



Issue 04-15

NEWSLETTER

April 2015

CHAIR'S CORNER

by Robert Boykin



If you could sit on this bench and chat for 1 hour with anyone from the past or present who would it be..??

... and what would you chat about? Would you sit with a celebrated personality from long ago, a friend or champion, or an individual that you spent too few moments with before they forever departed? If you had an opportunity to make a significant improvement in the lives of others, who would you want to discuss it with while sitting on that bench?

I have heard and read many times that regardless of what we attain in life, be it wealth and/or notoriety, the attainment is meaningless unless shared with and/or expended for the benefit of others. By changing peoples' lives for the better, you also improve your own life - the more people you help the better you feel. Makes sense, right?

Well, who did you choose to sit with? Following are a few passages attributed to learned individuals, which might assist you in choosing a bench mate, what to talk about, and decide on which path to take toward improving the lives of others.

- "Spend time with people who bring out your best."
- "Take good care of your reputation. It will live longer than you do."
- "Ask yourself, are you doing anything today that you'll brag about ten years from now."
- "Consider that heroes are the people who do what has to be done when it needs to be done, regardless of the consequences."
- "Don't take guilt trips. Take a trip to the mall, to the next county, or to a foreign country, but not to where the guilt is."
- "If you would not be forgotten as soon as you are dead, either write things worth reading or do things worth writing."

I know who I would want to sit and chat with. Do you?

Be well and be safe.

- Robert

VICE CHAIR'S CORNER

by Jo Haberstok

Last week was National Volunteer Week. **THANK YOU!** to all our section members who serve on the Leadership Team and to others who volunteer to help with section activities throughout the year! And another big "thanks" to our speakers and companies that provide us with site visits and tours.

For anyone reading this and thinking, "Hey, I'd like to become more active in the section" and 'I want to volunteer, too' ... well, you can volunteer at any time! Besides, in Australia it's National Volunteer Week May 11-17. And it's June 1-7 in the United Kingdom and June 21-27 in New Zealand. It's never too late to volunteer! Just contact one of our Leadership Team members.

Speaking of volunteering, we are hoping to offer at least one (or more) opportunities for community outreach in 2015 – where section members can get together to provide a needed service to a local organization. Last year we conducted a food drive and donated items to a local food bank. We hope to have a more hands-on helping experience this year as well.

Coming up with ideas often requires thinking out of the box or being a bit creative. I've heard it said that the majority of folks in technical and quality-related professions are more left-brained and that many don't think of themselves as being very creative. Where do you see yourself on the creativity scale?

Have you seen the ASQ TV segment about "Thinking Creatively"? It's pretty interesting. I wish I had seen artist and author Erik Wahl (featured in the video) at the 2014 WCQI – I'll bet that was very entertaining and thought-provoking. The video also discusses TRIZ, the Russian acronym for the theory of inventive problem solving. It's a tool that can help individuals and teams to get more in tune with their creativity. [Check it out!](#) For more about Erik Wahl and his story (told at an early age by a teacher that art was not his strength, he put down his crayons and paintbrushes and did not pick them up again for 20 years), check his [website](#).

So, who is ready to get a little creative with wine? Join us on Saturday, May 9, at Yakima Valley Vintners and their teaching winery on the Grandview campus of Yakima Valley Community College. We will go on a tour with students and/or faculty, learn about college courses related to the program, and see how they ensure quality requirements are met and how quality wine is produced and marketed. Oh yeah, and we'll also get to sample some of their award-winning wines. Space is limited for the tour, so be sure to get your reservation in soon.

- Jo

"The world is but a canvas to your imagination."
Ralph Waldo Emerson



NOTE LOCATION AND TIMES!

Saturday, May, 9, 2015

LOCATION:

Yakima Valley Vintners
 YVCC Teaching Winery
 100 Grandridge
 Grandview, Washington
 (509) 793-7003 / 882-7069

Grandview is approximately 35 miles from Richland, and 42 miles from Yakima. Check [MapQuest](#) for directions from your location.

10:15 a.m. - Check in

10:30 a.m. – Tour Begins

Tour will last about 90 minutes.

There is no charge for this site visit.

LUNCH IDEAS:

For those who would like to have lunch or a snack following the tour there are a number of nearby eateries including 10-4 Café, Vineyard Espresso & Deli, Café Grande VUE, Molcajetes Mexican Restaurant, Garcias Tex Mex, Pizza Hut and more.

RESERVATIONS REQUIRED:

For planning purposes, reservations must be received by April 30. Send an email to panda_2@charter.net with your name, phone number and company affiliation, or call Alvin at (509) 371-2221.

Note: There are no age restrictions for this tour, only for wine tasting. Sign up to bring other work colleagues or friends/family.

For more information about our ASQ section and other upcoming events: www.asp614.org/

“TOUR, TASTE AND LEARN”
Site Visit



Yakima Valley Vintners & Teaching Winery
Yakima Valley Community College – Grandview Campus

Everyone has their own preferences when it comes to wine. Some folks only like red wines, some like dry wines, and others gravitate primarily to sweeter wines. Would you like to learn more about how wines are crafted? Would you like to know more about what is done in the laboratory and the importance of testing grapes for sugar level, measured in brix, pH and titratable acidity?

Join us May 9 for a special tour at Yakima Valley Vintners teaching winery on the Grandview Campus of Yakima Valley Community College (YVCC).

Yakima Valley Vintners is an award-winning winery, complete with a tasting room. The Teaching Vineyard was added in 2010 on the Grandview Campus, providing additional practical training opportunities for students. Degrees may be obtained in Vineyard Technology or Winery Technology. The students take classes and get hands-on education in crafting, fermenting, bottling and marketing of wines. The campus offers a Winery Technology Certificate and Degree as well as a Vineyard Technology Certificate and Degree. The program also assists in securing internships with wine industry partners which often leads to full-time employment.

Yakima Valley Vintners produces between 300 and 500 cases per year. Wines were first released during the 2008 Yakima Valley Spring Barrel Tasting. These wines have now garnered more than 50 awards over the last six vintages. The tasting room is fully stocked with reds and whites from the 2010, 2011, 2012 and 2013 vintages.

Our special tour on May 9 will begin with a guided tour by students and/or faculty and will include educational stations on aromas, the bottling process and more. We will then proceed to the tasting room, where we will learn even more. There may even be an opportunity to experience some food pairings with wines.

Yakima Valley Vintners wines will also be available for purchase by the glass, bottle or case.

GET YOUR APRIL ASQ MEMBER GIFT

The ISO 9000 standards were developed to help companies effectively document the elements they need to maintain an efficient quality system. This month's free member gift includes resources to strengthen your fundamental understanding of standards and provide a critical update for the upcoming ISO 9001:2015 revision.

The April Member Gift includes three videos from the new ASQ™ TV Standards Channel, an ISO 9001 presentation kit and a transition planning guide. [Access your gifts!](#)

HOW'S THAT WORKING FOR YOU?

by Ron Rosenberg

If you've ever watched the "Dr. Phil" show, you know that he gets downright frustrated when his guests describe situations where they keep doing dumb things and expecting better results. One of his favorite expressions, usually said with a healthy dose of sarcasm, is, "And how's that working for you?"

His intent is clearly to help people understand that the behaviors they're demonstrating are not helping them move beyond the difficult situations they find themselves in.

But there's a different problem that affects many of us in our work lives. It's not so much continuing unproductive behaviors, but, rather, *not* continuing actions and activities that are producing results.

I remember participating in a very high-level marketing mastermind group, and listening to one person sharing details of an extremely successful marketing campaign. After we all offered our congratulations on the results, someone asked how the campaign worked when they ran it a second time, only to be met with awkward silence, because, despite getting great results, the person apparently was content with the initial success of the initiative, and didn't even think to try it a second time. Or a third or fourth time.

Yes, we absolutely want to discontinue behaviors that are unproductive. But it's at least as important to identify what *is* working, and invest some time, money, and effort to try and replicate the initial success.

What have *you* been trying lately? How's that been working for you? Can you make it work again?

Ron Rosenberg is a nationally recognized speaker, accomplished magician an award-winning expert in marketing and customer service with strategies tested and proven in the real world. Check out his online [business forum](#).

QUOTE OF THE MONTH

You make more friends by being interested in them than trying to get them interested in you.
- Anonymous

2015 WCQI CONFERENCE HIGHLIGHTS BY THE NUMBERS

- 2,500 attendees from nearly 50 countries around the world
- 200+ quality-related books available in the ASQ Bookstore
- 100+ concurrent sessions, hands-on workshops, Quality Impact Sessions, and fun "After 5" Sessions focused on the 2015 theme and focus areas to help dive deeper into the tools and applications
- 17 certification exams available to take before the conference begins, including the new Six Sigma Yellow Belt
- 10 unique networking opportunities, including session breaks and receptions, to connect with other attendees who are passionate about quality
- 5 additional training courses to extend your learning experience
- 5 expert speakers to share success stories and best practices
- 4 new "Flip" Sessions to give you a different perspective on your conference experience

If you haven't yet registered, it's time to do so [now!](#)

TIPS FOR TAKING THE CSQE EXAM

from Linda Westfall's website

A number of our section members have taken the ASQ Software Quality Engineer training from Linda Westfall, and some of you may even be signed up for the upcoming training in May.

Here is some additional information from Linda's website that may be of value to anyone who is signed up for the next offering of the ASQ Certified Software Quality Engineer (CSQE) exam or who may be considering taking the CSQE exam in the future. Linda's website (at <http://westfallteam.com/webinars>) offers several papers and webinars related to software requirements and metrics. One in particular provides advice on how to prepare for the exam and tips for taking the exam. It also covers what to bring and not to bring to the exam. The types of questions on the exam are reviewed with examples and pointers to practice exam questions are provided. CSQE recertification is also discussed.

Listen to an informative webinar from the lady who "wrote the book" literally. Linda is the author of "The Certified Software Quality Engineering Handbook" available from ASQ Quality Press.

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.

WAIT FOR ME, I'M YOUR LEADER! April 24 – 11:30 am – 1 pm - Kennewick

If you're happily marching along and then stop to look behind you only to find no one is there, then are you actually leading or just taking a walk? Attracting supporters rests upon your personal credibility. Your employees won't believe the message until they believe the messenger.

This professional development session, featuring speaker **Rick Martinez** and presented by the Pasco Chamber of Commerce and Gesa Credit Union, will provide insights about attracting "followers," earning credibility with employees, and contributing to individual and organizational success. The event will be held at The Country Gentleman Restaurant in Kennewick. Lunch will be provided.

Reservations are required by April 22. Call 547-9755 or register online at www.gesa.com/learn/seminars.

TRI-CITIES LEADERSHIP INTERVIEWS April 28 – 12 noon to 1 pm - Richland

This month's Tri-Cities Leadership Interviews feature **Rick Schulte**, Richland School District Superintendent, and **Steve Young**, Mayor of Kennewick. Moderator Paul Casey of Growing Forward Services, will be getting up close and personal with them about their self-leadership and team leadership habits.

Network with others, enjoy pizza, salad and pop from Fat Olives, and gain new insights that you can model for your own personal and business growth.

Cost is \$19 for this month's event, which is sponsored by Express Employment Professionals. The event will be held at Memories at Sunset Event Center, 915 Bypass Highway in Richland. Registration is required; reserve your spot today at www.paulcasey.org.

PMI GLOBAL CONGRESS 2015 – EMEA May 11-13 - London

Three days and 60 sessions. In London! Learn best practices and share knowledge with project, program and portfolio management professionals (PPPM) from over 70 countries in all industries. Hear about current topics in PPPM, offering foundational, intermediate and advanced level educational sessions on leadership, business acumen and strategic skills.

This year's conference keynote speakers are James Kerr, Margaret Heffernan and Parag Khanna. Todd Williams, who spoke at one of our section dinner meetings a few years back, is also presenting an educational session at the conference. For more information and to register, [click here](#).

20th ANNUAL MID-COLUMBIA SMALL BUSINESS AWARDS BANQUET – May 12 -- Kennewick

The Mid-Columbia Small Business of the Year Awards recognize small businesses in Benton & Franklin counties for their exceptional customer service, outstanding commitment to employees, and superior community relations. The awards are presented to small businesses (fewer than 60 FTE employees, locally owned & operated, and for-profit) that best exemplify the qualities of honesty, fairness, ethical business practices, and concern for employees and customers.

Nominees for this year's awards are (in alphabetical order):

- Account Sense PLLC
- Castle Event Catering
- Elite Construction and Development
- Fuse SPC
- HiLine Engineering & Fabrication
- Home Instead Senior Care
- House Enterprises, LLC (Papa John's Pizza)
- Meyers Auto Tech
- Paws Natural Pet Emporium
- PorterKinney PC
- Tri-Cities Area Journal of Business

Gold, Silver and Bronze awards will be presented during the May 12 banquet at the Three Rivers Convention Center in Kennewick. Tickets are \$40 each and reserved tables of 8 may be purchased for \$300. For more information, call 509-585-5460 or go online to RSVP at www.midcolumbiasmallbiz.com.

CHECK OUT BILL TROY'S ARTICLE: "ENCOURAGE THE NEXT GENERATION OF STEM PROFESSIONALS"

Science, technology, engineering, and math - STEM - is an extremely critical topic in today's world, and its importance only grows. It is vital to get children and young professionals interested in these fields.

In a recent *A View from the Q* blog post, ASQ CEO Bill Troy discusses how ASQ has studied the topic and cites some examples for how to get younger professionals more interested in STEM careers. [Click here to read](#).



LEADERSHIP & SUPERVISORY SKILL BUILDING

SEMINAR

May 5 & 6 – Bar M Ranch – Adams, Oregon

Billed as an “off-site and on-target” seminar, this is an opportunity not only for seasoned managers to enhance their skills but also for new or aspiring supervisors/team leaders to learn and develop new skills. Seminar leader, Paul Casey, of Growing Forward Services, has planned for a relaxing location and inspiring environment to help facilitate discussions and learning.

Cost is \$199 (double room) or \$209 (single room). The fee includes accommodations, meals and instructional materials. For more information and to register, contact Paul at 509-392-1895 or through his [website](#).

IEOM ORLANDO CONFERENCE – CALL FOR PAPERS – Submittals due May 15

The Industrial Engineering and Operation Management (IEOM) Society is calling for papers for their International Conference on Operations Excellence and Service Engineering, which will be held in Orlando on September 10 and 11. The conference theme is “Achieving and Sustaining Excellence in Quality, Service and Operations.” The conference provides a forum for academics, researchers and practitioners to exchange ideas and recent developments in the field of manufacturing and operations excellence. The event advances theory and practice by fostering networking, collaboration and joint effort among the conference participants.

The conference will have a dedicated session on Global Engineering Education, and a special focus will be given on *Engineering Education in the Americas*. Thirty-six featured speakers will participate from various parts of the world and will address engineering education challenges and opportunities. Each speaker is required to submit a title of the presentation, abstract, a short biography and “head-shot” photo. Deadline for submittals is May 15. For more information, contact one of the conference chairs, Dr. Anwar Rahman (rahman.industrial@gmail.com) or Dr. Ahad Ali (aali@ltu.edu)

ASQ VANCOUVER (BC) 2nd ANNUAL CONFERENCE 2015 – May 28 - Burnaby, BC

ASQ Vancouver’s Quality and Business Excellence Celebration will feature distinctive speakers covering a myriad of topics including Lean, Six Sigma, business process improvement, personal excellence and other topics. The theme is “Creating Value through Quality.”

Everyone is invited to come and find out how quality professionals can and do drive value for their organizations, learn about quality tools that can be used right away and discover emerging trends in sustainability, risk management and social media. The event includes an exciting keynote speaker and gala dinner, and presentation of the ASQ Vancouver Quality and Business Excellence Award to a local BC business.

Cost is \$199 for ASQ members. For more information, check their [website](#).

SUMMER LEADERSHIP INTENSIVE

June 11 -14 - Tacoma

Since 2001, the Summer Leadership Intensive has been offering opportunities to strengthen leadership skills, assimilate new learning, and apply it to each individual's work and personal life. For 15 years the Authentic Leadership in Action (ALIA) Institute has attracted change-makers to programs in Canada, the United States and Europe.

The theme for this year's event is “Resilient Leadership: Transforming Self, Systems & Society.” Keynote speakers include Meg Wheatley and Linda Graham. Early registration (by April 30) is \$940. For more information, check out the website for the [2015 Summer Leadership Intensive](#)

SECTION 614 MEMBERSHIP

As of April 1, 2015, we have 133 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.

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 ask.org/wcqi to learn more.



The Global Voice of Quality