



May 4, 2010  
American Society for Quality  
Columbia Basin Section 614



Tuesday,  
May 4, 2010

**LOCATION:**

Shilo Inn  
50 Comstock  
Richland, Washington

5:30 p.m. - Check in/Networking  
and no-host cocktail service  
6:00 p.m. - Dinner  
7:00 p.m. - Presentation

**DINNER BUFFET MENU:**

The Chef and crew at O'Callahan's Restaurant 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:**

\$17 ASQ members  
\$20 non members  
\$5 presentation only

Reservations are requested by April 29. E-mail [panda\\_2@charter.net](mailto:panda_2@charter.net) with your name, phone number, company affiliation, and type of reservation, or call Alvin at 371-2221.

**Note:** All no shows will be billed unless cancelled 48 hours in advance.

For more information about ASQ and other upcoming events, please check our website at [www.asq614.org/](http://www.asq614.org/)

## “You’re Not My Type”

*(but don't take it personally)*

### Rick Martinez

Peak Performance Systems, Inc.



Interpersonal differences have long been the toothache of corporate America. *(Our apologies to dentists everywhere.)* Every work group is comprised of unique personalities that are often the source of tension and conflict. And left unchecked, relationships and teamwork suffer.

If we can learn to better communicate and understand each others' personalities, we will likely also improve our working relationships and overall organizational success. Understanding that some team members may be more comfortable working “behind the scenes” while others really enjoy giving presentations or making cold calls on customers can help capitalize on everyone's strengths and interests. This in turn will likely result in happier and more productive team members.

There are many tools and “tests” that can be used to help identify personality types. Used appropriately, these can help management and team members to better understand the motivations, work styles and personality temperaments of their co-workers.

This presentation will show you a proven, time-tested tool to not only help relieve interpersonal friction, but also show how it can be used to transform the different personality types into a potent source of strength, thereby increasing group morale and diminishing the amount of stress we all experience.

About the Speaker:

For 25 years Rick Martinez has helped organizations improve their business results by developing the people side of the enterprise. He likes to say, “The soft stuff delivers hard results.” His company, Peak Performance Systems, Inc., has worked with over 100 organizations including Microsoft, Hewlett-Packard, U.S. Veterans Administration, United Way, and the U.S. Department of Energy, offering organizational development solutions including assessments, teambuilding, and professional development seminars.

Mr. Martinez combines his formal business education with his past experience as an electrician, trainer, human resources manager, and a business owner to provide a powerful combination that his clients benefit from. Mr. Martinez is past president of local chapters of the American Society for Training and Development (ASTD) and Association for Quality and Participation (AQP), and is a certified Master Trainer with Development Dimensions International (DDI), the largest training company in the United States. He has earned certifications in nine different human performance technologies.