



CHAIR'S CORNER

by Robert Boykin

Traffic is defined as vehicles moving on a road or public highway, or the action of dealing or trading in something illegal. To avoid scrutiny by those who have the authority to incarcerate, let's chat about the former which we know so well.

I recently visited relatives who reside in one of the five largest cities in the great state of Florida. I will omit the city's name for concern that a relative or someone from that particular city might read this article and give me the biz about it. Anyhow, I had a chance to drive in the city and its surrounding area traffic, and although I've had the opportunity before, this time the experiences was eye-awakening, literally.

Some highlights:

- Avoid pulling over to the side of the road. If you must, have a picnic basket full of goodies with you because it will be quite some time before you will be able to merge back in to traffic. Highway etiquette was non-existent.
- Want to have a really bad day? Calculate the amount of time you spend at traffic lights.
- Want to be a leader with a large following? Just obey the speed limit on a winding, two-lane road.
- Blinkers? Drivers don't need no stinking blinkers!
- Learn to love toll booths. You will assist in financing them.
- Texting while driving? Of course, and get with the program, pal.
- What's with all these people talking on cell phones while riding bicycles on the roadways?

Some tips for a worthwhile driving experience when motoring in a heavily-populated unfamiliar city:

- Before you get in the car, promise yourself not to pull over except in the event of a genuine emergency.
- Learn yoga breathing techniques to assist in relaxation while behind the wheel. Namaste.
- Have a good excuse at the ready if you're pulled over for speeding.
- Be alert and on the lookout for CPCs (cell phone cyclists).
- Never swear at traffic lights. It will seem to take longer to change when you do, and other motorists will laugh at you.
- Print out driving directions before heading out to "assist" the GPS in getting you to the correct destination.
- Tape the middle and ring fingers together and keep your hands on the wheel at all times. Without a doubt you will experience an urge to extend a finger which could likely get you in trouble. Like a neighbor once said to me – it's nice to be nice.

Be well and be safe.

- Robert

VICE CHAIR'S CORNER

by Jo Haberstock

November is World Quality Month. November is also Thanksgiving month. It seems fitting, doesn't it? Who isn't thankful for quality? But, as with many other blessings, we may sometimes take it for granted. If I almost always get good service at my favorite espresso shop, I expect it to continue at that level. If all the appliances I've purchased from a particular store (or a brand name) have worked well for many years, then I will likely buy from the same place the next time I need something, and I will expect the same high quality product.

Earlier this week, a service technician was in my home for annual (through an extended warranty) check-up and servicing of some appliances. The tech complimented my dishwasher. I've never received a compliment on a dishwasher, so that in itself was a surprise. What he said next was "That's one of the best dishwashers. They sure don't make them like that now." It seems a bit sad that with all the advances in technology and manufacturing, a lot of products aren't as good – or as long-lasting – nowadays as older items we've had for a long time. We probably all still have a relative or two with a really old appliance that still works great, right?

In light of World Quality Month, I'm making an extra effort this month to say "thank you" when I receive exemplary service. While I feel that everyone should treat others well, and I believe this is a key component of most job descriptions (especially in retail/sales positions), we all know it doesn't always happen. When it does, take an extra moment to say "thanks" or to fill out the online survey and mention the person by name. This is a great way to reward the kinds of behaviors we want to see more of.

On that note, I want to again thank Glenn Gruner and the folks at Key Technology for hosting our November 5 site visit and also for coordinating the after-party. Okay, so it wasn't really a party, but it felt like one – we visited Plumb Cellars (a locally owned/operated winery that has been a Double Gold winner at the Seattle Wine Awards each of the last three years), where we tasted several of their outstanding wines. And Sweet Basil Pizzeria, just down the street from the winery, provided some very high quality pizzas. What a great evening! And there was so much to be learned about what they do at Key Technology and how they ensure quality and customer satisfaction.

Be sure to mark your calendars NOW for our next section meeting, which will be January 7. Take a look at the announcement on the following page. Print out copies and share with work colleagues and friends. Post the announcement in your workplace. Invite others to join you for this meeting, which is sure to be interesting and very thought-provoking.

Wishing you all a very Happy Thanksgiving!

- Jo

Tuesday,
January 7, 2014

“You Can’t Kill an Opportunity”

LOCATION & TIME:

O’Callahan’s/Shilo Inn
50 Comstock Blvd.
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 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.

Cost:

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

Reservations are due January 2. E-mail Panda_2@charter.net with your name, phone number, company affiliation, and type of reservation, or call Alvin at (509) 371-2221.

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

Note: No-shows will be billed if cancellation is received less than 72 hour prior to meeting start time.

Pam Henderson

CEO, New Edge, Inc.

Believe it or not, killing ideas is about growth.

When truly understood, *opportunity* provides the clues to the right ideas. Think of an idea as a Koi fish and an opportunity as the pond. Some suggest if you put one of these beautiful orange and black Japanese fish in a small pond, it will stay small. Put it in a large pond and that same fish will grow quite large. The fish grow only as large as their environment allows. We need to start our growth journey focused on discovering and generating opportunity as the precursor to big ideas. If we want a big fish, we need a big pond, and if we want a big idea; we need a big opportunity.



In her recently published book, [You Can Kill an Idea, You Can’t Kill an Opportunity! How to Discover New Sources of Growth for Your Organization](#), Pam demonstrates that ideas alone are failing. They promise growth but too often lead to products and services that don’t deliver. The wellspring of BIG growth is opportunity; opportunity that comes by killing ideas as the starting place for growth and replacing them with the pursuit of opportunity.

Opportunity Storming™ is a unique approach that builds ideas directly from opportunities. By first defining the dimensions of the opportunity, then enriching it with insights and trends, ideas are created that fall within the opportunity. The ideas then stretch and shape the opportunity. Opportunities are expanded across Six Sources – technology, design and brand, the business model, organization, external environments, and the market. The result is big idea bundles that expand to capture more of the opportunity.

Join us on January 7 and learn more from Pam about these ideas, opportunities and more.

[About the Speaker:](#) Pam Henderson, Ph.D., is cofounder and CEO of NewEdge, Inc. Originally on the faculty at Carnegie Mellon University, Pam later worked with the national laboratory system and Washington State University to commercialize early stage technologies. She publishes widely on market insight, business and innovation strategy, and design and has received recognition in Harvard Business Review, Wall Street Journal, and NPR and speaks internationally.

[About NewEdge, Inc.:](#) Based in Richland, NewEdge delivers growth to clients by focusing on the broader opportunity, rather than individual ideas. They deliver end-to-end results and help grow companies by providing opportunity discovery and delivery tools to them through collaborative engagement, connecting them with the company’s ecosystem, driving open innovation and training others to enable the organization. Clients include Pepsi-Co, Eastman, Ferrari, GlaxoSmithKline, John Deere and Infinia.

THE HOW AND WHY OF AUDITING (aka Dennis Arter Rocks!)

“Auditing expert and ASQ fellow Dennis Arter shares tips and advice for auditors and auditees” – that’s how this video is described on YouTube.

Dennis discusses the history of auditing and explains what it’s all about, why it is important and how companies truly benefit from the auditing process.

What’s so important about controls and audits? Check out the video [online!](#)

CERTIFICATION EXAMS

The next certification exam will be held on Saturday, December 7 at the CBC Richland Health Science Center, from 8 a.m. to 12 noon.

If you have already earned an ASQ certification and are keeping track of recertification units, you can earn 0.5 RU each time you assist with proctoring a certification exam. Having an assistant proctor makes it much easier to supervise the testing, and allows proctors to take breaks during the (lengthy) examination process. It is also beneficial for our Section to have several members who are familiar with the exam process.

If you are interested in serving as an assistant proctor for the December 7 exams, or just have questions about certifications or recertification, please contact [Patrick Faulk](#), our Certification/Recertification Chair.

REMINDER: Don’t forget that recertification fees increased on August 1. Older Recertification Journals will have outdated fee information. When you are ready to submit your recertification packet, be sure to download the current Journal Application form from the [ASQ website](#).

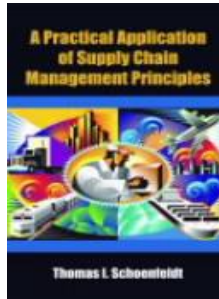
QUOTE OF THE MONTH

We may live without poetry, music and art;
We may live without conscience and live without heart;
We may live without friends; we may live without cooks;
But civilized man cannot live without books.

- Edward Bulwer Lytton

GET YOUR FREE MEMBER GIFTS

There are some great member gifts this month – be sure to check them out!



A Practical Application of Supply Chain Management Principles
eBook (PDF, 224 pp.)

Supplier Assessment Tool (PDF, 6 pp.)

An Introduction to ISO 28000 and Security of the Global Supply Chain
(WebEx, 16 min.)

Learn more about how to:

- Understand their supply chain
- Develop a supply chain strategy
- Identify and evaluate suppliers
- Select preferred suppliers
- Build relationships
- Measure and monitor supplier performance
- Apply basic quality tools to customers and suppliers

The member gift bundle is available through December 15.

NO SECTION MEETING IN DECEMBER – ENJOY THE HOLIDAY MONTH WITH YOUR FAMILY AND FRIENDS!

WASHINGTON STATE INSTITUTE FOR PUBLIC POLICY – NEW WEB SITE

submitted by Jerry Brong

If you’re not familiar with the WSIPP you may wish to take a look at their new web site. As an operation within of our state’s legislature, the work of Washington State Institute for Public Policy is important to all of us.

WSIPP reports are now being posted at the new web site.

WSIPP Direct = <http://www.wsipp.wa.gov/>

We the People are getting access to more & more information about our government & operations in support of us.

RELATIONSHIPS ARE EVERYTHING

by Jon Gordon

Nine years ago I was home visiting my parents when I saw an old high school friend, Mark Rathjen, at a restaurant. I had just started writing and speaking and asked him if he knew anyone who worked at one of the national morning shows. He said he actually had a friend from college who was a producer at the Today Show and would send her my information.

A few weeks later I received a call from his friend, the producer, telling me she wanted to do a four week series called *Get Energized Today*. It was a life changing experience that I often share with high school students when I speak to them. I then ask them this question. "If I was a jerk in high school do you think Mark would have wanted to help me years later?" I then tell them to be nice to everyone. *Relationships are everything and you never know which relationships will change the course of your life.*

Fast forward to last Tuesday. I received an email out of the blue from this same producer of the Today Show I worked with 9 years ago. I couldn't believe it. We hadn't spoken in years. I had no interest in being on television anymore. I have really enjoyed just doing the work of writing and speaking. But she was following me on FB, saw the messages I had been sharing and trusted me to do this segment. On the flight home from New York it hit me that *relationships are about long term trust not short term success.*

After the show I got together for lunch with my publishing team from John Wiley and Sons; the same team that took a chance on me by publishing *The Energy Bus* in 2007. The same team that I could have left a few years ago for much more money being offered by other publishers.

But for me I just wanted to write books that make a difference and be part of a team that believed in me from the beginning. These were people who visited my grandfather when he was in the hospital near their offices in Hoboken. To celebrate with them after the Today Show was worth more than gold.

Life isn't about money. It's about people, commitment, loyalty and relationships. I didn't always know this but I know it now. In the end we won't be measured by our bank account, sales numbers or wins and losses but by the difference we made in people's lives... and we make a difference through relationships.

Don't chase dollars or success. Decide to make a difference and build meaningful relationships and success will find you.

Don't be a networker. Invest in relationships not because you want something but because you want to build something!

Don't ignore those who are closest to you. Identify the relationships in your life that need to be stronger and then make a conscious effort to focus on them, make time for them, develop them and invest in them.

And be nice to everyone. Because you never know.

*Jon Gordon's best-selling books and talks have inspired readers and audiences around the world. He is the author of The Wall Street Journal bestseller *The Energy Bus*, *The No Complaining Rule*, *Training Camp*, *The Shark and The Goldfish*, *Soup*, *The Seed*, and his latest, *The Positive Dog*. Jon and his tips have been featured on *The Today Show*, *CNN*, *Fox and Friends* and in numerous magazines and newspapers. Check out his website at www.JonGordon.com.*

2013 BALDRIGE NATIONAL QUALITY AWARD RECIPIENTS ANNOUNCED

This year's recipients were selected from a field of 22 applicants that were evaluated rigorously by an independent board of examiners in seven areas defined by the Baldrige Criteria: leadership; strategic planning; customer focus; measurement, analysis and knowledge management; workforce focus; operations focus; and results. An organization may compete for the award in one of six categories: manufacturing, service, small business, health care, education and nonprofit (including government agencies).

All of the winners this year are from the health care and education sectors. The 2013 Baldrige Award recipients—listed with their category—are:

- **Pewaukee School District**, Pewaukee, Wisconsin (education)
- **Baylor Regional Medical Center at Plano**, Plano, Texas (health care)
- **Sutter Davis Hospital**, Davis, California (health care)

The Baldrige judges also recognize best practices in one or more of the Baldrige Criteria categories by organizations that are candidates for the award but are not selected as a winner. This year, the judges chose to honor two health care organizations for their best practices in the leadership criterion:

- **Duke University Hospital**, Durham, North Carolina
- **Hill Country Memorial**, Fredericksburg, Texas

The 2013 Baldrige Award will be presented at an April 2014 ceremony during the Quest for Excellence conference in Baltimore, Maryland. For more information, including profiles of the 2013 Baldrige Award recipients, click [here](#).

GIVE A FREE 6-MONTH ASQ MEMBERSHIP

With ASQ's [Adding New Voices](#) program, you can invite a friend or colleague who is new to ASQ to enjoy a six-month ASQ Full Membership.

Your friend will enjoy full access to ASQ's Knowledge Center, a subscription to *Quality Progress*, monthly member gifts, the ability to join a local section and special interest group, plus exclusive member pricing on all ASQ products. This membership will last until May 31, 2014, at no cost to you or your friend.

What a great way to introduce your boss or another professional colleague to ASQ and to our local section. Your friend or colleague must take advantage of this offer by November 30, 2013, so [add a voice now](#).



“SIX FUNDAMENTAL CHARACTERISTICS OF THE BEST WORKPLACE LEADERS” DECEMBER 12

Gain the most traction, in the least amount of time, by assessing and improving your leadership skills.

In this *North Star Series™* Course, sponsored by Mid-Columbia Leadership Development Association (MCLDA) and facilitated by Don and Lisa Hart, you will learn:

- The six leadership characteristics most valued by followers
- How to encourage your followers to be candid and truthful with you
- A simple process to ensure a continuous flow of ideas from your followers
- How a leader's ability to listen well is crucial to improving performance

Sign up now! This is the second course in the series of 24 courses. It will be offered on December 12 from 5:30 to 7:30 p.m. at 79 Aaron Drive, Richland (Abadan Building). Cost is \$75 per student. Registration closes December 4. For more information, contact Lisa at g2hart@gmail.com.

CALL FOR GUEST SPEAKERS FOR ASQ SW WASHINGTON SECTION 0627 CONFERENCE ON QUALITY AND IMPROVEMENT

On March 13, 2014, the ASQ SW Washington Section 0627 will host its 5th annual conference on Quality and Improvement in Vancouver.

If you are interested in presenting at the conference as a speaker or providing a workshop, or if you know of others who may be interested, please click on this [link](#) to learn more about this year's theme (modeled after the ASQ World Conference). Deadline to submit for guest speaker or workshop presenters is December 2. To submit a proposal, click [here](#).

2014 LEAN AND SIX SIGMA CONFERENCE – SUSTAINING RESULTS THROUGH A CULTURE OF QUALITY

The 2014 Lean and Six Sigma Conference will be held in Phoenix, Arizona February 24 – 25, 2014. It doesn't matter if you are in manufacturing, service, government, or healthcare; or whether you're just starting to discover lean and Six Sigma or a seasoned veteran. You will discover how to apply lean and Six Sigma tools and methodologies to produce sustainable results to move toward your organization's bottom line to make a difference in your organization.

There is also an opportunity to get Lean and Six Sigma certifications on site prior to the conference (on February 23). Lean and Six Sigma Conference Certificates include:

- Six Sigma Black Belt
- Six Sigma Green Belt
- Lean Bronze Level Certification (SME/AME Shingo Prize/ASQ Partnership)

Deadline to apply for certification exams at the conference is January 10, 2014. For more details, [click here](#).



SECTION 614 MEMBERSHIP

As of November 6, 2013, we have 106 members in our Section. This includes two NEW members since last month!

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.

2012-2013 SECTION 614 LEADERSHIP TEAM (through December 31, 2013)	
Section Chair (and acting Programs Chair)	Robert Boykin
Vice Chair (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 and Section Historian	Dennis Arter
Education Chair	Vacant
Programs Chair	Vacant
Publicity Chair	Vacant

2014 SECTION 614 LEADERSHIP TEAM (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
Nominating Chair	Jo Haberstk
Webmaster	Dennis Arter
Newsletter Editor	Robert Boykin
Division Liaison and Section Historian	Dennis Arter
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.

HAPPY THANKSGIVING TO ALL!

