

CHAIR'S CORNER

by Robert Boykin

It is Tough to Trust...

Trust is a belief that someone or something is reliable, good, honest, and effective, and in which confidence is placed. What is *your* definition of trust? Is it to rely on someone of whom you know nothing? Or is it to rely on someone of whom you know everything? Do we ever really know who we're standing next to?

Phrases I've read are "Trust is important because one cannot get close to and maintain friendships or relationships of any kind if you don't trust anyone." "We all need someone who we can trust, to confide in, talk to about things that are personal or that bother us so that we can get input and work through them."

I presume that many of you disagree that *to trust is to rely on someone of whom you know nothing*. Well, consider the following perspectives in their purest context.

- When you book an airline reservation, do you know anything about the pilot and co-pilot who will be flying the plane? Do you ask for their names, experience as pilots, likes and dislikes?
- How about firefighters, paramedics, or law enforcement officials who would come to your aid in case of an emergency?
- How about the regular passerby who greets you with pleasant words and smiling eyes?

As far as trusting, it's tough out there, isn't it?

My reason for chatting with you about trust is that I was recently encouraged to be more trusting of others. It was expressed to me that "one can neglect seeing the good in people with a constant sentry on patrol." So, I thought I would pass an opportunity for contemplation relative to trusting on to you – and give you something new to think about, too.

Consequently, a New Year's resolution of mine will be to work honestly at being more trusting. So, what's in *your* New Year's resolution wallet? Keep in mind that -

"It is an equal failing to trust everybody, and to trust nobody."
- English Proverb

Be well and be safe.

- Robert

VICE CHAIR'S CORNER

by Jo Haberstock

Happy New Year!

We started our 2015 section year off with a fairly large turnout on January 6. Unfortunately, our planned speaker had to cancel on short notice, and several Leadership Team members made calls and/or emailed everyone on the reservation list to try to let them know. Even so, there were 16 folks who came to the Shilo that evening. Granted, a few hadn't gotten the cancellation message but some actually *chose* to come and have dinner with us anyway. I'm not sure exactly what that says about our section and/or our section leadership team – but I like to think it means some of our "regulars" enjoy just getting together and networking (and, yes, partaking of the buffet dinner, too).

I recently attended a meeting of another professional organization where the speaker shared thoughts and ideas about recruiting and retaining members. A couple of things really stuck with me, and I hope our section will embrace them. In recruiting as well as in retention efforts, we need to keep in mind that most people join an organization because they want to feel included and part of the group. I do know (because they've told me) that some ASQ members join just to be able to put it on their resume or to get a reduced rate on certifications and/or ASQ-sponsored training and conferences. And that's okay. Others may have joined because they want the networking and learning opportunities provided at our local section meetings. That's why we try to offer interesting and varied speakers, topics and site visits.

In recruiting new members and retaining current ones, I believe we need to listen... listen to what our members and those we are recruiting tell us they want. That's why we often ask for your feedback about meetings and topics and what you would like to see offered in the future.

We have some great speakers planned for the coming months, starting with Jim Davidson on February 3. He will share information about "The ABCs of Probability."

And be sure to check out our section contest with the prize of a free WCQI registration... and more! Deadline for entries is February 15, so start working on your essay!

BTW, we have rescheduled Rick Martinez to be our featured speaker in April. Mark your calendars for April 7.

- Jo

February, 3, 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 January 29.
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/

“The ABC of Probability”



Jim Davidson Davidson and Davidson, Inc.

Would you like to learn more about sampling plans, statistical sampling theory and statistical analysis of sample results to support decision making? Are you interested in data quality objectives (DQOs) and implementing the DQO process? Are you ready to be challenged and surprised?

The DQO process is a planning tool for data collection activities. Working through the steps in the process, stakeholders capture the logic needed to define the type, quality and quantity of data needed for decision making. Implementing the DQO process often results in substantial cost savings. Development of a defensible sampling plan, based on statistical sampling theory and statistical analysis of sample results is needed to support confident decision making.

Our speaker, Jim Davidson, will visually illustrate basic facts about probability related to random sampling with and without replacement, by sampling the ABC-to-Z letter sequence a million times or more per second on a laptop computer.

The results will astound almost anyone. For example, how long does one need to randomly sample (without replacement) a set of ABC blocks to be 95% confident of obtaining a least one correct arrangement when sampling at 1 million samples per second? How much more time is required when sampling with replacement?

Join us February 3 to get the answers to these questions...and more!

About the speaker: Jim Davidson is owner and president of Davidson and Davidson, Inc. (DDI). He is an environmental scientist who has presented across the country on the topic of Data Quality Objectives and was involved in initiating and helping develop the first version of the Visual Sample Plan software that has become a standard in the environmental field.

WIN FREE WCQI REGISTRATION - AND MORE

Contest Deadline: February 15, 2015

Would you like to participate in ASQ's 2015 World Conference on Quality and Improvement (WCQI)? Would you like to have your conference registration fee (value of \$899-\$999) paid? How about being reimbursed for up to \$1000 on your travel and lodging/hotel expenses?

ASQ Columbia Basin Section 0614 is holding an ESSAY challenge. The member who submits the winning essay will be rewarded with a free registration for the 2015 WCQI. The conference will be held in Nashville, Tennessee, May 4-6, 2015, with pre-conference events on May 2 and 3. In addition, up to \$1000 of the member's travel and hotel/lodging expenses will be reimbursed following the conference.

Who is eligible to participate: ASQ Section 0614 members in good standing, who have been an ASQ member for a minimum of one year. Members of the current section Leadership Team (Officers or Chairs/Team Leads) are not eligible.

All you need to do to enter the contest is complete the application form and submit it with your essay of 1200 words or less on the following topic:

Why is an opportunity to participate in the 2015 WCQI important to you? How will this help you achieve personal and/or professional goals?

The complete list of rules, requirements and expectations is included with this newsletter. To obtain the application form as a Word document, send an email to jkhbme@gmail.com. All entries must be received by February 15.

LEARNNOW: CHANGE MANAGEMENT

February 25-26 Tempe, Arizona

This Association for Talent Development (ATD) conference provides a fresh perspective on change management with tested business approaches that executives and managers use to help their organizations rapidly change. Learn how to help yourself, your employees, and your organization's business models constantly and rapidly adapt to keep pace with technology and economic events.

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



CONNECT – ENGAGE – BE INSPIRED!

January 22: 6 to 8 pm
Sandberg Event Center/West Richland, Washington

You are familiar with TED Talks? Here comes the Tri-Cities' version: EDGE Talks! Six speakers will bring their best inspiration for your professional and personal application. The speakers are Paul Casey, LoAnn Ayers, Lisa Godwin, Preston House and Melanie Crane. They will talk about servant leadership, mindsets for success, time traps and more.

In addition to the talks that can grow your leadership, there will be networking opportunities to boost your business, and all-you-can eat Papa John's pizza, too! Registration for this event, sponsored by Community 1st Bank is \$33 per person. An organizational discount is also offered – if 3 people from the same organization register, the 4th one is free.

Register now by going to the [Growing Forward](#) website. Then click on the tab "Register for the Edge 5 Event."

WOMEN IN BUSINESS CONFERENCE

January 28 in Pasco, Washington 8:30 am – 4:30 pm

The fourth annual Tri-Cities Women in Business Conference will be held January 28 at the TRAC facility in Pasco. The conference offers a day of professional and personal development, education and networking. It includes keynote speakers, solo presenters and panel discussions.

A keynote presentation will be delivered by Jen Mueller, ROOT Sports reporter, Radio Sideline reporter for the Seattle Seahawks and CEO/Founder of Talk Sporty to Me. The sports broadcasting veteran and entrepreneur will help attendees identify ways to profit from sports talk in the business world and develop strategies to win in any conversation.

There will also be exhibitor booths where attendees can meet prospective clients, customers and collaborators. Booths include a variety of businesses and organizations that represent finance, business services and products, health, education, beauty and retail sales.

Tickets for the conference are \$125 and include a ticket to the luncheon. Tickets for just the luncheon are \$30. Reservation deadline is January 22. Tickets are available at this [link](#) or by calling the chamber (509-736-0510).

QUOTE OF THE MONTH

"If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward."

- Martin Luther King, Jr.

GOVERNMENT CONTRACTING ESSENTIALS

February 10: 9am – 11am Kennewick, Washington

What does it take to become a successful government contractor? This class, offered by Washington Procurement Technical Assistance Center (PTAC) can help you get prepared for government business. Topics to be covered include the basics of marketing and selling your products and services to federal, state and local government agencies.

There is no charge for this class. For more information and to register, [click here](#) or send an [email](#).

22ND ANNUAL CONFERENCE ON QUALITY IN THE SPACE AND DEFENSE INDUSTRIES

February 23-24 Cape Canaveral, Florida

If you work in or are interested in the space and defense industry, check out this ASQ conference. It includes discussion about the latest policies and practices. There will be education sessions and several speakers, including ASQ CEO Bill Troy. Cost is \$495 for ASQ members. For more information, [click here](#).

HAVE YOU RECEIVED GREAT SERVICE FROM A SMALL BUSINESS?

Nominations are now being accepted for the 20th Annual Mid-Columbia Small Business of the Year Awards. These awards recognize small businesses (fewer than 60 FTE employees, locally owned and operated and for-profit) in Benton and Franklin Counties for exceptional customer service, commitment to employees and superior community relations. There is also an award for Micro-Business of the Year (10 or fewer employees).

As quality professionals and card-carrying ASQ members, we should always be on the lookout for such businesses and give them the recognition they deserve. Take a few minutes to think about what local business *you* could nominate – and then do it!

Nominations will be accepted from any citizen of Benton or Franklin Counties who is an employee, customer, supplier, or regulator of the nominated business. An “intent to nominate” form must be submitted by March 20. The full application deadline is April 3. For more information and the nomination forms, [click here](#) or call 509-585-5460.

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.

PUBLIC WORKS BIDDING & CONTRACTING WORKSHOP

February 26 & 27 – Kennewick

The National Institute of Governmental Purchasing (NIGP) is offering a 2-day class that will cover types of public contracts and public works, developing bid documents, bonds and insurance, bidding and awards, and more. The instructor, Mike Purdy, has over 35 years of public contracting and procurement experience. Cost is \$180. For more information or to register, [click here](#).

DEFINING AND ACHIEVING THE ROI OF QUALITY

Web-based – March 11

Achieve strategic goals and results through best practices. In this course, you'll use a system to define quality initiatives based on the five key areas that senior leaders care about the most. Leverage these five areas to demonstrate the clear value of quality systems to organizational leaders.

This instructor-led, web-based ASQ course is being offered on March 11 from 9 am to 1 pm CST. Cost for ASQ members is \$269. For more information, [click here](#).

SECTION 614 MEMBERSHIP

As of January 15, 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 Haberstok
Treasurer	Kent Ozkardesh
Secretary	Glenn Gruner
Certification/Recertification	Patrick Faulk
Audit	Alvin Langstaff
Membership Chair	Charles Tyler
Nominating Chair	Jo Haberstok
Webmaster	Steve Prevette
Newsletter Editor	Robert Boykin
Voice of the Customer Chair	Vacant
Programs Chair	Vacant
Publicity Chair	Vacant
Community Outreach Chair	Vacant

Would you like to participate in ASQ's 2015 World Conference on Quality and Improvement (WCQI)?

Would you like to have your conference registration fee (value of \$899-\$999) paid?

How about being reimbursed for up to \$1000 on your travel and lodging/hotel expenses?

Then keep on reading!

ASQ Columbia Basin Section 0614 is holding an ESSAY challenge. The member who submits the winning essay (on a topic related to quality, of course!) will be rewarded with a free registration for the 2015 WCQI. The conference will be held in Nashville, Tennessee, May 4-6, 2015, with pre-conference events on May 2 and 3. In addition, up to \$1000 of the member's travel and hotel/lodging expenses will be reimbursed following the conference.

Who is eligible to participate: ASQ Section 0614 members in good standing, who have been an ASQ member for a minimum of one year. Members of the current section Leadership Team (Officers or Chairs/Team Leads) are not eligible.

What is required to enter the Essay Challenge:

- Meet eligibility requirements
- Write and submit a typewritten essay (maximum of 1200 words, in Word format) on the following:

Why is an opportunity to participate in the 2015 WCQI important to you? How will this help you achieve personal and/or professional goals?

- Complete and sign the application sheet(s) and submit with essay via email by February 15, 2015.
- Agree to personally make and pay for travel and lodging (air, hotel, etc.) and to submit original receipts to ASQ Section 0614 Treasurer upon return (no later than May 20, 2015) for eligible reimbursement
- Attend WCQI 2015, and participate in section-related meetings/events as a section representative
- Agree to prepare and submit an article to the section newsletter (by June 5, 2015), sharing highlights of the WCQI conference
- Agree to attend (in person) and present additional information about the WCQI conference experience to members at a future section meeting (no later than October 2015)
- Agree to have the essay published (in part or full) in the section newsletter or website

Entries must be received on or before **February 15, 2015**. Send entries as an attachment(s) by email to jkbme@gmail.com with "Section 0614 Essay Challenge" in the subject line.

All essays meeting the requirements will be reviewed by a team comprised of ASQ Section 0614 members. A "blind" review will be performed (reviewers will not know who wrote the essays, unless the applicant includes identifying information). Review criteria include theme relevance, depth of thought, clarity, spelling and grammar. The winning entrant will be notified on or before March 10, 2015. The decision of the review team is final. No further discussion will be entered into with applicants.

In the event that an insufficient number of qualified entries are received or if the review team determines that no entries meet the quality standards established to receive the award, ASQ Section 0614 reserves the right to discontinue the essay challenge and make no award.

By participating, all entrants acknowledge and agree that they have entered the contest of their own free will, that the full rules and details of the contest have been made available to them and they therefore understand and agree that neither ASQ Section 0614, or their representatives have any liability with respect to participation in the essay challenge or receiving an award and are not liable for any damages related to acceptance and use of an award. By entering this challenge, participants agree to be bound by these rules.

APPLICATION FORM FOR ASQ COLUMBIA SECTION 0614 WCQI 2015 ESSAY CHALLENGE

Name:		
ASQ Member Number:		Years as an ASQ Member:
E-Mail Address:		
Mailing Address:		
Primary Phone Number:		
Brief summary of your involvement in ASQ at the local (section), regional and/or national level(s):		
Have you attended the World Conference on Quality & Improvement or previous ASQ conferences? If yes, when and where?		

Entries must be received on or before **February 15, 2015**. Send the completed application form and essay entry in Word format as attachments by email to jkhbme@gmail.com with "Section 0614 Essay Challenge" in the subject line. To obtain the application form as a Word document, send an email to jkhbme@gmail.com.

All entries meeting the requirements will be reviewed by a team comprised of ASQ Section 0614 members. A "blind" review will be performed (reviewers will not know who wrote the essays, unless the applicant includes identifying information). Review criteria include theme relevance, depth of thought, clarity, spelling and grammar. The winning entrant will be notified by March 10, 2015. The decision of the review team is final. No further discussion will be entered into with applicants.

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Your electronic signature below documents that you have read and accepted the rules, requirements, and expectations.

Signature (typed is acceptable)

Date