CHAIR'S CORNER

by Deborah Coffey

Wow, attendance at the November 2011 ASQ meeting was at an all-time high. There were at least 38 folks attending the dinner and 40 for the presentation. Dean Gano provided food for thought regarding traditional root cause analysis and the fact that folks are stuck in an ineffective problem solving culture. The ineffective culture stems from the fact that we hold onto several beliefs despite evidence to the contrary: 1) The existing process seems to work, 2) We believe we *are* good problem solvers, 3) It's too difficult to implement change, so solutions are never fully realized, and 4) There is a lack of a questioning attitude when defining root cause (tend to accept easy and obvious causes without delving deeply enough into the problem). I can see many of you shaking your heads in agreement here. Dean's process operates on a people-centric solution instead of a causal-based approach, and most importantly, focuses on having *evidence* for every cause defined. When there is no actual evidence, the cause is deleted so that there remains a value-based system for proposed corrective actions. If you want to learn more, go to http://www.apollorca.com.

We hope to see you at our holiday dinner and "giving to others" event at Bookwalter Winery on December 6th. The cost is $20 for members and non-members. Reservations are *required* and need to be received by November 29th. *No late reservations please.* ASQ Columbia Basin Section 614 has selected the SWIFT Program, a non-denominational program administered by Lutheran Community Services Northwest. This program supports in-crisis children between the ages of 3 and 17. Donations can be submitted to our section secretary, Donna Sinks, by emailing her at djsinks@gmail.com or calling her at 303-842-1196 for guidance on how to do this. I hope to see many of you there as this event highlights fellowship and holiday giving.

Our January 3 speaker will be Joe Estey who will speak about Conduct of Operations, and this meeting is sure to combat our tendency for post-holiday and winter blues.

In February, Anna King will be our presenter. She reports for the Northwest News Network from a studio at Washington State University, Tri–Cities and covers the Mid–Columbia region, from nuclear reactors to Mexican rodeos.

Please recognize that we need to receive your reservations for all ASQ events. Caterers need to have a head count; we almost ran out of food at the November meeting, but O'Callahan's was great at being flexible and dealing with our larger than usual crowd.

- Deborah

VICE CHAIR'S CORNER

by Robert Boykin

How About a Challenge?

The following quiz was taken from the Internet. I won't tell you where or who the writer is for obvious reasons. And you must promise not to look for it on the big "I" (now, everyone raise your right hand and say "I promise"). The first person who responds to rboykin68@gmail.com with all 10 correct answers (based on the time and date of receipt) will receive a free dinner (non-transferrable) for use only at the January 3, 2012 business meeting featuring Joe Estey.

Though many people think using buzzwords and jargon makes them sound knowledgeable, such words can clutter communication and make people want to talk to you less. Nonetheless, we are still going to encounter people who like to use jargon, and we should be able to understand them when they do. Take this quiz to test your buzzword IQ.

1. ROI is an acronym for: a) ranked on integrity; b) really old initiative; c) return on investment; or d) return on intelligence.

2. "Baked in" means: a) included; b) onboard; c) maximize; or d) rule out.

3. "Low-hanging fruit" means: a) entry-level workers; b) simple tasks; c) the obvious competitor/goal/customer/solution; or d) unimportant projects.

4. "POV" is short for: a) positive; b) plated vortex; c) practical verification; or d) point of view.

5. "Takeaways" are: a) company lunch meetings; b) projects that are taken away from you; c) key points of a meeting or presentation; or d) results of tactics.

6. "C-level stands for: a) corporate level; b) company level; c) creative level; or d) collaborative level.

7. A "ping" is: a) tagging someone in a blog; b) the noise your computer makes; c) An action item; or d) when you send an instant message and wait for acknowledgement.

8. "Bandwidth" is: a) the available space on your computer; b) time you spend on a project; c) the available space in your email account; or d) a wireless Internet signal.

9. "Synergy" means: a) when various groups work together for a final outcome; b) synthesized energy; c) synthesized energy; or d) synonym for strategy

10. "Offline means: a) when you're disconnected from the Internet; b) the project or outcome is important to the function of the business; c) to discuss a topic one-on-one or after a meeting; or d) working from home.

Be well and be safe.

- Robert

Tuesday
December 6, 2011

LOCATION:

Bookwalter Winery
894 Tulip Lane
Richland, WA
509-627-5000
(Columbia Park Trail/Queensgate)

5:30 p.m. - Check in/Socializing

6:00 p.m. - Buffett and sharing of holiday cheer

7:00 p.m. – Presentation by winemaker and announcement of Section's charitable donation

BUFFET MENU:
Bookwalter's Certified Chef Kristin Swaggart and the staff at Bookwalter will provide a bistro-style buffet that includes: salad, dips and breads, smoked salmon, artisan cheeses and gourmet meats, stuffed grape leaves, and fruits. Dessert treat: chocolate truffles. Your choice of coffee or tea is included with buffet.
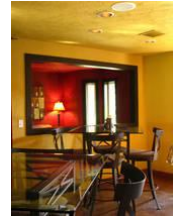
Cost:
$20 ASQ members
$20 non members

Reservations:
Reservations are required by November 29 in order to allow Bookwalter sufficient time to plan for the event. Please e-mail dscoffey01@aol.com with your name, phone number, company affiliation, and reservation type, or call Deborah at 375-5011.

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/

Holiday Get-Together and Giving

Bookwalter Winery

This year the ASQ Columbia Basin Section 614 is highlighting fellowship and holiday giving at our December 6 meeting, which will be held at **Bookwalter Winery** in Richland.

Once the personal residence of the winery's founders, Jean and Jerry Bookwalter, the winery has been transformed into a modern yet charming wine lounge, where visitors can sample the wines at a bar or in a number of other comfortable settings. Bookwalter Winery has been producing small lots of high quality wine since 1983. Offering lush red and vibrant white wines from the Columbia Valley, with over 20 years of experience, they are committed to producing the highest quality wines in Washington State.

For our meeting on December 6, the winery is preparing a bistro-style buffet, with chocolate truffles as the dessert treat. A winemaker will enlighten us about the quality control challenges of the art of winemaking. Buffet selections, dessert, coffee, and tea are included in the $20 per person charge; other beverages (sodas, wine, cocktails), if desired, may be purchased separately.

In keeping with the holiday spirit, we are accepting any donations you wish to make (cash/check) to support the local organization our section has chosen to contribute to this year - SWIFT Program, Lutheran Community Services Northwest. This 90-day program supports the immediate needs of local children ages 3-17 who are in crisis, such as victims of abuse, suicide attempts, and runaways. Donations will be accepted in November and December, up through the December 6 meeting. The total amount to be donated will be announced at the meeting. Please contact Donna Sinks, Section 614 secretary, for donation information: djsinks@gmail.com or call 303-842-1196.

We hope you will join us for a relaxing evening and share in the spirit of the season.

JOE ESTEY TO SPEAK AT JANUARY 3 ASQ DINNER MEETING

"CONDUCT OF OPERATIONS – 24/7"

MARK YOUR CALENDARS NOW!

Conduct of Operations is something most of us have heard about in the work environment. It focuses on processes, error reducing techniques and event elimination tools, with an emphasis on the importance of effective written and verbal communications.

But have you ever thought about how the same principles apply in your personal life?

On January 3, Joe Estey will share with us case studies and insights into the value and benefits to be found in being operationally disciplined rather than consequence driven at home, in the office and in the field.

A published author, trainer and consultant, Joe is well known in the Tri-Cities area for his energetic and thought-provoking presentations and insights. Using Human Performance Improvement techniques, he has helped numerous organizations across the country to better understand the dynamics of teamwork and to become better leaders, communicators, and problem solvers.

More information about the January 3 meeting will be available on our section website soon.

UPCOMING TRAINING

Software Quality Engineering Class

ASQ Section 614 is working to determine interest in attending an ASQ sponsored Software Quality Engineering Class. This class has been offered twice in the Tri-Cities and has received positive reviews. It spans four days (7 a.m. to 4 p.m. each day) and the cost will be $1,100 for ASQ members and $1,400 for non-members.

This course is designed to help improve your job performance and the quality of your company's software products. It is a broad course that addresses all of the body of knowledge area of the ASQ Certified Software Quality Engineer (CSQE). It provides a thorough introduction for those new to software quality, as well as an opportunity to fill in any "blank spots" for experienced personnel. Although not designed as a certification refresher, this course may help seasoned software quality professionals brush up on key elements of CSQE.

If you are interested or know of others who are, please contact Deborah at dscoffey01@aol.com.

THERE'S A QUALITY APP FOR THAT

submitted by Dennis Arter, ASQ Fellow

ASQ wants to know what apps they might build for your smart phones and tablets - something useful for your day job. Any BFOs (Blinding Flash of the Obvious) should be sent to Dennis Arter by year's end.

INVITATION FROM MID-COLUMBIA LEADERSHIP DEVELOPMENT ASSOCIATION

MCLDA Holiday Meeting – December 14, 2011

The officers and board of the Mid-Columbia Leadership Development Association (MCDLA) have invited ASQ members and guests to their annual holiday meeting/event.

Date: Wednesday, December 14, 2011

Place: M Hotel (formerly Clarion), Richland

Social hour: 5 pm – 6 pm (including silent auction and entertainment); Business: 6 – 6:30; Dinner: 6:30 - 7; Live Auction: 7 - 8.

Cost is $30 per person.

Reservations are needed by December 8, and may be made at the MCDLA website (the link for reservations is usually found at the top of the web page).

SECTION 614 MEMBERSHIP

As of November 17, 2011, we have 109 members in our Section.

2011-2012 SECTION 614 LEADERSHIP TEAM	
Section Chair (and Programs & Publicity)	Deborah Coffey
Vice Chair (Newsletter, Programs & Publicity)	Robert Boykin
Treasurer	Barbara Gillespie
Secretary	Donna Sinks
Division Liaison and Section Historian	Dennis Arter
Certification/Recertification	Howard Rew
Audit	Clark Beus
Membership Chair	John Verderber
Nominating Chair	Alvin Langstaff
Webmaster	Barbara Gillespie

PUBLICATION INFORMATION

This 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.