



### CHAIR'S CORNER

**Alvin Langstaff**

Summer is now well underway, and that means we're taking a break from our monthly get-togethers but never fear, we'll resume in September with what I hope will be a stellar lineup of speakers and activities for next season. We ended the ASQ year on June 6 with a really excellent tour of the Wild Horse Wind Farm near Ellensburg. Our tour guide was a very knowledgeable young lady named Andrea Nesbitt who provided an informative overview of the technical aspects of wind and solar generation. Following lunch (deliciously prepared again by Bella an Italian deli in Benton City), we were afforded an up close tour of the solar installation and a typical wind turbine tower. The facility is one of a few of its type in the country that has a visitor center. I would encourage all of you to visit if you are in the neighborhood. We had 24 attendees including one person from the west side and several non members from the Ellensburg area.

In June, I promised to share more information about the recent ASQ World Conference. ASQ headquarters has been working on a comprehensive set of training programs and is going to be rolling out the new learning institute materials by the end of the summer. Our Education committee chair, Laura Suddath, will be our local point of contact for keeping members up to date on learning opportunities. ASQ headquarters is also rolling out a voice of the customer survey tool. The customers are us, the members of ASQ. We will also need a Voice of the Customer chair; so if anyone is interested in volunteering for this, please let me know.

And I'll close with this observation offered by Howard Behar of Starbucks fame who said, "It's not about quality in and of itself, it's about the people. Quality is about making life better for people." That seems like a worthwhile principle, don't you think? - **Alvin**

### SECRETARY'S CORNER

**Jo Haberstok**

It's already AUGUST! Can you believe it? Does it seem like the older we get, the more quickly the time seems to rush by? It's hard for me to believe that in less than a month we'll have our first section meeting of the new fiscal year. The Programs and Planning team has been busy recently, contacting organizations and speakers to set up some great meetings for the coming year.



I hope everyone is having a great summer. I recently returned from a trip to Savannah, Georgia, for a reunion, which was a lot of fun. (And, no, I didn't take a side trip to help Steve and Jennie with their redecorating plans in their new location ☺) I'd never been to Savannah before. I went on a couple of tours where I learned a lot about the history of the area. There were also opportunities to check out some of the local restaurants, so if anyone is headed that way and would like a referral, I can tell you where to get an excellent bowl of okra gumbo or seafood bisque.

From a quality perspective, my "lessons learned" mental note from this trip was this. If I were the owner/manager of a lodging establishment, I would make sure all team members are knowledgeable of the local area as well as being very customer oriented. I would also develop local partnerships with – or at least be able to provide customers with referrals to - local transportation (car rentals, shuttle buses, etc.), so they can easily get from and to the airport, downtown and to other areas of interest. The place I stayed at was about 20 miles from the airport in one direction and 20 miles (in the other direction) from the downtown/historic old Savannah area. Because of the nature of my trip, I had no choice as to the location of the lodging, so all I could do was research and call around on my own to try to find ways to get around until others arrived by car.

Our June site visit to the Wild Horse Wind Farm in Ellensburg was very interesting and educational. Depending on where you live, it may be a bit of a drive, but if you haven't been there, consider packing a picnic lunch and making a day trip with your family this summer or fall. I think you will enjoy the visit. - **Jo**



## September 8, 2009 Meeting American Society for Quality Columbia Basin Section 614



Tuesday,  
September 8, 2009

**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:**

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 September 3. Send an e-mail to [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 canceled 48 hours in advance.

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

# “Keeping Things Fresh - Yoke's Focus on Quality”

## Darrell Toombs - Manager West Richland Yoke's

From the time Marshall and Harriet Yoke opened their first 2,500 square foot store in 1946, through the expansion from the 1960's through the 1990's, Yoke's has always managed to keep the customer as its first priority. A constant innovator within the industry, Yoke's became the region's first true Supermarket in 1955 by offering a Snack Bar with prepared meals. In 1975, Chuck Yoke opened one of the region's first "Warehouse Market" formats, allowing customers to mark their own items and save money. He later became one of the first in the area to add full-service delis, pharmacies and floral departments. And because Chuck believed so much in the people that helped him build the Yoke's grocery empire, he sold the stores to his employees in 1990, leading the way for employee-owned enterprise in our area.



As “your neighborhood grocer,” Yokes is about more than just stocking nature's best products at a fair price - it's a promise to create a better experience, in and beyond the store. It's rounding up the freshest local products from area farms. It's remaining locally owned, employee-owned, and active in our communities. It's a focus on environment, finding innovative ways to offer a greener shopping experience. But above all, it's a commitment to help customers live the fresh life.

Darrell Toombs has managed the West Richland store since it opened in 2006. He is a native of Spokane, Washington, where he began working for Yoke's over 19 years ago."

Join us on September 8 to hear more from Darrell about Yoke's methods of keeping the focus on customer quality, including the voluntary on-line customer feedback surveys and their emphasis on offering locally grown products.

## Using Linked-In to Expand Your Professional Network

Dennis R. Arter, FASQ

Of course you've heard of the buzz surrounding *social networking*, including FaceBook, MySpace, and Twitter. Jeff Jarvis even wrote a book about it, titled What Would Google Do? What you may not know is that these community tools can help you professionally.

Plaxo (an online address book and social networking service) started out a couple of years ago as a way to easily keep your contacts up-to-date. You uploaded your Outlook data and Plaxo sent messages to these contacts asking if the information was still current. It was a bit intrusive and did not have a huge user base. A couple years ago, an ex-Google employee decided to start a different company. His idea was to serve the business community with simple (Google-like) tools to build your network, ask questions, form associations and look for work. It was the right idea at the right time. Linked-In is now used by professionals all over the world.

To register, go to <http://linkedin.com>. The price is right (FREE). By entering your employment and education history, Linked-In will automatically suggest people you might know. Upload your mail addresses and Linked-In will tell you which of them is already a member. There's even a status window like Twitter to tell your network what projects you are working on.

But the real value of Linked-In is the group feature. Anyone can start a group – about any topic. Others can join that group and start discussions, share news and provide answers. Looking for a job? In the ten groups I belong to (mostly quality), there are probably 100 new postings a day of people and jobs available – all around the world. A simple search of the groups containing “ASQ” in the name yielded over 60 communities. See the table below for my search results of those with at least 100 members.

| Name                         | Members | Name                      | Members |
|------------------------------|---------|---------------------------|---------|
| American Society for Quality | 9000    | Biomedical Division       | 1600    |
| Lean Enterprise Division     | 1300    | Service Quality Division  | 900     |
| ASQ                          | 600     | Women in Quality          | 500     |
| Software Division            | 400     | SS Green Belt Handbook    | 400     |
| Quality Management Division  | 300     | Raleigh Section           | 300     |
| Indianapolis Section         | 200     | Audit Division            | 200     |
| Silicon Valley Software      | 200     | Quality Progress Magazine | 200     |
| Minneapolis Section          | 200     | Fellows                   | 100     |
| Certified Quality Mgr.       | 100     | SF Bay Area Sections      | 100     |
| Cert. SS Black Belt          | 100     | Grand Rapids Section      | 100     |
| No. Virginia Section         | 100     | Design & Const. Division  | 100     |
| Supply Chain Mgmt            | 100     | Healthcare Division       | 100     |

## SECTION MEMBERSHIP

As of August 3, 2009 there are 75 members in our Section. Our newest members are:

**Terry Johns**

**David Ellingson**

As new members, Terry and David are each eligible to receive one free dinner at an upcoming Section 614 meeting. We look forward to meeting you in person, so be sure to make your reservations soon!

## FAREWELL TO STEVE PREVETTE



Section 614 bid farewell to Steve Prevette on Wednesday, July 8th. Steve leaves us after eleven years with the section to take a position as a Senior Statistician at Savannah River National Laboratory in Aiken, South Carolina. Steve was presented with a plaque to commemorate the Section's appreciation for his steadfast support of the Chapter.

We had hoped to make this presentation during lunch at the Wind Farm tour in June when there were about 25 folks present, but Steve had the flu that day and could not join us. Steve reminded us on July 8th of the days in the 90's when Section 614 was inactive and ASQ had even authorized the section to shut down. We took the opportunity to ask Steve a few questions regarding his Section 614 experiences:

*Q: What do you consider particular Chapter successes?*

A: That would have to be keeping the Chapter alive and recently seeing newer folks getting involved so that I could leave feeling that I had turned over the reins to a viable Section. Steve noted that the current membership has the greatest number of active members since 1990.

*Q: Do you have any embarrassing ASQ moments that you can recall?*

A: That would have to be preparing to give a Section 614 report at an ASQ National Meeting in Seattle and finding out that the Section leaders had already decided to cancel Section 614.

*Q: Do you have any parting Words of Wisdom?*

A; Yes, Dr. Deming still rules!

Steve intends to remain active in ASQ and, as he is in his 5th year as a Senior Member, he will soon apply to be a Fellow. While we send Steve off with our best wishes, his dedication and perseverance will definitely be missed. *We raise our lager mugs to you, Steve!*

## WEBSITES FOR OTHER ASQ SECTIONS

Seattle Section (#606) [www.asq-seattle.org](http://www.asq-seattle.org)  
 Spokane Section (#619) [www.asq.org/sections/mini-sites/0619](http://www.asq.org/sections/mini-sites/0619)  
 Southwest Washington – Vancouver Section (#627) [www.asqswwa.org](http://www.asqswwa.org)  
 Portland Section (#607) [www.asqpdx.com](http://www.asqpdx.com)

## CAREER CONNECTIONS

To be considered for posting in the newsletter, announcements must be submitted by an ASQ member and be of potential service to other members. Announcements may include job postings, training opportunities, or requests for assistance. Due to space limitations, please keep them brief.

| 2009-2010 SECTION 614 LEADERSHIP TEAM                |                 |
|--|-----------------|
| <b>Section Chair (and Programs &amp; Publicity)</b>  | Alvin Langstaff |
| <b>Vice Chair and (and Programs &amp; Publicity)</b> | Deborah Coffey  |
| <b>Secretary (and Programs &amp; Publicity)</b>      | Jo Haberstock   |
| <b>Treasurer &amp; Certification/Recertification</b> | Howard Rew      |
| <b>Division Liaison, and Section Historian</b>       | Dennis Arter    |
| <b>Audit</b>   | Clark Beus      |
| <b>Webmaster</b>                                     | Phil Crook      |
| <b>Education</b>                                     | Laura Suddath   |
| <b>Newsletter (and Programs &amp; Publicity)</b>     | Robert Boykin   |

You can find out more about Section 614, including contact information for Leadership Team members, on our website at [www.asq614.org](http://www.asq614.org). If you are interested in helping with any of the Section teams, please contact the team lead or an officer. We are always looking for willing volunteers!

## PUBLICATION INFORMATION

The ASQ Columbia Basin Section 614 newsletter is published on a regular basis to inform members and potential members about Section 614 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 15th of the month.