

## CHAIR'S CORNER

by Robert Boykin

Do You Demonstrate Ethical Behavior When Boating?

As you might know, ethics means moral principles that govern a behavior – rules of behavior based on ideas about what is good and bad.

Precautions that people normally take when preparing for boating can be considered standard safety measures. However, within the world of boating and water safety, these safety measures can also be considered ethical attitudes to exhibit before conducting a boating activity. Boating of course is a popular recreation activity, but it can also be dangerous. Some ethical choices to make are to:



- Check the weather before going out
- Inform others of where you are going and when you expect to return
- Wear a life jacket
- Refrain from abusing alcohol
- Possess sufficient swimming skill.

Behaviors that affect the ethical choices we make can be labeled as ethical judgments and ethical dilemmas. Ethical judgment is reasoning about possible actions in a given situation and judging which action is most ethical. A person making an ethical judgment uses reason to decide what the best solution or decision is to a problem... it is a critical piece in the decision-making process. An ethical dilemma, also known as moral dilemmas, are situations in which there is a choice to be made between two options, neither of which resolves the situation in an ethically acceptable manner. With that said, what would you do in the following scenario?

You and a crew of ten people are fishing for salmon on the Pacific Ocean in a charter boat. The skipper of the boat established a no alcohol consumption rule due to a near drowning incident that occurred the week before. However, you observe a person on the boat consuming alcoholic beverages during the boat ride out to the fishing spot, and when you remind him about the no alcohol consumption rule he tells you to go pound sand in a very unprofessional manner.

After about 30 minutes of fishing, the ocean becomes ill-tempered and the boat begin to rock side to side. The person who had been drinking is now leaning over the rail throwing up, then falls overboard, and takes another person with him as he attempts to stabilize himself. In a matter of seconds, each has drifted about ten yards from the boat, and about the same distance separates the two from each other. There is only one life ring within arm's reach. You know there are sharks in the water because a couple of salmon were reeled in with chunks of their bodies missing. Who would you throw the life ring to?

Be well and be safe.

- Robert

## WASHINGTON IS #1 FOR BUSINESS!

by Jo Haberstock (with excerpts from a CNBC article)

Did you know that, in CNBC's annual scoring, Washington State was ranked [America's Top State for Business](#) in 2017?

To be honest, when I saw this headline earlier this month, I was surprised. Sure, I know there are some big-name companies in Washington, but I was still surprised.

One of the articles I read talked about the fact that Washington is home to Amazon, Costco, Boeing and Expedia. There are also several up-and-comers, including Adaptive Biotechnologies, OfferUp and Blue Origin, just to name a few.

What's the big attraction to Washington? We all know it's a great place to live and work, with a much better climate than many other places. (I say this as the temperature currently registers 99 degrees and I'm wishing I hadn't complained so much about the cold winter we had.)

Clearly, the best workforce rules, and Washington boasts the nation's largest concentration of STEM (science, technology, education and math) workers. Nearly 1 in every 10 Washington workers is in those professions, according to the U.S Bureau of Labor Statistics. The computer science school at the University of Washington – recently named for one of the university's most famous alumni, Microsoft co-founder Paul Allen – is world class. And Washington seems to do better at keeping its college grads here, too. Plus, Washington is consistently a magnet for investment capital, with businesses attracting nearly \$1.6 billion in venture capital last year.

The fact that Washington is #1 in the Business category is also a testament to the "slow and steady" adage – or at least "steady" as it first made it into the top 10 in 2014, and it was #6 last year. Washington's economy grew 3.7 percent in 2016, the largest increase of any state and nearly two and a half times the national rate. The state has also experienced solid job growth and one of the hottest housing markets in the country, earning it the #3 spot in the Economy category.

Washington also finished #3 in Technology & Innovation, with only California receiving more patents last year, and Washington institutions were among the largest recipients of medical research grants. And all our smart workers helped the state finish #5 in the Workforce category. The state also finished #5 for Quality of Life.

Not everything is perfect, of course. Washington is notoriously expensive and education has been a sore spot for some time. And although Washington has no individual or corporate income tax, it finished #37 for Cost of Living and #32 for Cost of Doing Business. Wages, however, are the eighth highest in the country.

Some great things going on, but there's always room for improvement. Like most everything, right? Lots of opportunities for quality professionals to get involved and make a difference!

Happy Summer!

Jo

**September 12, 2017**  
**American Society for Quality**  
**Columbia Basin Section 0614**

**Tuesday, September 12, 2017**

**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  
\$25 non members  
\$5 presentation only

(cash, check or credit card)

Reservations are due September 7.  
E-mail [Panda\\_2@charter.net](mailto:Panda_2@charter.net) with your name, phone number, company affiliation, and type of reservation.

**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/](http://www.asq614.org/)

**"Leading with Personal and Professional Intelligence"**

**M. Semi Bird**

**Associate Director – Senior Instructor**  
**WSU Tri-Cities Leadership Academy**



Personal and Professional Intelligence (PPI) theory is a qualitative and quantitative framework which underpins a leader's social cognitive ability to effectively engage with employees and stakeholders alike.

PPI is a methodological framework that enhances leader self-awareness and leverages environmental awareness to maximize team member performance and drive operational excellence.

The ancient Chinese general and philosopher Sun Tzu once said, "If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle."

PPI begins with a comprehensive understanding of an individual's natural style of leadership. A high performing leader has the ability to seamlessly and heuristically leverage his or her knowledge, skills, and abilities toward mission success with confidence and conviction. Arguably, understanding your natural style of leadership makes you a more effective and authentic leader by leveraging your true self.

In this presentation, M. Semi Bird, internationally acclaimed educator, instructor, and author, will share how his exploits and experiences as a combat tested Special Forces Green Beret led him to create the PPI theory and why he thinks it's a game changer for leading in the 21<sup>st</sup> century.

*About the speaker: Prior to joining the Office of Professional Development & Community Education at WSU Tri-Cities, Semi Bird had transitioned from the battlefield to the business world after 23 years of military service. As an Army Special Forces Green Beret, Semi received two of our nation's highest awards for heroism and valor on the battlefield; the Bronze Star – Valor, and the Purple Heart, for wounds received in combat. Semi knows first-hand the value of developing high performing teams and the impact on organizational performance. Semi has leveraged his experience in leadership and organizational development to develop a suite of highly effective workshops, seminars, and courses focusing on developing high performing teams and emotionally intelligent leaders.*

*Semi has held several senior positions in training and leadership development over the years in various sectors of industry including government, banking, and education. In his last position, he led strategic training initiatives as the Director of Training and Leadership Development for a U.S. government agency. His international work has taken him all over the globe which culminated with a special assignment in 2013 – 2014 where he served as a Senior Advisor to the U.S. Ambassador, Dhaka Bangladesh.*

*Semi earned his first graduate degree from Villanova University where he studied Human Resource development. He is currently pursuing his PhD. in Organizational Psychology. Semi holds certifications in Emotional Intelligence, Behavioral Analysis, Human Resources, Organizational Performance, Lean Six Sigma, and is currently an Executive in Residence at WSUTC.*

## YOUR SECTION NEEDS YOUR HELP: CALL FOR VOLUNTEERS TO SERVE IN 2018

by Jo Haberstk

Do you enjoy our section dinner meetings? Site visits? Community outreach opportunities? Workshops and training opportunities?

If so, please consider contacting one of our Leadership Team members today and offering to help out in a section leadership role in 2018. Most elected and appointed positions require a time commitment of no more than a few hours each month, but they are all needed in order to keep our section running.

Key positions that must be filled are Section Chair, Treasurer and Secretary. Equally important are the required committee leads: Membership, Audit, and Nominations. Also important to continued success are team leads for Certification, Programs, Publicity, Education, and Voice of the Customer.

Please give some serious thought to volunteering for the 2018 leadership team. We are always open to new ideas, and we need willing members to step up and help turn ideas into activities to benefit our members and our communities.

We look forward to welcoming some new leaders!

## GET YOUR JULY MEMBER GIFT - ORGANIZATIONAL AND 8D PROBLEM SOLVING

This month's free ASQ member gifts focus on problem-solving tools and the improvement method known as the eight disciplines (8D). Included are webcast introductions, audiocasts for portable learning and a complete eBook on organizational improvement through problem-solving. There are also case studies, articles and videos showing how various organizations and industries can apply these techniques.

Be sure to [click here](#) by July 31 to get these resources.

## UPCOMING SECTION MEETINGS

Mark your calendars NOW so you won't miss out.

Here's our planned fall "line-up" of section meetings/activities:

Date	Speaker/Venue	Topic
September 12	M. Semi Bird	Leading with Personal and Professional Intelligence
October 7	Site Visit/Pasco	Tri-City Union Gospel Mission
November 14	Ed Landauer	Servant Leadership

## CALL FOR 2018 WCQI PROPOSALS

Due August 4

The theme for the 2018 World Conference on Quality and Improvement (WCQI), which will be held in Seattle April 30 - May 2, is "The Innovation of YOU." Innovation itself is neither a new concept nor a new practice, but the demand for innovation in the workplace has shifted dramatically. At a professional level, the innovation of self can only fully be realized through the embracing of change, the acceptance of its inevitability and the acknowledgement that a faster future is already here.

The future is now, and ASQ is looking for thought leaders to help lead the change the future is bringing as a [session presenter at the 2018 World Conference on Quality and Improvement](#).

Share your innovative methods, tested solutions and proven results to an audience representing an array of countries, backgrounds and industries. Presentations should integrate the conference theme with one or more of the following focus areas:

- Quality 4.0: The future of Quality Starts Here
- Risk and Change
- Building and Sustaining a Culture of Quality
- Quality Fundamentals in the Digital Age
- Master's Series: advanced technical, applied or statistical tools, current and future trends; emerging practices

[Submit](#) YOUR proposal by August 4!

## FREE WEBINARS FROM ASQ BLUE RIDGE SECTION 1108

### Earn RUs for Certification

by Jo Haberstk

I recently learned that the Blue Ridge Section (1108), located in Virginia, offers free webinars on a regular basis, and they are open to everyone to attend. I participated in the July 12 session, "An Introduction to Customer Journey Management," and it was very good. Here is a [link to the session](#) on YouTube.

When I signed up for the webinar, I hadn't even thought about RUs, but I was sent a certificate of completion and earned 0.1 RU. This is an added bonus for those seeking RUs toward certification/recertification!

Here is information about their upcoming webinars, which are one hour in length and begin at 9 am PDT. (They are "lunch-time" webinars in Virginia!)

[August 15](#): Tips & Tricks for Selling Quality

[August 24](#): Sustainability & Social Responsibility

[August 29](#): Understanding Voice of the Customer (VOC)

For more information and to register for one or more of these, check their [website](#).

## ITEA JUDGE APPLICATIONS DUE AUGUST 16

ASQ is seeking qualified judges for preliminary round judging of the 2017-18 International Team Excellence Award (ITEA) Process. Applications are due by August 16.

Judges will complete 10-15 hours of mandatory pre-work and then participate in person in a preliminary round session. The session is two full days, not including travel time. All costs are the judge's responsibility. The preliminary round session consists of a one-day training session and one-day preliminary judging round (held concurrent with the training session). The training will focus on the ITEA Criteria, scoring conventions and tools, practices required for consensus, and expectations of preparing a feedback report. On Day 2, judges work in teams, where they score and reach consensus on one or more team presentations and assist in preparing a written objective feedback report for each applicant team scored.

Preliminary round judging will be held in the following locations, in October or November:

- Charlotte NC
- Indianapolis, IN
- Milwaukee, WI
- Sacramento, CA
- Pomona, CA
- Bozeman, MT
- Tampa/St Petersburg, FL
- Philadelphia/Malvern, PA
- Albuquerque/Rio Rancho, NM
- Plano, TX

This is a great opportunity to gain knowledge, see the work of outstanding teams from around the world, and network with others, with the potential to be considered a candidate for selection as a Final Round Judge (at the 2018 World Conference on Quality & Improvement, to be held in Seattle next spring). Judges also receive continuing education units and recertification units credit from ASQ.

To learn more about the ITEA process, requirements and the selection process for judges, etc., and to apply to serve as a preliminary round judge, click [here](#).

## COMMUNICATION SKILLS FOR PROFESSIONALS

### AUGUST 10 - Kennewick

Want to make sure your message really gets heard? Who doesn't want to be a more effective communicator?

Join Paul D. Casey for this workshop on August 10 from 8:30 to 11:30 a.m. at the HAPO Business Complex in Kennewick. Benefits of participating include:

- Learning what good communicators do
- Avoiding assumptions that get us in trouble
- Realizing how non-verbals impact our messages
- Prioritizing the direct vs. indirect style of speaking
- Maximizing your listening Skills

Cost is \$75. Light refreshments will be provided. Register today by clicking [here](#). For more about Paul, click [here](#).

## AUGUST - TRAINING IN TENNESSEE

Looking for a reason to head to Memphis and check out the sights?

Sign up for one of these upcoming ASQ courses, all being offered in late August, and then add in a few days for the VIP tour at Graceland, the National Civil Rights Museum, Beale Street, and more!

- 16 Hour ISO 9001:2015 Lead Auditor Training
- DMAIC Review Workshop
- Fundamentals of Measurement Uncertainty
- Internal Auditing to ISO/IEC 17025
- ISO 9001:2008 Lead Auditor Training: Medical Device Focus (ISO 13485:2016, Exemplar Global Certified)
- ISO 9001:2015 Internal Auditor Training
- Measuring Process and Organizational Performance
- Reliability Engineering
- Root Cause Analysis
- Introduction to Supplier Management
- Certified Quality Auditor Certification Preparation
- Black Belt Quality Engineering Statistics

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

## PROCESS MANAGEMENT APPROACH AT ALCOA REDUCES SCRAP, SAVES MILLIONS

(excerpted from an article by Janet Jacobsen)

Alcoa Power and Propulsion (APP), a unit of New York City-based Alcoa Inc., is divided into three segments: structural castings and special products, industrial gas turbine airfoils, and aerospace airfoils. This business unit serves the defense, energy, aerospace, and industrial markets, where its products are used in military and commercial aircraft engines as well as power-generation turbines. Additional products and services include molds, hot isostatic pressings, specialty coatings and tools, as well as machinery. APP operates 25 production facilities around the world, employing more than 9,000 people.

A team at APP sought to improve product quality, reduce waste and inefficiency, and cut costs. To achieve these goals, the team developed and implemented a structured process management approach across the business unit. By defining and then standardizing key processes, the unit minimized variation, shared best practices, and sustained improvements.

The project improved customer satisfaction, reduced costs of poor quality, and saved millions of dollars. The team was also named a finalist in ASQ's 2015 International Team Excellence Awards (ITEA) competition.

Read the online case study presentation [here](#) or download [Process Management Approach Reduces Scrap, Saves Alcoa Millions](#).

## ASQ 2017 INSPECTION CONFERENCE

September 14-15 – Grand Rapids, Minnesota

This conference is geared toward all quality practitioners regardless of their experience, industry, or knowledge of inspection techniques. Though the focus is on the science of inspection, a wide array of quality topics will be addressed. Keynote Topics and Speakers include:

September 14: The Quality Control Handbook: The Missing Chapter – Trust (David Butler)

September 15: The Magic of Disney (Bob Doiron)

Workshops offered include Core Tools, Basic Inspection, Acceptance Sampling, Gauge Repeatability and reproducibility, and more. There will also be opportunities to tour Harmony Brewery, Intertek, and more.

Conference registration is \$270 for both days of the conference or \$180 for one day. Virtual Streaming rates are also available. For more information and to register, click [here](#).

## MUSINGS ON INTERNAL QUALITY AUDITS

### Book by Duke Okes

If you plan and/or conduct internal audits, you may be interested in this book.

For over 20 years, Duke Okes has spoken and published articles on internal auditing, and trained an estimated 2,000 internal quality auditors. This 130-page book, published in 2017, is intended for those who understand the basics and are looking for ideas to improve what their organization gets out of the internal quality audit process.

The book is broken into three parts. Section 1 is a summary of the basic quality audit and intentionally does not include training of auditors, basic auditor competencies, etc. It does, however, look at some of the more recent changes in the audit process driven by changes in standards, technology, and globalism. Section 2 includes several concepts and methods that organizations can choose to use if they want to make their quality audits more robust from a standpoint of achieving the intended purpose. Section 3 then intentionally pushes back from the standard perspective of auditing as a technical process for control and looks at softer issues that an audit program might leverage. It also tries to project a bit into the future as to how the audit role/process might change. Appendices include example audit situations to spur discussion, a SIPOC (suppliers, inputs, process, outputs, and customers) form for audit planning, and examples of quality risk management audit questions.

The price for ASQ members is \$14. For more information or to order, click [here](#).

## QUOTE OF THE MONTH

"I will not let anyone walk through my mind with their dirty feet."

~ Mahatma Gandhi

## DOG DAYS OF SUMMER - WHAT DOES IT REALLY MEAN?

(excerpted from Miracle Stretch online blog)

What does the term "Dog Days" actually mean? We all know the modern definition of hot, humid sultry days in August. Days so hot efforts seem to be at a minimum just to conserve energy. To some it is too hot to work, so why not go on vacation?! Seems to work for Europeans.

Back to the definition. Turns out National Geographic was just as curious about this term.

*Many people today use the phrase to mean something like that—but originally, the phrase actually had nothing to do with dogs, or even with the lazy days of summer. Instead, it turns out, the dog days refer to the dog star, Sirius, and its position in the heavens.*

*To the Greeks and Romans, the "dog days" occurred around the day when Sirius appeared to rise just before the sun, in late July. They referred to these days as the hottest time of the year, a period that could bring fever, or even catastrophe.*

*The phrase "dog days" was translated from Latin to English about 500 years ago. Since then, it has taken on new meanings.*

*So, did the Greeks get it right? Are the dog days, around when Sirius rises, really the hottest days of the year?*

*Well, no. Although July and August are generally known as the hottest months of the year in the Northern Hemisphere, the hottest period can vary from year to year. And depending on your latitude, the astronomical dog days can come at different times. In Athens, for instance, Sirius will rise around the middle of August this year. But farther south, it'll happen earlier in the year; farther north, it'll happen later.*

*There's another reason that the dog days don't correspond neatly with the heat: the stars in Earth's night sky shift independently of our calendar seasons. This means that the dog days of ancient Greece aren't the dog days of today. What it also means is that several millennia from now, this astrological event won't even occur during the summer.*

So. It sounds like we can call them the dog days for any reason we want to. Maybe we can call them dog days because these are the final days of this summer, and like a dog, we should enjoy them in a carefree manner:

- Learn a new trick-and show it off.
- Greet people you see every day like you haven't seen them in years.
- Play with your best friend.
- Go exploring.
- Act as if the food you're eating is the best food you'll ever have.
- Drink in the summer by the bowl full.
- Give paw.
- Be thrilled to go somewhere in the car.
- Be so excited about life you cannot help but jump up and down.

Live in the moment and own these dog days!

## KEEPING SUMMER FUN – BARBEQUE & GRILLING TIPS

(from American Home Shield newsletter)

June was National Safety Month, but that doesn't mean we shouldn't be safety aware every month. Here are some tips for your next barbecue:

- Know your grill. When you purchase a new grill, take time to read the owner's manual and always follow the manufacturer's instructions for assembly, use, and products.
- Position the grill carefully. It should not be close to any walls, fencing or deck materials. Make sure it is not underneath any tree branches, eaves or ceilings. Check to make sure the grill is stable and cannot easily tip.
- Keep the grill clean. A clean grill has less fat and grease to ignite.
- Watch your clothing. Keep sleeves, shirttails and aprons away from the fire.
- Keep everyone that isn't the grill master (including pets) away from the grill while it's in use and until it cools down completely.
- Use the appropriate tools while you're grilling, such as a grilling mitt and long-handled utensils.
- Never leave a grill unattended when in use. Once you've started the fire, don't walk away without assigning someone else to watch the grill.
- Follow [food safety guidelines](#). It's especially important to make sure that meat is cooked, handled, and stored correctly to avoid food-borne illnesses.
- Always have something to extinguish flames within reach. A fire extinguisher is the best choice, but if you don't have one, keep a garden hose or sand bucket close by.
- Let coals cool completely before discarding. Even if you think the coals are out, it's best to use a metal container for disposal.

Following these simple grill safety tips will help ensure that your next cookout is a red-hot success!

What's your grilling safety IQ? Take this [quiz!](#)

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

There are 103 members in our Section as of July 6, 2017.

<b>2017 SECTION 0614 LEADERSHIP TEAM</b> January 1 - December 31, 2017	
<b>Section Chair</b>	Robert Boykin
<b>Treasurer</b>	Kent Ozkardesh
<b>Secretary</b>	Jo Haberstock
<b>Certification/Recertification</b>	Patrick Faulk
<b>Audit</b>	Alvin Langstaff
<b>Membership Chair</b>	Liz Dickinson
<b>Nominating Chair</b>	Becky Corral
<b>Programs Chair</b>	Jo Haberstock
<b>Webmaster</b>	Steve Prevette
<b>Newsletter Editor</b>	Robert Boykin
<b>Publicity Chair</b>	Jo Haberstock
<b>Voice of the Customer Chair</b>	Vacant
<b>Education Chair</b>	Vacant
<b>Community Outreach Chair</b>	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 may be of value to quality professionals. To be considered for the next newsletter, input must be received by the 10th of the month.

