




CHAIR'S CORNER

by Robert Boykin

I usually try and do a bit of research relative to the upcoming dinner meeting topic, so I set out with great expectations for our September 8 theme. After reading an article about "The Paradox of Control," I can unmistakably say that I am looking forward to hearing Joe Estey speak about the topic at our upcoming dinner meeting.

After reading through the first paragraph of the article I felt a bit perplexed. See what you think. "The paradox is that while you believe you are in control, you are not. At the same time when you gain true control, you see that you really have none to begin with – of the kind you have imagined anyway. This is rooted in the fact that you perceive control to be something you possess outside of yourself, and completely ignore the real control you have, which is inside yourself." 

Sounds like I'm way off base when I read the subject matter that Joe plans to present. So, I'll wait to hear the insights that he has in store for us. Now, are you ready for some football?

Why is football so important in the American culture, and how does the game improve the quality of a football fan's life?

According to a motivational blog I recently read, the importance of football to so many people comes down to three things. First, a desire to feel part of something; second, the fun of following winners and third, because everyone else is following football! The blog went on to state that people want to belong and, even bigger, they want to belong to something they can believe in and others can believe in, too. Conversely, if people don't see something as a winner, they are quick to abandon it.

Consider the Seattle Seahawks, for example. For a long time, little attention was paid to the Seahawks because they weren't winning. Now, the Seahawks are the "It" team in Washington state. The 12th Man flag can be seen all over the state. However, if there's merit in the blog's opinion that "if people don't see something as a winner, they are quick to abandon it"... if the Seahawks become the doormat of the NFC West, would the 12th Man abandon the team? Say it ain't so!

Regardless, a definition of *quality of life* is "the standard of health, comfort, and happiness experienced by an individual or group." So, if it is believed that people follow the game of football because they desire to feel part of something, then football might be influencing people's lives for the better. Why? Consider the fact that 115.2 million people tuned in to view the 2015 Super Bowl. As of July 4, 2015, the population of the United States was 321,216,397. Meaning that roughly 1 in 3 people in the U.S. was looking at and listening to the same event at the same time. There is definitely some well-being in that, eh?

Be well and be safe.

- Robert

VICE CHAIR'S CORNER

by Jo Haberstock

It's almost September! The other day as I was driving home from the grocery store, I noticed one of the signs at a local elementary school, and it was proclaiming all the "back to school" dates coming up. It suddenly hit me that it's almost time for kids to be going back to school. Did summer really zip by so quickly? Soon we will be seeing lots of yellow buses on the roads and slowing to 20 mph in school zones as we wait for buses to pick up and drop off kids every day and waiting at school crosswalks every morning and afternoon.

Do you ever find yourself complaining, probably silently, when you end up behind a school bus and have to wait as it pulls up to a bus stop? Or at a crosswalk? We're all so busy with our lives, and sometimes we're running late for work or an appointment, and that's usually the time you find yourself having to stop, right? Of course if you're bemoaning the bus, it probably means you need to plan a little extra time for your future commutes.

Here's another take. How about using those three or four minutes to think more positive thoughts? Think about traffic or other delays as *opportunities* instead of obstacles. Take a few deep breaths and mentally write in your journal of things you are grateful for. That bus may be carrying a future president, teacher, or a young Serena Williams or Bobby Flay. Watch, if you can, as children board the bus or cross the street. You'll likely see a lot of kids who happily bound up the bus steps, excited for another day at school. Do you remember being excited about going to school? Why did you feel that way? Did a special teacher inspire you to want to learn about a particular subject? Did you look forward to seeing your friends and talking about the latest sports, or fashions, or perhaps that really cute boy (or girl) in your history class? What inspired and excited you?

It's kind of fun to take a short stroll down memory lane, isn't it? Now take the answers to some of those questions and think about how you might apply them to your life now. We may be grown up and no longer catching the school bus every day, but we can still get together with friends to catch up on each other's lives and to share new ideas. We can get excited about projects at work, our volunteer activities in the community, and in planning our next vacation.

We may no longer be going to school every day, but we can – and should - still be learning every day. While you're stopped at that crosswalk, think about what you did the day before and about what you learned. Think about how you can share some of what you learned with others in the future.

Speaking of learning, our September 8 dinner meeting is going to be a great opportunity for learning. Joe Estey will share information about recognizing and avoiding The Control Paradox. We will also be having a Book Sale – check out the article on page 4!

- 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 September 3.
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?

- 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.

JUST A FEW DAYS LEFT – HOW ARE YOUR RECRUITING EFFORTS GOING?

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.

CONSCIOUS HUMAN INTENTION IN THE WORKPLACE

from Michael Hart – MBA, ASQ CQE, CQA, CQM/OE



In late 2014, I completed an academic study in conjunction with a business Masters degree through the University of Leicester in the UK. The title of the thesis was "Conscious Human Intention in the Workplace," and it focused on the theories surrounding our abilities as humans to

energetically influence the world around us, including how it might relate to process improvements in organizations.

As part of the study, Canadian employees across Canada were asked to take a survey about the experiences they had involving their last workplace improvement initiative. The invitation was sent to project managers, quality professionals, LEAN and Six Sigma practitioners, and Change Management professionals through member associations and other organizations within those communities of practice.

To access an abbreviation of the study, [click here](#).

For more information about Michael Hart and/or to sign up for his company's (HUMAN) Organizational Excellence Community Newsletter, [click here](#).

SOFTWARE REQUIREMENTS ENGINEERING COURSE

Offered by the Westfall Team – September 1-3, 2015

Several of you have taken the Software Quality Engineering course, offered by the Westfall Team, that our Section has sponsored in the past. Although we are not the sponsoring organization for this current course, Linda Westfall is offering a discount of \$150 off the \$999 registration fee to section members who enroll in the course.

Course Description: Software Requirements Engineering is a 3-day course designed to provide a comprehensive knowledge base and practical skills for anyone interested in implementing or improving Software Requirements Development and Management techniques in their organization. [Click here for a more detailed description including a course outline.](#)

The training will be held at:

Volpentest HAMMER Federal Training Center
2890 Horn Rapids Road
Richland, Washington

Registration Fee is \$999: Pay by Visa, Master Card, American Express, checks, or Company Purchase Orders (for purchase orders an invoice will be sent - registration fee must be paid before class starts).

Special Discount: An exclusive \$150 per student discount is available for ASQ Section 614 members. Be sure to mention discount and/or enter "ASQ Section 614" when registering.

To Register: This course is now in [open enrollment](#) or call 972-867-1172.

GET YOUR FREE ASQ MEMBER GIFT

As one of ASQ's best-selling authors, Gordon Harnack says in his book, *Mastering and Managing the FDA Maze*, the number of FDA regulations and increased expectations from the agency is staggering, to say the least. Navigating through the maze of what's required and recommended, impacts various industries, as well as the work of many regulatory and quality professionals.

This month, your free ASQ gift includes lots of great resources you can use to stay on top of the expectations, including a new and exclusive webcast presentation from a 34-year FDA veteran, and not one, but two full e-books on medical products and devices. With more than 600 pages of guidance, tables, charts, and checklists, this ASQ exclusive member gift will certainly be worth saving, so be sure [to access your member gift now](#).

QUOTE OF THE MONTH

"The secret of a good sermon is to have a good beginning and a good ending; and to have the two as close together as possible."

~ George Burns

SEPTEMBER 8 - BOOK SALE AND MORE!

International Literacy Day

by Jo Haberstock

Bring some books to donate to the Book Sale at our September 8 dinner meeting. In support of International Literacy Day, we are conducting a fundraiser to benefit the Children's Reading Foundation of the Mid-Columbia.

Donate some of your already read/no longer wanted books! Then buy some new (to you, that is) books. We will put all the books on a table at the meeting and encourage everyone to buy the books donated by others. All genres of books may be donated – non-fiction, fiction, business books, etc.

We will also be accepting donations of new or gently used children's books (ages birth to 3 years), as the Foundation is in need of them. And, of course, you can also make a monetary donation if you want.

All donated books not purchased by others by at the meeting will be donated to a local charitable organization.

Please help us support literacy on September 8!

NOMINATE A BUSINESS OR INDIVIDUAL FOR EXCELLENCE IN SERVICE

Nominations due September 1

Visit TRI-CITIES' Excellence in Service Award is an award that celebrates and recognizes members of the Tri-Cities' tourism and service industry for their ongoing commitment to go above and beyond to provide customer service.

Celebrate excellent service by nominating an individual or business that makes the visitor experience in the Tri-Cities a really special one.

Nominees should:

- Demonstrate exemplary customer service
- Assist in creating a memorable experience in the Tri-Cities
- Serve as an example to others
- Be a leader in the community and the tourism industry

Download and complete nomination forms for a [business](#) or [individual](#) and mail them to Visit TRI-CITIES at 7130 W. Grandridge Blvd., Suite B, Kennewick, WA 99336.

The winner of the Business Award will receive a \$1,000 credit for advertising in Visit TRI-CITIES publications. The winner of the Individual Award will receive a \$500 gift card sponsored by Battelle.

The Tri-Cities 2015 Excellence in Service Award will be announced at the Visit TRI-CITIES Annual Meeting in November. A committee comprised of representatives from the Tri-Cities' tourism and service industry will be selecting the top nominee for the award. Nominees are not judged on the number of nominations but by the quality of nominations submitted.

VOLUNTEER OPPORTUNITIES – THE CHILDREN'S READING FOUNDATION OF THE MID-COLUMBIA

The Children's Reading Foundation of the Mid-Columbia began in 1996 to make sure children learn to read, and read well.

Literacy begins with access to books, but the Foundations does much more than provide books to families and caregivers. They work with the community to help children develop a love of reading and strive to deepen the impact of literacy through reading events, book drives and by partnering with businesses and individuals to address areas of need.

Programs include READY! for Kindergarten, to help parents prepare their children for school so they start and stay ahead; Our Babies Can't Wait, to provide a variety of safety and nutritional classes for first-time expecting or first-time parents with children under the age of one; and Team Read, to partner volunteers with struggling readers to give our kids the support they need to succeed in school.

How you can help: Monetary donations are always appreciated, and you can always buy tickets to one of the Foundation's [fundraising events](#). You can also donate new or gently used children's books. There are also needs for volunteer time. Team Read's one-on-one tutoring runs from October through mid-May at select Kennewick elementary schools. All volunteers are paired with first, second or third graders who are specifically selected by their teachers. Tutors use curriculum and guidelines provided by Team Read to help students catch up to the rest of their class. Students with behavior problems are not eligible for the program.

Tutoring a child does not require much time. The standard commitment is one hour, twice a week from October through mid-May. Tutors meet with the same child twice a week for a 30-minute session. Two tutors who can commit to just one session a week may be able to share a child. Tutors willing to make a greater commitment may work with up to four children a day in two-hour time blocks. Tutors who are unable to volunteer on a regular basis — but who could substitute — are important and encouraged to call and sign up. Successful tutors range from age 17 to 75 — or more. Teens take part in Team Read through a high school class, which helps them explore a career in teaching. Dedication to children and a commitment to literacy is a win-win for teachers, students and tutors.

For more information about the program, training, and other requirements, contact the Team Read program director at 509 222-7324.

You can also help by participating in our section's fundraiser at our September 8 dinner meeting, as detailed in another article on this page.



“OPERATION OVERLOAD” September 9 MCLDA Meeting

In today’s world, there are more and more demands on our time. Individuals are continuously asked to do more with less. “Operation Overload” is a National Management Association (NMA) proprietary workshop designed to explore approaches to handling overload. Meeting participants will engage in discussions to “Find a Fix.” Prizes will be awarded.

The September 9 meeting of the Mid-Columbia Leadership Development Association (MCLDA)/NMA will be held at the Red Lion Inn, 1101 N. Columbia Center Blvd, Kennewick. Social hour starts at 5:30 pm, followed by dinner. The presentation will start at 6:30. Cost is \$20 (including dinner), or \$5 without dinner.

For more information and to make reservations, contact Jamie at Jamie_Perez-Carter@rl.gov.

SEPTEMBER HOLIDAYS – LET’S CELEBRATE!

by Jo Haberstok

Everyone knows all the holidays that show up on the calendar, but do you know about these somewhat more obscure holidays in September?

September 5 - Be Late for Something Day. What a great day for all the procrastinators out there. But be aware – others may use this day as an excuse to be late for a meeting with you!

September 6 - Read a Book Day. Reading is a great hobby – it’s relaxing, entertaining, and you can actually learn new things. We aren’t having our section Book Sale until the 8th, but maybe you can finish up a book you’re currently reading and then donate it for our fundraiser!

September 13 - Positive Thinking Day! It’s all about attitude ... a positive attitude. “Change what you see by changing how you see.” (Jonathan Lockwood Huie)

September 28 – Good Neighbor Day. Recognize, appreciate and have some fun with your neighbors. There’s plenty of time to plan a neighborhood barbecue!



IEOM INTERNATIONAL CONFERENCE ON OPERATIONS EXCELLENCE & SERVICE ENGINEERING September 10-11 - Orlando, Florida

The theme for the International Conference on Operations Excellence and Service Engineering is “Achieving and Sustaining Excellence in Quality, Service and Operations.” The conference provides a forum for academics, researchers and practitioners to exchange ideas and recent developments in the field of industrial engineering, service engineering, manufacturing engineering, systems engineering, engineering management, operations management and operations excellence.

The event will advance theory and practice by fostering networking, collaboration and joint effort among the conference participants. For more information, click [here](#).

2015 ASQ INNOVATION CONFERENCE September 18-20 - Charlottesville, Virginia

From the ASQ Innovation Division’s website: To be successful, innovation—like quality—needs to engage everyone. To consolidate the Innovation Body of Knowledge, the ASQ Innovation Division is tapping a wide range of innovation thought leaders and practice leaders to find what works well, how success has been generated, and how successful approaches can be employed more widely. Not every method will work well for everybody, but there will be tools and techniques that you can use in your own work environment.

The conference features speakers offering a range of innovation topics on:

- Strategy and Leadership
- Quality and Innovation in Organizations
- Managing Innovation
- Creativity
- Process and Tools
- Innovation Culture

Cost for the full conference (three days) is \$250. For more information and to register, click [here](#).

PACIFIC NW PURCHASING CONFERENCE

October 26-28 Portland

The 72nd annual Pacific NW Purchasing Conference and Affiliate Leadership Training will be held October 26-28 in Portland, Oregon. Educational sessions cover a variety of topics, including Sustainability and Social Responsibility, Business Ethics, Lean Leadership, Inventory Management, Team Building, Risk Management and Influencing Change. Featured keynote speakers are Leland Buddress, Victoria Trabosh and Darrin Matthews.

Registration is \$375 if paid by September 4; \$420 after that date. For more information, contact cwahl@spokanecity.org

JUST FOLLOWING UP...

by Ron Rosenberg

I speak regularly at major regional, national, and international conferences. Many of these events feature an exhibit or expo hall where companies who serve the attendees' businesses can meet directly with potential customers and clients.

This can be an extremely valuable tool for generating quality leads because there's really no better way to build a relationship than face-to-face interaction.

I always make a point of visiting the trade-show floor when I'm at the event because I like to see which exhibitors are using creative and effective marketing strategies. Plus, every once in a while, there's a product or service that I might even be interested in.

This was the case in 2013 when I presented at a major industry conference in Atlanta. I spoke briefly with one of the reps at a trade-show booth, and asked him to follow up with me. The rep scanned the bar code on my conference badge to get my contact information, thanked me for my interest, and said he'd be in touch.

Nearly two years later I received the following e-mail:

Hello,

If you are receiving this email that means that we have not yet had a chance to call you directly. We are working our way through our contact list from the last two conferences so please be patient.

As a quick reminder, we had a brief discussion at our booth regarding your current conferencing provider. We typically save GoToMeeting, Webex, PGI, Level (3), Intercall and AT&T Connect customers 60 - 70% on their telecom spend.

If you would like to fast track a call with us, please reply to this email with a couple times that work for you and we will respond with a meeting invitation. We are available 8:30 AM - 4PM PT Monday - Friday.

I look forward to hearing from you.

And, yes, you read that right, they sent me this e-mail - their first and only contact with me - nearly two years after I spoke with them at that conference.

What are the odds that I'm still interested in their product? And even if I was - how much confidence could I possibly place in a company that has a follow-up process like this - *on the initial sale?!*

Managing new leads effectively is critical if you're going to add new customers, clients, or members. When someone "raises their hand" and expresses interest in your products or services, make absolutely certain that you follow up quickly, efficiently, and consistently!

Ron Rosenberg is a nationally recognized speaker, award-winning expert in marketing and customer service, accomplished magician and author of numerous learning resources including a comprehensive Marketing System for businesses and associations and a Memory System that will actually double your memory. For more information, [check out his website](#).

SECTION 614 MEMBERSHIP

As of August 3, 2015, we have 112 members in our Section.

2015 SECTION 614 LEADERSHIP TEAM January 1 - December 31, 2015	
Section Chair	Robert Boykin
Vice Chair	Jo Haberstock
Treasurer	Kent Ozkardesh
Secretary	Glenn Gruner
Certification/Recertification	Patrick Faulk
Audit	Alvin Langstaff
Membership Chair	Charles Tyler
Nominating Chair	Jo Haberstock
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.

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.

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.