



CHAIR'S CORNER

by Robert Boykin

An Adopt A Family Experience at Christmastime:

A few days before Christmas we went to this place
With toys and gifts all wrapped in good taste.
Our adrenaline was flowing and our hearts were a pumping
When we confirmed to the family that we were a coming.

We traveled by truck filled with joy and goodwill
With toys, food and clothing filled above the window sill.

The children were restless while waiting for us
They fiddled with what-nots and made quite a fuss.

We arrived at the house around five thirty eight
A record for us cause we were known to be late.
The kids sprang from the sofa and flew down the stairs
Happy to see us and especially the three teddy bears.

They helped carry the bags and boxes inside
And also tried to take the bikes for a ride.
All the gifts were delivered without much of a glitch
And we stayed with the game plan, the same as Saint Nick.

There were four kids in the family and we brought gifts for all;
Clothing, gift certificates, even a little baby doll.

The family was appreciative and said thanks a lot,
"We really do appreciate all the gifts that you brought."

It's hard to explain how we all felt inside.
On the surface our emotions were difficult to hide.
But we stayed on course and we braved it all through.
It was a drop in the bucket based on all we could do.

The art of giving without gain can be a rush.
Such a feeling can make the harshest man blush.
We all know the feeling that kindness can bring,
Like a sense of warmth at the first dawn of Spring.

*"As we struggle with shopping lists and invitations, compounded
by December's bad weather, it is good to be reminded that
there are people in our lives who are worth this aggravation,
and people to whom we are worth the same."*

– Donald E. Westlake

Be well and be safe.

- Robert

VICE CHAIR'S CORNER

by Jo Haberstock

Well, here we are, about to embark on a new Section 0614 year. Out with the old, in with the new, right? Well, not exactly. The majority of the volunteer leaders from the 2012-2013 year and interim period in 2013 are continuing on in either the same or new roles on our section's leadership team in 2014. It's heartening to know that we have several dedicated and active members and that they are excited about continuing to serve on the leadership team. Many thanks to both the officers and team leads whose terms will come to an end this month – your service has been appreciated. And thanks also to those who will be serving on the 2014 team.

Our section has had its ups and downs over the past couple of decades, and it's quite possible that we would not exist as a section today had it not been for a few dedicated and hard-working folks who believed strongly enough in quality and in this organization to see it through the rough patches. Of course, we would always like to have more members and we would always like to see more members at our meetings and site visits. I know some of you live quite far from the Tri-Cities and are unable to be as active in our meetings as you might like to be. There are many section activities, however, that can be performed without the need to be physically located close by. If you would like to become more active, be sure to let someone on the leadership team know.

We just submitted our section Budget and Business Plans for 2014. The Business Plan includes several ideas, including looking into different types of activities to increase member value. If you have ideas – possibly for a specific topic, workshop or other event – please let us know.

Speaking of the new (2014) section year... I encourage each of you to share the January 7 meeting announcement with others (your boss, work colleagues, friends) and invite a guest to join you for first meeting of our new year! I would love to see a huge turnout! We are excited to welcome Pam Henderson, author and CEO of NewEdge, as our speaker. If you have already read 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](#), I'm sure you will want to attend this meeting to learn even more. If you have not read the book, then you'll be in for an interesting take on "ideas" and "opportunities." I had the good fortune to meet Pam and Bailie Kollmar, NewEdge's Innovation Director, earlier this month at their facility in Richland, where they graciously provided a tour of their Innovation Brewery. Really, how can a person not come up with new strategies when working out of an *Innovation Brewery*? As I looked at the walls full of brainstormed thoughts in one of the rooms there, I could almost feel the excitement percolating.

Merry Christmas and Happy New Year to all!

- 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 48 hours prior to meeting start time.

Pam Henderson

CEO, New Edge, Inc.

Believe it or not, killing ideas is about growth. And everyone who makes a dinner reservation and attends this meeting will have a chance to win a copy of Pam’s book, so make your reservation NOW!!

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. There will be a drawing at the conclusion of the meeting, and the lucky winner will receive a copy of Pam’s book!

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.

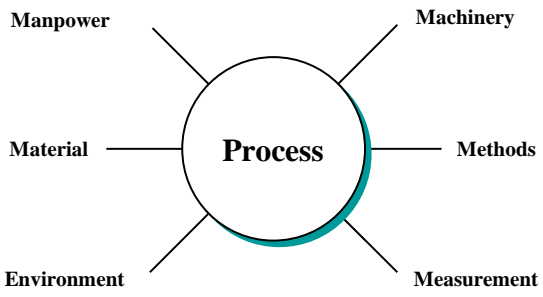
About NewEdge, Inc.: Based in Richland, NewEdge delivers growth to clients by focusing on the broader opportunity, rather than individual ideas. They deliver end-to-end results and help grow companies by providing opportunity discovery and delivery tools to them through collaborative engagement, connecting 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 Infina.

THE SIX UNIVERSAL PROCESS AFFECTERS

by Dennis Arter, FASQ

There are several ways of examining processes for deeper understanding. A common method examines the six universal process affecters, initially captured by Ishikawa (Reference 2) and used in the fishbone diagram approach to problem solving. These six affecters are:

1. **Methods.** These are the instructions we provide for the task. They are often called documents.
2. **Material.** There are the things used by the process. Ingredients and feed stock and coatings.
3. **Manpower** (and womanpower!). These are the human competencies needed for the task. Competency is composed of both knowledge (training) and skill (practice).
4. **Measurement.** These are the data taken on the process and their use. Calibration, control charts, and



process validation are key components here.

5. **Machinery.** This is the equipment used to perform the action. We need the right jigs and dies and software and set points.
6. **Environment.** These are the outside influences on the process, like radiation and temperature and crowding and stress.

A common way of remembering these items is mmmmmmmmmeeeee!

QUOTE OF THE MONTH

Silences make the real conversations between friends. Not the saying but the never needing to say is what counts.
- Margaret Lee Runbeck

MISTAKES LEADERS MAKE AND HOW TO AVOID THEM - January 21 Workshop in Richland

2014: Isn't it time to take your leadership to the next level?

This workshop may help you avoid shooting yourself in the foot in leadership. It may also help you prioritize leadership habits that, if left undone, will limit your influence with your team.

The workshop will be facilitated by Paul Casey, who is a trainer, speaker and certified Life Coach.

Date and Time: Tuesday, January 21 1pm-4pm

Location: 79 Aaron Drive (Abadan Building), Richland

Cost: \$70

Special offer: Bring a friend, and their registration is only \$45!

Contact Paul by January 15 at pccgrowingforward@gmail.com for a registration form.

2014 SUMMER LEADERSHIP INTENSIVE TO BE HELD IN TACOMA

Authentic Leadership in Action (ALIA) is active in three main areas: Leadership Intensives, In-Depth Training, and Social Innovation. Since 2001, the Summer Leadership Intensive has spawned countless new collaborations across networks such as the Art of Hosting, Presencing Institute, Reos Partners, Human Systems Dynamics, and many others. While the design of the Summer Leadership Intensive has remained constant, the players and elements combine in ways that are always emergent and fresh. The 2014 Summer Leadership Intensive will take place in Tacoma, Washington, June 8-13 at the Pacific Lutheran University campus.

The following message is from Steven Byers (who was our 0614 Section Chair many years ago):

I'm getting this information out now, before the end of 2013, because: 1) I'm excited about being part of the design and hosting team; 2) the registration fee is a little on the expensive side for most of us (and, it's 5 days!) so we might need time to plan or budget or even look for grant support; and 3) there is an Early Bird price break that some of you might wish to take advantage of.

You can see more details about the [SLI at the ALIA web site](#), which will be periodically updated as the design evolves. I'm happy to share my ALIA experience with anyone who would appreciate such a conversation. And, here is a link to some blogs I wrote [about my 2012 experiences](#).

ISOfocus MAGAZINE FOCUSES ON INTERNATIONAL STANDARDS

by Dennis Arter, FASQ

ISOfocus is a gateway to International Standards. Published six times per year in English and French, the magazine seeks to provide not only the kind of overviews that strategic planners need but also the little details that can make a big difference. ISOfocus provides ideas for small business as well as for large enterprises faced with major decisions.

The current issue recognizes the first recipient of the ISO Prize, which is quite interesting, as the award was designed specifically for people who don't work within ISO, a member body or a technical committee. The issue also includes information about the new ISO technical committee on railroad applications (ISO/TC 269).

To view these articles and/or to download articles, [click here](#).

COUNTDOWN TO THE HOLIDAYS...

by Lorie Rosenberg

Ho! Ho! Ho! It's that time of year again. There's so much to do...shopping, decorating, cooking, cleaning and a multitude of other tasks and responsibilities that need to get done to get ready for the holidays.

No matter what special holiday you celebrate, it still adds a lot of stress and pressure to get everything done, and also try to keep up with work and your other responsibilities.

Here are a few tips to help you get through the holidays without going crazy in the process:

1. You Can't Do it All

There are so many expectations put on us by our friends and family, not to mention the ones we create all by ourselves. Trying to do it all during the holidays will drive you crazy and you'll be so exhausted you won't be able to enjoy them. Make choices on what you can do, what you need to cut back on and then take time to enjoy the special times you have with your friends and family.

2. Set Limits

It's a good idea to set limits with your friends and family. It may be necessary this year to stay at home because traveling is too costly and it's going to take a toll on your health and well-being. Set limits on what you're going to spend on your children and on your family, and stick to them. Get your children involved in making gifts for friends and family, ones that are truly special. Or rather than a gift, do something together that's out of the ordinary. Help sponsor a family in need that doesn't have the money to buy gifts. Or give your holiday money to a charity.

3. Cherish the Relationships

The holidays are more than just gifts. They're about enjoying the company of family and friends. About getting together to socialize and having fun with people you care about. So take time to enjoy the people in your life that make it so special!

4. Simply, Simplify

This year, more than ever, is the perfect time to simplify. It's not necessary to make the complete holiday dinner with all the specialties you've been creating for years. It's time to simplify and choose what's most important.

5. Get Everyone Involved

Just as in business, there's a time to delegate. And that's exactly what to do at the holidays. Assign tasks or better yet, have a family meeting and negotiate who does what. Get everyone involved in wrapping the gifts, putting up the decorations, and cooking dinner. The holidays are a time to spend with family and get everyone in on the holiday traditions and the work that revolve around making them happen.

6. Visualize the Experience

Take a few minutes in a quiet place with no distractions, close your eyes, and visualize your holiday experience. What does it look like? Who are you spending it with? What do you need to do to get there? How are you feeling during it?

Then put a plan into effect that will make that vision into a wonderful holiday experience!

Lorie Rosenberg has been involved with marketing, communications, and informational learning for over 30 years. She works with individuals on the "spiritual" side of business and life, helping them overcome their own limiting beliefs and gain the discipline and motivation to achieve personal growth and business success. For more information: info@qualitytalk.com.

VISION CHECK-UP

by Paul Casey

So, I just returned from my annual eye exam. I very much dislike this appointment because of how sensitive my eyes are—and that air puff test? Well, I failed it. As I drove away, after getting the report from my doc, I quickly saw a parallel for the physical vision check-up to a self-leadership check-up.

I am near-sighted and need glasses for seeing far away. Sometimes we all get a little near-sighted and only seeing what is right in front of us, getting carried along by the busyness tsunami—reactive in our scheduling, responses, and decisions. It is important to live in the present, AND it is important to get far-sighted as well, seeing down the road for how to incorporate your life goals, dreams, and values more intentionally into your life. And that takes time to calendar those priorities. So, there is a balance of both that is needed.

Do you need some priority corrective lenses adjusted this Holiday season and into the New Year?

Paul Casey works and lives in the Tri-Cities. He is a speaker, trainer and life coach. For more information about him and the services provided by his company, Growing Forward, [click here](#).

MOTIVATE YOURSELF BY VISUALIZING YOUR GOALS

Motivation expert Jon Gordon visited the TODAY show in November and offered tips on motivating yourself to organize yourself, stay connected to friends and family, and achieve a healthier life. Some of these tips may also be helpful for anyone setting New Year's Resolutions. Check it out [here](#).

NEED SOME LAST MINUTE CHRISTMAS IDEAS?

by Jo Haberstock

Looking for something for your boss, co-worker, friend or family member? Here are just a few ideas, gleaned from recent web browsing, emails and/or recommendations from others.

[You Can Kill An Idea, But You Can't Kill An Opportunity: How to Discover New Sources of Growth for Your Organization...](#)

by Pam Henderson

[Red Thread Thinking: Weaving Together Connections for Brilliant Ideas and Profitable Innovation](#) by Debra Kaye

[It's Not All About Me: The Top Ten Techniques for Building Quick Rapport with Anyone](#) by Robin Dreeke

[One Word that will Change Your Life](#) by Jon Gordon, Dan Britton and Jimmy Page

[Hacking Leadership: The 11 Gaps Every Business Needs to Close and the Secrets to Closing Them Quickly](#) by Mike Wyatt

[The Top Ten Mistakes Leaders Make](#) by Hans Finzel

[Great Work: How to Make a Difference People Love](#) by David Sturt

[The Slight Edge: Turning Simple Disciplines into Massive Success and Happiness](#) by Jeff Olson and John David Mann

[Customer Service Mastery: The top 10 Business Book Summaries on Customer Service](#) by Larry Fitzpatrick

[The Top 10 Distinctions Between Winners and Whiners](#) by Keith Cameron Smith

[See You At The Top: 25th Anniversary Edition](#) by Zig Ziglar

[Best Joke Book for Kids : Best Funny Jokes and Knock Knock Jokes\(200+ Jokes\)](#) by Peter MacDonald

GOT 5 MORE MINUTES?

Check out the Christmastime "quiz", of sorts... below. See if you are down with the Christmas jingle genre of our time. See Page 7 for the answers, if you must.

NARRATIVES

1. Wanted in December: top forward incisors
2. The lad is a diminutive percussionist
3. Decorate the entry-ways
4. Sir Lancelot with laryngitis
5. A B C D E F G H I J K M N O P Q R S T U V W X Y Z
6. The smog-less bewitching hour arrived
7. Exuberation to this orb
8. 288 Yuletide hours
9. Do you perceive the same longitudinal pressure which stimulates my auditory sense organs?
10. The red-suited pa is due in this burg
11. Stepping on the pad cover
12. Uncouth dolt has his beezers in the booze and thinks he is a Dark Cloud's boyfriend
13. Far back in a hay bin
14. Leave and do an elevated broadcast
15. That exiguous hamlet south of the holy city
16. Behold! I envisioned a trio of nautical vessels
17. Listen, the winged heavenly messengers are proclaiming tunefully
18. Hollow metallic vessels which vibrate and bring forth a ringing sound when struck
19. As the guardians of little woolly animal's protected their charges in the shadows of the earth
20. Frozen precipitation commence
21. Oh, member of the round table with missing areas
22. Boulder of the tinkling metal spheres
23. Vehicular homicide was committed on Dad's mom by a precipitous darling
24. We are Kong, Lear, and Nat Cole
25. Cup-shaped instruments fashioned of a whitish metallic element
26. Oh small Israel urban center
27. Our fervent hope is that you thoroughly enjoy your yuletide season
28. Parent was observed osculating a red-coated unshaven teamster
29. May the Deity bestow an absence of fatigue to mild male humans
30. Natal celebration devoid of color, rather albino, as a hallucinatory phenomenon for me
31. Obese personification fabricated of compressed mounds of minute crystals
32. Have hitherward the entire assembly of those who are loyal in their belief

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

SECTION 614 MEMBERSHIP

As of December 9, 2013, we have 110 members in our Section. This includes six NEW members since last month!

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.



ANSWERS TO THE QUIZ

1. All I Want For Christmas Is My Two Front Teeth
2. Little Drummer Boy
3. Deck The Halls
4. Silent Night
5. Noel
6. It Came Upon A Midnight Clear
7. Joy to the World
8. 12 Days of Christmas
9. Do You Hear What I Hear?
10. Santa Claus Is Coming To Town
11. Up On The House Top
12. Rudolph the Red Nose Reindeer
13. Away In A Manger
14. Go Tell It On The Mountain
15. Oh Little Town of Bethlehem
16. I Saw 3 Ships
17. Hark The Herald Angels Sing
18. Jingle Bells
19. As Shepherds Watch Their Flocks At Night
20. Let It Snow
21. Oh, Holy Night
22. Jingle Bell Rock
23. Grandma Got Run Over by a Reindeer
24. We Three Kings
25. Silver Bells
26. O Little Town of Bethlehem
27. We Wish You A Merry Christmas
28. I Saw Mommy Kissing Santa Claus
29. God Rest Ye Merry Gentlemen
30. I'm Dreaming of a White Christmas
31. Frosty the Snowman
32. Oh Come All Ye Faithful