

## CHAIR'S CORNER


by Robert Boykin

Ethics and Road Safety:

Have you ever heard the two-word term called Driving Ethics?

Well, the term is simply defined as standards of courtesy while operating a vehicle. An example of driving ethics is avoiding cursing at drivers if they make an error while operating a vehicle. Come now, we've never had an urge to demonstrate such behavior on roadways, have we? 😊

As you know, driving can be fun and cool, but it can also be dangerous. Some "standards of courtesy" to practice when operating a vehicle are:

- Reject the urge to extend the middle finger [on either hand] to fellow drivers ► it might foil an encounter with a Road Rager.
- Maintain a safe distance behind the car being trailed ► you might avoid meeting a "pillar" of the community on the windshield.
- Be aware of your surroundings at all times ► you might sidestep a meeting with a forest animal when you'd rather be left alone.
- Never drive in an inebriated condition ►  enough said.
- Always engage the blinker prior to turning or changing lanes ► you can enhance communications with fellow drivers.
- Never text while operating a vehicle ► you might get the "last word" (literally).

Practicing standards of courtesy on roadways can assist in reducing crash and injury situations, and good driving etiquette typically involves being courteous and staying alert. So, let's exercise good moral principles when operating a vehicle. Stay focused on driving safely, and treat fellow drivers with the dignity and respect that we would want to receive from them.

Keep in mind there is no case where sacrificing the life or well-being of another person due to distracted driving is tolerable or morally acceptable. So, let's be safe out there and demonstrate sound driving ethics when operating a vehicle.

Be well and be safe.

- Robert

## DO YOUR PART TO BRIGHTEN SOMEONE'S DAY

by Jo Haberstk

Ever have one of "those" days? You know what I'm talking about - the Murphy's Law day, the day when it seems like you're playing dungeons and dragons all day and you're *not* winning?

I was having one of those days a couple weeks ago, engaged in online and telephone discussions with a couple of companies, with the representative at one place telling me I needed to contact the other company and vice versa. It was stressful and frustrating and about 10 other words, most of which I can't put in this article.

I had stepped away from my computer and phone for a few minutes to grab a snack, and when I logged back on later and checked my email, I found a message from a friend titled "Happy Thoughts."

I clicked on the message and almost instantly felt calmer and more relaxed. There was a picture of a beautiful garden (similar to Butchart Gardens in Victoria, BC) and the caption read "Life doesn't have to be perfect to be good." My friend had added a short personal message below: "Thinking of you and wanted to share this with you. Hope you have a great week!"



Wow. Isn't it amazing how a simple message can change a person's thoughts and perspective? Just a small act of kindness can really make a big difference.

There are many ways to make a positive difference in someone else's day. A lot of folks use their Facebook or other social media accounts for sharing, which is good, but I happen to like the more personal touch. How about sending:

- A funny, relatable cartoon
- A real (paper) card with a personal, handwritten message (the Dollar Store has great cards for all occasions for 50 cents or less)
- A gift card (many places have them for as little as \$5)
- A link to a YouTube or other happy video (one of my favorites is [this one](#), because it always makes me smile)

Let's all make a pledge to do something to brighten another person's day every day in the coming week. Are you with me?

- Jo

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

**MEMBER APPRECIATION NIGHT**

**FREE DINNER FOR**  
**SECTION 0614 ASQ MEMBERS**

**Tuesday, September 12, 2017**

**LOCATION:**

Shilo Inn  
50 Comstock  
Richland, Washington

**5:30 p.m.** - Check in/Networking  
and hors d'oeuvres!

**6:00 p.m.** - Buffet Dinner

**6:45 p.m.** - Presentation

**DINNER BUFFET MENU:**

The new catering company, Northwest Food Craft, is sure to provide a fine buffet dinner for us at the Shilo Inn. The buffet includes two entree choices, plus a salad, vegetables, and more.

Coffee or decaf is included with dinner. And don't forget to save room for dessert!

**Cost:**

ASQ 0614 members - **FREE**

Non members - \$25

Presentation only - \$5

(cash, check or credit card)

**Reservations are required** and due September 6. E-mail [Panda\\_2@charter.net](mailto:Panda_2@charter.net) with your name, phone number, company affiliation, and type of reservation.

**Note:** Cancellations must be received by September 6, or you will be billed.

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.*

## CALL TO ACTION: WE NEED VOLUNTEERS FOR 2018

Please read - and give serious thought to volunteering to serve in a section leadership role in 2018. We are required to submit the 2018 team information soon, and no one has stepped up for any of the key roles at this time.

Our section has had some great dinner meetings, site visits, workshops, special training, and community outreach activities in 2017 as well as in years past. This has been due to the efforts of a small but dedicated cadre of volunteer leaders each year, many of whom have served for several years and many who have held more than one role on the leadership team to ensure the section's continued success – and its continued existence.

As best we can tell from feedback received from members, our section meets a lot of our members' needs for learning, networking and more. We collect feedback from attendees at each meeting/site visit and the majority of the feedback is positive. This seems to support a desire on the part of our members to continue offering the opportunities our section provides.

But we cannot keep the section running without some new/additional volunteers in the coming year.

Will you commit to help in 2018? 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, and Education.

Most of the elected and appointed positions require a time commitment of only a few hours each month, but they are all needed to keep our section running.

Please contact one of our Leadership Team members **today**. We are happy to share more about the responsibilities of the positions and to work with new volunteers as we transition into 2018. We really want to hear from you!!

## GETTING UNSTUCK

**Book by George Cappannelli & Sedena Cappannelli**

Are you stuck in the ruts of ordinary life and long for the life you were born to live? Do you want to fully uncover your true identity and realize your dreams? Even when you face truly significant challenges, life is always full of new changes and fresh starts.

In [Getting Unstuck: 10 Simple Secrets to Embracing Change and Celebrating Your Life](#), you'll learn ten ideas to help stimulate your imagination and reconnect to your intuition and creativity, and support you in making more empowered choices that improve both the quality and experience of your life.

Click [here](#) for more information and to order this book.

## SECTION 0614 MEMBER APPRECIATION NIGHT! SEPTEMBER 12 - **FREE DINNER!**

*They say there's no such thing as a free lunch, but...* if you are a current member of our section and you make your September 12 dinner meeting reservation by the due date of September 6, your dinner will be **free!** Really!

It's our way of saying "Thank You!" to our loyal section 0614 members. We appreciate our many members, some of whom have been with our section for over 20 years, while others just joined more recently.

To be part of this fun event, make your reservation now so you won't forget to do so. And, since you'll be getting your dinner for free, this would be a great time to consider bringing a friend, co-worker or family member to the meeting as your guest. We'd love to meet them!

Note: Because we have to guarantee and pay for the dinners, if you make a reservation but don't show up or cancel prior to September 6, you will be billed for the price of the dinner.

## BRING A GUEST TO THE SEPTEMBER 12 DINNER MEETING – YOU MAY WIN A PRIZE

Don't forget about our ongoing section promotion. Every time you bring a guest to one of our dinner meetings, you will be eligible to win a special prize.

Here's how it works:

- The section member or guest must make a reservation before the posted deadline and must attend the dinner meeting. When the RSVP is made, be sure it is noted that the individual is attending as the section member's guest.
- All section members with an invited guest(s) will be entered into the evening's drawing for a \$10 Starbucks gift card.
- There is no limit to the number of guests a section member can invite - each guest will be considered an individual entry into the drawing.
- At the November 14 dinner meeting, all Bring a Guest/Invite a Friend entries from the previous months will be entered into a drawing for a "grand prize" gift card.

## QUOTE OF THE MONTH

"Never mind what others do; do better than yourself. Beat your own record from day to day, and you are a success."

~ William J. H. Boetcker

## THE BENEFITS OF POSITIVITY AND COST OF NEGATIVITY

by Jon Gordon

### Benefits of Being Positive:

- Positive people live longer. In a study of nuns, those that regularly expressed positive emotions lived an average of 10 years longer than those who didn't. (Snowdon, 2001)
- Positive work environments outperform negative work environments. (Goleman, 2011)
- Positive, optimistic salespeople sell more than pessimistic salespeople. (Seligman, 2006)
- Positive leaders are able to make better decisions under pressure. (Institute of HeartMath, 2012)
- Marriages are much more likely to succeed when the couple experiences a 5-to-1 ratio of positive to negative interactions, whereas when the ratio approaches 1-to-1, marriages are more likely to end in divorce. (Gottman, 1999)
- Positive people who regularly express positive emotions are more resilient when facing stress, challenges, and adversity.
- Positive people are able to maintain a broader perspective and see the big picture, which helps them identify solutions, whereas negative people maintain a narrower perspective and tend to focus on problems. (Fredrickson, 2009)
- Positive thoughts and emotions counter the negative effects of stress. For example, you can't be thankful and stressed at the same time.
- Positive emotions such as gratitude and appreciation help athletes perform at a higher level. (Institute of HeartMath, 2012)
- Positive people have more friends, which is a key factor of happiness and longevity. (Putnam, 2000)
- Positive and popular leaders are more likely to garner the support of others and receive pay raises and promotions and achieve greater success in the workplace.

### The Cost of Negativity:

- Ninety percent of doctor visits are stress related, according to the Centers for Disease Control and Prevention.
- A study found that negative employees can scare off every customer they speak with - for good. (Rath, 2004)
- At work, too many negative interactions compared to positive interactions can decrease the productivity of a team, according to Barbara Fredrickson's research at the University of Michigan.
- Negativity affects the morale, performance, and productivity of our teams.

- One negative person can create a miserable office environment for everyone else.
- Robert Cross's research at the University of Virginia demonstrates that 90% of anxiety at work is created by 5% of one's network - the people who sap energy.
- Negative emotions are associated with decreased life span and longevity.
- Negative emotions increase the risk of heart attack and stroke.
- Negativity is associated with greater stress, less energy, and more pain.
- Negative people have fewer friends.

*This article is an excerpt from Joh Gordon's book, [The Positive Dog](#). Jon's books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous NFL, NBA, and college coaches and teams, Fortune 500 companies, school districts, hospitals and non-profits. Check out his website at [www.JonGordon.com](http://www.JonGordon.com).*

## AUGUST MEMBER GIFTS FOCUS ON PERFORMANCE MEASUREMENT

Be sure to check out the FREE ASQ member gifts this month. They include:

- Learn about Quality: An Introduction to Performance Metrics
- Actionable Performance Measurement (complete e-book)
- Magic Ruler: A Guide to Maximizing Business Performance through Metrics (webcast)
- Additional articles and case studies on Performance Metrics

AND... also included in the August member gift are nine bonus books and four classroom or online courses! Get your gifts by August 31 by clicking [here](#).

## HALF FULL

### Book by John J. Murphy

The author of [Half-Full: Your Perception Becomes Your Reality](#), John J. Murphy, says we are all blessed with opportunities to bring greater joy and prosperity to this world. The hand we were dealt simply makes it interesting. The secret to it all is in how we perceive things.

Is your life "half-empty" or "half-full?" More importantly, what is even *in* your glass, and how long have you been holding on to it? In this 112-page, easy-to-read book, Murphy shares how this choice in perception makes all the difference.

Of note: Murphy (as in "Murphy's Law") was born on Friday the 13<sup>th</sup>, and he suffered a number of accidents and setbacks before learning and deciding to take each life circumstance and play it accordingly, like a hand of cards. You can [preview](#) the book, or click [here](#) to order.

## ASQ TV: CONNECTING THROUGH EMOTION AND QUALITY

In the latest episode of ASQ TV, Firefly Consulting's Lisa Custer explains the multiple uses of a customer journey map. Alexander Edwards of Strategic Vision also discusses how quality professionals can use surveys to identify customer loyalty.

Click here to view the [video](#).

## 5-DAY TAPROOT® TRAINING STARTS SEPTEMBER 25 IN SEATTLE

TapRoot® is a systematic process, software, and training for finding the real root causes of problems. It is used by leading companies around the world to investigate and fix the root causes of major accidents, everyday incidents, minor near-misses, quality issues, human errors, maintenance problems, medical mistakes, productivity issues, manufacturing mistakes, environmental releases, and more.

The 5-day course in Seattle includes the following techniques: SnapCharT®, Root Cause Tree® & Corrective Action Helper® plus additional advanced topics such as CHAP, Human Engineering, Interviewing, Safeguard Analysis and Proactive Improvement. Cost is \$2,895.00.

For more about TapRoot® and future training opportunities, click [here](#).

## 26<sup>th</sup> ANNUAL ASQ AUDIT DIVISION CONFERENCE October 12-13 in Dallas

Five ASQ divisions are joining with the Audit Division for the 26<sup>th</sup> Annual ASQ Audit Division Conference in Dallas, Texas. The conference theme is "Blueprint for a Successful Audit Program: Acknowledge the Past, Embrace the Present, Prepare for the Future." The other ASQ divisions joining in the conference are Food, Drug & Cosmetic; Software; Statistics; Customer-Supplier; and Energy & Environmental, so it is sure to be packed with information and networking opportunities.

There will be dozens of presentations for all quality professionals, from beginners to seasoned pros. [Keynote speakers](#) include Dave Fleming and Jack West. For more details and to register, click [here](#).

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.

## SEPTEMBER - TRAINING IN DENVER

Rocky Mountain High? The weather should still be nice in Denver in September.

Sign up for one of these upcoming ASQ courses, all being offered in early to mid-September, and then add in a few days to check out the Denver Botanic Gardens, Museum of Nature & Science, Forney Museum of Transportation, and more!

- Certified Manager of Quality/Organizational Excellence Certification Preparation
- Implementing and Auditing an ISO 9001:2015 Quality Management System
- Introduction to ISO/IEC 17025
- ISO 14001:2015 Lead Auditor (Exemplar Global Certified)
- ISO/IEC 17020 And Audit Preparation for Forensic Police Agencies
- Lean for Service
- Software Requirements Engineering
- Certified Quality Engineer Certification Preparation

For more information and to register for one or more of these courses, [click here](#).

## 5<sup>TH</sup> ANNUAL ASQ INNOVATION DIVISION CONFERENCE

October 13-15 in Dayton, Ohio

The global theme for this year's conference is "the sun never sets on innovation". According to the division's website, the conference will take one rotation of the Earth and turn it into a collaborative global exchange of ideas. Presentations will be coordinated in real time with thought leaders in Asia, Latin America, and the Middle East throughout the conference.

Program sessions will focus on "Innovation around the World," "Innovating in Virtual Teams," and "Continuous Innovation." The Keynote Speaker on October 14 will be well-known author and consultant Stephen Hacker.

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

## WCQI – SEATTLE - April 30 – May 2, 2018

It's not too early to start planning for ASQ's World Conference on Quality & Improvement (WCQI). Luckily for our members, the 2018 conference is being held at the Washington State Convention Center in Seattle. Nearby hotels include The Sheraton Seattle, Grand Hyatt Seattle, and Hyatt Olive 8.

With the theme "The Innovation of YOU," it's sure to be an interesting and educational experience for everyone who attends. Keynote speakers and conference rates are expected to be available soon on the [WCQI website](#).

**REACH FOR THE CHILDREN FUNDRAISER  
SEPTEMBER 9 - KENNEWICK**

Seattle Children’s Tri-Cities, located in Richland, serves children and their families in Eastern Washington and the surrounding region, including Benton, Franklin, Lincoln and Walla Walla counties.

The clinic offers services in medical specialties provided by the same doctors and nurses who take care of children at the clinics in Seattle. They work closely with local healthcare providers to meet each child’s needs in the local area. They also use the latest in technology to conduct telemedicine consultations.

The Samuel and Althea Stroum Guild is hosting their annual fundraiser on September 9 at The Reach in Kennewick.

Tickets are \$75 and include a silent auction, hors d’oeuvres, raffle, games and dancing. For more information, click [here](#).

**BECOMING A PERSON OF INFLUENCE  
SEPTEMBER 14 MCLDA MEETING**

Mitchell Moffitt is a retired Law Enforcement Officer from western Washington and is now an Executive Director of The John Maxwell Team. The September 14 meeting of the Mid-Columbia Leadership Development Association (MCLDA) features a presentation of a portion of a Master Mind course Moffitt teaches, based on John C., Maxwell’s book, Becoming a Person of Influence. According to Maxwell, “Leadership is influence, nothing more, nothing less.” Moffitt will share his own experiences and proven methods that may help others become a person of influence and increase their influence with others.

The meeting will be held at the Sandberg Event Center in West Richland, with networking starting at 5:30 and business meeting at 6, followed by dinner at 6:20 and presentation at 7:00. Cost is \$20 for the dinner meeting and presentation or \$5 for just the presentation. To sign up for this meeting, click [here](#). For more information, contact [Mary](#) at MCLDA.



**ANNUAL DINNER IN THE DARK SET FOR  
SEPTEMBER 30 IN PASCO**

The Edith Bischel Center for the Blind and Visually Impaired is holding its annual “Dinner in the Dark” fundraising event on Saturday, September 30, from 6 to 9:30 p.m. at the Red Lion Hotel in Pasco.

This event raises money for the group and also brings awareness by having all diners eat blindfolded, to give them a little insight to the daily lives of those with visual impairments. (If you’ve never experienced this, it’s well worth doing.) A jazz band, casino night, silent auction and no-host bar will be featured.

Tickets are \$50 each and may be purchased at the Center, located at 628 N. Arthur Street, Kennewick, by calling 509-735-0699, or at [www.edithbischelcenter.org](http://www.edithbischelcenter.org).

**SECTION 0614 MEMBERSHIP**

There are 102 members in our Section as of August 3, 2017.

<b>2017 SECTION 0614 LEADERSHIP TEAM January 1 - December 31, 2017</b>	
<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.