

CHAIR'S CORNER

by Alvin Langstaff

Sometimes the things that enhance the quality of our days come in unexpected forms. Recently, due to unfortunate circumstances, I found it necessary to spend several days in and near downtown Seattle while my wife underwent surgery to repair a broken leg at Harborview Medical Center. Having more time on my hands than I knew what to do with and in need of some diversion, I found myself taking rather lengthy walks along and up and down the various streets that constitute the downtown area. I have never felt particularly comfortable in finding my way around Seattle, probably because I've not spent much time there and I'm a small town lad at heart. Anyway, because my bride convinced me awhile back to get a smartphone, (although I was perfectly content with my not-smart phone), I found myself in possession of a really useful map app that I now deem one of the handiest things ever. No more unfolding and refolding and trying to find the right section of the page, nor presenting oneself as an obvious out-of-towner. And of course, it keeps track of where you are at any given moment so that you (and probably the NSA) can see where you are relative to where you're going. I also began to notice other people who were using their phone maps to find their way around. Even though there are several applications on my phone that I'm undoubtedly paying for in my monthly bill even though I never have and probably never will use them, I do credit the map with as one of life's little quality enhancements.

On another note, at our recent Leadership Team meeting on June 25 we were honored to have Ed Landauer, our ASQ Regional Director as a surprise guest. Ed presented our section with a gold level excellence award for fulfilling all the requirements for section management as tracked by the Regional Director's scorecard for 2013. A great deal of the credit for this belongs to our past chair, Robert Boykin, who kept a steady hand on the tiller and provided great leadership.

We are beginning the process of developing the program for next season so as always, if you have any ideas for next season's program or would be interested in learning more about how you can participate in section activities, drop me a line at panda_2@charter.net and let me know.

- Alvin

VICE CHAIR'S CORNER

by Jo Haberstock

I think I mentioned in my column last month that I thought it was starting to feel like summer. Whoa, boy, NOW it feels like summer! What's up with the triple days of triple digits? Yeah, yeah, I know ... if I don't like the heat, move to Alaska. Well, I've been there (even got the t-shirt!), and I really enjoyed the visit, but I don't want to move there. So I guess I need to *suck it up* and try to look for the positive in this hot weather. I'll try not to drip too much sweat on the keyboard while I ponder this...

The sun-loving flowers in the yard certainly like the hot weather. Well, to be fair, they probably wouldn't like it so much if I didn't make sure they were watered regularly. But the hanging baskets are very pretty!

The pumpkins seem to also be enjoying the hot weather, as they are starting to vine out at this time (I'm hoping for a few nice ones by Halloween). The weeds in the garden area also seem to be enjoying the hot weather. Why is it that weeds seem to grow twice as fast as the flowers and vegetables?

Hot weather is a great time (excuse?) for cool drinks, like iced tea, lemonade (the soft or "hard" types), iced mochas and fruit slushies. That's definitely a positive.

When the weather gets really hot, nothing beats a vacation or even just a weekend getaway to somewhere cooler. Not necessarily Alaska (although I'll bet it would be nice to be cruising near a glacier right now), but maybe to the Oregon coast or the San Juan Islands. Even going to a local movie theater can be quite a treat – out of the heat and into a nice air-conditioned theater. I think I'll pass on the Teenage Mutant Ninja Turtles, but may check out other soon-to-be released flicks such as *The Hundred-Foot Journey* and *Get on Up*. I just remembered that I haven't seen *Jersey Boys* yet – you'll probably find me in the theater on the next triple digit day!

Sometimes when I'm feeling like it's "too hot," I go online to see what the temperature is in Las Vegas or Scottsdale or Death Valley. I then count my blessings that I live where I do.

I'm sure you can think of many other positive things about warm weather and fun things to do or places to visit. Whatever your plans, I hope you are enjoying your summer!

- Jo

Note DAY & DATE:

Wednesday
September 3, 2014

LOCATION:

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.

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 August 28.
E-mail 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 ASQ section and other upcoming events: www.asq614.org/

“The Golden Rule of Customer Service”



Ed Landauer ASQ Regional Director

We have all heard the expression “You only get one chance to make a first impression.” Your customer's first contact may be in a visit to your organization site or website, a phone call with someone in the office or an e-mail from one of your employees.

We've all probably had both good and not-so-good experiences. Have you ever called a store to find out if they carry a particular item, only to get a recording telling you to “press 1 for hardware, press 2 for paint, press 3 for lighting ... press 9 for ...”? Then after you press the number for the department you want, the phone rings 10 times and then reverts back to the same recording again?

What first impression does a new customer get about *your* organization? Is the customer really always “right”? How can we ensure our customers have a positive experience and help bring in more business by telling others about that experience?

Join us on Wednesday, September 3, to learn more. Ed Landauer will describe a variety of real situations that he has encountered and will discuss the possible impacts they could have on potential customers.

About the presenter: Ed Landauer is an ASQ Fellow and Certified Quality Engineer. He has taught Engineering and Quality-related courses with an emphasis on Quality Engineering, Technician and Inspector Certifications for over 20 years. He has Master of Science degrees in Statistics, Industrial Engineering and Mathematics and is a Registered Professional Engineer in Mechanical, Industrial and Manufacturing Engineering. Currently Regional Director for ASQ Region 6A, Ed previously served as the Section Chair for both the Portland (Oregon) Section and the Channel Cities Section in Ventura, California.

SECTION ELECTION TIME

Are you interested in taking on a leadership role in our section in 2015? The following are elected positions to be filled: Chair, Secretary and Treasurer. Other required positions are Membership Chair, Nominating Chair and Audit Chair. In addition, volunteers are needed to lead the Certification, Newsletter, Website, Programs, Publicity, Voice of the Customer and Education teams.

If you are interested in any of these positions, please [call](#) or [email Alvin](#) or [Jo](#) to let them know.

GET YOUR MONTHLY MEMBER GIFT!

Don't forget to get your free monthly gift from ASQ. It's available through July 31, and includes:

- ❖ [The Seven Management and Planning Tools](#) (e-pub edition; also available as a pdf file)
- ❖ [Seven Management and Planning Tools – the Full Webcast Series](#), presented by Dr. Jack ReVelle. This previews each of the seven tools and shares a model for using them together as a powerful tool.
 - [ASQ Webcast: An Overview of the Seven MP Tools](#) (20 min)
 - [Affinity Analysis](#) (12 min)
 - [Interrelationship Digraph](#) (15 min)
 - [Matrix Analysis](#) (15 min)
 - [Prioritization Matrix](#) (18 min)
 - [Tree Diagram](#) (11 min)
 - [Process Decision Program Chart](#) (10 min)
 - [Activity Network Diagram](#) (17 min)

BE A JUDGE FOR THE ITEA PROCESS

Looking for a way to participate in the International Team Excellence Award (ITEA) Process, or just want to use your quality knowledge and expertise in a new way? This is your chance!

Apply to become a preliminary-round judge and assist in selecting the finalists who will present their team's quality accomplishments and success stories live at the 2015 World Conference on Quality and Improvement. Judges complete 10-15 hours of pre-work and then participate in a two-day preliminary round judging session, followed by preparation and submittal of a feedback report. Applications are due by August 11. For more information, [click here](#).

GET YOUR CERTIFICATION/RECERTIFICATION

ASQ certification is a cornerstone of your career growth. You immediately establish yourself as a recognized expert in your field, resulting in greater demand for your services and an advantage over your competition. Invest in your career and your future with an ASQ certification!

The next round of certification exams, coming up on October 4, includes:

- Biomedical Auditor
- HACCP Auditor
- Manager of Quality/Organizational Excellence
- Master Black Belt
- Quality Inspector
- Quality Technician
- Reliability Engineer
- Six Sigma Black Belt

Applications for the October exams are due August 15. (www.asq.org/certification)

Most certifications are good for three years. You have up to six months before or after the expiration date to renew your certification. Don't wait until the last minute – take a look now at your Recertification Journal and see if you have accumulated 18 or more Recertification Units (RUs). If you have, and your certification expires later this year, there's no need to wait until the last minute - go ahead and start the renewal process today. If your certification expired within the last six months, you can still renew as long as your RUs were earned before your certification expired. However, once the six month grace period has passed, you may only renew your certification through reexamination.

One easy way to earn RUs is to serve as an Assistant Proctor for the certification exams. For (re)certification assistance or information on proctoring, contact [Patrick Faulk](#), our Certification Chair.

ASQ CEO TO SPEAK IN RICHLAND ON SEPTEMBER 6

The ASQ Healthcare Division is holding its biennial strategic planning session on Saturday, September 6, at the Courtyard Marriot at Columbia Point in Richland. As part of the program, Bill Troy, ASQ CEO, will provide a kickoff presentation from 8 a.m. to 9 a.m. Members of ASQ Section 0614 (our section!) are invited to attend this session. The presentation is titled "The ASQ of the Future and Alignment of Member Unit Strategic Planning to Society Objectives."

If interested in attending, please RSVP by [phone](#) or [email](#) to Bill Dunwoody, Healthcare Division Chair, by August 15.

OPEN HOUSE JULY 30 AT SIGN

If you have never toured the SIGN Fracture Care International facilities in Richland, here is your opportunity. As you may recall, our section held a site visit at SIGN a few years ago, and I believe those who attended would agree it was very educational, enlightening and inspiring.

SIGN is a humanitarian organization responding to the need to provide orthopaedic treatment to trauma victims in developing countries. They focus on the poorest countries where the epidemic of road traffic and other accidents cause the most disability and loss of lives. SIGN alleviates some of the burden by providing local surgeons with the training and medical implants needed to properly treat the patients they serve.

A community Open House will be held at SIGN on Wednesday, July 30, from 4 pm to 6:30 pm. You will get to tour of the facilities, hear stories about their patients and learn more about their model of global healing. There will also be appetizers and refreshments. RSVP to Shasta by [phone](#) or [email](#). For more information about SIGN, check out their [website](#).

QUOTE OF THE MONTH

"It's good to have money and the things money can buy, but it's good, too, to check up once in a while and make sure that you haven't lost the things money can't buy."

- George Horace Lormier

QUALITY FUNDAMENTALS FOR SERVICE – ASQ VIRTUAL TRAINING JULY 31

Learn how quality fundamentals can transform your service organization. In this instructor-led, web-based course, you will learn how quality benefits employees, the organization and customers, and will explore and apply the concepts of quality management and process control and improvement.

Virtual one-half day course – July 31

Cost: \$269 ASQ members

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

EMBRACE IMPERFECTION

by Ron Rosenberg

In our program, *Must Be Present to Win*, we talk about seven specific areas where you must "be present" to recognize, understand, and act upon all the opportunities you're presented with. We also explore the factors that make this difficult, including the double-edged sword of perfectionism.

Yes, you want to do the best job you can, and in some areas like, say, financial reporting or brain surgery, there's really no room for error; however in many cases, two guidelines apply that can significantly improve your productivity:

1. Sometimes good enough is good enough.
2. Sometimes "done" is better than "perfect."

You see, if you wait for things to be perfect to take action, you probably won't ever take action. It's like waiting for the "right" time to change jobs or the "right" time to get married or the "right" time to start a family.

The problem is it's never exactly the right time to do anything.

Translating that into business, far too many people - ourselves included - feel that their sales letters, campaigns, or web sites need to be *perfect* before they introduce them. But while they're tweaking and editing and wordsmithing, these projects aren't generating any revenue or having any impact on people's lives.

Perhaps a better approach is to consider a Japanese concept called "Wabi Sabi." As with many traditional ideas, though, this one can be difficult to understand and even more difficult to explain.

In its most direct interpretation, it refers to an appreciation of the diversity, texture, and variety that occurs in nature and throughout the world, and the fact that this is not something to be conquered, but rather appreciated. The traditional Japanese Tea Ceremony, largely focused on a specific ritual process, also includes a component of Wabi Sabi in that the teacups used are deliberately *imperfect*, with uneven patterns and rough edges. The idea is that even in the midst of a very specific and deliberate process, there has to be room for flexibility - an allowance for variance.

It's very difficult to find anything perfect - and even if you do, it probably won't be that way forever. Maybe, in some cases, it's better to stop demanding so much of ourselves and of others, and be more understanding of our individual flaws and rough edges.

Maybe it's helpful sometimes to embrace imperfection.

*Ron Rosenberg is a nationally recognized and award-winning expert on marketing and customer service who presents to businesses and associations all over the world. He is the author of Double Your Memory in 90 Minutes and Breaking out of the Change Trap. His articles have been featured in *The New York Times*, *The Washington Post* and *Smart Money*. Check out his [website](#).*

SECTION 614 MEMBERSHIP

As of July 1, 2014, we have 113 members in our Section.

2014 SECTION 614 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.

