

## CHAIR'S CORNER

by Robert Boykin

*did you know...?*

The Malcolm Baldrige National Quality Improvement Act of 1987, signed into law on August 20, 1987, was developed through the actions of the National Productivity Advisory Committee which was signed in to law by President Ronald Reagan on November 10, 1981? The Committee, as identified in Executive Order 12332, "shall be composed of distinguished citizens appointed by the President, only one of whom may be a full-time officer or employee of the Federal Government."

The American Productivity and Quality Center (APQC), a nonprofit research organization, organized the first White House Conference on Productivity, spearheading the creation of the Malcolm Baldrige National Quality Award in 1987. The Baldrige Award was envisioned as a standard of excellence that would help U.S. organizations achieve world-class quality.

In the late summer and fall of 1987, the first director of the Malcolm Baldrige National Quality Program and the staff at the National Institute of Standards and Technology (NIST) developed an award implementation framework, including an evaluation scheme, and advanced proposals for what is now the Baldrige Award. In its first three years, the Baldrige Award was jointly administered by APQC and the ASQ, which continues to assist in administering the award program under contract to NIST.

For 25 years, the Baldrige Criteria have empowered organizations, no matter their size or industry, to reach their goals, improve results, and become more competitive. The 2013-2014 Criteria build on this tradition and feature a renewed focus on:

- Innovation management, intelligent risk, and strategic priorities
- Social media
- Operational effectiveness
- Work systems and core competencies

This is the official 2013-2014 Criteria for Performance Excellence for health care organizations.

So, now you are in the mix with the flow of dialogue that might be communicated at the February 5 Section 614 business meeting. It never hurts to be in the know.

Be well and be safe.

- Robert

## VICE CHAIR'S CORNER

by Jo Haberstock

I'm amazed that it's already 2013! The last year just seemed to fly by.

I hope you all had a really nice holiday season, plenty of turkey, pecan pie and eggnog. Fortunately – at least for me – they have "light" eggnog nowadays!

Now it won't be long until February – and Groundhog Day. Everyone who loves the movie (with Bill Murray and Andie McDowell) raise your hand!

Here's a little trivia for you. Did you know that although the official groundhog, Punxsutawney Phil, is the one we watch each February 2 to find out if he will see his shadow, that maybe it should have been Badger Brad that we watch? Well, okay, maybe that's a stretch, but thousands of years ago when animalism and nature worship were prevalent, people in the area of Europe now known as Germany believed that the *badger* had the power to predict the coming of spring. They watched the badger to know when to plant their crops. By the time the first German immigrants settled in Pennsylvania they probably understood that this wasn't true but the tradition continued. Unfortunately there were not many badgers in Pennsylvania so the groundhog substituted for the badger. Punxsutawney held its first Groundhog Day in the United States in the 1800s. The first official trek to Gobbler's Knob was made on February 2, 1887. It is also said that Punxsutawney Phil was named after King Phillip.

And now... back to ASQ business.

Our January 8 site visit and presentation at Columbia Basin College's Diagnostic Ultrasound Lab was very interesting and educational. Shane Bruce, our host and presenter, shared a lot of information about how ultrasound works and some of the many applications for ultrasound. Then we headed into the lab area for a hands-on demonstration of the equipment. Thank you, Taffy, for being a willing volunteer!

I hope you will all be able to join us on February 5 for our next dinner meeting and presentation. Laura Kinney, our presenter, is very active in ASQ and has a lot of experience with the Baldrige criteria and the Washington State Quality Award program. I look forward to learning more about how the Baldrige criteria have been and are being used to create better communities.

- Jo

Tuesday,  
February 5, 2013

**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.** – Buffett 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 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 January 31. 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 (509) 371-2221.

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

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

## “Using the Baldrige Criteria to Create Better Communities”



**Laura Kinney**  
**Yakima Valley Memorial Hospital and Family of Services**

You may know about the Baldrige Criteria and you may know a bit about some of the Baldrige winners. This presentation will dive deeper into how organizations using the Baldrige Criteria create better communities.

The Baldrige model has identified the beliefs and behaviors of high-performing organizations. The Baldrige framework encompasses non-prescriptive criteria to help organizations focus on what's important, identify gaps, and sustain improvements. It helps organizations identify their blind spots and strategically plan for future challenges and key changes. Guided by feedback provided by expert examiners, organizations gain insights that can lead to improved processes, better decision making, stronger leadership and greater organizational alignment and success. Item 1.2 in the Baldrige Criteria asks key questions about the organization's governance system, legal and ethical behavior, and societal responsibilities.

As a current Baldrige National Performance Excellence Examiner and Washington State Quality Award Program Judge and Examiner Trainer, Laura has first-hand knowledge of and experience with a variety of organizations utilizing the Baldrige Criteria. She will share examples from both the healthcare and business sectors and will include interviews and content from Baldrige winners, and even some Washington State applicants who are not quite yet winners.

The February 5 meeting will be educational and challenging. You will take away ideas on how your organization can support your community and even how to measure your support. Laura will connect you to some of the best practices for social responsibility, and you will learn more about the Baldrige Criteria along the way. Laura has quite a bit of energy and enthusiasm about this topic, and she promises a lively session.

About the presenter: *Laura Kinney is the Director of Organizational Excellence at Yakima Valley Memorial Hospital and Family of Services where she leads the Baldrige Journey and strategic planning. She is the Vice Chair of the 2013 ASQ World Conference on Quality and Improvement Technical Committee, Past Chair of the Quality Institute for Healthcare, former chair of both Spokane and Seattle ASQ Sections, member of the VHA/Novation Environmental Advisory Group, is active with ASQ's Healthcare Division and a member of the American College of Healthcare Executives. Laura has been in healthcare for a decade after previously implementing ISO and QS-9000 in the automotive industry. Laura was introduced to the Pacific Northwest when she attended the University of Puget Sound for her Bachelor's in Biology and attended the University of Idaho for a Master's in Fisheries Management...all which lead very clearly to a career in healthcare administration and improvement! Laura has been published in the American Hospital Association Trustee Magazine, Socially Responsible Hospitals Focus on Sustainability, and in ASQ Quality and Participation Magazine where she discussed environmental sustainability in healthcare. Laura's consulting business is Performance Excellence Mentor, where she works with organizations who want to use the Baldrige Criteria to reach a higher level of organizational performance.*

## Nominations for Section Officers

A recent update from ASQ provides the following information regarding the terms for section officers:

“Beginning January 1, 2014, section terms for elected officers and appointed committee chairs will align to the Society’s fiscal year and terms for other Society positions. Sections will conduct their call for nominations and elections according to the current timeframe. Elections held this spring will be for the January 1 through December 31, 2014, term. There is no 18-month term. The six-month interim term between July 1 and December 31, 2013, will be filled by appointment. The ASQ Sections Affairs Council encourages sections to appoint incoming officers and committee chairs for the six-month term. However, current leaders may be appointed to that term.”

This is in contrast to previous practice wherein officers served from July 1 through June 30 the following year.

We will be requesting nominations for section officers next month (February) with elections to follow in March or April. Positions to be filled are Section Chair, Section Vice Chair, Secretary, and Treasurer. If you would like to place your own name in nomination, that’s fine, or if you have someone else in mind that would make a good officer, contact [Alvin Langstaff](#). This will also be on the agenda at February’s dinner meeting so if you are able to attend, you may place names in nomination at that time.

## Facilitation Fundamentals: An Introduction to Facilitations Skills – WSQA Course

**January 29 & 30, 2013 Puget Sound Area (TBA)  
Cost: \$400**

Are your meetings getting the results you need? Are decisions sometimes never reached or achieved through painful processes? If so, facilitation skills can provide the tools needed to keep participants pointed in the same direction, reach decisions efficiently, and ensure meeting goals are met. In this two day course sponsored by the Washington State Quality Award (WSQA), learn the keys to establishing a process that meets your objectives, a few simple tools for group decision making, and tips for navigating tricky situations.

To register for the class or for more information, [click here](#).

## Call for Presenters for 22<sup>nd</sup> Annual Service Quality Conference

The ASQ Service Quality Conference will be held October 7-8, 2013, in Las Vegas. If you have a success story, case study, or new technique in the field of service quality, consider this great opportunity to share with others. For more information and submission instructions click [here](#). Submissions for session presentations and tutorials are due February 28, 2013.

## Ni hao (Hello!)

by Dennis Arter, FASQ, CQA

I recently made another trip to China. This was my fifth visit since 1997. Much has changed over the years, but much remains the same.

This trip was originally planned to lead the American delegation for the 4<sup>th</sup> China-America Conference on Quality. The focus was to be quality in the supply chain. The venue was Xiamen (SHAH-men), in Fujian Province and about half-way between Hong Kong and Shanghai. It’s a new and beautiful city and one of several special Economic Zones in China. Due to many factors, we had insufficient registrations for a conference. So my delegation spent the first day discussing supply chain management with Dell Computers at their Xiamen assembly factory. On the second day, we met with our counterparts from the China Association for Quality to continue the presentations and discussions on supply chain management. The number one problem mentioned by both Chinese and American sides was substitution of parts and materials with inferior items at the sub-supplier levels. Even though we had less than fifty people in attendance, it was a useful meeting of quality professionals.

Following the meeting in Xiamen, I flew up to Beijing to give a lecture on modern management auditing. There were about 100 people in the room and most were paying attention to me, rather than their smart phones. I presented in English, with excellent simultaneous translation into Mandarin. We are already making plans for a repeat performance in 2013.

Then I flew down to Shenzhen, another special Economic Zone across the bay from Hong Kong. I presented a two-day master class on modern management auditing to the corporate quality auditors at Huawei (wow-WAY) Technology. They make routers, switches, and wireless towers. They are the largest IT company in the world. Again, the presentation was in English, with Mandarin translation. The Huawei QA Manager is an ex-pat from Plano, Texas. He has followed my teachings and publications for the last 20 years. Since I was in the neighborhood, I might as well stop by his place. On day three, I met with his immediate staff and we discussed ways to improve his internal audit and corrective/remedial action programs. It was a good visit.

Each year, the Chinese send a delegation of about 30 people to the ASQ World Conference. I look forward to again seeing many of my old friends in Indianapolis in May.

What we do for ourselves dies with us. What we do for others and the world remains and is immortal.

[Albert Pine](#)

## Our Local Gifts from Holiday Shopping

by Jerry Brong

*(an excerpt from a slightly longer article)*

It was not by plan but it happened because it is a habit. Buying stuff locally is the way to go just because it works. Shopping, gift buying, making those exchanges, and enjoyment of the recent holidays is now in the past. And, 2012 delivered another good holiday season. This season for our family included gifts to local merchants, to our County communities, and our neighbors because we did all of our gift buying right here in our county.

Though it was not planned all of our purchases were local. Buying locally is our habit. We buy locally when we can and, in most all situations, we get what we want right here. This holiday season our purchases included books, slippers, socks, a weather data system, photography supplies, kitchen gadgets, and even a portable computer. Our gifts for family were purchased from neighbors here in our Kittitas County. What we wanted we got. And, the prices were right.

Most of our purchases were made within walking distance from Main Street in Ellensburg and Kittitas. Even at the big stores outside of our downtown area friends were met as we did our shopping, friendly sales staff assisted in making holiday decisions, and costs were competitive. And, when customer service was needed, it was delivered on the spot. We buy locally because it works. It is less stressful. It is more fun. And our traffic around here in the Kittitas Valley is much more acceptable than what is faced in the bigger city options.

Two customer service examples are worth sharing. The computer was purchased at a good price but within a couple of days the price was reduced about a hundred dollars. We then asked if we could get the lower price for our previous purchase. In ten minutes the price adjustment was made to our account. The higher price was removed and the new lower price posted. As it happened we were face-to-face with the person making the changes to our account. What a deal! Then there was the article of clothing. The wrong size was purchased. The gift was carried back into the store, the corrected sized item found, and the exchange made. Done! Smiles all around. We the customer came out the winner.

Our purchases here in the county helped provide jobs and self employment at locally owned businesses. Taxes were collected on the purchases and from the businesses. These taxes help support our local libraries, schools, parks, fire emergency services, sewer districts, public safety, flood control, television services, health care, and much more. Profits were made by the vendors and people were paid for their delivery of customer services. Gas was purchased locally to fuel the car so I could go shopping. Advertising here in this newspaper and on local radio programming prompted my shopping. My local bank helped by processing my checks and providing customer services as I needed quick cash from my account. I guess the shopping helped fuel our local economy. People were happy as folks shopped locally and we local folks benefitted.

## Software Engineering Reviews and Results – A Book by Boyd L. Summers

Interested in Software Engineering? Then this may be of interest to you.

Authored by an industry professional with three decades of experience, this [book](#) offers authoritative guidance for conducting and performing software first article inspections, and functional and physical configuration software audits. It prepares readers to answer common questions for conducting and performing software reviews and audits, such as: What is required? Who needs to participate? How do we ensure success in all specified requirements in test and released configuration baselines?

## MD&M West Conference 2013: Innovation without Constraints

February 11-14, 2013 Anaheim, California

MD&M (Medical Design & Manufacturing) West is the most anticipated annual MedTech event of the year. Hundreds of MedTech professionals worldwide will come together, sharing best practice and innovative ways to transform the future of medical devices.

During four days and five tracks, the 2013 conference program includes a slate of thought-leaders, influential speakers, fascinating entrepreneurs and guests from all walks of the industry. Exciting sessions curated around each stage of the product development cycle will deliver the practical learning, expert guidance and inspiration needed to drive innovation for next-generation medical devices.

The exposition and conference includes over 75 speakers, networking opportunities and CEUs for all conference attendees. For more information and to register, [click here](#).

## 2013 ASQ Lean and Six Sigma Conference: Sustaining Results

March 4-5, 2013 Phoenix, Arizona

Get the best in Lean and Six Sigma tools, methodologies, and solutions to eliminate waste, redundancy and defects. This conference includes more than 50 sessions and hands-on workshops and the opportunity to network with others. Keynote speakers are Dr. Jeffrey K. Liker and Stacy Aaron. For more information and to register for the conference, check the [website](#).

## Lean Leadership Skills Workshop

March 6 and 7, 2013 Phoenix, Arizona

Develop the eight competencies demonstrated by outstanding leaders in lean manufacturing and service organizations. This ASQ-sponsored course challenges you to be an organizational role model of lean practices and customer advocacy. The two-day workshop utilizes a lean leadership inventory, which is an in-session assessment for participants to evaluate their present skill levels in eight different lean leadership competencies. The inventory serves as a baseline for skills they will acquire in the course. Experienced coaches will show how to apply the qualities to real-life situations. For more information, [click here](#).

## Local Training Opportunities in January and February

**The Leadership Challenge** January 25 – 1 pm – 3:30 pm

Instructor Christopher Turner will discuss the five practices of exemplary leadership.

### Maximizing and Modifying your Personality Style

February 8 – 1 pm – 3:30 pm

Instructor Paul Casey will help participants determine their personality type, bring out the best in their style and learn how to relate and communicate in business and relationships to other personality styles.

### How to Evaluate Others at Performance Appraisal Time

February 22 – 1 pm – 4 pm

Instructor Jeanne S. McPherson will discuss the choices, challenges and words, and options for incorporating good will into challenging evaluations.

All courses will be held at the Voltenpest HAMMER Training Center in Richland. Cost for each course is \$79. For more information or to register, click [here](#).

## Get Your FREE ASQ Member Gifts!

The first ASQ member gifts of 2013 are now available.

- Free Webcast (55 min) – Learn the basics of auditing with Steven Wilson, ASQ board member and chief quality officer of the Seafood Inspection Program at the U.S. Dept. of Commerce
- Free e-Book: [How to Audit the Process-Based QMS](#) (224 pages)
- Free Downloadable Templates and Checklists – from [The Progressive Audit: A Toolkit for Improving Your Organizational Quality Culture Checklists](#)
- Downloadable Audit Report, Sample Audit and QMS Requirements from [Process Driven Comprehensive Auditing: A New Way to Conduct ISO 9001:2008 Internal Audits](#)
- Maintenance Process Model, Maintenance Checklist and All Process Checklist from [ISO 9001-2008 Internal Audits Made Easy](#)

These gifts are [available](#) through February 14, 2013.

## SECTION 614 MEMBERSHIP

As of January 8, 2013, we have 101 members in our Section.

2012-2013 SECTION 614 LEADERSHIP TEAM	
Section Chair (and acting Programs Chair)	Robert Boykin
Vice Chair (and acting Publicity Chair)	Jo Haberstock
Treasurer	John Fish
Secretary	Deborah Coffey
Division Liaison and Section Historian	Dennis Arter
Certification/Recertification	Patrick Faulk
Audit	Clark Beus
Membership Chair	Steve McConaghy
Nominating Chair	Alvin Langstaff
Webmaster	Dennis Arter
Newsletter Editor	Robert Boykin
Programs Chair	Vacant
Publicity Chair	Vacant

**Valentine's Day is coming soon!**  
**SHOP LOCAL!**



## 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.