

CHAIR'S CORNER

by Robert Boykin

I recently read an article written by Debbie Allen, who was listed in the byline as one of the world's leading authorities on business and brand strategy. Ms. Allen offered that "we all have behaviors or habits that hold us back in one form or another to reaching their peak potential. Yet, when we form limited behaviors or habits, we sabotage more and more success opportunities and income streams. The more limiting the behavior, the more it prevents business growth and ongoing success."

When I shared the article's message with a colleague, it was suggested that the "take away" from the article is akin to a quote attributed to Henry Ford: "If you always do what you've always done, you'll always get what you've always got." If you believe this take away has merit, what behaviors have *you* formed that will enable you to move forward in your professional career, or as some might say, "Take it to the next level"?

By the way, how does one "take it to the next level"? According to pundits, "take it to the next level" can be defined as "further improve or develop something that is already successful," similar to 'five years after founding my software company, I'm ready to take it to the next level.' Following are suggestions taken from various articles to assist in taking it to the next level, if you choose to effect the journey.

1. Imagine what you would be like in your perfect world. How are you different and how could you achieve this?
2. Determine what needs improvement and what doesn't. Identify your assets (honest, hard-working, loving, etc.) and your liabilities (angry, lazy, etc.) This is best done with a trusted confidante.
3. Seek out information on how to pursue the change you seek. Information can be gathered from books, articles, friends, family, and professionals.
4. Pick which suggestions you can apply to yourself, and practice those suggestions. If a certain set doesn't seem to work, try another! Nothing works for everyone. You need to find what works for you.
5. Practice, practice, practice! Change comes slowly for most people and can often be very uncomfortable. Just keep going until your change is your new reality (the changed you).
6. Be sincere. If you do good deeds (even simple things like giving someone a smile or helping a friend) with a sincere heart, everything you do automatically becomes better and you'll have true happiness in your life.
7. Believe in yourself. Recognize your strengths, even if you have to list all of them on paper. You have to be your own best friend, and then you can be a good friend to others.

Be well and be safe.

- Robert

VICE CHAIR'S CORNER

by Jo Haberstk

The first official day of SPRING was March 20. Although the weather sometimes seems to be challenging this, I was excited to see strawberry plants for sale at the local nursery the other day. Spring is a lot of fun for me, as I enjoy planting vegetable seeds and watching them grow (or at least hoping they will) over the coming weeks and months.

Speaking of growth, as I read Robert's column this month, I could see how relative his thoughts are to the information Rick Martinez will be sharing at our April 7 dinner meeting. And it's all about growth, isn't it?

If you want to see a change in your attitude, your behavior, your work or personal life, or in your overall life and circumstances, the change must start with ... say it all together now... YOU!

It's true that we often cannot do anything to control or change how someone else behaves (shades of that unsafe pedestrian so busy texting as he crosses the street that he wouldn't even know if a car was about to hit him) – but we do have control over our own behaviors and attitudes. When a co-worker starts yelling in a meeting at work, what can you do? Well, obviously, you can join in and start yelling too – if you choose to do so. Or you can choose to take control of your own behavior and choose not to react in kind.

Our March 10 dinner meeting was a really good one. We had a large turnout of members and guests to hear guest speaker Tim Staton talk about "The Secret to Great BBQ." Tim used humor and kept us engaged as he compared behavior based quality to the other kind of "BBQ." You need the right tools and techniques to achieve great BBQ. For those who missed the meeting and others who would like to know more, we have posted Tim's presentation slides on our [website](#).

It's now less than two months until the World Conference on Quality and Improvement (WCQI) in Nashville. As you know, our section held an Essay Challenge, with the "prize" being paid registration and up to \$1000 of the recipient's travel and lodging costs. And the recipient is... Randy Cline! We announced this at the March 10 dinner meeting. Be sure to check out the article on page 3.

- Jo



Tuesday, April, 7, 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 April 2.
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
Life Coaching YOUiverse



“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 just a quaint notion; that, in fact, people may attract to themselves what they think and believe. There are even some scientists who believe there is a law, like gravity, that manifests a person’s thoughts and beliefs.

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
- Their level of intelligence

Rick will talk about the ideas and concepts of this 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. He 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 local chapters of the American Society for Training and Development (ASTD) and the Association for Quality and Participation (AQP), and is a certified Master Trainer with Development Dimensions International (DDI), the largest training company in the United States.

INVITE FRIENDS, FAMILY, CO-WORKERS TO APRIL 7 DINNER MEETING ...A LITTLE ADDED INCENTIVE!

For those of you who know Rick Martinez personally and/or have heard him present in the past, you already know that our April 7 meeting is going to be a good one. Rick is passionate about his topic, titled "To get what you've never had you're going to have to think what you've never thought" (aka The Law of Attraction).

As a little added incentive to get even more folks out to this meeting, we will be awarding the ASQ member who brings/signs up the most guests (non-members) a gift card to a local restaurant.

If you're the competitive type, you're probably already making a list of who you will invite, right? Just be sure to tell the folks you invite to be sure to indicate they were referred by YOU when they make their reservation for the meeting. (Credit will only be given for those guests who make a reservation in advance of the meeting date and say they were referred by you.)

So, start making copies of the April 7 meeting announcement (or refer your friends and colleagues to our section website at www.asq614.org to view it online).

Talk it up and let's see who can bring the most guests!

WHO IS GOING TO WCQI IN MAY?

The World Conference on Quality and Improvement is being held in Nashville May 4, 5, and 6. This is a great opportunity to learn from quality professionals from around the globe, to network, and to share ideas. The conference theme is "Transforming the World through Innovation, Inspiration, and Leadership." This year's conference features keynote speakers Shawn Achor, Joanne Sternke, Margaret Heffernan, Charles Best and Analjit Singh.

Prior to the official start of the conference, courses in [Lean Enterprise](#), [Cost of Quality: Finance for Continuous Improvement](#), and [Lean Kaizen: A Simplified Approach to Process Improvement](#). Also offered are preparation courses for [Certified Quality Auditor](#) and [Certified Manager of Quality/Organizational Excellence](#), to help individuals be well prepared for the certification exams.

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

GET YOUR MARCH MEMBER GIFT

Do you consider yourself a good decision maker? If, like most of us, you could use a little help in this area, be sure to access your [free March member gift](#) from ASQ. This month's gift includes two Webcasts, an e-book and a Decision Matrix tool.

CONGRATULATIONS RANDY CLINE! HAVE FUN AT WCQI!

by Jo Haberstock



Thanks to everyone who participated in our section's Essay Challenge, with the "prize" being a free 2015 World Conference on Quality and Improvement (WCQI) registration and reimbursement of up to \$1000 in travel expenses.

The winning essay was written by Randy Cline. Congrats!

Randy is a regular attendee at most of our section dinner meetings and events, even though he has to travel quite a distance (120 miles each way) to be involved.

Our Essay Challenge posed two questions to applicants:

Why is an opportunity to participate in the 2015 WCQI important to you?

How will this help you achieve personal and professional goals?

Randy stated in his essay that he wanted to attend WCQI to continue his growth as a person and as a professional to capture additional information on best practices and techniques in quality, and to glean life lessons from keynote speakers and network with others to encourage and learn for each other. He also wants to get a more global look at what is happening in the world of ASQ and what he can learn to support our local section in the future.⁹

As an Organizational Excellence Consultant and Master Black Belt-Lean Six Sigma in his role at Yakima Valley Memorial Hospital (YVMC), Randy is currently taking courses toward a Business Management degree, which he hopes to obtain by the end of this year. He is passionate about process improvements and efficiencies.

On his LinkedIn page (yes, people do look others up!), Randy shares some of his professional goals, which includes teaching Lean Six Sigma and certifying students to Yellow, Green, Black and Master Black Belt levels. He would someday like to write a book on Lean Six Sigma 101 in the Hospital.

I'm already looking forward to reading his book. But for now, it's exciting that Randy is our award recipient. He will be a great section representative at WCQI in Nashville in May!

CALL FOR NOMINATIONS: AUTOMOTIVE DIVISION AWARDS -- Application deadline May 1

Do you know someone in the automotive industry who is deserving of recognition as a Quality Professional or as a Quality Leader of the Year?

The ASQ Automotive Division is now accepting nominations for these annual awards, which will be given out at the Automotive Division Symposium on June 6 in Clinton, Mississippi. For more information about the award criteria and to complete a nomination form, [click here](#).

TRI-CITY LEADERSHIP INTERVIEWS LUNCHEON **March 31 Richland**

Want to become a better leader? Looking for some role models to learn from? The Tri-City Leadership Interviews (TIL) luncheon on March 31, sponsored by Windermere Group One, will allow you to get up close and personal with top leaders in the Tri-Cities community that you might not normally have easy access to.

Paul Casey of Growing Forward Services will be interviewing Cindy Johnson, Richland City Manager, and Lori Mattson, Tri-City Regional Chamber of Commerce CEO, at noon at Events at Sunset (915 Bypass Highway, Richland).

Fat Olives will cater pizza, salad and soda for the luncheon. All this for only \$19. To register, contact Paul at www.paulcasey.org.

ASQ SOFTWARE QUALITY ENGINEER TRAINING **May 4-7 Richland**

Back by popular demand...this training, instructed by Linda Westfall, will be offered May 4-7. Reservations are requested by April 17. Click [here](#) to register. For more information, see the flyer in this newsletter.

MARCH 30 IS TAKE A WALK IN THE PARK DAY

We all know the importance and benefits of regular exercise. Studies show that a stroll outside boosts productivity, strengthens bones, lifts your mood and improves balance.

March 30 is a Monday, so maybe you'll want to celebrate "Take a Walk in the Park Day" the preceding weekend. Invite friends to join you for a hike up Badger Mountain, head to Spokane and visit Manito Park or walk the Centennial Trail, or...

Check out [this link](#) to locate forests and parks in your area.

ASQ SUPPLIER MANAGEMENT COURSES **IN SPOKANE --- April 13 and 14**

ASQ's Customer-Supplier Division is offering two courses in Spokane in April, as follows:

Supplier Auditing – April 13 - Designed for management, professional, and technical personnel who want to improve supplier relations and performance

Handling Supplier Nonconformances – April 14 – Provides in-depth insight into the differences between short-term action and long-term action when dealing with supplier issues

Cost for ASQ members is \$425 for one course or \$725 for both.

For more information and to register for the Spokane training, [click here](#) or contact Jeff at 503-330-0221. This training is also being offered in Portland on April 15 & 16 and in Seattle on April 16 & 17.

ISM-CB SEMINAR: 4-CORNERS OF A CONTRACT **April 16 Richland**

The Columbia Basin Section of the Institute for Supply Management (ISM) is offering this course on April 16. John Shapiro and Jeff Mayer, partners at Freeborn & Peters, LLC, of Chicago, will share information about the practice rather than just the theory of writing enforceable contracts and purchase orders. Discussed will be the form, format and best practices in writing and administering contracts for goods and services.

Registration includes handouts, snacks and lunch. Cost is \$200 for ISM-CB members or \$250 for non-members. For more information and to register, [click here](#).

ATD LEARN NOW: LEADERSHIP DEVELOPMENT **April 28 & 29 – Charlotte NC**

LearnNow: Leadership Development focuses on aligning the needs of the organization with the career aspirations of those they lead. People and organizations grow when they intentionally pursue goals that stretch their skills and test their mettle. Great leaders are opportunity-creators—they open doors of opportunity for others. Drawing on the concepts introduced in the bestselling leadership training book *Leaders Open Doors*, participants will strengthen their effectiveness as leaders by learning how to create challenging and meaningful open-door opportunities.

Cost is \$895. For more information, [click here](#).

QUOTE OF THE MONTH

"The only limits on what you can accomplish are the limits YOU place on your own imagination."

~Walt Disney

NORTHWEST PREPAREDNESS EXPO **May 1 and 2 – Prosser**

Do you feel confident about what to do in emergency situations?

This two-day event, offered by the Prosser Chamber of Commerce, PMH Medical Center and Lower Valley Assembly of Safety is all about being prepared. Geared for both those with little knowledge in this area as well as the experienced, it will cover the 5 S's of preparedness: Safety, Sustenance, Shelter, Skills and Supplies. There will be special speakers, educational sessions on alternative energy sources, herbal medicine canning, home defense, communication in emergencies, and more. Vendor booths will offer additional information and first aid kits, tools, and food for emergency situations will be available for purchase.

Cost is \$10 for tickets purchased in advance, or \$12 at the door. For more information, [click here](#).

HOW TALL ARE YOU TODAY?

by Lorie Rosenberg

Some days I feel like I'm over six feet tall, even though I'm only five feet, six inches. "Why?" you ask.

T. S. Eliot had a quote that I think is very interesting and enlightening: "If you aren't in over your head, how do you know how tall you are?"

Well I have to say that with my seemingly endless responsibilities each day, I must be over six feet tall. At least that's how I feel most of the time. I used to be able to get caught up, but the more I seem to get done, the more it appears I have to do. It's like a hole that I'm frantically digging myself out of, only to have dirt keep falling back in on me.

Life has become more complicated these days than it used to be. There's more technology, but the technology in itself creates problems. There's always something that's not working the way it's supposed to or that I want it to. I have to update an application and then I can't find anything. Or for some reason, what used to work just doesn't work anymore.

There are so many more choices that I need to make each day. Even grocery shopping can be a nightmare. There are so many different brands to choose from, and purchase decisions to make. There are so many types of clothing, appliances, utilities, TVs, you name it! It can be mind boggling.

In addition, there are many more challenges at work and in our personal lives that we need to overcome each day, just to stay ahead and keep on track.

The point is that if you weren't somewhat over your head, how would you know how much you could accomplish? If you didn't have as many tasks and responsibilities, how would you know how much you could handle each day? And finally, if there weren't as many challenges to face along the way, how would you know how much something meant to you?

Today as you're reading this article, how tall do you feel? Are you coasting along and feeling pretty average height? Or are you striving to accomplish new goals, to meet your challenges head on, and to continue to better yourself each day?

Today...are you feeling at least 7 feet tall?

Lorie Rosenberg has been involved with marketing, communications, and informational learning for over 30 years. She works with individuals on the "spiritual" side of business and life, helping them overcome their own limiting beliefs and gain the discipline and motivation to achieve personal growth and business success. For more information: info@qualitytalk.com.

Has your email address changed? Help us keep you informed of Section 0614 events and information by updating your contact information and email preferences at <http://www.asq.org/>. Log in and click "My Account" to update your membership record. You can add or make email, address and phone changes in the "Contact" tab, and then be sure to click on the "email preferences" tab to be sure you are subscribed to receive future Section communications.

ITEA FINALISTS: ANOTHER REASON TO HEAD TO NASHVILLE FOR WCQI IN MAY

by Jo Haberstock

ASQ recently announced the finalists in the 30th annual International Team Excellence Awards (ITEA) – 40 global teams from 13 countries.

If you've never had an opportunity to see ITEA presentations, especially to see them live and in-person, you'll want to make plans to check out some of them while you're at the World Conference on Quality and Improvement (WCQI) in Nashville, May 4-6. Teams vie for the ASQ Gold, Silver and Bronze level awards, which will be announced during a special awards ceremony on May 6.

I have served as an ITEA judge at both the regional and national levels in the past, and I wholeheartedly recommend that other members apply to serve in the future. This is a great opportunity to learn about so many great teams, the tools and techniques they have used, the things they have accomplished, the savings (both monetary and other) and the companies that support their efforts.

The 2015 ITEA finalists represent a variety of industries, including manufacturing, health care, service, education and government. This year's "international" teams are from Argentina, Brazil, China, India, Kingdom of Bahrain, Malaysia, Mexico, Netherlands, Romania, Singapore, Sweden and the United Arab Emirates. There are also eight teams from within the United States, representing Alabama, California, Colorado, Michigan, Missouri, Nevada, Ohio, and New York.

APRIL 10 IS NATIONAL SIBLINGS DAY

Just a little fun fact for you!

When was the last time you visited with or talked to your brothers and/or sisters? Some of us may have grown up close to home and family, while others may not live in the same town or state (maybe even not the same country!) as our siblings.

Here's a great reason to call or get together. If you live fairly close, consider firing up the backyard barbecue and getting the family together to look at childhood photos or to play a friendly game of Go Fish!

SIMON COLLIER QUALITY AWARD CALL FOR NOMINATIONS – DUE MAY 31

The Los Angeles Section of ASQ (0700) wants to recognize the contributions of people who are leaders in promoting quality concepts, people who have made a difference in the quality culture or performance of their industries, companies or in the world at large.

The Simon Collier Quality Award is a nationally recognized award given in honor of one of the early movers and shakers of ASQ and the Los Angeles Section.

Nominations must be received by May 31. The award will be presented in September. For more information and to nominate an individual, contact [Bill Trappen](#) or call 760-822-7718.

SECTION 614 MEMBERSHIP

As of March 2, 2015, we have 121 members in our Section.

2015 SECTION 614 LEADERSHIP TEAM	
January 1 - December 31, 2015	
Section Chair	Robert Boykin
Vice Chair	Jo Haberstok
Treasurer	Kent Ozkardesh
Secretary	Glenn Gruner
Certification/Recertification	Patrick Faulk
Audit	Alvin Langstaff
Membership Chair	Charles Tyler
Nominating Chair	Jo Haberstok
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 0614 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.

DATES:

Monday-Thursday
May 4-7, 2015

**ASQ Software Quality Engineer
Training Course
May 4-7, 2015**

LOCATION:

HAMMER Training Facility
2890 Horn Rapids Road
Richland, Washington

Linda Westfall, PE, CSQE, CQA, CMQ/OE

TIME:

7:00 a.m. to 4:30 p.m. daily

Cost:

\$1200 ASQ members

\$1400 non-members

Registrations are requested by
April 17, 2015

Register through www.ASQ.org
or call ASQ Customer Service at
800-248-1946.

CEUs available: 3.6

About the Instructor: Linda Westfall leads The Westfall Team, which specializes in software engineering, software quality, software project management, and software metrics. She has worked as a software engineer, software process engineer, manager of production software, and manager of quality metrics and analysis. She is a past chair of the ASQ Software Division and has served as the Software Division's program chair and certification chair and as a member of ASQ's Certification Board.

This course is designed to help improve your job performance and the quality of your company's software products. It is a broad course that addresses all of the body of knowledge area of the Certified Software Quality Engineer (CSQE). It provides a thorough introduction for those new to software quality as well as an opportunity to fill in any "blank spots" for experienced personnel. Although not designed as a certification refresher, this course may help seasoned software quality professionals brush up on the key elements of CSQE.

Who Should Attend? Software quality specialists, software quality engineers, software process engineers, and quality engineers wishing to obtain a basic understanding of software quality practices and principles. Knowledge of and/or work experience within the software quality assurance field is helpful but not required.

Key objectives of the course are to:

- Understand the basics of software quality engineering, including its benefits, related models and standards and quality team tool
- Plan, implement and audit a Software Quality Management system for your organization
- Assist in defining & tailoring software engineering life cycles and process models
- Understand the basic software project management principles and techniques as they relate to software project planning, monitoring, control and risk management
- Select, define and apply software metrics and analytical techniques to your software products, processes and services
- Participate in peer reviews and assist in planning, implementing and evaluating software test activities
- Understand the fundamentals of the configuration management process including configuration identification, configuration control, status accounting and audits

Course materials are designed to provide reference materials that can be utilized by the attendees long after the completion of the course. These materials include:

- Student notes including copies of all presentation slides and annotated descriptive text
- Reference materials and web sites to aid in directing further study
- Example solutions for all interactive and team exercises
- A detailed index and glossary to make referencing the course material easier

The complete course outline is available on the [ASQ website](http://www.ASQ.org).

2015 WORLD CONFERENCE ON QUALITY AND IMPROVEMENT

TRANSFORMING THE WORLD THROUGH INNOVATION, INSPIRATION, AND LEADERSHIP

May 4 – 6, 2015 | Nashville, TN wcqi.asq.org

Discover the key to establishing a culture of quality, and how using quality tools can help you achieve success by improving elements of your career, organization, and life.

- Learn from more than 100 sessions and workshops.
- Apply quality tools in your personal life with After 5 Sessions.
- Hear from expert keynote speakers how using quality contributed to their success.
- Connect with other people passionate about quality.
- Expand your knowledge with additional training and certification opportunities.
- Discover best quality practices being used around the world.

Early-bird pricing available until March 13, 2015!

Visit asq.org/wcqi to learn more.



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