

CHAIR'S CORNER – THE MERRY MONTH OF MAY!

by Jo Haberstok

Over 2500 individuals from 45 different countries participated in the 2018 World Conference on Quality and Improvement (WCQI) in Seattle April 30 through May 2. Attendees included ASQ members, customers, and others interested in learning more about quality. The conference theme was "The Innovation of You," and the keynote speakers and other sessions reflected this.

I am really glad I was able to attend WCQI. I reconnected with folks I knew from previous conferences and other ASQ activities, and I met people from all over the world. I attended several excellent team presentations/live case studies and insightful keynote addresses. Some of the educational sessions provided ideas and information that I had not heard before, while others reinforced knowledge and skills I already possess (it's always good to hear you're on the right track!). I also participated in the Ideas to Action meetings (for member leaders) and learned a lot about ASQ's transformation activities and plans for the future.

Several of our section members also participated in all or parts of WCQI. You will find additional highlights from some of them later on in the newsletter.

Our section's Site Visit to the AutoZone Distribution Center in Pasco on May 8 was a really good one! The folks there went all out for our visit, with several of their leadership team members greeting us upon arrival and then providing us with safety belts and bottled water, followed by a presentation that highlighted their history, how they decided to build in Pasco and their team/safety/quality philosophy. They then split us into smaller groups and gave us a great tour of the facility while sharing information about how items are picked, packed and distributed to the many stores they serve.

As we now head into summer, we'll take a short break from our regular monthly meetings. We may consider holding a meeting or site visit in August, possibly to winery or other establishment, if there is enough member interest. Our leadership team will be busy during the summer, planning future meetings and site visits – please let me know if you know of any great speakers, topics, or places to visit that you feel would be of interest to our section members.

Enjoy your summer!

- Jo



DO YOU WANT TO BE LIKED?

by Robert Boykin, Treasurer

It is said that we all do want to be liked. If this is true, consider these excerpts taken from an article which highlighted habits of genuinely likeable people. A storyline of the article was how to make a great first impression – and a great lasting impression.

There's a formula to making a great first impression: Smile, make eye contact, be engaging. But first impressions can also quickly lose their impact, especially when there's no substance beneath the surface glow.

Being genuinely likable over the long haul is tougher. Building and maintaining great relationships, consistently influencing others in a good way and making people feel better about themselves - these are things relatively few people can do well. But *you* can, because being the most likable person in the room has nothing to do with your level of success, or your presentation skills, or how you dress, or the image you project. Being genuinely likable is all about what you *do*.

So, how can you be likable in a sincere and authentic way?

1. Give before you receive, knowing you may *never* receive.
2. Shift the spotlight to other people.
3. Listen three times more than you talk.
4. Never practice selective hearing.
5. Be thoughtful simply because you can.
6. Put your stuff away. Don't check your phone. Don't glance at your monitor. Don't focus on anything else, even for a moment. You can never connect with others if you're busy connecting with your stuff, too.
7. Never act self-important.
8. ...Because other people are always more important.
9. Choose your words wisely.
10. Never talk about the failings of other people.
11. ...But readily admit your own failings.

Incredibly successful people are often assumed to have charisma simply because they're successful. Their success seems to create a halo effect, almost like a glow. The key word is *seems*.

You don't have to be incredibly successful to be remarkably charismatic. Scratch the shiny surface, and you may find that many successful people have the charisma of a rock. But you do have to be incredibly genuine to be remarkably charismatic.

Be humble. Share your screw-ups. Admit your mistakes. Be the cautionary tale. And laugh at yourself.

While you should never laugh at other people, you should always laugh at yourself. People won't laugh at you. People will laugh with you.

They'll like you better for it -- and they'll want to be around you a lot more.

Be well and be safe.

- Robert

GET YOUR FREE MEMBER GIFTS

This month's free member gift bundle is all about resources. ASQ provides members with access to nearly 40,000 quality resources including articles, case studies, industry reports, template, webcasts, videos, e-books and more.

ASQ magazines and journals are accessible online at asq.org/pub/.

Member-only webcasts are featured in monthly ASQ member gift bundles and public access webcasts are posted [online](#).

Quality tools can be found in the [Learn About Quality](#) section of the ASQ website.

E-books are a favorite of members. Here are some great e-books you may be interested in:

- [The ASQ Pocket Guide to Root Cause Analysis](#)
- [Cracking the Case of ISO 9001:2015 for Manufacturing](#)
- [Making Change in Complex Organizations](#)
- [Integrated Management Systems](#)
- [Auditing Beyond Compliance](#)

Click [here](#) to access information and additional links to expand your knowledge and use of quality tools even more.

CONGRATS TO ITEA RECIPIENTS AT WCQI

by Jo Haberstock

For all who participated in WCQI this year, I hope you were able to attend at least one of the [International Team Excellence Awards \(ITEA\)](#) live case study presentations. I made a point of sitting in on some of them, and one of those teams received the bronze award at the conference closing session! Max Life Insurance Company (India) was awarded the gold, Pan Asia Technical Automotive Center (China) received silver, and Max Healthcare Institute (India) took the bronze. You can view the gold, silver and bronze team presentations [here](#).

Max Life's Prashant Hoskote, senior director, quality and service excellence, is the group lead for both Max teams. He said ITEA recognition this year is particularly exciting and fulfilling as the awards represent a seven- to eight-year quality journey. Hoskote was also recently featured in an ASQ Quality for Life [video](#).



FOOD FOR FINES

During the month of May, Mid-Columbia Libraries (MCL) will remove \$1 from overdue fines (up to \$10) for each non-perishable food item donated at any MCL branch.

Donate items at [any of their 12 branches](#) in the Mid-Columbia area. It's a win-win for everyone!

2018 ITAG AND MEMBER LEADER MEETINGS IN SEATTLE

Three of our section's leadership team members participated in the Ideas to Action Gathering (ITAG) and other member leader meetings and activities held in advance of the World Conference on Quality & Improvement.



ITAG is an annual gathering designed to inform and engage member leaders in a dialogue about the Society's strategy and direction. Highlights included a keynote presentation about ASQ's transformation journey, a Q&A panel session, ASQ's roadmap for growth and table discussions.

Later in the day there were breakout sessions to learn more about upcoming changes and how they will affect sections, divisions, forums, etc.

The following is a summary, provided by ASQ, of key questions & answers during the ITAG panel sessions.

Are divisions, forums, or sections being "dissolved"? No divisions, forums, or sections are being dissolved as a result of the new transformation structures. Member units will be reorganized for greater collaboration and the ability to make a broader impact. They will exist similarly to the way they do today, led by the same member leaders who will continue to make decisions, plan activities, and contribute to content.

Why are funds being consolidated and how will member units receive funding in the future? Member unit funds, while centralized, will remain for the advancement of member value. This means that member units will have business plans and budgets, and funds will be jointly managed between member leaders and ASQ staff to allow more flexibility and greater investments.

Is ASQ Headquarters transforming, as well? How?

Changes to support transformation are also occurring at headquarters. Examples include: realigning the organizational structure to support individual and organizational solutions; developing the Hold, Build, Grow strategy to retain members, build communities and solutions, and grow member value; and investing in technology such as myASQ and a new financial management platform.

More information from the ITAG is available [here](#).

Have you moved recently? Has your email address changed? Help us keep you informed of Section 0614 events and information by periodically reviewing and 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 there, and then be sure to also click on the "Opt In/Out" tab and check the "Member Communication" box and "Section Communication" to be sure you are subscribed to receive future Section communications.

WCQI 2018 HIGHLIGHTS

by Sheri

I truly enjoyed the keynote speakers. Luke Williams' talk on Disruptive Innovation was the most interesting to me. I loved all the relevant and relatable examples he used to get his points across. I also enjoyed John McElligott and Mel Robbins. What I enjoyed most is how, while they write and speak about similar topics on a regular basis, they clearly tied their keynote talks to the conference theme (the Innovation of You).

I worked as a volunteer before and during the conference. Surprisingly, the two educational sessions I enjoyed most were sessions I was assigned to work as a room monitor: "Continuous, Distributed Kaizen for Enterprise Quality" (Ted Hessing, Vanguard); and "A Kaizen System for Small Organizations (Paulo Costa de Oliveira, DPoint Technologies). I did not have a lot of familiarity with Kaizen and probably would not have attended either session had I not been working in these rooms. Ted was from a large company and Paulo was from a small company. I felt that both speakers had valid points that I could pull together and use to put a Kaizen system in place for my own company.

In regards to volunteering, I was extremely glad that I did. I met more people through my work as a volunteer than I did through other conference interactions. My favorite job was working at the information booth in the first floor lobby on Sunday during check-in. I met people from all over the world. One conference attendee was on holiday in Seattle with her husband and small child and realized that the WCQI convention was going on. So she went upstairs and registered for the conference on-site. She was super excited, although I'm not sure that her husband was.

Note: There are more WCQI Highlights on the next page!

THE POWER OF POSITIVE

Free Online Event through the end of May

Put the *Power of Positive* to work for you! Learn from over 30 speakers, including best-selling authors, top leaders, NFL/NBA/College players/coaches, and more. Each speaker will share a short video message, which includes actionable advice to help you to stay positive, overcome challenges and make a greater difference.

Featured speakers include Jon Gordon, Bob Goff, Ryan Holiday, Liz Wiseman, Nathan Whitaker, Erwin McManus, Inky Johnson, Jesse Itzler, Rory Vaden, Marshawn Daniels, Niki Speaks, Gian Paul, Darleen Santore, Lex Gillette, and more.

When you sign up you will get free online access during the summit, which runs through May 31. Each day you'll receive an email with access to new speaker presentations that you can watch online, on-demand, when it's convenient for you during the summit dates. It's 100% free! Sign up [here](#).

CERTIFICATION NEWS

by Patrick Faulk

Anyone interested in certifying as a Software Quality Engineer should mark June 25-28 in their calendar. Linda Westfall will be at the Volpentest HAMMER Federal Training Center with her CSQE Preparation Course. It is open enrollment; more information is available online at <http://www.westfallteam.com/node/129>. Note that this is just in time for the next CSQE certification exam, coming up in August. Also available for open enrollment on June 20-21 is a Software Auditor Skills course (a subset of the full Software Auditing course).

The next cycle of certification exams will be July 6-22. Covered certifications include CQT, CQI, CRE, CBA, CHA, CMQ/OE, CSSBB, CSSYB, and CSQP. The application deadline is June 8.

The next exam cycle for the CQA, CQE, CQIA, CSQE, CSSGB, CQPA, CCT, and CPGP certifications is August 3-19, with an application deadline of July 6.

Finally, if you are earning Recertification Units (RUs) toward renewing a certification, you should be aware that a new RU category has been added. You now receive 0.5 RU per year of ASQ membership at the Full, Associate, or Student level. If you've been sitting on the fence about actually joining ASQ, you can earn up to 1.5 RUs toward your recertification by becoming a member. This is another addition to the many benefits that come with an ASQ membership.

If you are planning to renew a certification, be sure to go online and record your RUs in your online Recertification Journal. You can upload any required documentation for your RUs right there on the site, at any time – so you don't have to worry about losing those precious attendance rosters, badges, receipts, or other forms of documentation.

QUOTE OF THE MONTH

"Rest satisfied with doing well, and leave others to talk of you as they please."

~ Pythagoras

WCQI – A BRIEF REPORT

by Patrick Faulk

Well, the lights are out on another successful ASQ World Conference on Quality and Improvement (WCQI)! I had the opportunity to attend my second WCQI this year in Seattle, and am glad I went. In addition to hearing five exciting Keynote addresses and attending many informative training sessions, I also got to be a site volunteer. I gained a greater appreciation for the amount of time and effort that goes into making an event like this happen.

Some of my key takeaways from the week:

- We make over 32,000 decisions in the course of a day. Most of them we don't even think about. For many of them, however, we may find we have a bias toward thinking about them rather than acting on them. Opening Keynote speaker Mel Robbins taught us the "5 Second Rule." It's ridiculously simple, really: when you recognize that you have a decision to make – no matter how trivial – just count down from five ("5-4-3-2-1") and then ACT. Interestingly, during the remainder of the conference, presenters and attendees alike kept referring to the "5 Second Rule" – so I guess I wasn't the only one who learned something valuable.
- The other Keynote speakers shared different perspectives on the impact of innovation and disruption – in the workplace, in education, and in the Quality profession. Much of what they presented was sobering, and a wake-up call to anyone who thinks things will continue as they have always been. As Quality professionals, it is our job to help our organizations recognize the disruptors in their markets, and to generate the innovative thinking that will position us for the new paradigms that are coming (whether or not we're ready for them).
- The Concurrent Sessions covered a wide range of topics. The worst part was having to choose between them! I was able to focus a lot of my time on sessions that dealt with promoting Quality in the organization. There were also sessions on Quality tools, statistical methods, management issues, best practices, emerging technologies – really something for everybody.
- If our involvement with ASQ is limited to earning and maintaining certifications, or attending Section meetings, we're missing out on a lot. The ASQ Divisions and Forums bring together members from specific industries or specialties. I visited with representatives of several Divisions and Forums that I really should get more connected with, such as Customer-Supplier, Service Quality, Innovation, Energy & Environmental, Six Sigma, and Software. You can join as many Divisions and Forums as you like, for a nominal cost. The benefits are really immeasurable.
- ASQ is serious about realigning itself with the changing ways quality impacts the world around us. There's been a lot of (sometimes heated) discussion about the "transformation" that is taking place this year. After attending the Member Leader sessions the weekend before WCQI, and also interacting with ASQ leaders during the Conference, I'm convinced that ASQ is moving in the right direction. Yes, there will be some "growing pains" as we learn some new governance practices – but the overall purpose and goal of the organization is not changing: to be the Global Voice of Quality.

Next year's WCQI will be May 20-22, 2019, in Fort Worth, Texas. I would strongly encourage anyone who has never been to an ASQ Conference to begin making plans now to attend next year. I think you'll find it well worth your time, both for yourself professionally, and for the organization(s) you serve.

HIGHLIGHTS OF WCQI

by Stephen Pottle

I thought this was a great conference. I found each of the Keynote Addresses to be thought-provoking and found value in each of the presentations.

I particularly enjoyed Mel Robbins' keynote presentation. She shared a very simple technique for overcoming procrastination, anxiety and self-doubt: Count backwards from 5 to 1, and then "Go!"

Much of Mel's presentation was on the function of different regions of our brains and why the technique works. She also spoke about the similarity between our physiological reaction to excitement and to nervousness. The only difference between the two reactions is what we are thinking at the time. She recommends that if we are nervous about something, a public speaking event for instance, to simply go to an anchor thought ... something that you have achieved in that past that excited you. Then simply tell yourself that you are "excited", count down "5, 4, 3, 2, 1," and then "Go!" The technique is so simple, it feels a bit silly. That being said, I have used it several times since the conference and it seems to help.

One of the other main highlights for me was the educational session "Fishbone Diagram: Improving an Improvement Tool," presented by Mark Galley.

We've probably all heard of the Fishbone or Ishikawa Diagram – it's a well-known problem-solving tool used to identify cause and effect relationships. Mark pointed out that a weakness of the Fishbone Diagram is that it assumes a single root cause for a problem, when many of our incidents are not that simple. In a situation where there are several potential interrelated causes, we should focus instead on controlling risk. He also pointed out that cause and effect is often represented by a chain of events, or even several connected chains where the cause of one effect may be the effect of the next previous cause, etc.

Mark recommends mapping cause and effect relationships, and then prioritizing the causes. The user would then select those of the highest priority for control measures. He demonstrated the technique with a couple of complex issues, including the Challenger disaster in 1986.

UTILIZING 5S IN EVERYDAY LIFE

ASQ member Alexander Tucker is a Chemist at Capsugel. While quality is important on the job, he has been using the 5S tool in his home life.

He'll make you smile as he humorously recounts the ways he has organized his bathroom, planned trips to the grocery store and even trained his dog to be a quality canine.

Watch this Quality for Life story [here](#)

CERTIFIED SOFTWARE QUALITY ENGINEER (CSQE) PREPARATION & SOFTWARE AUDITOR SKILLS TRAINING OFFERED IN JUNE IN RICHLAND

The following courses will be offered by Linda Westfall at the HAMMER Training Center in Richland.

Software Auditor Skills (June 20-21) is a 2-day skill-based course designed to provide a knowledge base and practical skills for anyone interested in improving their software quality auditing techniques and practices for conducting individual audits. This course is customized to include DOE-related examples and exercises. The course starts with an overview of software auditing basics. Course attendees will learn what is involved in initiating, planning, preparing for, and executing an audit. Attendees will also learn how to document the results of an audit in an audit report, create a corrective action plan to address the findings of an audit, and evaluate, verify and follow-up on those corrective actions. Cost is \$749. [Click here for a more detailed description including a course outline.](#)

Certified Software Quality Engineer (CSQE) Preparation (June 25-28) is a 4-day course designed as a refresher to prepare qualified candidates to take the ASQ Certified Software Quality Engineer (CSQE) exam. This course provides a comprehensive review of all of the topics in the ASQ CSQE Body of Knowledge and includes practice quizzes. Each student receives a workbook that includes detailed notes and an index/glossary, which provide excellent, quick reference materials during the open-book ASQ CSQE exam. Cost is \$1499. [Click here for a more detailed description including a course outline.](#)

Added Bonus for Attendees of the CSQE Preparation class: Students will receive a free, 2-year registration to The Westfall Team's new online **Certified Software Quality Engineer (CSQE) Preparation** course (valued at \$1195) which includes three complete 160 question practice exams, for additional study for the ASQ CSQE Exam, as needed.

Discounts are available for those attending both classes and also for organizations registering three or more individuals. Click [here](#) or call 214-732-7668 to register or for more information.

UPCOMING BLUE RIDGE LUNCHTIME WEBINARS

ASQ Blue Ridge Section 1108 is offering more free webinars in June and July. ASQ membership is not required to attend, so please share with others who may also be interested. Most webinars are held at lunchtime – Eastern Standard Time (EST). There is no charge for attendance. Upcoming offerings:

June 7: *Risk Management for Product Realization*

June 13: *Function-Based Resiliency*

June 20: *Understanding FMEA – What's the Worst that can Happen?*

July 10: *Managing Change? Welcome Aboard a Never-Ending but Oh-so-Rewarding Adventure*

For more information about the topics/presenters, and to register for one (or all!) of these webinars, click [here](#).

5 ACTIONS TO BE MORE SELF-AWARE

by Paul D. Casey

There is a shortage of people in this world who are truly self-aware: people who actually notice the effect they are having on others and are willing/able to modify their approach based on that feedback. **Self-awareness is a huge part of emotional intelligence, a trait that maximizes every relationship at home and at work.**

Some action steps for you might be:

- **Take self-assessments to know yourself well.** Get re-acquainted with your personality style, your core values, your strengths, your passions, and your love languages. (I can point you to assessments on all of these if you reach out at growingforward@paulcasey.org.) Study the intricacies of the results to know what better to dial-up and dial-down to be true to yourself.
- **Keep the focus on others until you have assessed the kind of person to whom you are talking, in order to custom-treat them.** Pick up cues on what they love to discuss and avoid land-mines of what triggers their irritations.
- **Slow down your communication.** It's when you speak hastily or too excitedly that you most often put your feet in your mouth. Think through what you will say and run it through the filter "How will this message be best received?"
- **Keep your antennae up, to better "read the room" on others' responses to your words/behavior.** Watch their body language/facial expressions and listen to their tone of voice when they speak after you do, to determine your next move: if well-received, continue. If you get negative/confusing feedback, ask a curious question to check out what you are feeling.
- **Utilize safe people that care about you to mirror back how you are coming across.** Humbly ask for feedback and seek to understand how they saw you present yourself.

Truly care about leaving people better than you found them--about enhancing their lives--and you will find yourself working harder on being the kind of self-aware person that adds value (and doesn't leave messes) wherever you go.

Paul D. Casey is a leadership and self-leadership coach, inspirational speaker, team builder and author. View his profile at <https://www.linkedin.com/in/pauldcasey/>.

ASQ TRAINING IN ILLINOIS

ASQ courses are designed and developed by the best subject matter experts and taught by the best instructors in quality tools and practices. Several courses will be offered in Oak Brook, Illinois, in June:

- Auditing for Improvement
- Software Quality Engineering
- Guide to Process Improvement & Change
- Improving Customer Satisfaction

Be sure to save some free time for exploring nearby, including the Frank Lloyd Wright Home and Studio, which served as Wright's private residence and workplace from 1889 to 1909 – the first 20 years of his career. Other places to visit: the Graue Mill & Museum, Morton Arboretum, and the Brookfield Zoo.

For more information about the courses or to register, click [here](#).

AGILE TESTING DAYS USA

June 25-29 in Boston

Europe's popular agile testing festival is coming to Boston in June. The agile-focused learning experience will provide an interactive way to gain insights and the latest developments in testing and agile excellence as well as opportunities to network with fellow agile software professionals.

Whether you are new to agile or have been working with agile teams for many years, the festival will provide learning sessions for all levels. Watch what speaker Lisa Crispin has to say about Agile Testing Days USA in this quick [video](#).

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

Have you moved recently? Has your email address changed? Help us keep you informed of Section 0614 events and information by periodically reviewing and 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 there, and then be sure to also click on the "Opt In/Out" tab and check the "Member Communication" box and "Section Communication" to be sure you are subscribed to receive future Section communications.

SECTION 0614 MEMBERSHIP

There are 96 members in our Section as of May 8, 2018.

2018 SECTION 0614 LEADERSHIP TEAM January 1 - December 31, 2018	
Section Chair	Jo Haberstk
Secretary	Kent Ozkardesh
Treasurer	Robert Boykin
Audit	Stephen Pottle
Membership Chair	Scott Mitson
Certification/Recertification	Patrick Faulk
Nominating Chair	Robert Kuhlman
Webmaster	Steve Prevette
Newsletter Editor	Robert Boykin
Publicity Chair (acting)	Jo Haberstk
Programs Chair	Vacant
Social Media Chair	Vacant
Education 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 may be of value to quality professionals. To be considered for the next newsletter, input must be received by the 10th of the month.