

## CHAIR'S CORNER

by Robert Boykin

The Value of Sports...The Relation to Quality...

Basketball is one of the most fast-paced and exciting team sports going today. It can certainly be considered a universal pastime. Simply observe the rosters of many college teams. They are a who's who of cultures and nationalities. However, does this diversity of players enhance the quality of the game and make it more exciting to watch? Has the level of play improved due to this melting pot of student athletes? Or, is it really all about the words of a character from the movie Jerry Maguire who said just *Show Me the Money*.

How much do you think the 2012 Pac-12 Conference TV deal with two national network stations was inked for? Did you guess \$3 billion? Nonetheless, has the quality of the game kept pace with the financial rewards being realized?

Recently, I read articles about how quality tools are being used in the sports world. These tools, according to the articles, have given way to improvements in academic resources, nutrition and conditioning, advertising and management. The authors wrote that the dramatic growth of college sports audiences, evidenced by the growth of stadium audiences and especially accelerated by the dramatic expansion of television coverage, made the college sports enterprise ever more professional.

Television requires high production values, and college sports worked closely with the television networks and their corporate sponsors to bring the games, especially football and basketball, to higher levels of performance quality. The spectacle of today's top-level college sports contests equals professional sports in production values, quality of presentation, and organizational and marketing sophistication.

It was identified in the articles that sports helps to create brand identity for colleges and universities. This important purpose enhances the value of the NCAA's quality control that allows the universities to project their own unique symbols and values onto a high-quality product seen and experienced by thousands to millions of individuals. Nothing else a university does gains the exposure provided by intercollegiate sports.

Are you undecided whether sports plays a valuable role in today's society? The next time you attend a high school or college basketball or football game, observe and listen to the fans, and also examine the attire being worn. See if you'll agree that most fans believe they know when a bad call has been made, and know when each player should be put into the game, especially if it is *their* son or daughter. Afterwards, try to convince me that the quality and value of the game does not go beyond the sidelines and the benches.

Be well and be safe.

- Robert

## VICE CHAIR'S CORNER

by Jo Haberstk

Happy SPRING to everyone!

There's something about the arrival of spring that feels exciting and energizing to me. Maybe it's the budding of the colorful daffodils, hyacinths and tulips ... or the promise of warmer weather and more sunny days to come...

But along with the good things about springtime also comes more work for those of us with flower beds and vegetable gardens and lawns that will now need to be tended to, fertilized, mowed, etc. We aren't likely to get the best yield of tomatoes or the biggest pumpkins or dishpan dahlias or award-worthy roses without a little extra work on our part.

I guess it's a lot like life. Unless you happen to hit the right numbers in the lottery (or maybe the Publisher's Clearing House sweepstakes), you are probably going to have to commit to putting in some time and effort if you want to achieve much in life. And hitting the jackpot? Well, they say that money can't buy happiness. (and right now someone reading this is probably thinking "Yeah, but I'd rather cry in a Ferrari!")

But I almost digressed there. I believe most people like the feeling of achieving a goal that wasn't just something superficial/easy to achieve, but rather something they had to put some real thought and effort into in order to attain the desired result.

This applies to both our professional and personal lives and relationships. Just sitting on the porch and waiting for flowers to plant themselves and then bloom prolifically isn't likely to yield nearly as much success as putting on your gloves and going outside and weeding, watering and helping your garden to grow and reach its full potential. And when you see the fruits of your labor – the daffodils that bloom in spring from the bulbs you planted in the fall or the colorful hanging baskets of flowers you personally picked out and planted – you get a special feeling of accomplishment and joy ... and happiness!

Similarly, when you combine your talents and skills with others at work or in a professional organization such as ASQ and you see those efforts and teamwork paying off – perhaps in the quality of speakers or site visits, an increase in section membership or the publication of the monthly newsletter and sharing of opportunities for professional growth – there's a very special feeling that comes from helping others.

Just something to think about as the weather gets warmer... How (well) does YOUR home – and professional - garden grow??

- Jo

Tuesday  
April 2, 2013

**LOCATION:**

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

**5:30 p.m.** - Check in/Networking  
(no host cocktail service)

**6:00 p.m.** - Buffet Dinner

**6:45 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 March 28. 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 (509) 371-2221.

**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/](http://www.asq614.org/)

## Extra! Extra! Hear All About It! Latest News about the Newspaper Industry

**Gregg McConnell**  
Tri-City Herald President & Publisher



The much publicized plight of the newspaper business is more than just a story about how technology is challenging the future of an industry. It's a story about how the country's most unique quasi-public, yet fiercely independent, institution is fighting to preserve and redefine journalism.

The business of journalism, the transformation of the newspaper industry and the struggle to differentiate journalism from news will all be covered by Tri-City Herald Publisher Gregg McConnell.

The Tri-City Herald is a daily newspaper and website based in Kennewick, Washington. Owned by The McClatchy Company, the newspaper serves southeastern Washington, including the three communities of Pasco, Kennewick, and Richland (Tri-Cities). The paper was founded in 1918 as the weekly Pasco Herald. In 1947, Glenn C. Lee and Robert Philip bought the paper, moved it to Kennewick and converted it into the area's first daily paper, coining the name 'Tri-Cities' as part of the paper's name. Lee and Philip sold the paper to McClatchy in 1979. After over 30 years as an afternoon paper, it became a morning paper in 1984. A Saturday edition was added in 1987.

The Tri-City Herald is the only major English-language newspaper in Washington east of Yakima and south of Spokane. The paper features local and national news, opinion columns, sports information, movie listings, comic strips, and other typical pieces of information.

Join us on April 2 meeting to learn more about the newspaper business, key challenges being addressed, and how quality plays a role in the industry's future.

*About the presenter:* Gregg McConnell joined the Tri-City Herald in October 2011 as the eighth president and publisher in its 64 year history. He began his newspaper career working after school at the weekly newspaper in Polson, Montana, and spent the first couple years of his career as a reporter and photographer for the Glendive Ranger-Review in Glendive, Montana. He later joined Scripps League Newspapers during which time he served as publisher at two of the company's California newspapers. Gregg moved to Washington State in 1992 to work with Sound Publishing's newspaper network and later spent five years as the general manager for non-daily operations with Skagit Publishing in Mount Vernon. He served on the board of directors of the Washington Newspaper Publishers' Association from 2002 to 2005. He joined MediaNews Group in 2005 and returned to Northern California to lead the Lake County Record-Bee and its related operations. In 2008, Gregg was promoted to publisher of The Reporter in Vacaville and the Daily Democrat in Woodland. In 2009 he became publisher of that company's newspapers in Chico, Oroville and Paradise, California.

## **SPREAD THE QUALITY – RECRUIT NEW ASQ MEMBERS! – You Could Win a \$50 Gift Card**

by Steve McConaghy

Have you ever experienced a meeting that just didn't seem to have enough people? Sometimes you need a certain number of participants to generate the energy to elevate a good presentation to its full potential. Even a somewhat mediocre presentation can be excellent if enough people actively participate. Perhaps you've seen a group push a fair topic over the top and make the program memorable? Organizations bring people with common interests together, which creates the opportunity to learn and inspire each other. ASQ is one of those organizations.

This year, we've been calling members who don't often attend our meetings and have been asking "Why did you join?" and "What can we do to ensure you get value from your membership dollars?" Surprisingly, most of the members we've talked with tell us they value the affiliation, the information available on the web sites and Quality Progress. They are satisfied with the value they receive. Not everyone feels the need to attend the section meetings.

The one common remark is that meeting topics are not always aligned with their area of interest. I can sometimes identify with that feeling. But I've found the discussions during dinner as well as following the presentation are often insightful regardless of the topic, because there are enough opinions and points of view to make it interesting. With enough members in attendance, the meetings are lively, entertaining and thought-provoking.

To receive the full benefit of associating with others as Section 614, we need members and diversity to elevate the energy levels at our meetings. The point is that we need YOU. And we need you to bring others and to help recruit more members.

At our March 5 meeting, I shared details about our membership drive. We want all of our current members to invite potential new members to attend a meeting, and also, hopefully, to join ASQ. To encourage you to invite new members and just for fun, for every new member you personally recruit between now and April 15, your name will be placed in a drawing. One lucky person's name will be drawn, and that person will receive a \$50 gift card.

To help you talk with others about ASQ, our local section and all that we offer, we've created a tri-fold brochure. It is accessible at [www.asq614.org](http://www.asq614.org), or contact me by [phone](mailto:phone). The brochure can be mailed out to others, if desired, or you can leave one with a potential new member after meeting with him or her (perhaps your boss or a work colleague?). There is room on the brochure for you to add a personal invitation/note or your own name and phone number.

Let's all get out and spread some QUALITY! Let others know about your section and ask them to come to a meeting. We will tally the results and announce the winner of the gift card at our May meeting. The final date for your name to be placed in the drawing is April 15. That should be an easy date to remember!

## **YOUR OPPORTUNITY AWAITS**

It's time for Section 614 nominations and elections. Positions to be filled are Section Chair, Vice-Chair, Secretary and Treasurer. If you are interested in becoming more actively involved in your section's future success, or if you have someone else in mind for an office, please let [Alvin](#) know right away. We will review the status of nominations and, ideally, announce the slate of candidates at the April 2 meeting.

The term of service will be from January 1 to December 31, 2014, due to a change in ASQ's policy aligning the section year with the fiscal year. The six-month interim term between July 1 and December 31, 2013, will be filled by appointment. ASQ's Section Advisory Council (SAC) encourages sections to appoint the incoming officers and committee chairs for that six-month term so they may learn the duties of the position and have an opportunity to then serve for the next full year. For those interested in an elected office, be assured that the current section officers will be more than willing to help with the transition.

## **STAYING CURRENT ON QA REQUIREMENTS**

Quality standards are ever evolving and changing. The standard for nuclear facilities has long been NQA-1, developed by the American Society of Mechanical Engineers (ASME). Periodic updates to NQA-1 require the quality professional to understand the impact of the changes on quality programs and procedures.

The 2009 addendum to ASME NQA-1-2008, *Quality Assurance Requirements for Nuclear Facility Applications*, requires computer programs not developed under an NQA-1 program be dedicated as described in Requirement 7 and Subpart 2.13. Quality professions associated with the nuclear industry may need to be aware of these changes. Computer programs used in design and analysis of nuclear facilities are most significantly impacted by the addendum. Prior to the addendum, software used in design and analysis and not developed under an NQA-1 program was treated as "Otherwise Acquired Software" described in Subpart 2.7 of NQA-1.

Columbia Basin Section 614 is offering "Software Dedication Training: Use of Commercial Grade Computer Programs for Design and Analysis in Nuclear Applications," a two-day training course, May 8 and 9 in Richland.

The course is instructed by Norman Moreau of Theseus Professional Services. Mr. Moreau has presented other courses related to NQA-1 in our area. He served on the ASME NQA-1 2008 Standard Committee and was Vice Chair of the NQA-1-2008 Subcommittee on Engineering and Procurement.

Course registration forms are [available](#) now. For more information, call [Kent Ozkardesh](#). Registration and payment deadline is April 22, 2013.

## WCQI - GET REGISTERED FOR THE WORLD CONFERENCE NOW!

Information compiled by Jo Haberstock

With more than 100 sessions on the theme of "Managing Change" to choose from, this year's World Conference on Quality and Improvement (WCQI), May 6-8, is sure to keep your days in Indianapolis filled to the brim.

The May 6 morning keynote speaker is **Daniel H. Pink**, author of four provocative books about the changing world of work, including the long-running New York Times best seller, *A Whole New Mind*, and the number 1 New York Times best-seller, *Drive*. His latest work, *Drive: The Surprising Truth about What Motivates Us*, uses 40 years of behavioral science to overturn the conventional wisdom about human motivation. Pink shows that carrot and stick motivators have been oversold and that high performance depends much more on the deeply human need to direct our own lives, to learn, and create new things and do better by ourselves and the world. From 1995 to 1997, Pink served as chief speechwriter for Vice President Al Gore.

That afternoon's speaker is **James Melton**, a nationally renowned professional speaker and trainer, who has dedicated himself to presenting innovative ways to release human potential in his lectures and writings. His book, *Leadership Above & Beyond the Crowd*, is an example of his scope and depth of research. It includes leadership comments from his personal conversations with: Alan Bean, astronaut and fourth man on the moon; Howard Behar, former president of Starbucks International; Nancy Kirchen, Walt Disney Company; Scott Kastner, JetBlue Airways; and Howard Putnam, former CEO of Southwest Airlines and Braniff International Airlines.

The May 7 morning speaker is **Jamais Cascio**, who specializes in the design and creation of plausible scenarios of the future. Selected by Foreign Policy magazine as one of its Top 100 Global Thinkers, his work has appeared in publications such as The Atlantic, The New York Times, and Foreign Policy. In 2009, he published his first nonfiction book, *Hacking the Earth: Understanding the Consequences of Geoengineering*, and is now at work on his second. In 2003, Cascio co-founded [www.worldchanging.com](http://www.worldchanging.com), the award-winning website dedicated to building a "bright green" future. In 2006, he started [www.openthefuture.com](http://www.openthefuture.com) as his online home.

The keynote speaker on the final day of the conference, May 8, is **Sally Hogshead**, author of *Radical Careering: 100 Truths to Jumpstart Your Job, Your Career, and Your Life*, and *Fascinate*, which was published internationally. Over the past decade, her research has uncovered surprising trends. In today's distracted world, people have a nine-second attention span. With only nine seconds to communicate value, we must use our advantages to immediately break through. Hogshead teaches how to break through the distraction and competition by creating moments of intense focus. In her research, she has measured over 100,000 people to identify a scientific approach to personal branding.

For more information about WCQI and to register, [click here](#)

## WSQA TRAINING TO BE OFFERED IN MOSES LAKE – MARCH 29

**"An Introduction to Performance Excellence" and "Application Excellence"**

In "An Introduction to Performance Excellence," WSQA Executive Director Carol Knight-Wallace will provide an overview of the Malcolm Baldrige/Washington State Quality Award system and criteria. Attendees will become familiar with the criteria purpose, uses, and content, and will gain a greater understanding of Baldrige core values, concepts, and framework. This workshop is for those who have had no previous training about the criteria or who need a quick refresher.

In "Application Excellence," participants will learn the basics of completing a WSQA application and an understanding of how applications are analyzed by examiners, the scoring process and key terms.

**Date:** March 29, 2013

**Time:** 9:00am - 4:00pm

**Location:** Moses Lake, Washington

**Cost:** \$180 WSQA Member / \$230 Non-Member

To register or for more information, [call](#) the WSQA office or [email](#).

## MAXIMIZING YOUR PERSONALITY STYLE – APRIL 10

Paul Casey, owner of Growing Forward and a certified Life Coach, will be the featured speaker at the April 10 dinner meeting of the Mid-Columbia Leadership Development Association (MCLDA).

Using the four animal types, learn which style you are and how to bring out your best self, as well as how to custom-treat the zoo around you!

The meeting will be held at The Country Gentleman Restaurant in Kennewick. Cost is \$30. For more information and to register, [click here](#).

## MISTAKES LEADES MAKE...AND HOW TO AVOID THEM – APRIL 19

What you don't know WILL hurt you as a leader! This [workshop](#) will help you self-evaluate for areas you might need to grow into, before you leave a mess in your wake! This workshop is sponsored by Mid-Columbia Leadership Development Association (MCLDA).

**Date:** April 19    **Time:** 1 pm to 3:30 pm

**Location:** HAMMER Training Facility, Richland

**Instructor:** Paul Casey

**Cost:** \$79 (for groups of 6 or more, only \$59 each)

For more information and to register, [click here](#).



**4<sup>TH</sup> ANNUAL NW QUALITY AND IMPROVEMENT CONFERENCE – MAY 16**

Join with other quality professionals in Vancouver, Washington, on May 16 for a fun-filled and educational day. The SW Washington-Vancouver section’s conference includes keynote speakers, hands-on workshops and networking. You will also have an opportunity to meet local companies showcasing their quality and lean products, resources and services.

Modeled after the WCQI, this one-day conference will include workshops and guest speakers from various local industries, including transportation, government, manufacturing, healthcare, education, and professional and business services.

To embrace the many industries that utilize quality and lean tools outside of manufacturing, there will be workshops focused on quality and lean tools in government and education, recognizing the State of Washington’s commitment to implementing a lean environment through 2020. The workshops are designed to increase the diversity of the conference and add additional opportunities for participants to enhance their day. A segment of time will also be dedicated to networking so participants can mingle and visit the exhibitor booths.

**Date:** May 16 **Time:** 8 am – 5 pm

**Location:** Heathman Lodge - Vancouver, Washington

Cost is \$130 for those who register before May 10. For more information and to register, [click here](#).

**IF YOU MISSED OUR MARCH 5 MEETING ...**

by Jo Haberstok

...you missed a really good and informative meeting. Our speaker, Toni Austin, shared information about how quickly technology is growing and how hard it is to keep up with it all. She discussed swarms, wikis and the Open Directory Project – all ways to connect with and learn from others.

With all the new technology and innovation comes the potential to use it for good ... or for not so good (cyber bullying, hacking, etc.) There are also legal issues and concerns about free speech and privacy.

Toni related her talk to ASQ’s Code of Ethics and relations with the public, employers, clients, customers and peers.

Slides from Toni’s presentation are now available on our [section website](#).

**SECTION 614 MEMBERSHIP**

As of March 6, 2013, we have 106 members in our Section.

<b>2012-2013 SECTION 614 LEADERSHIP TEAM</b>	
<b>Section Chair (and acting Programs Chair)</b>	Robert Boykin
<b>Vice Chair (and acting Publicity Chair)</b>	Jo Haberstok
<b>Treasurer</b>	John Fish
<b>Secretary</b>	Deborah Coffey
<b>Division Liaison and Section Historian</b>	Dennis Arter
<b>Certification/Recertification</b>	Patrick Faulk
<b>Audit</b>	Clark Beus
<b>Membership Chair</b>	Steve McConaghy
<b>Nominating Chair</b>	Alvin Langstaff
<b>Webmaster</b>	Dennis Arter
<b>Newsletter Editor</b>	Robert Boykin
<b>Programs Chair</b>	Vacant
<b>Publicity Chair</b>	Vacant

**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.

**HAPPY SPRING!!**



**“Blossom by blossom the spring begins.”**  
*-- Algernon Charles Swinburne (1837-1909)*