

CHAIR'S CORNER

by Alvin Langstaff

The latest edition of Quality Progress has a couple of pretty good articles about supply chain management. They caught my eye because I had a recent experience which got me thinking about the differences in perspective between the supplier and the customer. It had to do with my newspaper delivery. Yes, I'm a member of the dwindling cadre of consumers who still likes to receive my news in the print version. Anyway, having lived in the same house for the last 12 years, I've had a succession of paper carriers who always delivered the paper within a few feet of my front door where it is safe from harm because of the roof over the entry way. A few weeks ago the paper location suddenly changed to just beside my driveway where it was directly in line of fire from one of the lawn sprinklers. The first day this happened I assumed it was an anomaly but, on the following two days, there it was again laying exactly in the wrong spot. After calling the paper's customer service number to request a return to proper delivery location, I learned an important fact. The former reliable delivery person had left and I was being served by a temporary carrier until a permanent replacement could be found.

So what does that have to do with the supplier vs customer perspective? Mainly this; from my point of view as a customer, a quality product means reasonably fresh news, in print, delivered without fail in a dry condition. When I looked at the layout of my driveway and front entryway from what I think would be the carrier's perspective, I realized that where the paper was being tossed made perfect sense. For a person who was very likely taking on extra delivery duties in addition to his own route, and was therefore in a hurry, throwing the paper where he did was logical. After all, it was on the walkway from the driveway to the house and reasonably close. And, because he delivers really early he was not likely to know that there would be an issue; my sprinklers don't come on until after the paper has arrived.

After my call, I'm happy to report that my paper is again being reliably placed right at my door step. My takeaway is this; whether you are the primary supplier or a link in the chain, the customer's perspective of what constitutes quality includes all the processes in the chain working to deliver what the customer expects.

We are planning a Leadership Team meeting on June 25 at the Shilo Inn in Richland. If you are interested in attending or have any ideas for next season's program drop me a line at panda_2@charter.net and let me know.

May all your quality be excellent.

- Alvin

VICE CHAIR'S CORNER

by Jo Haberstock

How is your summer going so far? I know the official starting date is June 21, but I usually think of summer as starting the first of June. We certainly had the warm weather in late May to let us know summer was on its way!

Do you have plans for a big vacation to a fun place far away? Or maybe a few shorter vacations closer to home? Sometimes I sometimes prefer the closer to home trips; it's a lot easier to pack for two or three days than for a week. I probably over-pack a little anyway, but you never know how the weather will be or if you might need something less casual than jeans and t-shirts to wear every day. That's another reason I like going places within driving distance – no airline hassles. I've become accustomed to making room in my checked bags for all toiletries larger than a few ounces or with potentially sharp edges. But then the weight of the bags increases, and I don't want to have to pay more fees for overweight bags.

Hey, I have a quality and customer service suggestion for the airlines. Remember years ago when they didn't charge extra for checking your bags? I think a company would have much happier customers if they just added another \$25-\$50 to the cost of the airline ticket and then advertised "no extra charge for checking luggage." They could do the same thing to cover the cost of extra snacks or food on the plane. As a customer, I would feel much better about the cost of my airline ticket.

It's all about the marketing and communications. I remember a time recently when I felt like I got a special deal. I had a salon coupon from a grocery receipt offering a free product valued at \$15 with the purchase of a haircut. Of course I know the business owner didn't pay \$15 for the product, so it was well worth it to her to get new customers to try the salon. But I got my haircut and my styling product and felt like she gave me a great deal.

Even offering "points" or "stamps" for each purchase can help attract and retain customers. How many of you have a punch card for something – espresso drinks, sandwiches, or something else? I know at some places you have to buy 10 (or more) drinks to get a "free" one, but doesn't it feel great when you get that free drink (or sandwich)? It's a trade-off, for sure. And I'm not suggesting we pay more for something just because there may be some sort of "deal" available. But I do think it's a great marketing and customer retention tool. And I love it when I get a free mocha!

Happy Summer!

- Jo

JO HABERSTOK PRESENTED WITH SPECIAL SECTION MEMBER LEADER AWARD

Section 614 Vice Chair Jo Haberstok was surprised with a special award and recognition at the February 4 section dinner meeting at O'Callahan's/Shilo in Richland.

The Member Leader Award recognizes volunteer leaders for their time and efforts in promoting ASQ and the local section, including participation in educational and quality-related groups and activities.

ASQ Fellow Dennis Arter made the presentation to Jo, which included not only a specially engraved "trophy" but also a "Proclamation" – a scroll-like document that Dennis had prepared, listing many of the activities Jo is or has been involved with during her many years with ASQ, as follows:

Whereas:

- Jo joined ASQC in 1965, back when it was the American Society for Quality Control
- Jo joined the Association for Quality and Participation local chapter two years later
- Jo served as secretary and vice-president of the AQP chapter, as well as publicity chair, programs chair, and web and scholarship team member
- Jo received AQP's national Gibson Volunteer Award in 1996
- Jo was instrumental in keeping the AQP and ASQ local chapters alive during the challenging economic period of the late 1990s
- Jo helped steer the local ASQ and AQP during the merger of 2001
- Jo was Vice Chair of the combined group in 2003 and 2004
- Jo has continued to support the Section by finding engaging and interesting speakers for the last 15 years
- Jo is active in supporting ASQ outreach to members in north-central Washington, north-central areas in Oregon and areas beyond the Columbia Basin
- Jo has provided publicity and newsletter support to the Section for the last decade.

Be it resolved that Jo Haberstok is recognized as a key contributor and resource to the quality professionals of the mid-Columbia Basin area of Washington State and deserving of our thanks.



DENNIS ARTER RECEIVES THE DISTINGUISHED SERVICE MEDAL AT THE WORLD CONFERENCE IN DALLAS, TEXAS

On November 8, 2013, Dennis was informed by ASQ Chair John C. Timmerman that the ASQ Board of Directors had elected to award him with a Distinguished Medal - the highest ASQ medal awarded for service, in recognition of lifetime contributions to ASQ and the quality movement. The citation reads as follows:



"For exemplary leadership and contributions at ASQ's division, national, and international level to advance the quality profession over the last 30 years; for distinguished accomplishments that include being a pioneer in transforming quality auditing to a management tool for improvement through your classic text book, Quality Auditing for Improved Performance, first published in 1989 (now in its third edition); for a class by the same name that was the only ASQ class on auditing for many years; for passion and multiple presentations, papers, articles, blogs, online discussions, and free speeches."

As a recipient of a Distinguished Service Medal, Dennis was invited to be a guest of the ASQ Board of Directors at ASQ's World Conference on Quality and Improvement (WCQI) held in May in Dallas, Texas.

QUOTE OF THE MONTH

"Service is the rent we pay to be living. It is the very purpose of life and not something you do in your spare time."

-- Marion Edelman



HOW WILL YOU HELP IN 2015?

You can be a part of our section's 2015 Leadership Team. Help us to provide quality professionals in our area with opportunities to network, to develop and enhance their skills, and to contribute in the local community(ies). Just think, if all our members became actively involved in our section, we would probably be able to make a really big difference in many ways.

Before you respond, please take a minute to consider how you can contribute.

- What are your skills or interests?
- Do you have time to help plan next year's events?
- Do you have a program idea?
- Do you have a few hours each month to coordinate articles and issue the monthly newsletter?
- Do you enjoy making contacts with other organizations or individuals to plan joint events or recruit new members?
- Do you have time to update and maintain the section website?
- Do you want to serve as a leader in our section and be an officer or committee lead?
- Don't have the time to be committed to a position, but have time to work on an event or program?

Help us to make our section a part of your professional growth and help us to continue to provide local programs that are meaningful to our members. Contact our section Chair, [Alvin](#), or any of our current Leadership Team members, and offer your assistance.

2014-2015 INTERNATIONAL TEAM EXCELLENCE AWARDS

Deadline to submit intent to participate: July 1, 2014

Demonstrate your team's dedication to excellence by participating in the only recognition process of its kind in the U.S. More than 1,000 teams from 23 countries have participated in this outstanding process since its start in 1985.

Make sure your team is one of the 2014-2015 participants and get the recognition you deserve, showcase how your organization successfully used quality for improvement, and learn other best practices from companies worldwide.

[Learn more](#) about how your team can be part of this exclusive process and the requirements to participate.

CALL FOR PROPOSALS FOR 2015 WCQI

Deadline to submit your proposal: August 1, 2014

Do you have a quality story you'd like to share with others? Case study? Expertise in application of quality tools and techniques?

ASQ is currently developing the 2015 World Conference on Quality and Improvement technical program and is looking specifically for proposals that can integrate the conference theme with one or more of the focus areas outlined below. Share your successes and proven techniques to an audience representing an array of countries, backgrounds, and industries.

Focus Areas

- Innovation
- Leadership
- Risk and Change
- Practical Application of Quality Tools, Techniques, and Methodologies
- The Future of Quality

The 2015 WCQI will be held May 4-6 in Nashville, Tennessee. For more information or to submit a proposal, [click here](#).

ASQ QUALITY INSTITUTE: THE FUNDAMENTALS JULY 14 – 16, 2014 – MILWAUKEE

ASQ Quality Institute: The Fundamentals is a collection of introductory quality courses. The Quality Institute features training normally unavailable in the classroom setting. This is a rare opportunity to gain fundamental quality knowledge to enhance your career opportunities.

Courses being offered (and the instructors) are:

- ASQ's Quality 101 (Tim King)
- Integrated Quality Management (Deb Owens)
- Auditing for Improvement (Dennis Arter)
- Lean The Case for Quality: Taking it to Management (Mike Kelly)
- Lean Enterprise (Tony Manos)
- Cost of Quality (COQ) Implementation (Peter Merrill)
- Corrective and Preventive Action (Tim King)
- Lean Kaizen: A Simplified Approach to Process Improvement (Tony Manos)

Each course is offered and priced separately. For more information and to register, [click here](#).

HUMBLE AND HUNGRY

by Jon Gordon

I have found that two words are the key to a life and career of continuous improvement and growth. Whether you are just starting out and trying to make a name for yourself or you have achieved the pinnacle of success it's important to remember to be humble and hungry.

BE HUMBLE

- Don't think you know it all. See yourself as a life-long learner who is always seeking ways to learn, grow and improve.
- See everyone as a teacher and learn from everyone you meet.
- Be open to new ideas and strategies to take your life, school and work to the next level.
- When people tell you that you are great don't let it go to your head. And when they tell you that you stink, don't let it go to your head.
- Be kind to everyone and let people know that they matter.
- Live with humility because the minute you think you have arrived at the door of greatness it will get shut in your face.
- Humility doesn't mean you think less of yourself. It just means you think of yourself less.

BE HUNGRY

- Follow your passion, continuously improve, and continue to dream.
- Seek out new ideas, new strategies and new ways to push yourself out of your comfort zone.
- Invest the time, energy, sweat and dedication to be your best and let God do the rest.
- Be willing to pay the price that greatness requires. Don't be average. Strive to be great.
- Become the hardest worker you know.
- Love the process and you'll love what the process produces.
- Decide to leave a legacy. Even at a young age it's important to think about what legacy you want to leave because knowing how you want to be remembered helps you decide how to live today.
- Don't focus on where you've been. Focus on where you are and where you are going.
- Make your life and work a quest for excellence. Every day ask how I can be better today than I was yesterday?
- Make your next work your best work.

As I share this advice my hope is that these words will move you to action. Regardless of your age, education or career status, if you stay *Humble and Hungry* everything else will take care of itself.

Jon Gordon's best-selling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous NFL, NBA, and college coaches and teams, Fortune 500 companies, school districts, hospitals and non-profits. 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

SECTION 614 MEMBERSHIP

As of June 6, 2014, we have 117 members in our Section.

SECTION 614 2014 LEADERSHIP TEAM January 1 - December 31, 2014	
Section Chair	Alvin Langstaff
Vice Chair	Jo Haberstok
Treasurer	Kent Ozkardesh
Secretary	Dennis Arter
Certification/Recertification	Patrick Faulk
Voice of the Customer Chair	Debbie Clarke
Audit Chair	Clark Beus
Membership Chair	Robert Boykin
Nominations Chair	Jo Haberstok
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.