

CHAIR'S CORNER

by Alvin Langstaff

Season's Greetings, quality practitioners. 2014 rolled by so fast that it's hard to believe the Christmas season is already upon us. I've been thinking a lot this week about what makes a good quality holiday, or more specifically, how come some are better than others. When I was a young lad growing up in rural Colorado, Christmas was pretty much a family deal. All the relatives lived close by and it was a given that we'd get together with some or all every year. Because I liked all of them (or most all anyway) the season was always special for me, and that established my baseline. After I grew up and married my first, and still number one, wife Pam we carried on the same traditions.

Unexpected circumstances many years ago resulted in our move to the Tri-Cities. Because it was a major shift in our lives I think we took extra care to ensure that some of the tradition carried on. In any case our kids, who are now grown with families of their own, still seem to value the importance of getting together with family this time of the year. I believe that the traditions and, at least for us, the family gatherings are what make the "quality" in the season.

The one downside of having your children married off is that you often have to "share" them with the in-laws. This year, for the first time ever, Pam and I were looking at the possibility of being alone for the holidays so we decided to go back and spend the time with my parents who have been doing the Christmas alone scene for several years now. My kids will be fine because they have the spirit and I truly hope that my folks will feel a bit of that long-ago spirit because we're there. In any case, I hope your holidays are filled with the attributes that make the season special for you.

On a different note, many thanks to those of you who took a little time out of your intra-holiday schedule to join us for our December gathering at Gordon Estate Wine Bar in Pasco. I very much enjoyed meeting your spouses and guests and in spite of the too-spicy-hot wings thought that the establishment did a reasonably adequate job of taking care of us.

Be sure to make plans to attend the January meeting to gain some insightful thoughts from Rick Martinez, our featured speaker, and welcome Mr. Robert Boykin back to the helm as he will be taking over as Section Chair at midnight on December 31. I look forward to seeing you there.

- Alvin

VICE CHAIR'S CORNER

by Jo Haberstk

Happy Holidays to everyone! I agree with Alvin about how quickly this past year has seemed to go by. And now we are about to start another new year, which means a new ASQ Section 614 year, too.

As we begin 2015 in a couple weeks, I want to extend a warm welcome to the 2015 section Leadership Team. We have some newly elected/appointed officers and team leads coming on board in 2015, and we will be tackling a new business plan, for which we have budgeted and set a number of challenging goals. I am confident that – with the help of additional member volunteers in the coming year – we will be able to meet and hopefully even exceed some of our goals. There is always plenty to do and new ideas need new/more volunteers. Please let me or another Leadership Team member know if you would like to help out in 2015.

How many of you have attended the World Conference on Quality and Improvement (WCQI) in the past? I have not been able to participate in recent years, but I was fortunate to be able to attend several ASQ and, also, AQP (Association for Quality & Participation) conferences in the past. I met lots of new people, learned a lot from keynote speakers including Rick Pitino, Ken Blanchard, Stephen Covey and Herman Cain, and even served as a national judge for the International Team Excellence Awards (ITEA) in conferences in Orlando, Baltimore, Las Vegas, Cincinnati, Seattle, Portland, New Orleans, and Nashville. If you've never been to the Opryland Hotel in Nashville ... well, it's quite the sight to see!

And here is your opportunity to see it: The 2015 WCQI will be held at the Opryland Hotel. Our section is planning to sponsor one of our members to attend the 2015 WCQI in Nashville! That's right – we will cover the cost of the conference registration and will reimburse up to \$1000 in travel and lodging costs for one lucky member. We're currently finalizing details of the application process, which will require those interested to write an essay on a quality-related topic and, of course, to report back to the section about the highlights of their trip. So, start putting on your thinking (and writing) caps!

And...have yourself a very Merry Christmas!!



- Jo

Tuesday,
January 6, 2015

LOCATION:

Columbia River Catering
Shilo Inn
50 Comstock
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 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 January 1.
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/

“To Get What You’ve Never Had You Have to Think What You’ve Never Thought”

Rick Martinez Peak Performance Systems, Inc.



Stephen Covey once said that the next great frontier for human evolution is to understand the potential of the brain. Through quantum physics, science is just beginning to explore this new territory.

Napoleon Hill, in his book *Think and Grow Rich*, popularized the phrase, “Whatever the mind can conceive and believe it can achieve.” There is a growing body of knowledge that believes this might be more than a quaint notion; that, in fact, people may attract to themselves what they think and believe. There are some scientists who even believe there is a law, like gravity, that manifests a person’s thoughts and beliefs. Such thoughts and beliefs may determine a person’s outcomes in life.

These beliefs include:

- How much money they can earn
- The type of job they can hold
- How much success they can achieve
- How much education they will complete
- The type of relationships they will have
- The type of partner they will attract
- Their self-image and self-worth
- What they are capable of

Rick will talk about the ideas and concepts of his new field and facilitate further discussion about them and how they apply to being successful and achieving goals in both our professional and personal lives

About the speaker: Rick Martinez is passionate about coaching people and helping them improve their lives. He feels strongly that “The soft stuff delivers hard results.” For 25 years Rick has helped dozens of organizations improve their business results by working with the people side of the enterprise. His company, Peak Performance Systems, Inc., has delivered professional and personal development workshops to a variety of organizations including Red Lion Hotels, Bechtel, Westinghouse, U.S. Veterans Administration, United Way, and the U.S. Department of Energy.

Rick is a past president of the American Society for Training and Development (ASTD) and the Association for Quality and Participation (ASP), and is a certified Master trainer with Development Dimensions International (DDI), the largest training company in the United States.

FREE ASQ 2015 WCQI REGISTRATION

Want to attend the ASQ 2015 WCQI in Nashville May 2-6, 2015? Want to save on costs?

ASQ Section 1118 is the host section for this event, and they are currently looking for 140 volunteers. Each volunteer will be scheduled to work for eight (8) hours of the conference time and will be trained for his/her assignment(s). The Conference fee will be waived for volunteers completing their volunteer hours, and volunteers may attend the conference events during unscheduled hours. Also, RU certification points are awarded to volunteers and conference attendees.

Volunteers do not have to be ASQ members. If you are interested in becoming a 2015 WCQI volunteer, email the following information to ritamillertn@bellsouth.net: Name, preferred email address, contact phone number, ASQ section name & number (if applicable), and ASQ member # (if applicable).

A return email will acknowledge being added to the list of potential volunteers. Potential volunteers will be contacted after January 1 with information regarding the formal process of signing up as a volunteer.

LAST FREE ASQ MEMBER GIFT OF 2014

Don't miss out on the December Member gift! This month, ASQ is opening up access to ALL of the 2014 gifts – pretty cool, huh? So if you forgot to get one of the gifts earlier in the year, now's your chance.

[Click here](#) to access your gift(s).

INTRO TO QUALITY MANAGEMENT

Las Vegas, NV • February 16 – February 20

This ASQ training is an introduction to continuous improvement that combines concepts from ASQ's Certified Manager of Quality/Organizational Excellence and Certified Quality Improvement Associate bodies of knowledge with the Malcolm Baldrige National Quality Award criteria. The course is designed to provide participants with the quality management principles, techniques, tools, and skills for on-the-job applications useful in a wide range of businesses and organizations, including service, manufacturing, government, education, and healthcare. Although not designed as a certification refresher, this course will help seasoned professionals brush up on the key elements of QM.

Cost is \$1895 for ASQ members. For more information, [click here](#).

BALDRIGE AWARD RECIPIENTS ANNOUNCED

The Baldrige Award was established by Congress in 1987. The Baldrige Program raises awareness about the importance of performance excellence in driving the U.S. and global economy; provides organizational assessment tools and criteria; educates leaders in businesses, schools, health care organizations, and government and nonprofit organizations about the practices of national role models; and recognizes those role models with the Baldrige Award.

An independent board of examiners recommended this year's Baldrige Award recipients from a field of 22 applicants after evaluating them in seven areas defined by the Baldrige Criteria: leadership; strategic planning; customer focus; measurement, analysis and knowledge management; workforce focus; operations focus; and results. An organization may compete for the award in one of six categories: manufacturing, service, small business, health care, education and nonprofit (including government agencies).

Thousands of organizations worldwide use the Baldrige Criteria to guide their operations, improve performance and get sustainable results. The 2014 Baldrige Award recipients—listed with their category—are:

- [PricewaterhouseCoopers Public Sector Practice, McLean, VA \(service\)](#)
- [Hill Country Memorial, Fredericksburg, TX \(health care\)](#)
- [St. David's HealthCare, Austin, TX \(health care\)](#)
- [Elevations Credit Union, Boulder, CO. \(nonprofit\)](#)

For more information about the criteria and/or the award, [click here](#).

TECH KNOWLEDGE CONFERENCE

January 14-16, 2015
Caesars Palace – Las Vegas

The theme for this year's ATD (Association for Talent Development) TECHKNOWLEDGE Conference is "Learning Technology Applied." Tracks include: E-learning, Management and Implementation, Games and Simulations, Leveraging Social Media, Platforms and Tools, Virtual Classroom, and Emerging Technologies. With more than 150 sessions focused around eight content tracks, the conference provides insights to integrating technology into the design, delivery, and management of talent development efforts.

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

“LOOK INTO MY CRYSTAL BALL...”

by Kathy Bentz



We know what image comes to mind with that statement ... the carnival gypsy with the long fingernails, compelling stare, and breathy voice.

While a visit to your friendly neighborhood fortuneteller might yield some interesting information, it might be more effective for you to design your own future.

The start of a new year is always a great time to reflect back and plan forward. Here are some great questions to springboard your thinking. Remember: you're more likely to achieve something if you plan for it and write it down, so ... get your pens ready! Here goes:

As you reflect on this past year, what were your two or three most significant accomplishments, breakthroughs, and/or achievements?

- 1.
- 2.

Looking back over the year, what (if anything) blocked or held you back as you moved toward your goals/objectives?

Knowing what you know now, what would you have done differently? While we can't change what was, we can use this input/learning as we move forward.

As you look forward to next year, what are the three most significant goals that you wish to accomplish within the year? What will be different? How will YOU be different?

- 1.
- 2.
- 3.

What are the top two or three things about your work or business that you most want to be different next year?

- 1.
- 2.

What two or three changes do you most want to see in your personal life?

- 1.
- 2.

What do you want your work life to look like one year from now?

What actions are you prepared to take to reach your goals and objectives next year?

Having gotten clearer on what you want to achieve next year, the next step is to develop the strategies and actions that will move you to reaching your desired outcomes.

And if you don't yet have a coach or an accountability partner to keep you on track ... GET ONE! You're more apt to make changes if you commit them in writing to yourself and then share them with someone who's totally invested in your success.

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](#)

12 DAYS OF QUALITY MANAGEMENT SYSTEM CHRISTMAS

Check out this fun holiday-related post online. The author, Tim Lozier, Manager for Marketing and Strategy at EtQ, Inc., apparently really didn't want to finish some decorating projects, because he instead took time to come up with a great "re-write" of the "Twelve Days of Christmas" song – with a very quality-oriented theme!

Here are the first few verses:

“On the First day of Christmas my Quality Manager gave to me, a **Quality Management Solution that's hassle-free.**

On the Second Day of Christmas my Quality Manager gave to me, **Flexible Workflow routing options**, in a Quality Management Solution that's hassle-free.

On the Third Day of Christmas my Quality Manager gave to me, **Best Practice Modules**, Flexible Workflow routing options, in a Quality Management Solution that's hassle-free.”

Check out the whole song, along with Tim's commentary, [here](#).

HOLIDAY QUALITY– SUNNYSIDE LIGHTED FARM IMPLEMENT PARADE

by Jo Haberstok

It's fairly well known around this part of the state, but how many of you have seen the Sunnyside Lighted Farm Implement Parade in person?

The annual parade, which they have been holding since 1989, is held in downtown Sunnyside (Washington) on the first Saturday in December.

I'd heard about the parade for years and thought about going every year, but there always seemed to be another event happening on the same night, or the weather was terrible, or I came up with some other excuse. I guess I really didn't think it would be much of a parade – I mean, I've been to lighted boat parades in both the Tri-Cities and Portland that I've felt could have used a little more participation and enthusiasm (and lights!). I've been to other holiday parades that just didn't seem to be of the quality I was expecting or hoping for.

Well, this year I had the opportunity to travel to Sunnyside on December 6 and to see the parade in person, so I decided to go. It was a little chilly out that evening, but I bundled up in my winter coat and my Seahawks scarf (go 'Hawks!) and I stood out on the street along with a LOT of other people and watched the best lighted holiday parade I've ever seen! There were lighted trucks, tractors, cars, and more... plus marching bands and horses and other lighted floats, too.

Kudos to everyone who planned and participated in the parade! And if you get a chance to see it yourself in 2015 or a future year, be sure to check it out. I give it the Holiday High Quality Award!



SECTION 614 MEMBERSHIP

As of December 1, 2014, we have 115 members in our Section.

SECTION 614 2014 LEADERSHIP TEAM January 1 - December 31, 2014	
Section Chair	Alvin Langstaff
Vice Chair	Jo Haberstk
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 Haberstk
Webmaster	Dennis Arter
Newsletter Editor	Robert Boykin
Division Liaison and Section Historian	Dennis Arter
Education Chair	Vacant
Programs Chair	Vacant
Publicity Chair	Vacant

2015 SECTION 614 LEADERSHIP TEAM January 1 - December 31, 2015	
Section Chair	Robert Boykin
Vice Chair	Jo Haberstk
Treasurer	Kent Ozkardesh
Secretary	Glenn Gruner
Certification/Recertification	Patrick Faulk
Audit	Alvin Langstaff
Membership Chair	Charles Tyler
Nominating Chair	Jo Haberstk
Webmaster	Steve Prevette
Newsletter Editor	Robert Boykin
Voice of the Customer Chair	Vacant
Programs Chair	Vacant
Publicity Chair	Vacant
Community Outreach 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.

QUOTE OF THE MONTH

"Talent is God given. Be Humble. Fame is man-given. Be grateful. Conceit is self-given. Be careful."

~John Robert Wooden

