



CHAIR'S CORNER

by Alvin Langstaff

Every once in a while a theme keeps occurring to the point where it cries out for attention. This month, for me, it was the juxtaposition of three different unrelated articles that had a common focus. Specifically, all three noted that we have a tendency to overlook what is known as higher order controls for corrective actions in favor of lower order controls. That is, there is a prevailing tendency to think of our issues in terms of how to mitigate the obvious consequences of an issue rather than how to prevent the issue from occurring.

The best example I saw was in a "Quality News Today" posting recently, which had an article about how in the realm of automobile safety much effort has been put into improving airbag protection capability for reducing injuries from automobile crashes. This is a form of lower order control; that is, if a crash happens, how can we reduce the chance of serious injury.

The topic of the article however, was that technology is emerging which will allow cars to "talk" to each other with the intent of avoiding crashing into each other in the first place. Many newer model cars already are coming equipped with backup cameras and proximity sensors that warn the driver when they are getting dangerously close to other objects. These are examples of higher order controls which aim to prevent the occurrence in the first place.

In my experience, whether in safety or quality, it always feels better when one can eliminate the cause rather than just reduce the effect. May all your controls be of higher order.

Until next month...

- Alvin



VICE CHAIR'S CORNER

by Jo Haberstok

How about that Super Bowl, huh?

I'm not really a big football fan but with the Seattle Seahawks winning their way into the top two, who in this area *didn't* become more involved and excited about Super Bowl XLVIII this year?

I think the Seahawks surprised almost everyone with their dominant 43-8 win over the Denver Broncos. I'm not sure about the pre-game discussions among sportscasters (and others), but I'm sure a LOT of statistics were reviewed by the Seahawks and Broncos coaching staffs as they planned what they hoped would be big game-scoring plays.

A few notable considerations (which I found in a *BleacherReport* article):

- Entering the game, there was a lot of discussion about how the Broncos passing attack would match up with the Seahawks secondary. While this played a big part in the game, Seattle's seventh-ranked run defense was being ignored.
- While the Broncos were known as a passing team, they still utilized the run often to create balance and keep opponents honest. They finished the year 15th in the league in rushing yards per game at 117.1 yards, but that simply was not possible in this matchup.
- The Broncos lost the turnover battle in all four of their losses this year, giving the ball away a combined 12 times. Seattle took advantage of this problem and turned it into a blowout victory.

And now we all have our "Seahawks Super Bowl Champions" t-shirts and caps, and I can only imagine how much money is made from the merchandising aspect of sports. Wow. (And I also wonder how much was spent making a bunch of shirts, hats and banners with the name of the "other" team on them, merchandise that can't be sold for outrageous amounts like the Seahawks items are?)

Statistics are everywhere. Just look around you.

I hope you will be able to join us for our March 4 dinner meeting, when our section Chair, Alvin Langstaff, will be our featured speaker on the topic of ... guess what?

BTW, statistically speaking, we've been getting a larger than usual turnout at our meetings so far this year (September 2013 until now). We had a really big crowd in January. The more folks who attend our meetings, the more opportunities we have to network and to learn from each other. Let's keep those statistics going strong!

- Jo

Tuesday,
March 4, 2014

Statistics can be Fun!

LOCATION & TIME:

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.

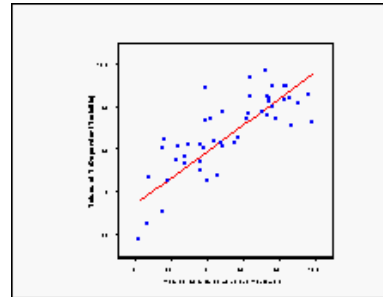
Cost:

\$20 ASQ members
\$24 non members
\$5 presentation only

Reservations are due February 27. E-mail Panda_2@charter.net with your name, phone number, company affiliation, and type of reservation, or call Alvin at (509) 371-2221.

For more information about our ASQ section and other upcoming events:
www.asq614.org/

Note: No-shows will be billed if cancellation is received less than 48 hours prior to meeting start time.



Alvin Langstaff Bechtel National, Inc.

Have you ever thought about how many times statistics are bandied about in daily conversations? Some examples: "Flying is statistically safer than driving" and "Statistically speaking, women live longer than men."

Whether or not these statements are true in every case, the point is that someone gathered a bunch of data, organized it, maybe even analyzed it, and drew some conclusions. A British civil servant, Josiah Stamp, said: "The government are very keen on amassing statistics. They collect them, add them, raise them to the nth power, take the cube root and prepare wonderful diagrams. But you must never forget that every one of these figures comes in the first instance from the village watchman, who just puts down what he damn pleases."

Did you know that you can go online to the Fed Stats website and get direct access to statistical data on topics of your choice? But who needs to do that when you can come to our March 4 meeting, network with friends and colleagues, have a nice dinner and learn about statistics at the same time?!

At this month's presentation, our speaker will discuss some of the basic concepts that make up the study of statistics. Using as examples data he has personally been collecting for the last decade from Parade magazine's annual "What People Earn" issues, Alvin will share some of the practical (and some not so practical) information and conclusions that he has been able to glean using statistical analysis.

About the Speaker: Alvin Langstaff is the current chair of ASQ Columbia Basin Section 0614 and is an ASQ certified Manager of Quality and Organizational Excellence. His interest in statistics was sparked as a result of his training for a Six Sigma Black Belt certification in 2001. Alvin holds a bachelor's degree in Mining Engineering and a Masters of Engineering Management. He works in the Performance Assurance group at the Vitrification Plant project and lives in Pasco with his wife Pam and dog Harley.

DENNIS ARTER TO BE HONORED AS DISTINGUISHED SERVICE MEDAL RECIPIENT AT WORLD CONFERENCE



Dennis Arter - much appreciated, long-time Section 614 member and current section treasurer, webmaster and historian – will be honored) for his leadership and contributions to ASQ at the World Conference on Quality and Improvement (WCQI). The recognition will take place during the Annual Business Meeting on May 4 in Dallas, Texas.

The Distinguished Service Medal represents the highest distinction for service from ASQ and honors the lifetime contribution of any person who has been recognized as a long-term enabler, catalyst or prime mover in the quality movement. The following is from a recent ASQ press release:

Dennis Arter, Columbia Audit, Kennewick, Wash. — For exemplary leadership and contributions at ASQ's division, national, and international level to advance the quality profession over the last 30 years; for distinguished accomplishments that include being a pioneer in transforming quality auditing to a management tool for improvement through his classic textbook "Quality Auditing for Improved Performance," first published in 1989 and now in its third edition; for a class by the same name that was the only ASQ class on auditing for many years; and for passion and multiple presentations, papers, articles, blogs, online discussions and free speeches.

Congratulations, Dennis! Way to Go!

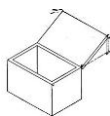
FEBRUARY MEMBER GIFT – AVAILABLE THROUGH FEB 28

Don't forget your free member gift from ASQ! This month it's all about Kaizen, and includes the following:

- Office Kaizen 2: Harnessing Leadership, Organizations, People, and Tools for Office Excellence e-book
- "Modular Kaizen: Continuous and Breakthrough Improvement" webcast
- An ASQ™TV episode about kaizen
- Additional informational resources about kaizen

Access your member gift by clicking [here](#).

THINKING OUTSIDE THE BOX...



When you were a child, did you wish you could fly? (maybe you still do) Or maybe you're one of those folks with a "need for speed"? Check out this [video](#).

CERTIFICATION EXAMS MARCH 1 – PROCTORING ASSISTANCE NEEDED

The next round of Certification Exams is scheduled for Saturday, March 1. Seven examinees have signed up for our local site, the CBC Health Sciences Center in Richland. The exams start at 8 am and will conclude by 12 noon.

We are always looking for people to assist with exam proctoring. In addition to the personal satisfaction of helping others achieve a worthwhile goal, assistant proctors receive 0.5 recertification units (RUs) toward their own recertification. If you have a certification and are looking for another way to earn RUs, your assistance is needed and will be greatly appreciated. It is always helpful to have at least two people proctoring the exams; this will be particularly true March 1, considering the number of examinees we are expecting on that date.

If you would like to assist with proctoring the upcoming exams, please contact Patrick Faulk, our Certification Chair by [email](#) or give him a [call](#).

BE AN EARLY BIRD – REGISTER FOR WCQI BY MARCH 14

In case you've been procrastinating...it's time to stop doing that and go online and get registered for the 2014 World Conference for Quality and Improvement NOW!

The influence quality has today is broader than in any other time and history, and the potential it brings is without limit. Within this setting, the 2014 WCQI offers a forum of ideas and an international network of thought leaders, experts, and peers eager to share the best practices, tested solutions, and proven results.

Great speakers, educational workshops, team presentations, and lots of networking opportunities. All this in Dallas, Texas, May 5-7. What more could you ask for? For more information and to take advantage of the early bird registration special (\$895 for ASQ members), [click here](#).

SETTING APPROPRIATE BOUNDARIES AT WORK AND AT HOME

This seminar will help you say that little word that is so difficult to utter, "NO," so that you no longer are living someone else's script for your life and leadership. It will also give you the tools to help you say "yes" to your priorities and help you avoid burnout.

Date: Tuesday, February 25

Time: 1 pm – 4 pm

Place: 79 Aaron Drive, Richland (Abadan)

Cost: \$70

The seminar will be facilitated by local speaker and Life Coach, Paul Casey. For more information or to register, contact [Paul](#).

QUOTE OF THE MONTH

"It's not the cost of the suit that counts...it's the worth of the man inside it." - Sapeurs

[Video](#)

EMPLOYEE ENGAGEMENT: ONE STATISTIC YOU REALLY SHOULD KNOW

by James Lawther

There are lots of statistics about employee engagement and how important it is. The problem is most of them are, not to put too fine a point on it, dull. Let me give you an example:

Some very dull statistics

Gallup does lots of research into employee engagement; this is what they came up with in 2009.

Businesses in the top quartile for engagement do better than those in the bottom quartile across a whole host of business measures:

- Absenteeism is 37% lower
- Safety Incidents are 49% lower
- Customer satisfaction is 12% higher
- Productivity is 18% higher
- Defects are 60% lower
- Profitability is 16% higher
- The list goes on a bit more

Now this is all very worthy but have I really got your attention?

Now for something a little more engaging

In the National Health Service (from the Healthcare Commission Sixth Annual Staff Survey)...

"Staff engagement is the best predictor of patient mortality rates."

So the message is

If you want to engage anybody getting them to sit up and take notice is a good start.

How did I do?

James Lawther is an operations manager. He has worked for over 20 years for large organizations in all sorts of operational roles, from counting frozen peas to chasing tax avoiders. He currently works as Head of Operational Excellence for a FTSE 100 financial services company. His big ambition is to help 100,000 people see their operation more clearly, so they can make it sharper, faster and deliver better customer service. James blogs on operations analysis, process improvement, employee engagement and more. Check out [The Squawk Point](#) website.

GOOFING AROUND WITH STATISTICS

(source unknown)

- Average -- A value of which 98% of the people think they're above on any subject
- Bar Chart -- Record of alcoholic consumption
- Cell Boundaries -- The four corners of a prison room
- Engineering Support -- A girdle
- Mean -- Nasty
- Median -- A fortune teller
- Minimum Acceptable Reliability - It worked at least once
- Minor Defects -- Crimes committed by juveniles
- Mode -- Pie ala
- Sub-Group -- Crew of an underwater sea craft
- Rational Sub-Group -- Those that are still coherent after two months under water
- Tolerance Limit -- One day per in-law
- Sampling Without Replacement -- Stealing

5TH ANNUAL NW ASQ QUALITY & IMPROVEMENT CONFERENCE – MARCH 13 - VANCOUVER

Mark the date on your calendar and get registered right away! The SW Washington ASQ section (0627) is hosting the annual NW Quality and Improvement Conference on March 13 at the Heathman Lodge in Vancouver, Washington. Modeled after the WCQI, the day will start with a keynote presentation, followed by guest speakers from various local industries, such as transportation, government, manufacturing, healthcare, education, professional and business services.

To embrace the many industries that utilize quality and lean tools outside of manufacturing, workshops will focus 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. There will also be a segment of time dedicated to networking, so that participants can mingle and visit exhibitor booths.

Registration is just \$130. For more information, click [here](#).

**WORLD LEADERS CONFERENCE – MARCH 5 & 6
PALM BEACH, FLORIDA**

Would you like to hear and learn from Ken Blanchard, Jon Gordon and Martin Luther King III? These are just a few of the planned speakers at the World LEADERS Conference, which will be held March 5-6 in Palm Beach, Florida. The conference theme is “Discovering the Traits of an Effective Servant Leader.” There will be opportunities for interacting and networking with other business leaders and focuses on critical issues and trends.

Registration costs vary, depending on the sessions and takeaways (DVD, Workbook, etc.) desired, from \$495 for General Admission to \$1500 for an Executive Pass. For more information, click [here](#).

**INTERNATIONAL ASSOCIATION OF BUSINESS
COMMUNICATORS CONFERENCE
APRIL 10-11 – WASHINGTON, D.C.**

Are you prepared to take your social media to the next level? Do you have a social media policy in place? Are you using social media as a knowledge sharing tool in the workplace? Do you have a socially engaged workplace? Can you fuel innovation and build sustainable advantage?

The IABC Strategic Corporate Communication Leadership Summit will be held April 10 and 11 at George Washington University in Washington, D.C. Educational sessions and speakers will provide information about developing brand communication strategies, communicating change, thinking outside the box to engage employees, and more.

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

**BASIC CONTRACT LAW WORKSHOP MARCH 6 IN
RICHLAND**

The National Purchasing Management Association (NAPM) Columbia Basin chapter is offering a workshop on Basic Contract Law on March 6 in Richland. The workshop will cover the basics every buyer needs to know before writing a purchase order or contract.

Course instructor Ken Norris was Senior Counsel at the Savannah River Department of Energy site and also worked at Hanford. His responsibilities included contracts, litigation management, intellectual property, and insurance and tax matters.

Cost is \$225 and includes coffee, snacks, lunch and a copy of the course text, *Sum & Substance Quick Review*. To register, click [here](#).

SECTION 614 MEMBERSHIP

As of February 6, 2014, we have 111 members in our Section.

| 2014 SECTION 614 LEADERSHIP TEAM January 1 - December 31, 2014 | |
|--|-----------------|
| Section Chair | Alvin Langstaff |
| Vice Chair | Jo Haberstok |
| Treasurer | Kent Ozkardesh |
| Secretary | Dennis Arter |
| Certification/Recertification | Patrick Faulk |
| Voice of the Customer Chair | Debbie Clarke |
| Audit Chair | Clark Beus |
| Membership Chair | Robert Boykin |
| Nominations Chair | Jo Haberstok |
| Webmaster | Dennis Arter |
| Newsletter Editor | Robert Boykin |
| Division Liaison and Section Historian | Dennis Arter |
| Education Chair | Vacant |
| Programs Chair | Vacant |
| Publicity Chair | 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.

