



November 9, 2010  
American Society for Quality  
Columbia Basin Section 614



Tuesday,  
November 9, 2010

**LOCATION:**

Shilo Inn  
50 Comstock  
Richland, Washington

5:30 p.m. - Check in/Networking  
and no-host cocktail service  
6:00 p.m. – Buffet 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 November 4. 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/)

# “The Yellow Brick Road Leads to Quality”



**James Cox**  
The Empowerment Group

What makes any job work is communication. Ah, now isn't that both the answer AND the challenge? Discover how a childhood movie can provide solutions, resources and tools for making quality communication as easy as following the yellow brick road. Get ready for an entertaining experience that awakens insights, inspiration and the skills to build better relationships and goal-driven teamwork.

Quality communication that teams people to resolve problems and energize success was on visual display in The Wizard of Oz. This MGM film comes to practical life as the actions of Dorothy, Scarecrow and company are revealed as the keys to create quality communication and goal success.

This presentation will transform memories into useful daily application. Experience how emotional intelligence emerges as the yellow brick road that empowers quality results. Get ready for learning, laughter and practical tools.

If you want to make your job and life work better, you'll actually get to see the communication secrets behind the curtain. Not only will you discover the real wizard for driving a pursuit of quality, you'll get to take it home. No ruby slippers needed.

About the Speaker:

With his parents working in live television in New York City, James Cox grew up behind the scenes playing on a soundstage and watching people get into character to deliver exceptional performances. He saw how scenes played in sequence using communication and appropriate emotions to move toward desired endings. After completing degrees in psychology, nursing and education, James used his television experience to create a practice where participants could master communication skills, emotional intelligence and drive goal achievements. He calls this success-energizing process MOVVE!™

James lives in Richland and through his company, The Empowerment Group, contracts his time as a staff development trainer and coach. His website is <http://www.the-empowerment-group.com> and his blog is available at <http://www.moverblog.com>.