



# COLUMBIA BASIN SECTION 614 NEWSLETTER



Serving Central and Southeastern Washington and Northeastern Oregon

April 2007

## CHAIR'S CORNER

Steve Prevette  
Fluor Hanford  
Chair, ASQ Section 614

We had a small turnout for the Boys and Girls Club tour, but had a good time while there. It was impressive to see the level of activity – we were there during an evening basketball game. Lots of children and their parents. For those who were present, the value of the Boys and Girls Club to the local community was obvious. Robert Boykin did his usual fine job of coming up with food for the visit. I do think it valuable to mix in a variety of tours and topics for the Section, so we will continue to try to do two site visits a year.

Election of Section Officers. There was only one nomination per Section Officer position for next year. As stated in the last newsletter, we did hold a voice vote of the members present at the March meeting, and elected the slate of officers. The officers for 2007-2008 will be:

Steve Prevette – Chair	Jo Haberstock – Vice Chair
Rich Higgins – Treasurer	Howard Rew – Secretary

We will be scheduling a quarterly Section planning meeting in April. I will announce the date at the April dinner meeting. As usual, all members are invited to attend planning meetings, and we even provide free drink and appetizers.

A Two Day Statistical Workshop. There are still openings in the Two Day Statistical Workshop at the Red Lion Inn in Richland for March 27 and 28. Please contact me at [steven\\_s\\_prevette@rl.gov](mailto:steven_s_prevette@rl.gov) if you would like to attend. The hyperlink to my email address did not automatically work in the Adobe Acrobat flyer. For some reason, the pdf translator changed the address link to just [Prevette@rl.gov](mailto:Prevette@rl.gov) which is not a valid address.

National News. The annual World Conference on Quality and Improvement is coming up. Please see <http://wcqi.asq.org/> for information. We do receive one discounted rate for someone to attend representing the Section. If you are interested, please talk with any Section Officer.

ASQ is working to continue to improve service to the members. There are two upcoming meetings of Section and Division representatives to continue to foster cooperative efforts. Dennis Arter will be the Section representative at the session next fall, as he will be near Milwaukee WI on a business trip. ASQ is focusing upon development of training materials, and advancing the Quality Body of Knowledge. I saw in a communication from ASQ that the “Economic Case for Quality” is now a copyrighted phrase owned by ASQ. This is a program to gather materials to make the case to corporate managers that investing in quality pays off in the bottom line.

As a heads up – there will be a moderate (5%) increase in dues for next year.

If you are interested in the goings-on with the national ASQ efforts, there is plenty of information on the main ASQ home page at <http://www.asq.org>. There are also weekly emails sent out to the Section Officers, and I would happily forward any of those to members who would have an interest in them.

**Steve Prevette**

## Vice Chair's (Earthy) Corner

Jo Haberstok  
Fluor Hanford  
Vice Chair, ASQ Section 614

If you're wondering about the "Earthy" reference above, I plan to provide a number of tips later in this column about how flattering earth-toned colors are for Spring. I'm only kidding! Although just thinking about earth tones (defined as "any of various rich warm colors with tones of brown") puts a smile on my face. Probably because that definition could also apply to a variety of chocolate goodies (mochas, cupcakes, fudge, and those wonderful dark chocolate *Milky Way*® *Midnight*® candy bars) ... but I digress...



For those of you who weren't able to join us on March 6 for the presentation and tour of the Benton-Franklin County Boys & Girls Clubs main campus, you missed out on a really good opportunity to see and hear about how the organization helps to meet the needs of youth. We heard from two very passionate speakers, Brandy Ramos (VP, Programs) and Jessica Hofer (VP, Communications and Resource Development), who described some of the many programs and practices in place to help instill important qualities such as responsibility, commitment, leadership, and cooperation, in the children they work with. For anyone interested in learning more, or possibly volunteering to help with a program or serve as a mentor, be sure to check their website at <http://www.kidexpert.org/>. As quality professionals, there are always many ways we can share our talents and expertise to help out in our communities.

And speaking of that, my "Earthy" reference in the first paragraph was actually about the month of April being Earth Month. On April 22, 1970, 20 million Americans gathered on campuses, in small towns, at city parks and at the foot of the Washington Monument to demand (and work together to ensure) that more be done to protect the earth's resources. That year, Congress enacted 28 environmental laws. Thus, Earth Day was born and has been celebrated ever since. There are many opportunities to volunteer for Earth Day projects in our local communities – and I want to encourage everyone to consider donating a few hours of time that day (or another day) to help out. If you are interested in the history of Earth Day or looking for a project to get involved with this year, here is just one of many websites you can check out: <http://www.earthmonthmc.org/>

**Jo Haberstok**

### **Business Tip of the Week - Eight Habits of Distracted Thinking That Can Knock You Off the High Wire**

What can throw a high performer off balance? Sure, the manager is constantly bombarded—by interruptions, by difficult people, by unreasonable assignments, on and on. But the only threats that really matter are internal: habits of thinking that distract from one's purpose.

1. Worry
2. Anger/resentment
3. Second-guessing
4. Guilt
5. Jumping to conclusions
6. Assuming intent
7. Desiring approval
8. Comparison

—From *On the High Wire* by Robert W. Gunn and Betsy Gullickson

**WSQA SYMPOSIUM 2007 - Wednesday, May 9**  
**8:30 am – 4:30 pm at the Tacoma Convention Center**  
1500 Broadway, Tacoma, Washington 98402

*Featuring*  
**Governor Christine Gregoire** presenting this Year's Awards

**GOVERNOR CHRISTINE GREGOIRE**

Governor Chris Gregoire is moving our state forward the Washington way, working across party lines, across the state, across the country and around the world to identify our common values and find common sense solutions for Washington families. The Governor's top priorities include building prosperity, educating for the future and taking charge of our health. Governor Gregoire has implemented a Government Management, Accountability and Performance model that encourages state government to really deliver results, to challenge ourselves just as vigorously as the private sector to streamline our operations and be as effective and as efficient as possible. The Governor continues her support of the Washington State Quality Award with a Governor appointed board member, encouraging agencies to apply for the award and by delivering this year's awards.

and **Three National Malcolm Baldrige Recipients** as Keynote Speakers

**RICHLAND COLLEGE** - Located in Dallas, Texas, RLC is the first community college to receive the Malcolm Baldrige National Quality Award.

**PARK PLACE LEXUS** - Today, PPL ranks among the country's top Lexus dealers. Between 2000 and 2004, the company's gross profit increased by 51.3 percent. In 2005, PPL Members (employees) generated \$387 million in revenue.

[http://www.nist.gov/public\\_affairs/releases/06BALD002\\_northmiss\\_HR.jpg](http://www.nist.gov/public_affairs/releases/06BALD002_northmiss_HR.jpg)**NORTH MISSISSIPPI MEDICAL CENTER** - North Mississippi Medical Center (NMMC) serves 24 rural counties. It is the largest rural hospital in the country and is Mississippi's largest community-owned hospital. NMMC provides a wide array of inpatient, outpatient, and emergency services

and a wonderful selection of **Breakout Sessions**

**Using Baldrige for Performance Measurement, Analysis, and Knowledge Management in Education** – *Richland Community College*

**Care Based Cost Management: Bring the "O's" Together** – *Mississippi Medical Center*

**Performance Excellence in State Government** – *Barb Burgener, GMAP, Office of the Governor and Representative Mark Miloscia, WA State Legislature*

**Focusing on the Customer** – *Park Place Lexus*

**Yes, You Do Want to be a WSQA Examiner – Find Out Why and How!** – *Marianne Klaas, Swedish Medical Center*

**Using Baldrige to Leverage Performance Excellence in Education** - *Jon De Jong, Wenatchee School District*

**Register now online at [www.wsqa.net](http://www.wsqa.net).**  
**\$225 conference registration includes continental breakfast, lunch, and parking.**  
**(\$195 early registration discount prior to April 9th)**



April 3, 2007 Meeting  
American Society for Quality  
Columbia Basin Section 614



Tuesday,  
April 3, 2007

## “Quality and Customer Satisfaction:

### LOCATION:

Shilo Inn  
50 Comstock  
Richland Washington

## The Story of the Citizen Newspapers”

5:30 p.m. - Check in/Networking  
and no-host cocktail service

6:00 p.m. – Dinner

7:00 p.m. - Presentation

**DENNIS CRESSWELL**  
General Manager and Managing Editor

### DINNER BUFFET:

The Chef and crew at O’Callahan’s Restaurant always provide a great – and varied – buffet dinner for us at the Shilo Inn.

This usually includes two entrée 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 some room for dessert!

### Cost:

\$ 17 ASQ members

\$ 20 non-members

\$ 5 presentation only

Reservations are requested by March 28. Send an email to [prevette@owt.com](mailto:prevette@owt.com) with your name, phone number, company affiliation, and type of reservation, or call Steve at 373-9371.

NOTE: All no shows will be billed unless canceled 48 hours in advance.

For more information about ASQ, our section, and other upcoming events, be sure to check our web site at [www.asq614.org/](http://www.asq614.org/).

The Tri-City Citizen newspaper began publication in June 2006 as a locally owned print and online newspaper with a relatively small staff. In less than a year it has grown considerably, and Citizen Multimedia Newspapers began publishing the Entertainer this past November.

The philosophy of Citizen Multimedia Newspapers is to provide fair, insightful reporting and analysis — “local news and local views” — reflecting a progressively conservative and family-oriented perspective on the local community. It is a perspective the staff believes has been missing in the Tri-Cities.

Publisher Ken Harvey and the Citizen team also believe that technology will eventually do away with most printed publications, and that those newspapers that have invested heavily in presses and related infrastructure will be at a disadvantage. They believe “multimedia” is the key to future success in the news business.

Join us on April 3 and learn more about the Citizen, including:

- Determining community needs and measuring customer satisfaction
- Developing and maintaining effective internal communication, teamwork and quality control
- Assessing and addressing current (and future) challenges.

### About the Presenter:

Dennis Cresswell is General Manager of Citizen Multimedia Newspapers and Managing Editor of the Tri-City Citizen. He is the former editor of the weekly Hanford Reach newspaper for the Hanford Site and has also worked in broadcast news and station management as well as corporate public relations. Dennis is a Pasco native who graduated from WSU in 1963. He served in Vietnam, produced documentary and business films in New York, and worked in broadcasting and PR in California and overseas before returning to the Tri-Cities in 1989. In 2005 he retired from Hanford, where he worked for Westinghouse, Fluor and CH2M HILL.

## ASQ SECTION 614 UPCOMING MEETINGS

<b>Date</b>	<b>Speaker</b>	<b>Topic</b>
Tuesday April 3, 2007	<b>Dennis Cresswell</b> Tri-City Citizen and Entertainer	TBD - "Quality and Customer Satisfaction: The Story of the Citizen Newspapers"
Thursday May 10, 2007	<b>Sheila Horn</b> (Schweitzer Engineering Laboratory)	"Quality Focus = Quality Results" A Formula for Continuous Improvement & Success at Schweitzer Engineering Laboratories, Inc.
Tuesday June 5, 2007	<b>Dennis Arter</b> (The Audit Guy)	"Process Approach to Auditing"

If your company is interested in hosting a Site Visit or if you know someone who would be a good speaker for an upcoming section meeting (either this year or next year), please let us know.

If you would like to help with next year's programs, please let us know – we are always more than willing to put volunteers to work!!

Contact: Jo Haberstok, Programs Chair (376-9685)

## SECTION 614 CONTACT INFORMATION

Please visit the Section 614 web site at [www.asq614.org](http://www.asq614.org).

### Employment



## CAREER CONNECTIONS

To be considered for posting in the newsletter, announcements must be submitted by an ASQ member and be of potential service to other members. Announcements may include job postings, training opportunities, or requests for assistance. Due to space limitations, please keep them brief.

### 2006-2007 Section 614 Leadership Team

<b>Section Chair and Publicity</b>	Steve Prevette	<b>Audit</b>	Dave Sandoz
<b>Vice Chair and Programs</b>	Jo Haberstok	<b>Division Liaison, Web Team Lead, Section Historian, and Examining</b>	Dennis Arter
<b>Secretary</b>	Howard Rew	<b>Certification/ Recertification</b>	Howard Rew
<b>Newsletter Editor and Treasurer</b>	Rich Higgins		

You can find out more about Section 614, including contact information for Leadership Team members, on our website at [www.asq614.org](http://www.asq614.org).

If you are interested in helping with any of the Section teams, please contact the team lead or an officer. We are always looking for willing volunteers!

## WEBSITES FOR OTHER ASQ SECTIONS

Seattle Section (#606): [www.asq-seattle.org](http://www.asq-seattle.org)

Spokane Section (#619): [www.spokaneasq.org](http://www.spokaneasq.org)

Southwest Washington – Vancouver Section (#627): [www.asqswwa.org](http://www.asqswwa.org)

Portland Section (#607): [www.asqpdx.com](http://www.asqpdx.com)



## QUALITY QUOTE

"Networking is simply the cultivating of mutually beneficial, give and take, win-win relationships. It works best, however, when emphasizing the 'give' part." -- Bob Burg

### *Publication Information*

*The ASQ Columbia Basin Section 614 newsletter is published on a regular basis to inform members (and potential members!) about Section 614 activities and other news/information we feel may be of value to quality professionals. To be considered for the next newsletter, input must be received by the 22<sup>nd</sup> of the month.*

*Publication/Editorial Staff: Rich Higgins (Rich\_Higgins@charter.net).*

