



## CHAIR'S CORNER

by Alvin Langstaff

Have you ever thought about why you sign up to be a member of an ASQ section? Is it because of the prestige, or the comfort of being part of something larger than yourself, or for the glory of belonging to a worldwide fraternity of Quality professionals? Whatever the reason, the fact is that a section is only viable if its members are willing to give of their time and talents to participate as officers, committee chairs, and organizers of events, etc.

We are currently at the point where it's time to start selecting new officers for calendar year 2015. The new term begins January 1 and runs through December 31. There are several officer positions open including Section Chair, Vice Chair, Secretary, and committee chair positions including Nominations Committee Chair, Audit Chair, Membership, and leads for Publicity and Programs. Additionally, the Webmaster position is going to become vacant. Most of these functions are divvied up and performed year after year by the same small group of individuals.

As far as this section chair is concerned, this coming year is going to have to be different. It's time for some new active participants, so if you are at all interested in the continued viability of Section 614, decide what position(s) you're interested in and let one of the current officers know. The list of current leaders is available on the [ASQ614.org website](http://ASQ614.org) under the Leaders tab. We look forward to hearing from you.

And on that note, our Regional Director, Ed Landauer, will be conducting a leader training session the afternoon of Wednesday, September 3rd, before our first dinner meeting of the fall season. As you've probably seen, Ed will also be our featured speaker at the meeting.

I look forward to seeing you there.

- Alvin

## VICE CHAIR'S CORNER

by Jo Haberstk

I'm excited that our Regional Director, Ed Landauer, will be our dinner meeting speaker on Wednesday, September 3! I first met Ed at a training session for section leaders in 2013, and it was a really fun – and educational – session. So I'm sure his talk on September 3, "The Golden Rule of Customer Service," will also be fun and educational. I think that's a great title, and I know a lot of businesses that could benefit from applying the rule in their day-to-day operations. I'm sure we all have examples we could share from personal experiences with both great and not-so-great customer service.

One of the things that has been on my mind recently has to do with some recent hotel/motel experiences. Let me say upfront that there are some very customer-oriented places and I appreciate them a lot. I understand that lodging establishments can charge customers much higher rates and get away with it when there is a popular event going on nearby, such as a festival or concert that draws a lot of attendees. And, yes, business is business, and profits are profits. But it just doesn't seem right to me. It really irritates me when I'm checking online for nightly rates at a hotel or motel and I see that for Thursday night a room costs \$149, but on Friday night the same room costs \$239, and on Saturday the rate rises to \$306. Really? That's a jump of \$159 - for the same room. And they're selling out quickly! Of course they are, because people need a place to stay, so they end up paying the outrageous rates.

Now this particular example was for a fairly nice establishment and there happened to be a major local festival in a nearby town that weekend. But even the, um, dumpy places waste no time jumping on the high rate bandwagon, and then they seem surprised to get bad reviews on TripAdvisor and other sites. I can see why some folks (who can afford it) buy "vacation condos" in several locations. It sure would be nice not to have to spend hours checking travel websites, researching places, etc., just trying to find a clean, halfway decent place to stay that doesn't cost an arm and a leg. And don't forget, once you get there, in many cases you're lucky to even find a friendly team member at check-in. And then of course, they'll also suggest that you "go green" and re-use your towels and bed linens throughout your stay, thus saving them even more money, while you pay more every night you're there. You know how some places advertise special rates, like "Stay and Play" or "Romance and Roses"? How about the "High Rate Low Service" rate? Because, unfortunately, that's what I feel I've gotten on several occasions. Guess they need a reminder about the Golden Rule.

Now let's turn those frowns upside down and make lemons into lemonade!

- Jo

**Note DAY & DATE:**

Wednesday  
September 3, 2014

**LOCATION:**

Columbia River Catering/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 Columbia River Catering (formerly O'Callahans) 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](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 ASQ section and other upcoming events: [www.asq614.org/](http://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 contact [Alvin](#) or another Leadership Team member.

## 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 22.

## INTERNATIONAL CONFERENCE ON QUALITY AND TEST MANAGEMENT – SEPT 29 – OCT 3

The International Conference on Quality and Test Management (SQTM 2014) will be held in San Diego the week of September 29 - October 3. The week also features 20 in depth courses that count toward the Certified Software Quality Manager (CSQM) certification.

SQTM believes in education, and to keep costs as low as possible to help the software quality and testing community receive the education they need/desire they have priced this conference at a lower rate than many similar conferences (\$1795 for all five days). SQTM is offering members of our ASQ Section a discount of 20% on all registrations. To obtain the discount, be sure to use promo code "ASQ0614" when registering.

To register or for more information about the conference, check the [conference website](#).

## QUOTE OF THE MONTH

*"Don't let life discourage you; everyone who got where he is had to begin where he was."*

- Richard Evans

## CORRECTIVE AND PREVENTIVE ACTION ASQ Web-Based Training – Oct 14 & 15

In all industries, risk management is a key component to quality. This instructor-led, web-based course provides an in-depth understanding of how to conduct corrective & preventive action (CA/PA) in response to non-conforming products or services. Learn how to define the problem, assess conditions for root causes, define proper actions to contain and prevent the problem, and then develop a plan to deploy those actions. Common methods, including the 8D approach, are covered, and tools for performing incident and root cause analysis and the use of various CA/PA checklists will be provided. Cost for ASQ members is \$795.

To register or for more information, [click here](#).

## TRI-CITIES TECH BUSINESS UPDATE NEWSLETTER – FREE!

Submitted by Dennis Arter

*Tri-Cities Tech Business Update* is published by the Economic Development Office at Pacific Northwest National Laboratory (PNNL). There is no charge for this. Each month, subscribers receive an e-mail message with news, tips, awards, upcoming events, and other information about local technology-based businesses and organizations that support PNNL. With business and community partners, their goal is to build and diversify the Tri-Cities economy - adding skilled jobs in primary-sector industries that bring in outside dollars. Currently, more than 1100 tech-related businesses, investors, and economic development stakeholders subscribe to the newsletter, mostly in the Mid-Columbia area and around the Pacific Northwest. The newsletter supports the Pacific Northwest Site Office's vision for the future of the Hanford Site and surrounding area through the creation of research opportunities, new industries, and new business clusters. To sign up, send a subscription request to [Andrea](#).

## GET YOUR AUGUST MEMBER GIFT!

The August ASQ member is all about the customer experience. In today's increasingly complex and competitive market, it's not enough to deliver on requirements. Organizations must orchestrate and manage the whole customer experience to truly differentiate themselves and impact loyalty. With that in mind, the August member gift offers classic and cutting-edge tactics for delivering a quality product and experience your customers won't soon forget.

The Customer Experience Bundle Includes:

- Managing the Customer Experience (e-Book, 112 pgs)
- From Quality to Customer Experience- Impacting the Bottom Line *Webcast* (46 min)
- Three Critical Tools to Manage the Quality of the Customer Experience *Webcast* (50 min)

Access your member gift by clicking [here](#).

## LOOKING FOR A REPLACEMENT WEBMASTER

Do you know the meaning of at least five of these calls?

- `<p>`
- `<ol> </ol>`
- `<ul> </ul>`
- `<h3> </h3>`
- `<li> </li>`
- `<div> </div>`
- `<a href=> </a>`

Can you do the ftp? Can you do simple text editing?

If your answers are "yes," you may be a great section webmaster. The effort takes about one hour each month and is all done remotely. (Yes, even Moses Lake, La Grande, and Ellensburg.) You receive notices and events from the section leadership team and others, turn them into html and pdf files and upload those files to the server in Kennewick. If you can't attend the monthly dinner meetings, you can still contribute to your local ASQ section. The pay (none) is not great, but the power is extreme.

If you are interested, check out some of the past newsletters on our [website](#). Then contact [Dennis Arter](#), the current webmaster. Just click the link at the bottom of every page on the website. The transition will be gradual over several months, if you wish. Backups exist, so you can't totally mess things up. There is no software to purchase, no flash or other fancy stuff; just simple html coding. Windows, Mac, and Linux users are welcome.

## PACIFIC NORTHWEST PURCHASING CONFERENCE

**October 6 – 8: Anchorage, AK**

"Prospecting for Golden Nuggets of Knowledge" is the theme of the 71<sup>st</sup> Annual Pacific Northwest Purchasing Conference, which will be held October 6-8 in Anchorage, Alaska. Topics to be covered include:

- LEAN-ing the Procurement Process
- How to Protect Confidential Information Today
- Pacific Northwest Economic Forecast
- Intellectual Property Rights
- Leadership Skills and the 21<sup>st</sup> Century purchase

Early bird (before August 29) cost is \$405; after that date, \$435.

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

## MEASURE TO MANAGE

by Kathy Bentz

How do you answer the question, "What is the function of business?"

*Peter Drucker stated that the **function of business is to attract and maintain customers in order to make a profit, or in the case of a non-profit to remain financially viable.***

If you can accept this basic premise, then answer this:

"How do you currently measure how well you are doing in the area of attracting and maintaining customers, and what are you doing to improve?"

**What gets measured gets managed.** What are you measuring?

What gets measured is reflective of your true values and vision. If margins, profits, monthly gross shipments, and return on investment are your key measurements, you value profits. These measurements are often referred to as "Self-Gratification Indicators." They make you feel good (provided the numbers are good), but they can also be manipulated by a good financial person (re-evaluating inventory, last-in-first-out, first-in-first-out, etc.). Therefore, they do not *necessarily* measure how well you are actually doing in the eyes of your customers (internal and external), and as such, do not indicate your future strength. At best, they may be a report card of past decisions.

Measurements are also a powerful way to focus an organization's efforts to produce desired results. The brain is like a computer. It does not know the difference between the truth and what you actually tell it. Therefore, we as human beings can actually program our brains. Positive thinking works better than negative thinking. The clearer the positive focus that people have on what they are doing, the greater the chance for higher performance.

What provides this focus? It's the vision and values that are provided by leadership. However, the vision and values must be in alignment with:

1. What is being measured
2. The behaviors of management
3. The processes that management has put into place

Therefore, leadership's role is first to define the vision and values in order to tell the people in the organization how to reprogram their brains. However, telling is not enough. In organizations where change has failed, the utterances of management's new values and visions have only become "wallpaper" for the lobby. Only words.

*Kathy Bentz is a support analyst with Resource Associates Corporation (RAC), where she coaches new entrepreneurs. She is also a small business owner and experienced in facilitation, youth leadership development, non-profit and training design. [RAC website](#)*

## SECTION 614 MEMBERSHIP

As of August 11, 2014, we have 105 members in our Section.

<b>2014 SECTION 614 LEADERSHIP TEAM</b> January 1 - December 31, 2014	
<b>Section Chair</b>	Alvin Langstaff
<b>Vice Chair</b>	Jo Haberstock
<b>Treasurer</b>	Kent Ozkardesh
<b>Secretary</b>	Dennis Arter
<b>Certification/Recertification</b>	Patrick Faulk
<b>Voice of the Customer Chair</b>	Debbie Clarke
<b>Audit Chair</b>	Clark Beus
<b>Membership Chair</b>	Robert Boykin
<b>Nominations Chair</b>	Jo Haberstock
<b>Webmaster</b>	Dennis Arter
<b>Newsletter Editor</b>	Robert Boykin
<b>Division Liaison and Section Historian</b>	Dennis Arter
<b>Education Chair</b>	Vacant
<b>Programs Chair</b>	Vacant
<b>Publicity Chair</b>	Vacant



**HAPPY SUMMER!**

## 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.