

CHAIR'S CORNER

by Deborah Coffey

We had a very nice evening of fellowship and holiday giving at our December 6 meeting. The staff at Bookwalter Winery in Richland provided a yummy buffet. Bookwalter's assistant winemaker, Travis Maple, revealed some of the quality-related challenges of producing award-winning wines; it's always interesting to learn about the wine making philosophies of wineries and Travis' enthusiasm and commitment was evident. Thanks to Kendra Miller of Bookwalter and Donna Sinks, our ASQ secretary, for all the planning and arrangements. The door prize from Santa, a Bookwalter gift certificate, went to Kay Gonzales. We were able to donate \$1,000 to the SWIFT Program, a program of Lutheran Community Services Northwest, a non-profit, non-denominational human services agency providing a 90-day program that supports the immediate needs of local children ages 3-17 who are in crisis, such as victims of abuse, suicide attempts, and runaways.

Happy holidays to you all; treasure the time with family and friends. We'd love to hear your professional New Year's resolutions for how to keep your quality programs moving forward, providing value and making a difference. We will see you on January 3rd at the Shilo Inn for our next meeting and dinner. Joe Estey, Prolepsis Training, will share with us the value of Conduct of Operations at work and at home.

- Deborah

VICE CHAIR'S CORNER

by Robert Boykin

The end of another year is near. Have you accomplished all or most of your goals established at the year's beginning? While pursuing these goals, did you use the quality principles and techniques obtained during your travels as a Quality Professional? Or could your year be coined as Mr. Spock of Star Trek fame was well known for saying – "It was the best of times it was the worst of times."

For this occasion let's hold that quality is defined as fundamentally relational, in that quality is the ongoing process of building and sustaining relationships by assessing, anticipating, and fulfilling stated and implied needs – in other words, "meeting or exceeding customer expectations." Now, with this definition in mind, how did your year go? As Alex Trebek of Jeopardy fame would say, "You have 30 seconds."

Some time ago, I read an article attributed to Don Shula, legendary coach of the Miami Dolphins football team. The article contended that goal setting is overrated. Although setting goals is important, most people overemphasize this process and don't pay enough attention to what needs to be done to achieve goals. The author went on to say that more important than setting the goal is the follow-up and attention to detail. All good performances start with clear goals, but it's the day-to-day process of observing and monitoring your performance that makes the critical difference in the end. Agree? Nevertheless, it's something to think about.

Another thing that I found interesting in the article is that, given the amount of time you spend at work, would you rather spend that time being magnificent or ordinary? What do you think most people would say? Of course, magnificent! And yet, are most of us performing magnificently? Of course not. So, what is the best way to realize our goals and objectives? If you know the answer, let's hear it.

Be well and be safe.

- Robert

"The vision must be followed by the venture. It is not enough to stare up the steps - we must step up the stairs."

- Vance Havner



Prize winner Kay Gonzales (at right), with other December 6 meeting attendees Brenda Pangborn and Sean Eiholzer.

Tuesday
January 3, 2012

LOCATION:

O'Callahan's/Shilo Inn
50 Comstock
Richland, Washington

5:30 p.m. - Check in/Networking (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.
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
December 28. E-mail
dscoffey01@aol.com with your
name, phone number, company
affiliation, and type of
reservation, or call Deborah at
509-375-5011.

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/

“Conduct of Ops – 24/7”

Joe Estey Prolepsis Training



What do you do when your wedding, only six days away, is potentially cancelled because the venue providing everything from the caterer to the music to the decorations suddenly declares bankruptcy? What principles of management can be learned from someone who went from earning \$2 a day stacking flour bags to owning over 20 large automotive dealerships and service departments without the benefit of an MBA education? How did a local alternative school reduce the absence rate among its students from over 40% to less than 5% in less than two weeks?

Weddings, car dealerships and student attendance – these all sound radically different in purpose and execution, yet all are suffering from essentially the same challenges.

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

During this interactive discussion, Joe will share with us the value and benefit to be found in being operationally disciplined, rather than consequence driven, at home, in the office and in the field.

About the Speaker: Since 1995, Joe Estey has designed and delivered informances at conferences and workshops that provide an excellent learning experience filled with interaction, humor, and useful insights. Using Human Performance Improvement techniques, he has helped numerous organizations eliminate "the undesirable event." By constantly striving to present fresh ideas combined with new technology and continuously updated relevant information, these informances exceed expectations at either keynote presentations or at-the-working-level training classes.

Joe has been featured as an expert in leadership and organizational development in multimedia training productions such as "Attitude: Your Most Priceless Possession," and "Improving Your Performance." His book, *The Tomorrow Tapestry: Life Woven on the Fabric of Change*, has been released nationally, and the workbook series for "Leadership by Design" and "Teams by Design" provide instruction in team dynamics, career development, and Human Performance Improvement.

Joe joined Prolepsis Training after working extensively in operations, hospitality and customer service management positions in seven major cities. He earned a Bachelor of Science in Psychology and Organizational Development and currently uses his management and training background to assist clients in various programs such as Human Performance Improvement, Communication Skills Development and Causal Analysis.

THERE'S A FELLOW IN THE HOUSE...

Congratulations to **Steve Prevette**, former Section 614 Chair for many years, on becoming an ASQ fellow.

Steve is still a member of our local section. He will attend the World Conference on Quality Improvement in Anaheim, CA in May 2012 to accept the honor. When asked the value of ASQ in his professional life, Steve said "The ASQ has been a good networking source to get ideas. Early on I met up with several folks who had known Dr. Deming, and their advice helped greatly with getting started down the path of control charts at Hanford. I've tried to pass this information on through the ASQ Discussion Boards (I still moderate the Ask a QA Professional Board), and another Internet board called the Elsmar Cove." Steve is now employed at the Savannah River Site and is committed to providing his new local section with a meeting/dinner topic once a year. He'll be speaking to them in January 2012. Steve has presented at the Knoxville, Tennessee section and hopes to soon begin providing presentations on the East Coast speaking circuit. We here in the Tri-Cities area certainly enjoyed his Red Bead Experiment presentation, last seen by our section in June of 2008.

"XTRA, XTRA -- ARTICLE CORRECTION"

In the November 2011 newsletter, information relative to RealityCharting® Root Cause Analysis in Action that Dean Gano spoke about at the November 1 dinner meeting was misidentified. The corrected description follows:

Dean's process operates on a principle-based process instead of a people-centric approach, and most importantly, focuses on having evidence for every cause defined. When there is no actual evidence, the cause is deleted so there remains a value-based system for proposed corrective actions. If you want to learn more, go to www.realitycharting.com. Anyone who missed the presentation and wants to see it, or if those that were present want to share or reference it, you can email jason.alexander@realitycharting.com and request a free copy.

DOUBLE DOSE OF JOE ESTEY IN JANUARY!

Our friends at Mid-Columbia Leadership Development Association (MCLDA) are also featuring Joe Estey at their January 11 dinner meeting. This is great news for everyone who wants to learn even more, or for anyone who is not able to make it to our January 3 ASQ meeting.

Topic: "Generational Shift: Bridging the Experiential Gap"

Date: Wednesday, January 11, 2012

Place: M Hotel (formerly Clarion) in Richland

Time: Networking/Social starts at 5 pm, followed by buffet dinner and Joe's presentation

Cost: \$30

Reservations must be made by January 6. You may send an email to [Sean Eiholzer](mailto:Sean.Eiholzer) or call 509-430-9954, or RSVP via the [MCLDA website link](#) (after January 3).

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.

SECTION 614 MEMBERSHIP

As of December 9, 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 10th of the month.