

CHAIR'S CORNER

by Alvin Langstaff

There's a reason for everything that happens. Everything happens for a reason. Do these two statements mean the same thing? While walking my dog recently, and contemplating the twists and turns that this year has tossed at my household, this conundrum kept running through my head. So for what it's worth here's my take.

Not even close.

Our favorite quality management systems focus a lot of effort looking for why whatever happened happens. The underlying tenets of six sigma, theory of constraints, lean, human performance improvement, to name a few, is that if we understand what causes things to be the way they are then we can adjust our processes, eliminate waste (and maybe ambiguity) and perform ever more effectively. So, if you can figure out the reason things happen, maybe you can eliminate it or modify it (or ignore it although that's usually at your peril). It's all about control. If you drive the speed limit, stay between the lines, drive defensively, and stay alert for other's mistakes, you should arrive safely.

The second statement, though, borders on the metaphysical in my opinion. You go to the parking lot and find your car has a flat tire, darn it. So, instead of driving off on schedule, you're delayed an hour while you change the tire or wait for someone to show up and fix it for you. When you finally leave, you're late arriving home but you arrive safely. Did that flat tire cause you to be delayed so that you wouldn't be involved in a fatal accident that didn't happen because you weren't in the wrong place at the wrong time? On a personal note; why did I break my wrist in January and six months later my wife breaks a leg? Beats me, but everything happens for a reason.

In any case, don't forget to sign up for our October meeting which will be a tour of Cadwell Laboratories in Kennewick.

I look forward to seeing you there.

- Alvin

VICE CHAIR'S CORNER

by Jo Haberstock

It seems like the summer months have flown by!

On September 3, prior to our first section dinner meeting of the year, five of our section members participated in a Leadership training session with our regional Director, Ed Landauer. This was a great opportunity to network and learn about the stages of leadership, the seven bases of power, influencing strategies and more. We also talked about transactional and transformational leadership. I believe this information will be especially valuable as we transition roles and responsibilities to the 2015 section leadership team.

Then, on Saturday, September 6, five of our section members attended a presentation by ASQ's new CEO, Bill Troy, as part of the ASQ Healthcare Division's strategic planning meeting in Richland. Bill shared a lot of information about ASQ, including the desire and need to become even more global in the future. He also shared some of his thoughts about becoming CEO, working with the ASQ Strategic Planning Committee, traveling to spread the word about ASQ and encourage more involvement and partnering, and meeting and getting to know ASQ staff and members. One thing in particular that he touched on was the importance of aligning actions to strategy and goals.

I personally would like to see more section members become actively involved with our various teams (membership, publicity, programs, web, community involvement, etc.), and I would like to see our section become more active in our local communities. A number of ideas have been discussed in the past, including partnering with a local school district and working with students on a project/activity, and also about sponsoring a conference/educational sessions for non-profit organizations to help build their skills in the use of quality tools. Many ideas have been discussed but without enough members interested and willing to participate, we have been unable to move forward with these ideas/actions. I understand that we all have other commitments and things we like to do in our "free" time, but perhaps as quality professionals we should consider making a commitment to help improve our communities by sharing our skills with local schools and/or organizations that provide goods and services to individuals and families in need.

I hope you will be able to join us on October 7 for our site visit/tour at Cadwell. As a manufacturing company, Cadwell faces many of the same challenges as most organizations, such as training, leadership, communications, teamwork, performance metrics, customer-supplier relationships, and the ever-popular standards and regulations. We will have an opportunity to tour some of their product design/development areas and to learn about their quality philosophy and strategies for success. See you there!

- Jo

Note LOCATION AND TIME:

Tuesday
October 7, 2014

LOCATION:

Cadwell
909 N. Kellogg Street
Kennewick, Washington
(509) 735-6481

[Map](#)

5:45 p.m. - Check in/
6:00 p.m. – Tour Begins

Tour will last about 1 hour.

There is no charge for this site visit.

DINNER IDEAS:

For those who would like to have dinner or a light meal following the tour, there are a number of nearby eateries, including Fire Artisan Pizza, Applebees, Red Lobster, Pizza Hut and more.

For planning purposes, reservations must be received by October 1. Send an email to Panda_2@charter.net with your name, phone number, company affiliation, or call Alvin at (509) 371-2221.

Note: There is no age restriction for the tour and presentation. Sign up to bring other work colleagues of friends/family.

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

“QUALITY AT CADWELL” Site Visit



Cadwell has been innovating and advancing the field of electrophysiology since 1979, when they introduced the first microprocessor controlled electromyography (EMG) system. Their commitment and desire to develop affordable, full-featured instruments has not wavered over the last 30 years. Today their EMG and evoked potential (EP) products are designed around these basic principles; Reliability, Ease-of-Use, Reduced Testing Time, Rapid Review of Findings, and custom Report Generation.

Cadwell was formed by John Cadwell and his brother Carl, shortly after John designed the first microprocessor controlled EMG instrument. Since then, the company has been a leader in the development and manufacture of innovative and reliable instruments for neurophysiology.

The Cadwell name is well known in the Tri-Cities area, but what is probably not so well known is the range of products they design, manufacture, sell and service. For example, have you heard of the Easy ApneaTrak system? This is used for home sleep studies, to determine if individuals have sleep disordered breathing and/or snoring. Another item, the Envisio system is comprised of innovative hardware and software designed by the Cadwell development team for use in the ICU environment. Cadwell holds numerous patents, including those for magnetic stimulators, cable shielding designs, neural network analysis of EEG and database designs.

Still located in Kennewick today, John and Carl continue ownership of the company and come to work every day to develop and market products ranging from EMG to EEG to PSG to IONM instrumentation and more. Cadwell has also developed strategic distribution relationships with leading suppliers to provide best in class products for every-day use.

Our special tour on October 7 will provide opportunities to visit some of their product design/development areas and to learn about quality challenges and requirements as well as some of the quality tools and techniques they utilize. And for those who don't recognize all the acronyms, never fear... you'll be able to ask one of our tour guides as we get together to learn about research and development, customer service, production, and more.

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.

LOOKING FOR A REPLACEMENT WEBMASTER

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

- `<p>`
- ` `
- ` `
- `<h3> </h3>`
- ` `
- `<div> </div>`
- ` `

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.

QUOTE OF THE MONTH

"I am not as good as I ought to be. I am not as good as I want to be. I am not as good as I'm going to be. But I am thankful that I'm better than I used to be."

~John Robert Wooden

GET YOUR SEPTEMBER MEMBER GIFT

This month's gift from ASQ to members is all about the Cost of Quality. This is not the price of creating a quality product or service. It's the cost(s) of NOT creating a quality product or service. Any costs that would not have been expended if quality were perfect contribute to the cost of quality.

Some examples:

- Reworking of a manufactured item
- Retesting of an assembly
- Rebuilding of a tool
- Correcting a bank statement
- Reworking of a service, such as replacement of a food order in a restaurant

The free member gift this month, the Cost of Quality Bundle, includes:

- *The Executive Guide to Understanding and Implementing Quality Cost Programs* (e-book, 128 pages)
- An Introduction to the Cost of Quality (*webcast, 24 min)

To access your member gift, [click here](#).

QUALITY BLOGS FOR FUN AND INSPIRATION

by Jo Haberstock

The July issue of *Quality Progress* focused on networking and connecting with other quality professionals. Networking may mean different things to different people – to some it's all about sharing information on Facebook, LinkedIn, Twitter, etc. Others may prefer in-person conversations, which can be found in workplaces, at conferences, and – of course – at ASQ section meetings.

Another way to share information and connect with others is through blogging. In the QP article, questions were asked of some members of ASQ's Influential Voices blogging group. For those who may have missed the article, links to the blogs of the individuals featured in the article are provided below.

Jimena Calfa – author of "[Let's Talk about Quality](#)" and "[Opportunities for Improvement](#)" blogs

Mark Graban - author of "[Lean Blog](#)"

John Hunter – Author of "[Curious Cat Management](#)" and "[W. Edwards Deming Institute](#)" blogs

Jennifer J. Stepniowski – author of "[Quality Time](#)" blog

Daniel Zrymiak – author of "[AQualitEvolution](#)" blog

Take some time to check out these – and other quality-related blogs. You'll likely find some interesting topics and some very interesting views expressed.

WHO ARE YOU FOLLOWING?

by Ron Rosenberg

The other night, we met our son for dinner at a new Mexican restaurant he had recently discovered. Because of travel (his and ours) we hadn't seen him for a few months, and we had a lot of catching up to do. We got there at 7:30 pm; it turns out that the restaurant closed at 8:00 pm, and we still wanted to hang out a bit, so he recommended a bar about eight minutes away that had outdoor seating with a nice view of the downtown skyline.

We got into our car, punched the address into the GPS, and started following him onto the road. My wife Lorie was driving, and noticed what looked like a large dent on the side of his car as he turned out of the parking lot. It was dark, and the lighting was bad, so I responded that it was probably just the reflection from a nearby streetlight that made it look like a dent.

We followed the car down some side streets that were different from what the GPS was telling us, but we figured that our son knew a shortcut. Then, the car pulled into a parking lot, grabbed an open spot and stopped. Thinking he was lost, we pulled alongside him...only to watch three people get out of the other car - the ones who were at the table behind us at the Mexican restaurant! And, upon closer inspection, we saw that the vehicle was a similar make and model of our son's car, but clearly not identical. And Lorie was right: there was a big dent on the passenger side.

It seems that when we turned our own car around at the restaurant, our son had already left; and we had followed the other car, thinking it was his and ended up in some random parking lot.

In business, we see this all the time: people copying an ad, a campaign, or even an entire marketing strategy because it "seems right" or "looks good" without taking the time to actually determine if it's effective, relevant, or will even get the job done.

In business as in life, the problem is the same: if you follow the wrong path, you end up in the wrong place. And yet, many people manage their lives in this same way, heading down the road with no clear idea of where they're going, and following what other people do because it seems familiar.

Instead, why not try something different? Take some time to develop a vision and mission statement for your work and your life that can act as a GPS, helping you navigate your way, letting you know when you've gone off course, and "rerouting" you to help you get back on track when you've had a setback or challenge.

Ron Rosenberg is a nationally recognized and award-winning expert on marketing and customer service and a winner of the prestigious International Marketer of the Year award at the GKIC International Marketing Summit. He is the author of Double Your Memory in 90 Minutes and Breaking Out of the Change Trap. Ron has appeared as a guest on nationally syndicated radio shows including ABC Radio and Dateline Washington. To access his online business forum, [click here](#).

AN EXAMPLE OF LEADERSHIP

by Robert Boykin

There was never a doubt about the extent of the coach's basketball knowledge. His reputation for turning around ineffective basketball programs was well-known.

In the summer of 1976, Coach Moses was named head basketball coach of a fledgling high school basketball program. The program was in trouble. It had come in last place the previous four years and owned the worst graduation rate for the student-athletes. Last in games won, first in games lost, and landlords of the lowest grade point averages ever recorded by the school. Yet two years later, the school's basketball program was ranked number one in the district, and 60% of the players had a grade point average of 3.0 or higher. What happened?

Coach's strategy focused first on what he believed was the most critical element...the intrinsic importance of each individual player, then on how each player played a role in the success of the team. Coach convinced his players that a team could not be successful without individual sacrifice. Each player had to believe that he had the talent to be the best at his position, no matter how small he was or how tall. This acceptance also instilled a confidence in the player to believe that success in the classroom was no different than success on the basketball court. You work hard and success would follow, and those around you would hustle to keep up. Dedication, discipline, and individual sacrifice were the keys.

Coach was a hard teacher who convinced his players to never accept defeat under any circumstance. If you had a bad game today you could have a good game tomorrow if you sacrificed and worked hard – and in so doing the team could move closer to success.

Coach preached on and on about the value of the individual, and the importance of the individual to the team. The key was to empower the player. Let the player make the decision to be better and take action to be a part of the higher power which was the team. He motivated twelve players who were energized and ready to give it their all because they were focused on one very important goal...making the team better through individual sacrifice and achievement.

Sounds too good to be true, doesn't it? But it is. Coach convinced us that the strength of the team is the player, and the strength of the player is the team.

"A leader's job is to look into the future and see the organization, not as it is, but as it should be." -- Jack Welch

IMPROVEMENT TOOLS & TECHNIQUES: CHARTS, CONTROLS, DIAGRAMS, IMPROVEMENT METHODS, SAMPLING AND PROBLEM SOLVING

Are you looking for some training to help understand basic quality tools and techniques? Check out this ASQ web-based and self-paced course.

The course is designed to provide quality practitioners, managers, professionals, auditors and improvement team members an understanding of basic quality tools and techniques. It may be used for professional development or as a refresher. Besides normal testing, there is a Problem Solving Team Case Study that students must review and be tested on to pass the class. The class consists of a series of lessons, illustrations, diagrams, interactive exercises, case study questions and quizzes. A desk reference that covers all lessons and a glossary are included in the class as pdf files. The class has a bank of 101 multiple choice test questions and 11 case study questions. Students have 90 days to complete the course.

Cost for ASQ members is \$159.

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

CELEBRATE THE GIFT OF QUALITY

**ASQ Technical Communities Conference
October 30 & 31, 2014 - Orlando, Florida**

The first annual ASQ Technical Communities Fall Conference will be held in Orlando this fall. The conference is being established to provide the quality community with the opportunity to gather and provide an understanding of and access to quality tools and techniques both locally and globally. Presenting the growth of quality through collaboration, innovation, and measured results, the sessions will be based on division priorities and designed to:

- Increase development and access to QBOK through tools and leadership content
- Energize the 21st century quality leaders through communications and quality stories

Five Keynote Speakers will be featured. Of special note is Pam Henderson, CEO of NewEdge, Inc. She will speak at the opening general session on October 30. Pam spoke at our local section dinner meeting in January of this year.

The conference also includes exhibits and pre-conference tutorials. Cost for the conference is \$595 for ASQ members. For more information, [click here](#).

LEARN SOMETHING NEW!

Systematic Problem Solving for Sustained Improvement with Quality Tools

Phoenix, AZ • November 17 – 18

Become the best team member possible with this training. Gain hands on experience with quality tools and concepts through interactive team assignments and problem-solving activities.

Cost for ASQ members: \$995

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

SECTION 614 MEMBERSHIP

As of September 10, 2014, we have 105 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.