted in a field with an "ORG" on the member lists that the officers can see. We also need to remind members to investigate becoming Senior Members via the ASQ website.

- There are older versions of ASQ books that can be made available for free for giveaways; Chris Hayes will let us know how to get these.
- Discussed how other sections handle job postings and people looking for work by posting this on their websites. The sections can also offer to hook up unemployed folks to serve on internal audits teams. One person said he did this 3 times while unemployed and it was this activity that was noticed by a perspective employer and got him hired in his next job.
- We discussed sections financials migrating to QuickBooks. It is important to know that the driver for continuity across sections was that the non-profit status of ASQ was in jeopardy due to IRS notice that some sections were not complying with requirements.

## The Performance Excellence Symposium May 10 in Seattle

This half-day joint Washington State Quality Award (WSQA) / ASQ-Seattle symposium will feature four workshops covering Baldrige and topics on mastering quality practices followed by dinner and an evening presentation. The symposium will begin at 2 pm and includes the following workshops:

- "Leveraging Innovation for 'Performance Excellence and Growth'" – Nancy Schlichting, CEO of Henry Ford Health System (2011 Baldrige winner)
- "Why Baldrige? Leading the Way to Excellence" – Carol Knight-Wallace
- "The Lite Stuff – Tips to Completing a WSQA Lite Application to get the Maximum Benefit" – Laura Kinney
- "Theory of Constraints – A Primer" – Chris Lindstrom

Register before May 7 for these reduced rates:

\$80 – ASQ/WSQA members | \$150 – Non-members

Location: Swedish Cherry Hill Education Center, 500 17<sup>th</sup> Avenue, Seattle

This event also offers a dinner and presentation by Nancy Schlichting titled "Driving Cultural Change and Innovation through Baldrige." There is an additional cost for the evening event.

Registration and additional information about the speakers/topics is available on the [Seattle ASQ site](#).

## Make Plans Now to Attend the World Conference on Quality and Improvement

May 21-23, 2012 – Anaheim, California

Have you signed up and made your travel plans?

This is the place to be if you need to (or simply want to) improve efficiency in your company or implement quality tools or cost savings. This conference offers:

- More than 100 sessions, including those from the other four concurrently held conferences
- Real-life examples of quality improvement through the Quality Impact sessions
- Networking with over 2,000 individuals focused on quality
- ASQ certification exams on-site.

### Justify the WCQI to your Boss

Travel and training budgets have been reduced over the past few years while many companies experienced financial problems. Although such problems are receding for some, travel and training budgets are slow to come back. Conferences are especially difficult to justify because there are travel and conference costs in addition to time away from work. Here are some talking points to help get you to the 2012 WCQI:

- **Bring the World Conference to the office.** Again this year, your registration gives you access to recordings of the conference's more than 1,000 sessions. This will provide training for the entire office for months to come.
- **Network.** Rub elbows with individuals who have implemented cost savings and quality improvements in their organizations. Talk to them. Learn from them.
- **Learn from the live team case studies.** See real-life examples of quality tools at work.
- **Implement.** After the conference, implement one quality tool you learned. Document the savings, and you will never have an issue proving the worth of the World Conference again.
- **DIY.** Learn the quality tools necessary to fix your problems in-house and eliminate consultant fees.

Ready to register now? Great! Here's a link to the conference [website](#).

## SECTION 614 MEMBERSHIP

As of April 6, 2012, we have 111 members in our Section.

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

## 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.