

CHAIR'S CORNER

by Alvin Langstaff

Who is the customer? I've been puzzling over this question lately, specifically as it pertains to health insurance. Ask anyone who works in the business world the customer question and you'll get a variety of answers from "whoever is paying for what I do" to "the next person in the chain" to "Beats me". I favor the "whoever is paying for the service" response myself. I once heard life insurance defined as "you're betting you'll die soon and the insurance company is giving you odds that you won't". Whether or not that's true, I can see the logic in life insurance because on any given day you'll have more live people paying in than dead people checking out. Health insurance, on the other hand, doesn't seem so cut and dried. Nearly everyone gets sick once in a while and some have accidents or they just have wellness checkups that are not only covered by many plans but also encouraged. The model with health insurance appears to me to be more like "We're betting we can charge you more for premiums than we'll have to pay out on your behalf". When it starts to look like the insurer is going to lose that bet, some interesting and decidedly unpleasant behaviors come into play.

At least that's what happened to our family recently. The insurer had been presenting itself over the past few years as genuinely interested in our health and well-being. But, when something more than a simple out-patient surgery was needed, the company began aggressively denying coverage and second-guessing the medical team's care decisions.

As a long time loyal customer of this particular entity, the unexpected reversal in attitude was unsettling. I have previously not given much credence to the horror stories that one hears about with health insurance, but I'm beginning to suspect that the insurance company does not consider the insured as the customer. Those of you who work in the health care field may have a better feel for just who the insurers think of as customers but, based on this experience I'm having, it doesn't appear to be the folks insured. I can hardly wait to see how this turns out.

But enough of that. Don't forget to take an hour of two out of your intra-holiday schedule to join us for our December 2nd gathering at the Gordon Estates wine bar and restaurant at the Broadmoor Mall in Pasco. Our section will be providing the hors d'oeuvres. I look forward to seeing you there.

- Alvin

VICE CHAIR'S CORNER

by Jo Haberstok

We held our first-ever "Giving Back" activity this month, with a section Food Drive at our November 4 dinner meeting. We collected 156 lbs. of food and related items, for which the Tri-Cities Food Bank was very grateful. A big "Thank You" to everyone who donated to this effort. It feels good to give, doesn't it? We hope to start doing more community-related activities in 2015, and would welcome ideas from all of you. Are there specific organizations that you feel would benefit from our help? Ideas for the types of services (or items) we might offer? Thoughts about events we might hold to collect goods or raise money? If so, please let us know.

While the needs exist year-round, we see more stories online and on local news shows around the holidays about people and animals in need and about charitable organizations. With the end of the calendar year approaching, many folks also go through their closets and donate no longer needed clothing, shoes, etc., to local organizations. If you haven't already done so, please be thinking about others in your community who might benefit from your donations.

I was reading through a recent edition of the AARP newsletter the other day while getting some vehicle work done at a local shop, and I came across an article titled "Plan a 'Senior Sunday'." The author suggested that, in the midst of our holiday shopping, we consider inserting a "Senior Sunday" when we each commit to doing something for and with a senior. This could be a relative, neighbor or someone else in our community. As the author mentioned, social isolation can be a trigger not only for loneliness but also for a number of health problems. Consider inviting someone to the movies or dinner, or just spend time looking through pictures with them and letting them talk about their families. Some older individuals have lost many of their loved ones, may no longer live in their own homes, and/or might live thousands of miles from other relatives. I'm sure they would enjoy having someone to talk to and to know that others care about them – especially at the holiday season.

Helping others is, of course, good for the person(s) on the receiving end. But take a moment to think about how good *you* felt the last time you donated food or clothing or spent time volunteering somewhere. Sometimes, just the feeling we get from giving can lift some of the other stresses of the holiday season ... kind of like a present to yourself!

Go forth and make the season bright!

- Jo

NOTE SPECIAL LOCATION

Tuesday,
December 2, 2014

LOCATION:

Gordon Estate Wine Bar
5236 Outlet Drive
Pasco, Washington
(509) 547-6331
<http://gordonwines.com/wine-bar.html>

5:30 p.m. – Check in
5:45 p.m. – Appetizers (courtesy
of ASQ Section 614)
6:00 p.m. or later – Dinner on
your own (if desired)

There is no cost to network and
partake in appetizers.

The wine bar offers tastings
(fee) and several dinner options
(fee). Due to individual palates,
ASQ Section 614 will provide
some appetizers for everyone to
share. Members/guests may
order on their own from the
menu.

Check out their menu online
(subject to change)

Note: Wine and beer will be
available for purchase by the
glass or bottle.

For planning purposes,
**reservations must be received
by November 26.** Send an
email to panda_2@charter.net
or call Alvin at (509) 371-2221.

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

*Wine flies when you're having
fun!*

HOLIDAY GET-TOGETHER



Gordon Estate Wine Bar

5236 Outlet Drive
Broadmoor Park - Pasco

Join us on Tuesday, December 2, to celebrate the holiday season. This is a great opportunity to take a little break from our regular meeting format, check out a different venue, and get together just for fun.

As a “thank you” to our loyal ASQ members, the section will cover the cost of several appetizer plates. You are welcome to also partake in wine tastings and/or have dinner (no host).

You are encouraged to invite your spouse or a guest; just be sure to make your reservations early (by November 26), so we can be sure to have enough room for everyone who wishes to attend.

A little about Gordon Estate and their wines:

In 1980, Jeff Gordon, along with his wife, Vicki and brother Bill decided to plant wine grapes on a sagebrush-covered slope overlooking the Snake River in southeastern Washington's Columbia Valley.

In 1985, he released his first small lot of Chardonnay wine produced from their estate vines, and today the Gordon Estate brand is growing in both production and acclaim. Now, over thirty years later, Gordon Estate is a leader in the Washington winemaking boom. Crafting wines from an exceptional piece of land, the Gordon Estate portfolio of estate wines has grown to include Sauvignon Blanc, Merlot, Cabernet Sauvignon, Late Harvest Gewürztraminer, Syrah, and their highly acclaimed flagship red blend, “Tradition.”

In 2013, Jeff & Vicki opened Gordon Estate Wine Bar in Pasco, to provide more visibility and ease of access to the community. The Wine Bar offers wine tasting, wines by the glass or bottle, and a menu of small plates, salads and sandwiches. There are three different areas in the bar, with the main area featuring a large granite-top bar and soft lighting with space for live musicians to perform. Décor includes an antique pump organ, a Victrola phonograph and a 1908 Chicago Grand upright piano which is a family heirloom of Vicki Gordon's.

GIVE A FREE 6-MONTH ASQ MEMBERSHIP!

World Quality Month means another opportunity for you to give the gift of a Full ASQ membership. Your friend will receive unlimited access to ASQ's Knowledge Center, a subscription to *Quality Progress*, the ability to join a local section and special interest group, plus exclusive member pricing on all ASQ products. This membership will last until May 31, 2015, at no cost to you or your peer.

Sign someone up right away – [fill out the form here](#) and be sure your friend/colleague accepts the invitation by November 30.

WHAT'S YOUR QUALITY TOOL PERSONALITY?

Are you a Check Sheet? Scatter Diagram? Control Chart? Stratification? Fishbone Diagram? Pareto Chart? Histogram?

Take this [fun quiz](#), offered by ASQ *Quality Progress* as part of celebrating World Quality Month. For more information about World Quality Month, including its history, [click here](#).

IGNITION 2014

December 1-3 in New York City

Dive into the future of digital. Explore the potential of drones. Enter the world of the Internet of Things. Follow the path of mobile payments. Be the first to hear the new news. Get with the program (matic). Those are just a few of the journeys possible at IGNITION, a cutting-edge conference on the future of media as it intersects with technology.

Speakers include Jeff Bezos, founder & CEO of Amazon.com and David Karp, founder and CEO of Tumblr.

Visit the [IGNITION website](#) to find out more about the event, registration information, etc. (Use promo code Insider300 to save \$300 on registration)

DRIVING AMBITION

by Jo Haberstk

You have got to check this out! If you like motivational talks and you like music, this is definitely an interesting combination of both. Roy Smoothe, along with the collaboration of Kyle Wilson and several other inspirational authors and speakers, has put music, training and motivation together on this album. You can buy any of the 21 tracks individually (99 cents each) or download the whole album for \$9.97.

As they say in the online description, "Music has the power to move us in positive way and impacts on our energy level and productivity." Preview here: [Driving Ambition – Smoothe Mixx for the Ambitious Soul](#)

DEMING CONFERENCE ON APPLIED STATISTICS

December 8 – 12 in Atlantic City, NJ

The 70th Deming Conference will be held on December 8-12, 2014, in Atlantic City, New Jersey. There will be two parallel half-day tutorial sessions based on recently published books for the first three days for a total of 12 tutorial sessions (December 8, 9, 10). Then the conference will continue with two 2-day short courses on December 11 and 12. The books used for the tutorial sessions and for the short courses as well as books written by invited speakers will be sold at discounted prices. The authors of the books are invited as the speakers. Poster sessions will also be presented.

Cost for the full conference is \$800 if registered by December 1; \$850 after that date. There are also one-day options. For more information, click [here](#).

INTERNATIONAL CONFERENCE ON SOFTWARE QUALITY - March 9 – 11, 2015 in Long Beach, CA

The theme for the 2015 Conference on Software Quality is "Real-World Software Quality" Trends and Practices." The conference focuses on the application of real-world experiences, proven solutions and lessons learned in applying software quality practices in application software and custom logic methodologies, frameworks, processes, practices, QA/QC, metrics, testing, measurement and current industry trends. There are also pre-conference tutorials offered.

Early bird rate is \$795 for ASQ members if registered before February 13 (group discounts are also available). For more information, click [here](#).

GET YOUR NOVEMBER MEMBER GIFT

This month's free member gift from ASQ is all about the ISO 9001 update. The standards were developed to help companies effectively document the elements they need to maintain an efficient quality system, and the gift bundle includes resources to strengthen one's understanding of standards and provide an update for the upcoming ISO 9001:2015 revision.

The free gift includes a webcast video explaining the update, the ASQ SnapShot Webcast Series, and articles and case studies on the change and how to apply them. To access your free gift, click [here](#).

QUOTE OF THE MONTH

"When you arise in the morning, give thanks for the food and for the joy of living. If you see no reason for giving thanks, the fault lies only in yourself."

~Chief Tecumseh



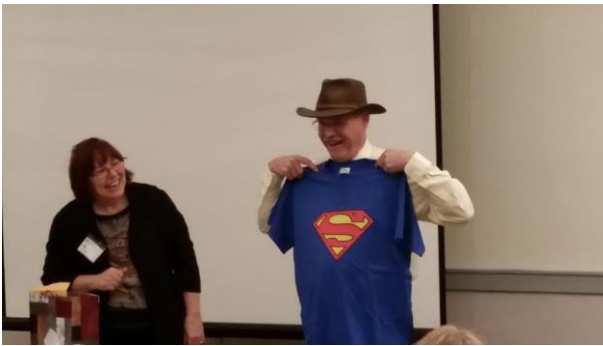
NOVEMBER IS WORLD QUALITY MONTH – WASSUP?

by Jo Haberstok

Some of you may recall that in last month's newsletter I asked what you were planning to do to promote quality during the month of November.

Well, we're well into November now. So what have you been doing to celebrate and/or promote quality?

As a section, we promoted quality at our November 4 dinner meeting, where Dennis Arter shared insights about the history and the future of quality and how we as quality professionals may be affected as well in future career endeavors. We also celebrated quality as we networked with others at the meeting and as we celebrated Dennis's upcoming retirement. He was presented with a few "retirement" themed gifts that I hope he will be able to put to good use in the future.



There are many ways to celebrate, promote and support quality. And while you're at it, don't forget to sign up a colleague for the free six-month ASQ membership being offered this month. Just think, if every section member signs up one person, we could double the size of our section by the end of this month!

ORGANIZATION DESIGN AND DIAGNOSTICS CONFERENCE

December 11 -12 in New York City

The Conference Board's Organization Design and Diagnostics Conference brings business leaders from all business sectors together to share experiences, insights, and best practices for new business models, new organizational strategies, and new ways of working to achieve and sustain success. Session presenters will bring forward real-life case studies and approaches to help organizations stay competitive.

ASQ is a supporting sponsor for this event, which allows ASQ members to save on the cost of registration. Mention code **QU1** to receive the special rate when registering.

For more information about the conference, visit the [event website](#) or call 212-339-0345.

SECTION 614 FOOD DRIVE – BIG SUCCESS!

by Jo Haberstok

Many thanks to everyone who contributed to our November 4 Food Drive for the Tri-Cities Food Bank. We asked folks attending the dinner meeting that evening to bring items and also offered the option for monetary donations as well.

The Tri-Cities Food Bank was founded in 1974 and is an all-volunteer, nonprofit agency. They currently have locations in Richland, Kennewick and Benton City. Over 100 volunteers donate time to help collect and distribute food. All contributions go directly to serve those in need.

I'm happy to report that our Food Drive was a great success! We ended up with six large boxes of food and related items – a total of **156 lbs.** in all! We also delivered two checks to the Food Bank. They were grateful for all the donations.

The Food Bank accepts and appreciates donations year-round, as the need is always present, but the winter months are when donations are needed the most. If you or others you know would like to donate in the future, please check their website to see what items are needed most. Also, if you travel out of town remember to save the little hotel bottles of shampoo, lotion, soap, etc., because the Food Bank is also in need of those types of items.

It feels good to help others, doesn't it?



THINGS TO DO WITH FALL LEAVES

from an American Home Shield newsletter

Yes, you can bag them up and put them out on the curb. But if you're looking to get more creative with your crop of fallen leaves this autumn, you have a few sustainable, useful options. Check out these tips:

1. Make compost

Did you know that the leaves from one large shade tree can pack as many nutrients as \$50 worth of plant food? To make sure your leaves break down efficiently, consider adding a compost component with high levels of nitrogen (such as manure). Also remember to shred your leaves to prevent them from blowing in the wind. Remember to turn your pile over every few days, and you'll have a rich compost in a matter of weeks.

2. Use them as mulch

Autumn leaves can also serve as a substitute for store-bought mulch. Why use mulch? It has several "green" benefits: organic mulch decomposes into the soil, increasing both its fertility and moisture. Remember to shred leaves before mulching—unshredded leaves make it difficult for water to permeate the soil. Fortunately, you don't need a shredder to do the job. Just shred what's already on your grass when you mow your lawn.

3. Get crafty

Hear us out—there are dozens of crafting opportunities sitting right in your front yard. Decorate a fall wreath with pinecones, mums, and dried leaves, or use leaves as templates for note cards or decorative stencils. You can also press a dried leaf between two panes of glass for a simple, elegant piece of art.

4. Make a leaf pile

Can't see your grass under all those leaves? Leaf raking is a great—and fun—autumn job for the kids. Why? Because they (and you, of course) get to jump into a massive, crunchy leaf pile after they're finished. Fall fun at its finest.

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.



Happy Thanksgiving

ACCESSING MOTIVATION – NOVEMBER 21

Time: 10:30 AM – 12:30 pm

Place: Ben Franklin Transit Conference Room/Richland

Presenter: Jodi Wilson, MA

As organizations work through performance management issues they often find that employee engagement is a key issue to help them get the most out of their human capital investment. When employees disengage from the organization and perform at substandard levels, human resources and managers start to look at how motivation plays a role in the employee's performance.

In this training session you will learn:

- Key elements to employee motivation
- How to change the way you coach, interact and address issues with employees
- Techniques to sustain motivation.

This presentation is sponsored by Mid-Columbia Leadership Development Association (MCLDA). CEUs are available. Cost is \$60 (\$50 for MCLDA members). For more information, contact [Mary](#).

SECTION 614 MEMBERSHIP

As of November 3, 2014, we have 110 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	Vacant
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