

CHAIR'S CORNER

by Robert Boykin

Food for Thought... (From The Prosperous Professional)

How would you behave if the following happened to you?

After many hours of hopelessly waiting to board a London-bound 747, the flight was eventually cancelled due to engine problems. Following the cancellation, all 400 passengers began pacing forward and back, muttering to themselves, "I'm going to miss my connecting flight!" "I'm going to miss my daughter's wedding!" "Forty people are counting on me to be in London, and now they'll have to postpone their leadership program!" Let's presume you are the one that 40 people are counting on to lead their leadership program.

Moans, anger, and a general sense of panic filled the air. As the passengers neared the ticketing area for re-booking, there were only four people behind the counter, and without saying, it was going to be a long wait.

When your turn finally comes to talk to a booking agent, you are told, "I'm so sorry but I can't get you to London today." Just as you are about to start foaming at the mouth, you notice the fear in the agent's eyes.

Would you give any thought to the day the booking agent has had? He might have been called back to work after heading home after a long shift, or going to visit his ailing father in the hospital. Would you care about that, or would you tear into him without a second thought? I would like to believe that you would treat the individual the way you'd like to be treated if the roles were reversed.

According to the article, the act of putting ourselves in other people's shoes is called perspective-taking. It is related to but distinct from empathy; in that empathy involves experiencing others' emotions, and perspective-taking means imagining what others are thinking and feeling.

The bottom line, according to the article, is that if we want to create a better, more cooperative world, we could all stand to sharpen our perspective-taking skills. One tool we can use is what psychologist Richard Weissbourd calls "Zoom in, zoom out." In emotionally-charged situations, start by "zooming in" on your perspective to understand it. Next, "zoom out" and consider the perspectives of others involved. The result could be a deeper appreciation of the situation and a calmer mindset. And for those of you seeking an extra boost, you can try considering the other person's perspective first.

To paraphrase the late Stephen Covey, to be highly successful, we should strive to understand others before we try to be understood.

Be well and be safe.

- Robert

VICE CHAIR'S CORNER

by Jo Haberstock

Happy Halloween! I hope you have your costume all picked out and ready to go – or at least that you've stocked up on treats for the big day/night. My favorite has always been the little Hershey's candy bars with almonds. Just sayin'.

I'm sure you are all aware that November is **World Quality Month**. What are you doing to promote quality in your company and in community organizations you are involved with?

I hope you will be able to join us for our November 3 dinner meeting. I think it's a great topic for World Quality Month. What better topic than sales, right? How many times have you found yourself trying to "sell" an idea to your work group or your family? I totally agree with the title of speaker Diana Williams' talk: "Sales is Everybody's Business."

Our section does a lot throughout the year, not just in the month of November, to promote quality and to offer meetings and site visits that help our members learn and grow. This year, we also have become more involved in the communities we serve, by promoting fundraisers, contributing gift baskets, and with hands-on volunteering with organizations. In June, several members helped with a Cystic Fibrosis Foundation event in Moses Lake. Last month, I created and delivered gift baskets in support of fundraisers for the Children's Reading Foundation of the Mid-Columbia and also for the Edith Bishel Center for the Blind and Visually Impaired. And the money raised at our Literacy event (book sale) in September was also donated to the Children's Reading Foundation.

Although there are over 100 members in our section, we do not have a lot of active volunteers. We can only do so much with the time we have available. Hint, hint: we can always use more volunteers to help with membership, community outreach, programs, education, etc. We have lots of ideas of things we'd like to be able to do in 2016, but we need more volunteers to be able to do them.

On that note and with Thanksgiving fast approaching, I want to take a moment to thank our current section leadership team members and other members who have helped out in 2015. The section could not continue to exist without some of our dedicated volunteers.

- Jo



Tuesday
November 3, 2015

“Sales is Everybody’s Business”

LOCATION:

Columbia River Catering
Shilo Inn
50 Comstock
Richland, Washington

NOTE TIMES:

5:45 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
\$25 non members
\$5 presentation only

Reservations are due October 29.
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/

Diana Williams
Principal of C5 Sales Solutions



Do you agree? Think about it for a minute. You may initially think that “sales” only applies to a car salesperson or an entrepreneur with specific products or services to sell to others, but think again. Aren't we all salespeople to some degree? When you go on a job interview, you're “selling” yourself to a prospective employer. When you talk to your spouse and family about where you'd like to go on vacation, you're trying to “sell” them on your idea. When you prepare a presentation about improving quality at work, your intent is most likely to “sell” to others – to get them to buy into the proposed project or future actions to be taken.

Diana Williams has learned a lot about sales in her career to date, and she will be sharing insights with us, including her views on some of the key aspects of sales and how they relate to everyone. She will discuss the importance of influential conversations and connecting with others.

At some point in your life, you will have the need to influence someone else to get something YOU want or need. Even more importantly, one day you might feel compelled to encourage or inspire someone else to take action for his or her highest good.

The fact is no matter who you are and what you do, selling is your business. The key is to be crystal clear on your intent. Is your mission to “sell and tell” - to push yourself, your ideas and opinions, products or services on others? Or is your intent to “serve and solve” with a heart and mind to seek and learn in order to influence and inspire others to take action?

Do you have the “sales” skills you need to create more meaningful and effective relationships, standout results and ultimately return opportunities? If not, join us on November 3 to gain new insights. Why? Simply because “Sales is Everybody's Business.”

About the speaker: Entrepreneur, change agent, personal brand consultant, designer, sales leader, strategist, coach and passionately authentic public speaker: Diana Williams has embraced all these roles over her 30-year career. Diana spent the first half of her career learning to excel, and today she is devoted to bringing out the best in other people and organizations. Most people have the capacity to make great things happen... but sometimes they need another voice to encourage the development of their ideas and actions. Diana is that voice.

NOVEMBER IS WORLD QUALITY MONTH

What are you doing in your organization to promote World Quality Month?

Hopefully, you are inviting all your work colleagues and friends to our November 3 dinner meeting. The topic, "Sales is Everybody's Business," is applicable to, well, everybody. We all are in the business of sales, whether it's one-on-one selling of products or services or in convincing others to "buy into" our ideas.

If you need some ideas of things to do and ways to promote World Quality Month, check [ASQ's web page devoted to this topic](#), where you'll find a whole toolkit of information, a Trivia Sheet, and more.

Go forth and promote quality!

GET YOUR FREE MEMBER GIFT

This month's free member gift from ASQ is all about ISO 9001:2015. Many companies and individuals will be affected by the standard. The good news is that you will have up to three years to transition. Your free gift, available through October 31, includes:

- Webcast: Why ISO 9001 is changing
- Why ISO 9001 is changing Medical Products
- 11 different articles, case studies and documents
- Information about the upcoming International Conference on Quality Standards.

[Click here](#) to access your gifts.

LEAN METHODOLOGY IN A FIRE DEPARTMENT

If you attended the 2015 World Conference on Quality and Improvement in Nashville, you may have attended this presentation, which was voted one of the top-rated sessions. If not, here's your opportunity to learn how lean methods have been applied in a nontraditional setting with extraordinary results. The presenters are firefighters from Grand Rapids, Michigan, who take their jobs seriously but also like to have some fun.

[Infusing Lean Methodology into the Fire Service](#)

ARTICLE ABOUT ISO 9001:2015 "RISK-BASED THINKING"

What does ISO 9001:2015's new term, "risk-based thinking" actually mean? Want to learn how to accurately categorize risks and apply risk-based thinking through a process approach?

Access this new article from ASQ's Standards Connection, by Robert Freeman and Jennifer Drown, members of the U.S. TAG 176: [Making Business Sense of Risk](#).

EDGE 8 – NOVEMBER 17

Why attend the EDGE8? Some of the Tri-Cities' most inspirational speakers will be featured at EDGE8 on Tuesday, November 17, in Kennewick.

Servant Leadership

Matt Kincaid

The 7 Deadly Mistakes of Small Business

Chris Porter

Creating Full Cooperation vs. Forced Cooperation

Christy Lambert

The Power of a Great Question

Paul Casey

There will be opportunities for networking, some learning, and fun. There will also be some food. The event will be held at The Chaplaincy, at 1480 SE Fowler in Richland, from 4-6 pm. Cost is \$33 (early-bird rate is just \$26 until Nov 5). If you register two people to attend, you can bring a third colleague for free. For more information and to register, go to www.paulcasey.org.

HOW TO ENGAGE MILLENNIALS

by The Manta Team

In the next few years, the decision-maker across the desk or on the screen will likely be a member of the millennial generation. They're an ambitious group and they expect different things from you than older decision-makers.

When it comes to engaging with millennials, here's what you need to know:

- Millennials aren't fans of hierarchy and corporate structure, so when you're engaging them, expect to engage with a group. They make decisions by committee.
- Remember when you used to call the decision-maker? Millennials will engage via text before they connect via phone.
- Forget the martini lunch. Millennials expect you to be social and connect on a personal level online. They don't want to work with you, they want to collaborate—now, in real time.
- Millennials are the most racially diverse generation in U.S. history, and tend to lean politically toward liberal thought and inclusivity.

Most importantly, when you're connecting with millennial decision-makers, engage them with technology and humor. And they like stuff, so if you have company swag to give, bring it, especially if it's useful.

Manta is one of the largest online resources dedicated to small business. They deliver products, services and educational opportunities that are effective, easy to understand and geared to help business owners become more competitive in their respective industries. Check their [website](#) for more articles.

QUALITY BODY OF KNOWLEDGE (QBOK®)

by Jo Haberstok

The definition of a body of knowledge (BOK) is the sum of knowledge generally accepted on a subject. Defining a BOK for a particular discipline means outlining the scope and extent of the knowledge that would be expected of any professional within that field. Since the knowledge of a discipline rests with the practitioners and academics who apply and advance it, actual decisions about specific applications depend upon the individual and need not be accepted uniformly.

Knowledge sharing is – or at least should be – one of the primary purposes of professional organizations. In our ASQ section, we have some members who know a lot about quality, tools, techniques, etc. Many hold several ASQ certifications. Others are currently still in college and just beginning their quality journey. The same can be said for many of the companies, schools and other organizations in our communities – some are strong proponents of quality and provide many opportunities for team members to learn and continually grow their skills. Others may simply not know all that much about how quality tools and communications can enhance their day-to-day operations and/or bottom line.

As quality professionals, I suspect that most who are reading this are probably also lifelong learners who are open to gaining new techniques for their quality toolkits. Many also have a desire to share their knowledge with others. That is why many individuals volunteer at schools and in the community – to give back and to help others grow and be successful.

The ASQ QBOK is all about quality knowledge. The overall message is that quality is the entry point to higher levels of performance and innovation. This is consistent with the core values of the Baldrige framework and also reinforces the relevance and value of quality for those outside of traditional quality roles. The QBOK also seeks to provide guidance for future research and development, social responsibility, sustainability, transformational change and innovation.

For more information, download this [Guide](#).

HOLIDAY GET-TOGETHER DECEMBER 1

Mark your calendar now so you won't forget – We will be holding our section's holiday get-together on December 1 at Barley's Brew Hub in Kennewick. We will provide some appetizer plates and you'll be able to order your own beverages. Barley's features a huge selection of draft beer as well as several ciders, wines and non-alcoholic beverages. There is no charge for this event, but space is limited, so be sure to get your reservations in by November 24.

QUOTE OF THE MONTH

"What lies behind us and what lies before us are tiny matters compared to what lies within us."

~ Ralph Waldo Emerson

ASQ TRAINING IN SAN DIEGO

It's getting chilly here in our area, so how about heading to sunny San Diego for some training? Need some preparation for upcoming certification exams? Here are just a few courses being offered there in November.

[16 Hr ISO 9001:2008 Lead Auditor Training \(Exemplar Global Certified\)](#)

Nov 9 & 10

[AS9100:2009 Lead Auditor Training \(Rev C\) \(Exemplar Global Certified\)](#)

Nov 9-13

[ISO 14001:2004 Lead Auditor Training \(Exemplar Global Certified\)](#)

Nov 9-13

[ISO9001:2008 Certified Internal Auditor Training: Medical Device Focus \(ISO 13485 Exemplar Global Certified\)](#)

Nov 11-13

[Certified Quality Auditor Certification Preparation](#)

Nov 11-13

[Certified Quality Engineer Certification Preparation](#)

Nov 9-13

[Certified Software Quality Engineer Certification Preparation](#)

Nov 9-13

[Failure Mode and Effects Analysis](#)

Nov 9 & 10

[Systematic Problem Solving for Sustained Improvement](#)

Nov 9 & 10

[SPC Implementation](#)

Nov 11-13

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.



SECTION 0614 MEMBERSHIP

As of October 1, 2015, we have 114 members in our Section.

2015 SECTION 0614 LEADERSHIP TEAM	
January 1 - December 31, 2015	
Section Chair	Robert Boykin
Vice Chair	Jo Haberstk
Treasurer	Kent Ozkardesh
Secretary	Jo Haberstk
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 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.