

## CHAIR'S CORNER

by Robert Boykin

It has been said that before a person can make rational decisions about difficult choices, they need to have principles that matter: the minister would rather perish than to reject his faith; a soldier would never leave a fallen comrade on the battlefield; a true friend would never look down on you unless they are helping you up. What experiences within you would qualify *you* to make tough decisions? What if that decision turned out to be unpopular – and if you had a chance for a do-over, would you have taken a different course of action?

The basketball game for the championship was in double overtime – time out with ten seconds left on the clock and the team in possession of the ball was trailing by one point. From the assistant coaches to the players, all eyes are on you as the head coach and are desperate for the right play to be called. A celebrated coach once said that no matter how long you've coached the game, getting caught up in the moment is unavoidable; the tension and excitement, regardless of experience, gets to you. Twelve pairs of eyes with all the trust in the world are staring at you and saying, "Take us to the winners circle, coach." So, what play would *you* draw up?

Would you call a play that you know the other team is expecting such as a screen and roll to free up the best shooter for an open jumper, or would you gamble and call a screen and roll for an "Alley-Oop" lob to the player who jumps the highest, which, statistically speaking, the opposing team would be least expecting? Envision yourself as the head coach and make the call.

I recently read an article which stated that managers take calculated risks – shots at helping their companies win big. In the basketball scenario above, a coach would be in a similar position. When the play wins the game, the coach is doing the job well. If the play fails, the coach should have known to go with the odds. There **is** a thin line between success and failure.

The article went on to instruct that a manager who passionately believes in a project, even if it runs counter to "the way it's always been done," should not be cast aside as a nincompoop. How about the CEO who makes several strategic moves that win, but one that doesn't? Our business climate should be one that supports appropriate risk without punishing the occasional loss-- an environment that does not kill innovation and forward-thinking leaders, even though the leader might fail when daring greatly. In the words of Theodore Roosevelt, "The credit belongs to the person who is actually in the arena. Whose face is marred by dust and sweat and blood. Who at the best knows in the end the triumph of high achievement and who at worse, if he fails; at least fails while daring greatly. So that his place shall never be with those cold and timid souls who know neither victory nor defeat."

Be well and be safe.

- Robert

## VICE CHAIR'S CORNER

by Jo Haberstock

As I write this column, the sun is shining brightly and the weather feels more like April than February. I'm hoping this means we are headed for even more Spring-like weather. I'm ready to put my winter sweaters and jackets away!

Our February 3 dinner meeting was a good one. When I first heard the title of Jim Davidson's planned presentation, "The ABCs of Probability," I had visions of slide after slide of statistical data with the "probability" being that I wouldn't understand much of it. I was pleasantly surprised, though – Jim's talk was down-to-earth, interactive and included examples that I actually understood and was able to follow.

Now I'm looking forward to becoming better at BBQ! I hope many of you will be able to join us on March 10 for Tim Staton's presentation about behavior based quality. My background and experience is more on the "soft skills" side of quality, but I totally agree with Tim that successful organizations - and individuals - need a healthy mix of both the hard and soft sides/skills of quality.

Speaking of the soft side, just recently I found myself thinking a lot about the importance of communications in achieving success. This started as I was watching men's and women's basketball games at Columbia Basin College. As the teams played and the leads changed, I noticed how the winning plays were executed by the teams that ultimately won each of the games. It was clear that the players on the floor were watching the guard as he or she dribbled the ball down the court and raised a hand to communicate a play. In contrast, in one game a player on the opposing team seemed determined to make every shot all by himself. Even with a teammate ideally positioned and ready right under the basket, this individual did not pass the ball but instead charged in by himself and tried to make the basket. The result? One time it was a missed basket, which was promptly rebounded by the other team; another time the selfish player was called for an offensive foul (and the other team again got the ball).

I am sure coaches stress to players the importance of communications on the court and of working together as a team. But, as we often see in our workplaces and other instances, even though we all may have received the same training/coaching, this does not automatically make us all good communicators – or good team players. Maybe after a few losses or failed attempts, the message starts to sink in. Or maybe not.

But my hope is that we as quality professionals always try to set the example for others.

Now, go forth – and communicate for success!!

- Jo

Tuesday, March, 10, 2015

**LOCATION:**

Columbia River Catering  
Shilo Inn  
50 Comstock  
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 Columbia River Catering 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:**

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

Reservations are due March 5.  
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/)

## “The Secret to Great BBQ”

### Tim Staton Grill Meister



“Human beings are at once the best part and the worst part in our efforts to achieve a desired outcome. The opportunity lies in our ability to influence the ratio.” (Tim Staton)

Quality has often been depicted as being divided between the “harder” and “softer” sides of achieving a desired outcome. Most quality professionals have a quality “comfort zone” which usually falls squarely in the middle of either the “soft” side or the “hard” side of the quality equation. You may find that you are comfortable with statistics, charts, processes, and quality audits but adding people to the mix just messes up the picture for you. Your co-worker, on the other hand (the one you have secretly nicknamed “the cheerleader”), is all about teamwork, culture, communication and the “intangible” needs of the employees and the customers. As you might expect, a mature quality organization will contain a healthy blend of both the hard and the soft sides of quality. That is also the secret to a great BBQ.

It has been said that Behavior Based Quality (BBQ) is modeled after Behavior Based Safety (BBS) because it has proven to be a vital part of successful safety programs in many industries. BBS programs carefully track safety behaviors that result in varying degrees of unwanted outcomes. Effort and attention are applied to the mix as soon as the numbers start to show a trend in the wrong direction. Since behaviors are what a person says or does and what a person doesn't say or do it is important that we take a look at what we want the worker to say or do from a quality perspective. If we continue the comparison between BBS and BBQ we might ask ourselves what behaviors will be considered “at risk” behaviors, what behaviors result in quality “first aid” events, quality “near misses”, and what might even be considered a quality “fatality”.

Tim will lead an interactive discussion that will provide a practical recipe for a great BBQ Including:

- Assembling the essential elements
- Inviting the customer to the party
- Mixing the hard with the soft ingredients
- Testing the mixture, adjust to taste
- Aiming at perfection

If quality is your passion, you will want to take part in this BBQ.

About the speaker: Tim Staton has spent a career running into places everyone else is running out of; first as a Firefighter-Paramedic and EMS Director in both rural and urban populations, then as the Safety Officer for a nationwide Haz-Mat team which responded to many of the nation's worst natural and man-made disasters. Adult education was a large part of these careers. Tim has taught thousands of Health and Safety courses along with Leadership and Personal Development courses. He is currently the Human Performance Improvement Lead on a large Department of Energy project in Washington State. Tim's entertaining and thought-provoking style will drive the message home and leave you wanting to improve the way you perform. His motto comes from a famous educator Herbert Spencer “The great aim of education is not knowledge, but action.” Tim feels that if you don't perform better when you leave, he hasn't done his job.

## ASQ SOFTWARE QUALITY ENGINEERING COURSE IS POPULAR

by Alvin Langstaff

Our section sponsored its fourth Software Quality Engineering course in December at the request of several local members. There were 21 attendees and, based on the feedback received, it is a high quality course.

Our section strives to provide training that is beneficial to current members as well as the larger quality community in eastern and central Washington and northeastern Oregon. We will offer other types of training if enough interest is shown by our members. The most interest expressed to date has been for software related courses. If you are interested in other topics, please contact a member of our leadership team, and let us know.

## THREE-DAY SOFTWARE COURSE – MAY 2015

by Alvin Langstaff

Are you interested in a course on one of the following topics?

- Software Auditing
- Software Project Management
- Software Functional Testing and Test Management
- Software Requirements Engineering

We may have an opportunity to offer one of these as a 3-day course in May of 2015. If you are interested in having one (or more) of these courses brought to the Tri-Cities area or if you would like more information, please contact me ([panda\\_2@charter.net](mailto:panda_2@charter.net)) by March 1.

## FEBRUARY 3 PRESENTATION LINK

The feedback from attendees at our February 3 dinner meeting, at which Jim Davidson presented "The ABCs of Probability," was overwhelmingly positive. If you were there, you know that Jim presented information in a down-to-earth, understandable manner.

Were you unable to attend the meeting? Or perhaps you attended and now would like to review some of the information or share with others? You're in luck! Jim has placed his presentation slides and the "ABCs" paper on [his website](#) for easy access. Check it out!

## QUOTE OF THE MONTH

"We may not be able to do any great thing, but if each of us will do something, however small it may be, a good deal will be accomplished."

~D.L. Moody

## PROFESSIONAL CERTIFICATIONS – ADDING VALUE

by Patrick Faulk, Certification Chair

Seven individuals earned new ASQ certifications through exams proctored by our ASQ section in 2014. They joined the ranks of nearly 180,000 dedicated professionals who have received ASQ certifications worldwide. Most ASQ certifications are valid for three years, after which they can be renewed through a combination of work experience, professional development training, and service in their local ASQ Section; or by reexamination. Our section also processed five recertification applications this past year.

By earning an ASQ certification, you demonstrate that you have the knowledge to assure quality of products and services. Certification is an investment in your career and in the future of your employer.

Certification exams are held quarterly, alternating between two sets of certifications, so that each exam is administered twice a year. One set is administered in January and October, the other in March and December. The exams are proctored by members of the local ASQ section. If you have already earned an ASQ certification, you can earn credit toward recertification by serving as an Assistant Proctor for the local exams.

The application deadline has already passed for the upcoming exams scheduled for Saturday, March 7. The same certifications will be administered again in October. They include:

- Biomedical Auditor (CBA)
- HACCP Auditor (CHA)
- Manager of Quality/Organizational Excellence (CMQ/OE)
- Six Sigma Master Black Belt (CMBB)
- Quality Inspector (CQI)
- Quality Technician (CQT)
- Reliability Engineer (CRE)
- Six Sigma Black Belt (CSSBB)
- Six Sigma Yellow Belt (CSSYB)

The next round of certifications is coming up in June, with applications due by April 17. They will also be administered again in December:

- Calibration Technician (CCT)
- Pharmaceutical GMP Professional (CPGP)
- Quality Auditor (CQA)
- Quality Engineer (CQE)
- Quality Improvement Associate (CQIA)
- Quality Process Analyst (CQPA)
- Six Sigma Green Belt (CSSGB)
- Software Quality Engineer (CSQE)

If you have any questions about the certification process, already have a certification and need help preparing for recertification, or are interested in proctoring certification exams, please contact me ([prfaulk@bechtel.com](mailto:prfaulk@bechtel.com)).

## WHAT'S ON YOUR BOOKSHELF?

by Jo Haberstk

A recent post on the *A View From the Q* blog might be of interest. Take a look at the "[Top 8 Books Every Quality Professional Should Read](#)," as there may be some good learning opportunities for all of us. You'll probably recognize many of the books, including ones by Juran and Shewhart, but there are also some new ones on the list. If you go to that website, be sure to check out additional recommendations for quality-related books in the "comments" from others. And don't forget to share information or suggest good quality books to others.

*Fast Company* recently released its "[10 New Books We'll Be Reading This Year](#)" list. Some of these look really interesting to me, especially [Do Over: Rescue Monday, Reinvent your Work, and Never Get Stuck](#) by Jon Acuff, and [Better than Before: Mastering the Habits of our Everyday Lives](#) by Gretchen Rubin.

Take a look and see if you agree with most of the picks on these two lists. And if you happen to read a book that you find especially useful, how about submitting a short book report for possible publication in an upcoming section newsletter? I'm sure other members will appreciate your reviews.

## GET YOUR FREE FEBRUARY MEMBER GIFT!

This month's gift bundle for ASQ members focuses on organizational culture. Included is a short self-assessment you can complete to receive a report card that gives a clear view of your culture of quality across 10 essential themes, pinpoints areas of strengths and opportunities, and also offers practical recommendations.

Culture has a huge impact on job satisfaction and adopting a philosophy of quality and promoting a strong culture of quality is critical to an organization's success. Access webcasts, articles, eBooks, and ASQ services you may not even have been aware of by [clicking here](#). The gifts are available through February 28.

## SOCIAL MEDIA SUCCESS FOR SMALL BUSINESS OWNERS

February 20 9:00 am to 10:30 am Pasco

February 20 11:30 am to 1:00 pm Pasco

Gesa Credit Union, in partnership with the Pasco Chamber of Commerce, is sponsoring two workshops on February 20. Featuring Digital Marketing Expert Lance Kissler, the first session is for those new to social media and will help you determine what social media platforms work best for your business, types of content to post, and how to measure the success of your efforts. The second session is an advanced track and will delve further into strategy, campaigns and promotions, advanced analytics and more.

For more information and to register, [click here](#) or call 509-547-9755.

## CALL FOR PRESENTATIONS AND TUTORIALS FOR ASQ SERVICE QUALITY CONFERENCE

September 28-29 Orlando

The ASQ Service Quality Division is seeking proposals for concurrent session presentations and tutorials for its 24th annual conference, which will be held in Orlando on September 28-29. If you have a success story, case study, or new technique in the field of service quality, step up and share!

Each year the conference brings together quality professionals from throughout the world to share ideas and promote service quality. More than 150 people attended the 2014 conference.

Topics of interest to conference attendees include:

- Service Quality Frameworks and Tools for Different Sizes and Types of Businesses
- The Relationship Between Service Quality, Communication, and Change Management
- Service Quality in Effective Project Management
- Demonstrating ROI: Sharing Results of Quality Initiatives and Projects Within an Organization
- Organizational and Personal Quality Branding
- Exceeding Customer Expectations of Service Quality and Building Customer Loyalty

Deadline for submittals is February 20. For more information, [click here](#).

## THE LEADERSHIP INTERVIEWS

February 26 Richland

How do top leaders manage their schedules? What lessons have they learned from the lumps they've taken in leadership? What's their professional growth plan like? These questions and more will be answered for you to grow from at...**The Leadership Interviews.**

Paul Casey, life coach and author, will interview these local leaders:

- Rand Wortman, CEO of Kadlec Medical Center
- Lori Mattson, CEO of the Regional Chamber of Commerce
- Cindy Johnson, Richland City Manager
- Moses Jaraysi, Vice-President at CH2MHill

This event, sponsored by Windermere Group One and the Young Professionals Tri-Cities, will be held on February 26 from 6:00 pm to 8:30 pm at Events by Sunset in Richland. Cost is \$39, and includes a catered dinner by Fat Olives.

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



## CALL FOR PAPERS – SIX SIGMA FORUM

*Six Sigma Forum Magazine (SSFM)*, ASQ's quarterly, peer-reviewed publication dedicated to Six Sigma, is seeking articles for publication. The magazine addresses the various professional development needs of Six Sigma Executives, Champions, Master Black Belts, Black Belts, and Green Belts.

For information on the review process, types of articles considered, and the submission requirements, visit their [website](#).

## SECTION 614 MEMBERSHIP

As of February 3, 2015, we have 120 members in our Section.

2015 SECTION 614 LEADERSHIP TEAM January 1 - December 31, 2015	
Section Chair	Robert Boykin
Vice Chair	Jo Haberstk
Treasurer	Kent Ozkardesh
Secretary	Glenn Gruner
Certification/Recertification	Patrick Faulk
Audit	Alvin Langstaff
Membership Chair	Charles Tyler
Nominating Chair	Jo Haberstk
Webmaster	Steve Prevet
Newsletter Editor	Robert Boykin
Voice of the Customer Chair	Vacant
Programs Chair	Vacant
Publicity Chair	Vacant
Community Outreach Chair	Vacant

## PUBLICATION INFORMATION

This newsletter is published on a regular basis to inform members and potential members about Section 0614 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.

## ATD LEARNNOW: MOBILE LEARNING - LEARNING IN ACTION

**March 9-10 Miami, Florida**

Mobile devices are reshaping the ways we access and discover information, which empowers learners and leads to improved organizational performance. If you've ever wanted to learn how to implement mobile learning strategies in your organization, this is the event for you.

This Association for Talent Development (ATD) conference is dedicated to providing attendees with practical ways to make mobile work for their organizations. This hands-on event provides an opportunity to create a real mobile learning solution, learn from and collaborate with industry-leading experts, and immediately apply what is learn to your own work.

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

### CHECK IT OUT!

*Never forget how the single step of one person can make a difference in the world...it can start a positive chain reaction.*

[The Power of One begins with the Power of You!](#)



**Happy St. Patrick's Day**

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