

CHAIR'S CORNER

by Robert Boykin

Most of you reading this article are already in the volunteer field – either giving to an organization as a volunteer, or in the “business” of trying to recruit and retain volunteers.

When I assumed the Chair position of Section 0614 for a third time in January 2015, the greatest challenge remained the same - successfully encouraging others to volunteer their time in support of our section's mission. To this day the challenge remains.

When I ask others to consider supporting the section, the overriding response is that “I am inundated with other commitments”. And being one who is inundated with other commitments myself, I can identify with the response. Time is a precious commodity among us all.

In the interest of trying to improve my “encouragement” skills, I set out to read more about volunteerism, and to ask others who would listen - why do they volunteer their time, and what convinced them to get involved. As you know, if you are going to be successful in attracting volunteers, you need to understand what makes people volunteer in the first place.

Following is some feedback I gathered from reading and asking others for feedback:

- “I volunteer to meet new people, who I can share time with enjoying the same kind of interests.”
- “I volunteer to learn new skills that can be used in the workplace, or to enhance job possibilities.”
- “I believe that volunteering is a two-way street; that is it shouldn't only be the organization that benefits from a volunteer – the volunteer should benefit as well.”
- “When I was growing up, I had a coach who made a difference in my life and I want to have the same influence on a young boy or girl.”
- “I volunteer because it sets a good example for my kids and grandkids - in the hopes of inspiring them to get involved to make a positive change in the community.”
- “I volunteer to connect with and give back to the community, and use my skills to help in a productive way.”

Those are all good reasons to volunteer one's time.

An article I read stated that people volunteer for many reasons, sometimes altruism, sometimes personal, but always for a purpose. What is *your* purpose for volunteering?

Be well and be safe.

- Robert

VICE CHAIR'S CORNER

by Jo Haberstk

What's happening in *your* corner? Have you taken any vacations yet? I know that at least one of our members traveled to Mazatlán, which sounds pretty exciting to me.

As a quality professional, I sometimes wonder if maybe my expectations are too high when it comes to customer service. I think I notice things more when I'm traveling, because when I'm paying well over \$100 a night for a hotel room, I tend to expect a clean, well-laid out and functional room as well as good service from the personnel there.

On a recent out-of-town trip, I made a reservation at a place that was new to me, and although the hotel was in a good location and the room was clean, it was small and not very ergonomically functional. There were also some issues with water temperature and a few other things. It's not the first hotel I've stayed where things weren't perfect, and I knew it was probably par for the course (unless I was willing to pay a lot more, although I've had less than great experiences at some very high-end establishments as well). When I returned home, I received an email from the hotel and a request to complete a survey about my experience. I completed the survey and included feedback about the issues I experienced, and figured I would never hear anything back. To my surprise, however, I received an email the next day from the hotel manager. He thanked me for my feedback and said the maintenance team had fixed the issue with the water and they were looking into another issue I had mentioned. He apologized for any inconvenience and refunded 50% of the room cost. He asked that I give them another opportunity to serve me on a future trip.

I have to admit that I was really surprised. I usually just assume that any less than positive comments I make on a survey or comment card go no further than the individual who initially reads it. And that's not usually the manager. I was pleasantly surprised in this instance – and I will most likely stay at this hotel again in the future.

It really doesn't take a lot to keep customers happy and coming back. In this case, the refund was nice, but I would have also responded positively to just the personal email from the manager. The fact that he was made aware of my comments and took the time to respond spoke volumes. In my book, that's quality - caring about customers and understanding the importance of their feedback. I'm sure everyone in a management position must know that an unhappy customer is likely to tell a lot more people about a negative experience than they are to share a positive one.

And, speaking of quality... Mark your calendars NOW for September 8! Our dinner meeting will feature Joe Estey, whose topic is “Choosing Wisely: Recognizing and Avoiding the Control Paradox.” Joe is a dynamic and passionate presenter. You won't want to miss this one.

- Jo

Tuesday
September 8, 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
\$25 non-members
\$5 presentation only

Reservations are due August 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.

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/

Choosing Wisely: Recognizing and Avoiding The Control Paradox



Joe Estey
Manager, Engineering Safety & Training
Advanced Technologies and Laboratories Intl, Inc.

When attempting to improve performance or correct conditions in your organization, do any of the following sound familiar?

- Solutions are developed that are worse than the problem they were created to solve?
- Personal agendas are framed as solutions which conveniently were just waiting for the 'right problem' to show up?
- New corrective actions or controls are implemented that create an 'underground market' for condoned workarounds, asterisk managers and exceptions becoming the rule?

This presentation will provide insights to help recognize and avoid The Control Paradox, which is defined as follows: By seeking to eliminate the undesirable event through the elimination of human error, we guarantee the undesirable event by ignoring *human nature*.

There are three phases to an effective performance improvement process: 1) problem identification; 2) proper analysis of the potential conditions that created the identified problem; and 3) creation/design of the preventative and corrective performance enhancements or actions that will reduce or eliminate the likelihood of similar problems or events in the future.

In each phase there are numerous opportunities for errors and missteps that will increase the odds that things will get worse rather than better.

Join us September 8 to learn more, including why corrective actions don't always correct the desired behavior or condition, how they can actually increase the likelihood of greater harm and loss to the organization and individual(s), and the questions that must be considered and answered to generate and construct effective and impactful corrective actions.

About the speaker: Joe Estey is a member of the Association for Talent Development (ATD), presenting Human Performance Improvement related-keynote addresses and training sessions to public agencies and private companies across the United States. He has earned national awards (White House Federal Executive Office) for public outreach and education for the development of The Industrial Ecology Project and the Source Reduction Handbook. His book, The Tomorrow Tapestry: Life Woven on the Fabric of Change, has been used nationally as a multimedia leadership training series since 2003.

ONLY ONE MONTH LEFT – HOW ARE YOUR RECRUITING EFFORTS GOING SO FAR?

Deadline: August 27

How many work colleagues and friends have you talked into joining ASQ so far? Just a reminder about our ASQ Columbia Basin Section's New Member Recruitment Challenge. This is your chance to win a GREAT prize!

Two tickets to the Uncork the Cure (on Red Mountain) on Saturday, October 10, 2015. This is a wine tasting event with 9 wineries participating, plus a silent auction, vendors and food trucks. Valued at \$100.

This challenge is open to all ASQ Section 0614 members in good standing.

All you need to do is be the member who recruits the most NEW ASQ (national) members (with a 0614 section membership as well) between the dates of May 27 and August 27, 2015.

Don't forget that you must submit information to our section's coordinator, per the instructions, reporting the names of everyone you recruit and evidence that they joined in order to be eligible to win the prize. Additional rules and details regarding the challenge are included at the end of this newsletter.

GET YOUR JUNE ASQ MEMBER GIFT

This month's ASQ gift for members is all about Six Sigma. We all know there are several different levels of Six Sigma professionals – Black Belts, Master Black Belts, Green Belts, Yellow Belts and White Belts. These individuals conduct projects and implement improvements. Your free gift includes an introduction to the Six Sigma Green Belt and includes a full e-book as well. [Click here to access your gift.](#)

FUNDING YOUR FUTURE: HOW THE SBA CAN HELP

Free seminar July 24 at 12 p.m. in Pasco

This workshop, sponsored by GESA Credit Union and the Pasco Chamber of Commerce, will help participants gain a better understanding of the many Small Business Administration (SBA) programs and services that are available to small businesses. Presenter Mark Costello will provide information about SBA loan programs and services, 504 CDCs, alternative and micro lending options, and the lending process.

For more information and to register, click [here](#) or call 509-378-3100 (or toll-free 1-888-946-4372).

ASQ REGIONAL DIRECTOR'S TRAINING – FOCUS ON VOLUNTEERS

by Jo Haberstock

Several of our section's Leadership Team members along with a few other members, participated in training provided by our Regional Director, Ed Landauer, on June 19.

The focus of this year's training was on volunteers, recruiting for section officers and assistance with section activities and working with volunteers. Ed talked about shifts in family dynamics, technology, professionalism and more. We discussed the mindsets of different generations and ways to best reach Gen X, Gen Y, millennials and others. We also talked about some motivation and retention ideas.

I personally found this training very interesting, as I know firsthand how much our section has struggled for years to get willing volunteers to serve in some of the elected and appointed positions that are essential to continued section growth and success. I'm pretty passionate about quality, which is why I initially got involved in ASQ and in our section activities. I have served in several positions over the years. To me, a volunteer commitment is the same as a work or family commitment – when I sign up for such a role, I know I am signing up to do some work, that it will take several hours of my time each month, and that I have an obligation to do my best for our section.

I am sure that some individuals are members only so they can put "ASQ" on their resumes or to get discounts on certifications and training, and that's okay. And while I understand that we all have other commitments (e.g., work, family, other community involvements), I am surprised to find that very few of our section members seem interested in actually helping out with the work it takes to provide monthly speakers, programs, site visits, or with the related work needed to recruit new members, sustain our current membership, and to advertise our meetings and programs. It seems that the majority of our members want all the benefits of membership, including good programs and speakers, timely communications, certification exams, educational opportunities, etc., but few are willing to make a true commitment to help out

As we begin the 2016 section election process, I am hoping all of you recognize that the continued operation of our section and its future success should not be the "job" of just a few dedicated members ... that it truly does take a village to raise a child (and to ensure a quality section) ... and that you will consider reaching out and offering your help to keep our section strong and growing.

QUOTE OF THE MONTH

"It's easy to sit up and take notice, what is difficult is getting up and taking action."

~ Honore de Balzac

YOU ARE AT THE HALFWAY POINT OF 2015

by Paul Casey

If you ever played a sport that had a halftime, you remember why it was a good thing:

1. *You got to re-assess your performance from the first half.*
2. *You got to rest a bit to re-gather your strength for the second half.*
3. *You got to hear from your coach as to what strategies to deploy to win in the second half.*

So, how was your first half of 2015? Take stock on your wins for the past six months, and write down wherever you moved the ball forward in any area of your life, business, and relationships. What contributed to that success? That question is important in order to keep repeating it! Also write down unfulfilled-as-yet goals that need a re-upped commitment, which probably includes a step-by-step action plan to make it happen between now and December.

It's rejuvenation time, too! Hopefully, here in summer you have some vacation time carved out to get out of your routine and have some fun with those you love—even if it's just a long weekend or two. Get outside more often to clear your head. Pick one of your hobbies back up. Make a memory.

Want a few strategies to excel in the second half?

- ***Make the decision to be more intentional with how you use your time.*** Get ruthless with avoiding distractions and staying on track every day with the 20% of activities that give you 80% of your return on your goals. Get your big 3 priorities done every day by outlining them for tomorrow before you go to bed and front-loading them into your calendar.
- ***Make a list of 7-10 questions to ask yourself every single day*** and post it in a location or two where you will bump into it all day long (phone, monitor, mirror, dashboard). Set questions for yourself that remind you of how you want to improve for better results in the second half.
- ***Get out of your comfort zone in order to grow forward!*** Attend more networking events or go out with more couples or friends to build relationships. Try something new every month—even if it's just a restaurant! Take a class to get better at a skill. Enlist a coach or accountability partner to ask you tough questions and to not let you off the hook with coasting.

Now get back out there and show the world what you've got!

Paul Casey is a certified Life Coach, author, speaker, and trainer. He loves to help people take action and achieve their goals. Check out his Growing Forward [website](#).

BEST PRACTICES IN TEAM EXCELLENCE: USING THE ITEA FRAMEWORK TO IMPROVE YOUR ORGANIZATION'S RESULTS

If you have had an opportunity to serve as a judge or to see any of the ASQ International Team Excellence Award (ITEA) teams present their stories at the World Conference on Quality and Improvement (WCQI), you already probably understand how they used the judging criteria to guide and improve their processes and teamwork.

[Best Practices in Team Excellence: Using the ITEA Framework to Improve Your Organization's Results](#), a book by Vern Goodwalt and Laurie A. Broedling, explains the Team Excellence Framework (TEF) and how to leverage it to ensure the success of your improvement teams. This framework has a long-standing track record of providing the means by which teams can produce highly successful outcomes for their organizations. Established in 1985 and run under the auspices of ASQ, the ITEA enables organizations to harness the power that comes from coupling teamwork with systematic continuous improvement methodology.

The book is organized to help you first understand why the TEF is beneficial and then provide knowledge based on best practice to enable you to successfully apply it. This knowledge is derived from two major sources: experts who have been involved in improving and assessing the performance of improvement teams by using the TEF, and those who have been associated with successful teams that used the TEF. Using the TEF as a guide leads teams and their management sponsors to consistently high levels of success.

[Member Price: \\$27](#)

QUALITY TOOLS: THE 5 WHYS AND 5 HOWS

Check out the [ASQ™ TV](#) segment about this topic. Learn when to use 5 Whys and when to use 5 Hows, and how these tools can help your team when drilling into a problem to find a solution.

AUGUST IS HAPPINESS HAPPENS MONTH

Founded in 1999 by the Secret Society of Happy People (SOHP), **Happiness Happens Month**, aims to spread the joy of being happy and to persuade people to look on the brighter side of life. August 8 is the official Happiness Happens Day, as originally started by the Society, but they decided to expand the celebration to a full month. For more about the Society, daily happiness challenges and others ways to participate, check out their [website](#).

Happiness is contagious ...if you're feeling happy, tell someone! Share the good!

SUCCESS: ONE TASK AT A TIME

by The Manta Team

Multitasking is a modern phenomenon—and checking off items from your to-do lists (simultaneously, no less) are like gold medals worn proudly for recognition. But is it really possible to complete multiple complex tasks at the same time and do them all well?

Leadership development expert and author Devora Zack says No. She proposes dedicating time to a singular endeavor—from writing a report to meeting with a client—fully focused in the moment and free of distraction. In her new book [Singletasking](#), Zack explains that multitasking is really just task-switching. And while seemingly more efficient, moving from task to task can zap creativity and efficacy. Concentrating efforts, on the other hand, encourages productivity and quality.

To get started:

- Commit to one task at a time—eliminating distractions and ignoring the draw to handle other pressing work.
- Practice cluster-tasking. Planning chunks of time dedicated to grouped activities (such as email and returning calls) will alleviate the itching need to take care of everything immediately.
- Divert competing thoughts. Write down unrelated concerns as they crop up, so you can focus on them later.

While dropping the juggling act might seem stressful in and of itself, the benefits of single-tasking (especially for your most critical jobs) are tangible. Try it!

Manta is one of the largest online resources dedicated to small business. They deliver products, services and educational opportunities that are effective, easy to understand and geared to help business owners become more competitive in their respective industries. Click [here](#) to check out their website.

OVERVIEW OF ISO 9000 AND ITS RELEVANCE TO ISO 9001 AND OTHER STANDARDS

The ASQ Quality Management Division's Technical Committee on Standards and Compliance received a request from the US TAG to ISO/TC176 relating to the upcoming revision to ISO 9000.

Due to the fact that ISO 9000 is the normative reference for ISO 9001:2015 and that there have been important additions and changes to terms in the standard, the TAG determined that it would be appropriate to share this information with the ASQ membership through one of its most effective communication venues: the sections

Thus, we have posted on our [section website](#) a PowerPoint presentation that provides a brief overview of ISO 9000 and its relevance to ISO 9001 and other standards.

VOLUNTEERS NEEDED AT EDITH BISHEL CENTER

by Jo Haberstock

If you read last month's article on this topic, you know that I talked about how volunteering is good for everyone, and I provided information about some upcoming needs in the community.

A few of our section members helped out last month with a Cystic Fibrosis Foundation fundraising event in Moses Lake. Way to go, Section 0614 – and many thanks to the individuals who volunteered for this!

Here are some other volunteer opportunities coming up in the future. If you would like to help, please contact the designated event coordinator, and be sure to let them know that you are an ASQ 0614 member.

The **Edith Bishel Center for the Blind and Visually Impaired** is dedicated to serving the blind and visually impaired in southeastern Washington and northeastern Oregon. Their center, located in Kennewick, currently serves six eastern Washington counties: Benton; Franklin; Walla Walla; Columbia; Yakima and Klickitat. In 2014, the center assisted 2944 community members. They are in need of help with the following activities:

- Organizing/coordinating Silent Auction and raffles (or donating items) for their September 17 Dinner in the Dark fundraiser
- Social events for the blind and visually impaired each month
- Marketing and administrative assistance; ideas for future fundraising events

For more information and to volunteer, contact Cynthia McCreedy at Cynthia@edithbishelcenter.org or (509) 735-0699.

Has your email address changed? Help us keep you informed of Section 0614 events and information by updating your contact information and email preferences at <http://www.asq.org/>. Log in and click "My Account" to update your membership record. You can add or make email, address and phone changes in the "Contact" tab, and then be sure to click on the "email preferences" tab to be sure you are subscribed to receive future Section communications.

NATIONAL RELAXATION DAY – AUGUST 15

by Jo Haberstk

No, I did not make this up. August 15 really is **National Relaxation Day!**

We live in a very fast-paced, high tech world these days. This day is all about taking a step back to unwind and decompress. For some that may mean curling up on the couch with a good book or getting a massage, while others may find relaxation in a trip to the ocean or visiting an art gallery or botanical garden.

It's a Saturday, so hopefully a lot of folks will be able to have some fun with this and take it easy.

How about a trip? According to The Huffington Post, some of the most relaxing places on earth are Nordfjord, Norway; Whitehaven Beach, Australia; Navagio Beach, Greece; Bora Bora, French Polynesia; Seljalandsfoss, Iceland; and Rio Celeste Falls, Costa Rica. A little closer to home are Rocky Mountain National Park, Colorado; Waipio Valley, Hawaii; Lake Louise, Canada; Flathead Lake, Montana; and Mt. Hood, Oregon. To see the full list (and pictures), click [here](#).

Here are some other ideas for relaxing:

- Listen to music (try "[Weightless](#)," a track created by a group of sound therapists and the band Marconi Union)
- Visit an aquarium (or a virtual fish tank – here's a [link](#) to just one of many on YouTube)
- Take some deliberate, deep breaths (a little meditation)
- Imagine yourself in a peaceful place (walking on the beach, perhaps)

Whatever you choose to do (or not do), enjoy your day! And, for those who like a little food with their relaxation, August 15 is also *Lemon Meringue Pie Day*. (Really!)



SECTION 614 MEMBERSHIP

As of July 1, 2015, we have 118 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 Prevette
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.

Section 0614 NEW MEMBER RECRUITMENT CHALLENGE May 27 – August 27, 2015

ASQ Columbia Basin Section 0614 is holding a New Member Recruitment Challenge. This is your chance to win a GREAT prize!

Two tickets to the Uncork the Cure (on Red Mountain) on Saturday, October 10, 2015. This is a wine tasting event with 9 wineries participating, plus a silent auction, vendors and food trucks. Valued at \$100.

This challenge is open to all ASQ Section 0614 members in good standing.

All you need to do is be the member who recruits the most NEW ASQ (national) members (with a 0614 section membership as well) between the dates of May 27 and August 27, 2015.

How to participate?

1. Talk to your work and professional colleagues, our friends and family members.
2. Tell them about ASQ at the national level (global focus, conferences, certifications, training, etc.)
3. Tell them about our local Columbia Basin ASQ 0614 Section (meetings, speakers, site visits, training, networking, etc.)
4. Invite them to become ASQ members (must become an ASQ member, with a 0614 section membership as well and must join on or before August 27, 2015).
5. When they become members, have them send you a copy of their “welcome” letter from ASQ national and their membership number.
6. Submit the information – for ALL the new members you recruit – to our section’s Member Recruitment Challenge coordinator, Robert Boykin (rboykin68@gmail.com) by August 31, 2015.

Notes: To be eligible for the prize, the individuals you recruit must join ASQ on or before August 27, 2015. Individuals who have been members in the past (but whose memberships have lapsed) may be recruited as well. Only those who join between the dates of May 27 and August 27, 2015, will be counted. The prize recipient will be notified after all memberships have been verified. In the case of a tie, ASQ Section 0614 reserves the right to provide a second prize of similar/equal value.

Additional information about ASQ, membership benefits and pricing can be found on the ASQ website at www.asq.org. Additional information about our Columbia Basin ASQ Section 0614 and a membership recruitment brochure is available on our website at www.asq614.org.