

## CHAIR'S CORNER

by Robert Boykin

An article I recently read asserted that a major challenge confronting the next generation is the threat of diminished prospects for children and families. The article went on to say that efforts should be made to ensure a level playing field from which today's kids can build a brighter future.

After reading the article I asked myself "What I have done to assist today's kids in their quest to attain a brighter future?" Looking truthfully at a few actions such as donating to children's charities, voting for school referendums, providing mentoring services and coaching youth athletics, my response was 'not enough.'

During a recent business trip, I learned about an activity which is designed to be a fun and engaging educational experience for kids, led by engineering students and technical professionals dedicated to pursuing professional excellence and giving back to the community. The program utilizes a hands-on design curriculum where the kids work in teams, using their knowledge to solve problems and create products while discovering the underlying math and science principles involved in these processes. During each week of the free three-week program, third through fifth graders or current sixth through eighth graders take on a new project, culminating with a presentation and design competition that all parents are invited to attend.

This hands-on design curriculum started in 2007 in Washington, DC, and has since expanded across the US to serve more than 3,500 students since its inception. According to sponsors, a substantial waiting list of families has formed in each of the cities where the program has taken place.

As you might have noticed, I omitted identification of the organization that developed the hands-on design curriculum, the organization that leads the curriculum, as well as the organizations that have sponsored the events. Although the identity of these organizations is highly important, I believe the most important matter is the platform itself. A bit of sleuthing on your part might reveal their identities.

The attendees at the business function I attended were encouraged to SEEK ways to assist today's youth in building a brighter future that would yield positive results for them. Do you have any ideas about how to assist today's youth in building a brighter future? If so, share them with me at [rebbme68@gmail.com](mailto:rebbme68@gmail.com), or pull me aside the next time we meet and share your thoughts. Isn't the future worth it? As John F. Kennedy once said, "We must do all that we can to give our children the best in education and social upbringing - for while they are the youth of today, they shall be the leaders of tomorrow."

Be well and be safe.

- Robert

## VICE CHAIR'S CORNER

by Jo Haberstk

Well, it's almost time for our first section meeting of the year. As you know, our section "year" has always run from September through May or June. With recent changes in ASQ's fiscal year and the effects on elections, budgets, business plans, etc., the section Leadership Team has been quite busy this summer. We developed an interim budget and interim business plan to cover section activities through the end of December, and will soon be working on the 2014 budget and business plan (which will go into effect with the 2014 year and new Leadership Team, on January 1, 2014).

We have also been busy planning for the dinner meeting venue, negotiating costs, and contacting potential speakers and site visit opportunities for the coming year.

I'm very exciting about the coming year and the speakers and site visits we have lined up already. Our September 10 meeting features Carl Adrian of TRIDEC, and I am sure that he will have a lot of interesting information to share about economic development in the Tri-Cities area as well as about *how* TRIDEC recruits new businesses. With all the competition from other cities, I can only imagine the challenges.

Some of you may have noticed that September 10 is not the first Tuesday of the month. Yes, we usually try to hold our meetings on the first Tuesday, but sometimes we have to be flexible on the date or even the day of the week, depending on speaker and/or room availability. Our October meeting will be on the 8<sup>th</sup>, so please mark your calendar now to be sure you will be available to attend.

I don't want to give too much away about November yet, but it is going to be a site visit/tour, and it should be very educational.

Another business item: Due to increases in costs for dinners and related services, we have had to raise the amount we charge for dinner meetings, effective September 10. The section had been heavily subsidizing these costs for several years, and will still be doing so to some degree. The new dinner meeting fee for members is \$20. The non-member cost is \$24.

I personally feel the networking, good buffet dinners and opportunities to learn about quality-related topics from our featured speakers are well worth the price of admission. And don't forget you can get recertification credits for attending our meetings.

I hope you agree with me, and I hope to see you all at our September 10 dinner meeting.

- Jo

**Tuesday**  
**September 10, 2013**

## **“Building on Success: Creating Economic Diversity Requires Partnership”**

**LOCATION:**

O’Callahan’s/Shilo Inn  
50 Comstock  
Richland, WA

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 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:**

\$20 ASQ members  
\$24 non members  
\$5 presentation only

Reservations are due September 5.  
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 48 hours in advance.

For more information about our section and upcoming events visit [www.asq614.org/](http://www.asq614.org/)

## **Carl Adrian** **TRIDEC**



The Tri-City Development Council (TRIDEC) is the lead economic development organization for Benton and Franklin Counties. TRIDEC works to sustain the Tri-Cities as a globally competitive, technology-driven economy that provides prosperity and opportunity for our region’s residents, businesses, entrepreneurs, and communities through collaborative works. TRIDEC is a 501c6 nonprofit business organization supported by generous contributions from its member investors.

A lot has changed since TRIDEC was formed over 50 years ago. Originally named the Tri-City Nuclear Industrial Council, the organization’s focus has also changed over the years. In addition to recruiting initiatives to bring strong businesses to town, TRIDEC also is responsible for lobbying the government, federal and state, and encouraging them to make wise decisions that affect this area. Programs are implemented under well-defined strategic economic goals and established action plans for influencing the Tri-Cities economy.

Creating economic diversity to enhance the business climate and quality of life in the Tri-Cities requires partnerships. It requires active collaboration between TRIDEC, private businesses, state and local governments, academic institutions and other partners. With a 39-person Board of Directors establishing organizational policy, it is evident that building, maintaining and expanding such partnerships requires good leadership, communications, listening and negotiating skills.

Carl Adrian, CEO and President of TRIDEC, will discuss the Tri-Cities’ current economic state, challenges facing the area and some of the innovative ideas TRIDEC has for future growth.

*About the Speaker: Carl Adrian has been CEO and President of TRIDEC since September 2003. He came to the Tri-Cities from the Waterloo/Cedar Falls area of Iowa, where he had served as President of the Cedar Valley Economic Development Corporation since 1994. Prior to that, he served as the President of the Casper Area Economic Development Alliance, Inc., in Wyoming and before that was Vice President of the Quad-City Development Group in the Quad-City area of Iowa and Illinois. A native of Omaha, Nebraska, Carl has a Master’s Degree in Urban and Economic Geography and a Bachelor’s Degree in Political Science and Geography from the University of Iowa.*

## GET YOUR AUGUST MEMBER GIFTS!

Be sure to take advantage of your free member gifts – available through September 14!

### [Next Generation Quality Leadership\\*](#) (WebEx, 17 min)

In this webcast presentation Jim Buckman introduces us to “The Next Generation of Quality Leadership” — an initiative led by Buckman Associates to explore how the body of knowledge on quality is changing as the next generation of quality leaders emerges.

### [Video Presentation From the Mayo Team](#) (MP4, 75 min)

The voices of Mayo Clinic’s quality transformation share how the organization created patient-centered, reliable care across more than 70 locations. Hear from Stephen Swensen, M.D., a world-class radiologist and chief quality officer at Mayo Clinic; James A. Dilling, co-administrator of Mayo’s Office of Quality; and Martha McClees, director, Strategic Funding Office, Mayo Clinic.

### [Mayo Clinic and the Path to Quality](#) (PDF, 669 KB)

Part of an initiative to explore the “Next Generation of Quality Leadership,” this case study package includes a video presentation of the story of the Mayo Clinic, an article in the July 2012 issue of Quality Progress magazine, and online materials for instructors to use in classroom activities.

## ROOT CAUSE ANALYSIS WORKSHOP PORTLAND, OREGON - SEPTEMBER 10

Portland ASQ Section 0607 is offering a one-day course consisting of lecture, discussion, examples and practice that will provide attendees with an understanding of how to analyze a system in order to identify the root causes of problems. The course provides a five-step model for problem diagnosis, and how to use many common quality tools for understanding the problem, process and causes.

About the instructor: Duke Okes has been helping organizations solve technical problems for more than 30 years. He holds degrees in technology, business and education, and is certified by ASQ as a CMQ/OE, CQE and CQA. He is author of *Root Cause Analysis: The Core of Problem Solving and Corrective Action*.

Cost: \$140.00 for ASQ Members; \$170 for non-members (lunch is included)

Location: Best Western Plus/Northwind Inn  
16105 S.W. Pacific Hwy  
King City/Tigard, Oregon

If travel is an issue, or should the live workshop reach maximum capacity, you may also register for this as a GoToWebinar (online live webinar - cost: \$130).

For more information or to register, [click here](#).

## OUTREACH STRATEGIES – SEPTEMBER 12 ASQ WEBCHAT

Everyone who knows what COTCE stands for, raise your hand!

If your arm is still by your side, check out this [information](#) to learn more. ASQ’s Community OutReach Total Customer Experience (COTCE) is all about partnering with local communities to advocate, enrich and enhance experiences.

Whereas ASQ’s Quality for Life™ project/proposition shares the stories of passionate ASQ members who use their quality skills to make a difference, COTCE strives to enhance the value of ASQ membership through member unit -sponsored community projects. This can be through mentoring, specific projects such as Habitat for Humanity, and other activities in local communities.

Intrigued? Want to learn more? Check out the September 12 [Webchat](#). A number of ASQ members will discuss successful outreach strategies in their local communities. Specifically, panelists will discuss how they have engaged business and community leaders to share their best practices. They will discuss how this outreach and support of business, non-profits and charities has strengthened their impact. Other topics will also be introduced.

## QUALITY REVOLUTION...EVOLUTION

### ASQ Audit/Quality Management Division Conference - October 10 & 11 - Tucson, Arizona

Revolution or evolution, quality professionals need to acquire knowledge, tools, and techniques for improvement and change. This conference offers a number of educational sessions, keynote speakers, workshops, networking and more. These presentations will prepare quality professionals to acquire the basics and stay ahead of present quality practices and tools.

Cost for the conference is \$895. Online [registration](#) is quick and easy.

If you are in need of refresher training for upcoming certification exams, the following will be offered prior to the conference, at reduced rates:

- Certified Quality Auditor Exam Refresher (COURSE #6842)
- Certified Manager of Quality and Organizational Excellence Exam Refresher (COURSE #6901)
- Certified Quality Improvement Associate Refresher (TUT01)

There will be several other pre-conference workshops and tutorials offered as well.

## 22nd ANNUAL ASQ SERVICE QUALITY CONFERENCE

*"Seizing the Competitive Advantage with Service Quality"* – This is the theme of this year's ASQ Service Quality Division's conference.

Service quality is about engaging customers, listening to and understanding their needs, delivering the appropriate service, establishing valid and reliable service performance measures, and measuring customer satisfaction outcomes. Having a better understanding of these service quality standards can help improve your economic competitiveness.

This year's conference includes some of the industry's leading service experts to provide engaging discussions around service quality standards. Anyone involved in service quality will find this conference to be relevant, applicable and engaging.

Give your organization a major competitive advantage. Visit the conference [website](#) to register or receive more information.

### GOOD STUFF

I've learned...

- That money doesn't buy class.
- That it's those small daily happenings that make life so spectacular.
- That under everyone's hard shell is someone who wants to be appreciated and loved.
- That to ignore the facts does not change the facts.
- That when you plan to get even with someone, you are only letting that person continue to hurt you.
- That life is tough, but I'm tougher.
- That opportunities are never lost; someone will take the ones you miss.
- That when you harbor bitterness, happiness will dock elsewhere.
- That I wish I could have told those I cared about that I love them one more time before they passed away.
- That one should keep his words both soft and tender, because tomorrow he may have to eat them.
- That a smile is an inexpensive way to improve your looks.
- That I can't choose how I feel, but I can choose what I do about it.
- That everyone wants to live on top of the mountain, but all the happiness and growth occurs while you're climbing it.

## CHEESE RAVIOLI

by Ron Rosenberg

When I was in Seattle to present a program at a marketing conference, a group of us met for dinner at the hotel restaurant. The menu looked good, and even had a section talking about the specials.

One item said to "ask your server about the special seasonal ravioli" so when our waiter came over to introduce himself, I followed that suggestion.

Me: (pointing at the menu) "What's the special seasonal ravioli today?"

Waiter: "Cheese."

That was it: cheese. Not "asiago cheese ravioli finished with black truffle oil," not "fresh mozzarella ravioli with sun-dried tomatoes and toasted pine nuts"...just "cheese."

Not very special sounding at all.

In a world where everything seems to be a commodity and the best you can hope for is to be "another version of ordinary," you have to seize every opportunity to be different, unique, and relevant.

When you have an upscale restaurant in a nice hotel, and have nine people sitting down to dinner, you have an opportunity to make a real impression.

Setting the expectation high with the promise of a "special seasonal ravioli" and then showing up with plain, everyday "cheese" sets the stage for a disappointing meal before even the water and bread show up at the table.

Try to be unique. Give people something to get excited about. And then...deliver it in a way that creates a memorable experience.

*Ron Rosenberg is a nationally recognized, award-winning expert in marketing, customer service, and business improvement. A winner of the prestigious "Marketer of the Year" award at the International Marketing Summit, Ron's expert commentary has been featured in publications including "The New York Times" and "The Washington Post," and in "Smart Money" and "Real Simple" magazines. He has been a guest on nationally syndicated radio shows including "ABC Radio," "Dateline Washington," and "The Gary Nolan Show." For more information, check his [website](#).*



## SECTION 614 MEMBERSHIP

As of August 8, 2013, we have 105 members in our Section.

| 2012-2013 SECTION 614<br>LEADERSHIP TEAM<br>(through December 31, 2013) |                 |
|---|-----------------|
| Section Chair<br>(and acting Programs Chair)                            | Robert Boykin   |
| Vice Chair<br>(and acting Publicity Chair)                              | Jo Haberstk     |
| Treasurer   | Kent Ozkardesh  |
| Secretary   | Deborah Coffey  |
| Certification/Recertification   | Patrick Faulk   |
| Voice of the Customer Chair   | Jo Haberstk     |
| Audit   | Clark Beus      |
| Membership Chair  | Robert Boykin   |
| Nominating Chair  | Alvin Langstaff |
| Webmaster   | Dennis Arter    |
| Newsletter Editor   | Robert Boykin   |
| Division Liaison<br>and Section Historian                               | Dennis Arter    |
| Education Chair   | Vacant          |
| Programs Chair  | Vacant          |
| Publicity Chair   | Vacant          |

## WHAT'S HAPPENING NEXT MONTH?

The Leadership Team has been hard at work, contacting potential speakers for dinner meetings and various companies for site visits in the coming year.

Our October 8 meeting will focus on **Body Language** and how it relates to quality and communications.

Note: You never get a second chance to make a first impression!

For information about other upcoming meetings, check the section [website](#) for updates.

## SECTION 614 LEADERSHIP TEAM(S)

Elections were held this past spring for officers for 2014, and committee chairs were also appointed at that time. Because of the six-month gap between the official end of the term for the 2012-2013 leaders and the incoming 2014 team, we are utilizing the talents and ideas of *both* teams and are using the six-month period to transition over to the 2014 team.

| 2014 SECTION 614<br>LEADERSHIP TEAM<br>(January 1 - December 31, 2014) |                 |
|--|-----------------|
| Section Chair  | Alvin Langstaff |
| Vice Chair   | Jo Haberstk     |
| Treasurer  | Kent Ozkardesh  |
| Secretary  | Dennis Arter    |
| Certification/Recertification  | Patrick Faulk   |
| Voice of the Customer Chair  | Debbie Clarke   |
| Audit  | Clark Beus      |
| Membership Chair   | Robert Boykin   |
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| Education Chair  | Vacant          |
| Programs Chair   | Vacant          |
| Publicity Chair  | Vacant          |

## 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.