



COLUMBIA BASIN SECTION 614 NEWSLETTER

Serving Central and Southeastern Washington and Northeastern Oregon



September 2007

NOTE SPECIAL DATE, TIMES & LOCATION

**Saturday,
October 13, 2007**

LOCATION:

Kestrel Vintners
2890 Lee Road
Prosser, Washington
Telephone 509-786-2675
Telephone 888-434-2675

TIME:

10:15 a.m. Check in/Networking

10:30 a.m. Tour/Presentation

- followed by wine tasting with
cheese pairings

Cost:

\$ 8 ASQ members

(member rate will also be extended
to members' spouse/partner)

\$ 10 non-members

For planning purposes, **reservations must be received by October 3**. Send an email to 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, check our web site at www.asq614.org/.

Driving directions:

From I-82 take the Prosser Exit #82. At the stop sign, turn right onto Wine Country Road. Take the first left on Benitz Rd. Travel over the railroad tracks and turn right onto Lee Road. Kestrel Vintners is 300 yards on the left side of Lee Rd.

SATURDAY, OCTOBER 13

**“QUALITY WINE APPRECIATION 101”
a.k.a.**

THE V.I.P. TOUR



Kestrel Vintners Prosser

Kestrel's philosophy: To produce fruit and wines of the highest quality and to market them creatively to the surprise and delight of our customers.

Overlooking the Yakima Valley from 1200 feet up the Rattlesnake Slope, the Kestrel View Estate Vineyard is regarded as one of the premier vineyard sites in Washington State. Owners John and Helen Walker opened the winery in early 1999 on three acres in the Prosser Wine and Food Park. The main building is 15,000 square feet, which includes a 13,500 square foot cellar, tank, warehouse and barrel area as well as a 1,500 square foot tasting room, gift shop and office. Initially opened as a 3,000 case winery; as a result of staff creativity and commitment to quality and customer service, the winery quickly grew, and they are now at approximately 35,000 cases.

Kestrel is predominantly a red wine producer with 90% of production in *Lady in Red*, a red table blend, as well as red varietals - Cabernet Sauvignon, Merlot, and Syrah. The remaining 10% is in Platinum - a blend of Gewurztraminer and Viognier, as well as Chardonnay and Viognier varietals. Barrel aging plays an important part in their wine production, with wines aged one-to-two years in the finest French, American and Hungarian oak barrels and provided bottle aging prior to release.

Our special VIP tour on Saturday, October 13, will include a number of areas that the general public does not usually get to see. This is a great opportunity to learn about Kestrel's philosophy and processes. Following the tour, we will get to sample many of their exceptional, award-winning wines.

CHAIR'S CORNER

Steve Prevette
Fluor Hanford
Chair, ASQ Section 614

I'd like to welcome our volunteer leaders, and all of our membership to the new program year. We started the new program year with a great discussion at our September 5 meeting with Jerry Brong. His presentation was on collaboration, and was a good dialog. He worked in a number of current events, and also tied quality efforts with his volunteer work with Rotary International.

Jo Haberstok has already booked a number of exciting upcoming events. The October meeting will be a Saturday meeting at Kestrel Vineyards. There will be more information about it in this newsletter and your email. Also in October, I will be running another two day statistics and performance measures workshop in Richland WA on October 29 and 30. See the section website at <http://www.asq614.org> for more details. A flyer will be included in this newsletter.

Our communications have become a bit sporadic due to one of our key volunteers, Rich Higgins, being heavily involved with the investigation of the radioactive spill at the Tank Farms on the Hanford site. We're going to have to see how long he will be tied up, and meanwhile will make sure that Section members receive notifications of meetings and other news. I did write a Chair's corner over the summer which was not published, and we'll put that on the website.

Alvin Langstaff, of Safety Assurance at Bechtel has volunteered to represent the Section at the meeting of all Member Leaders in Milwaukee, Wisconsin, at the end of September. The objective of the event is to engage ASQ member leaders in strategic dialogue about extreme member value and how member units have an impact on the member's overall experience with ASQ. I hope he will have a fun experience, and come back with news for us about ASQ initiatives.

- Steve Prevette

YOUR INPUT as an ASQ member and as a Section 614 member is requested. As Steve indicated above, Alvin Langstaff will be representing our section at the national ASQ "Ideas to Action Gathering" in Milwaukee September 23-25. Here is a little more about the meeting and what it's all about.

ASQ wants to deliver superior member value, engagement and experiences. These are all interdependent. It is difficult for a member who does not engage with ASQ and has a less than stellar experience to receive value. For example, a new member joins the society. The value for this member may be the ASQ's body of knowledge, certification and access to a network of peers. If the member does not receive value and/or engage on any level or when he or she does the experience is less than stellar, renewal is not likely.

Value is not about the price of dues. Warren Buffett once observed, "Cost is what you charge. Value is what the person *thinks* it is worth." Engagement involves how a member interacts with the society, possibly through active participation in a section or division or simply downloading an article. The member experience is the feeling or knowledge gained as a result of the interaction. Was it memorable enough to return? How do we turn ordinary experiences into extraordinary experiences to deliver greater member value?

The Ideas to Action Gathering, September 23-25, 2007 will bring together more than 200 member leaders to explore member value, engagement and experience. It is hoped that this event will foster break-through thinking and dialogue on exceeding member value. *Extreme Member Value*. Let's Make Good Great®

Please share your ideas and suggestions for how ASQ (and our section) can improve the value of your membership to you! Send your input no later than September 20 to: allangst@Bechtel.com

Vice Chair's Corner

Jo Haberstok
Fluor Hanford
Vice Chair, ASQ Section 614

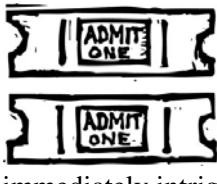


Can you believe how quickly the summer is going by? It feels like I just wrote my last column a week ago, not a couple of months ago!

I hope you all had a very nice, fun, and relaxing summer (or at least as relaxing as all the activities of summer may be for you). I could do without some of the extra hot days here in the Tri-Cities, but for the most part, summer in our area is pretty nice.

Speaking of fun things to do in the summer time... On one of those really hot days, if you've been saving up your spare change for a while you might decide to spend an afternoon (or evening) in a nice, air-conditioned movie theater. I don't know about you, but I have a lot of great memories of movies from the past (and a couple from more recently, although most of my favorites are older ones). I remember seeing "2001: A Space Odyssey" when it first came out (yes, HAL, many years ago). And I also remember a few years before, that the waiting line for "Doctor Zhivago" was all the way around the block (yes, it was a small town and back then there was only one screen – and only one movie theater in town).

So what do you think of the quality of theaters and movies these days? Thoughts of quality, of course, can be applied to many different aspects of the whole experience – the script, the directing, the acting, the soundtrack, the buttered popcorn, the service received, etc.



A new 12-plex theatre opened in Pasco this year. So, even though I have not been much of a moviegoer in many years (I usually wait awhile and then rent the DVD to watch from the comfort of my own couch), I felt as a quality professional that I really should go and check out the new Fairchild Cinemas. And it's actually kind of a neat theater. I guess a lot of places are going with this style nowadays, but it was new to me, and I rather enjoyed it. I was immediately intrigued when I entered by the whole "great room" concept as you enter the theater, with lots of tables where you can sit and eat (or perhaps wait for your friends to get more money from the ATM in order to afford the price of tickets and snack foods ☺).

And speaking of food, they have the usual soft drinks, candy, nachos, and popcorn, of course, but things are set up in a self-serve manner where you fill your own cup and make your own nachos, and you can even add extra butter to your popcorn. If you buy the "large" size drink or popcorn, you get one free refill, too. (Not that I really need to eat more than one large bag of popcorn, but hey, the words "free refill" lured me back.) They even have a little ice cream shop in the front area – you can order a milkshake if you want to! Pretty cool. The individual theaters are kind of small (which I guess is a good thing, as a person doesn't have to grope their way past 20 already-seated patrons to get to an empty seat). There is actually enough room in each short row of seats to get in and out without everyone else having to stand up so you can pass by. And all the seats have a built-in cup holder. (I'm really big on cup holders; don't even get me started on that topic, especially as it relates to shopping for a new vehicle!)

My review? Overall, I give Fairchild Cinemas ★★★★ (that's 4 out of a possible 5 stars).

As for the movies I saw this summer? Keep reading (I couldn't get my whole column to fit onto just a single page this month!)

As for the movies I saw there? The first one I saw was “Ocean’s Thirteen” with the big-name actor pack – George Clooney, Brad Pitt, Bernie Mac, Andy Garcia, Elliott Gould, Don Cheadle, etc. All I can say is that some shows just seem to get duller with each additional sequel. For me, the original (“Ocean’s Eleven”) was really good, the next one so-so, and this one seemed like it was nothing more than big fat paychecks for all the big-name actors.

The other movie I saw at Fairchild this summer was another sequel, this one several years after the last one came out – “Live Free or Die Hard” (aka Die Hard 4) with Bruce Willis and Justin Long. It’s an action/drama flick, pretty heavy on the action and special effects, which I thought they overdid on (perhaps due to lack of enough good one-liners for the John McClane [Bruce Willis] character this time?). But, I still like Bruce Willis in these kinds of movies and I thought it was much better than “Ocean’s Thirteen.” Or maybe I was just feeling better at this show, since I didn’t go back for seconds on the large popcorn.

Catch you all next month (if I don’t see you at the movies before then)!

- **Jo Haberstok**

A Formula for Changing Human Behavior

by Chris Widener

Some time ago, I spoke at the Building and Office Managers Association about Extraordinary Leadership and a leader there asked me how to deal with people who are passive-aggressive. As I thought about it, I concluded that it really comes down to setting goals, setting boundaries, holding them accountable and rewarding right behavior.

That got me thinking, Isn't all of life about that?

The basics for changing human behavior, whether our own or others, is in engaging in that process:

- * Set goals
- * Set boundaries
- * Have accountability
- * Reward.

Whether it is setting ourselves up for success, training or teaching children, or leading employees, that is a pretty good formula for success in changing human behavior. Give that formula a shot and see what happens!

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Performance Measures and Statistics Workshop

Instructor: Steven S Prevette
Steven_s_prevette@rl.gov
509-373-9371



Red Lion Inn, Richland Washington - October 29 and 30, 2007
\$200 per student for ASQ members / \$250 non-ASQ members

This workshop is designed to provide an introduction on use of data for management decision making. The complete life cycle of data, from the initial data collection, though analysis, interpretation, decision making, implementation and effectiveness review will be included. The workshop is intended for analysts and managers with minimal background in statistics.

Course Outline:

Dr. Deming's Red Bead Experiment. A hands-on experience with management and mismanagement of performance results. Data from the experiment will be plotted on control charts by the attendees.

How to choose performance measures and gather data. So many performance measure efforts fail because they never get to the point of actually deciding what data to collect. During the course of the two days, the group will brainstorm performance measures for several common organizations.

How to use performance measure results. Faulty use of performance measures, driving fear into the organization, is another reason performance measure efforts fail. Dr. Deming's System of Profound Knowledge and its importance to performance measures will be included.

Basic searches of Access and Excel files. This session will provide some handy tips for organizing your data electronically for performance measure plotting. This will be part of five hours of computer training NOTE: Students should bring a laptop computer if possible.

Statistical Process Control. How to analyze your performance measure data, and segregate signals from the random background noise. How to avoid inappropriate knee jerk reactions, and how to focus management attention on improvement. The attendees will make control charts from actual operational data.

Histograms and Pareto Charts. Once we have identified time periods of interest using Statistical Process Control, how to breakout your data and find "low hanging fruit."

Control Chart Based Dashboards. This topic will show how to take the control chart results, and organize them into a color coded dashboard for Executive Summary use by senior management.

The Life Cycle of a Trend. How all of the above items fit together into a continual improvement culture that will lead to financial, quality and safety successes.

About the Instructor:

MS Degree in Operations Research
ASQ Certified Quality Engineer since 1997
Author for the American Society for Quality *Quality Progress*, and the American Society of Safety Engineers *Professional Safety*.
Speaker at ASQ and ASSE national and local conferences
Seven years experience as MBA instructor for City University, Bellevue WA



Registration is required by October 22. For more information or to register for this workshop, contact Steven_s_prevette@rl.gov, or call 509-373-9371.

For those traveling to the Tri-Cities for the workshop, rooms are available at the Red Lion for \$72.95/night.

Sponsored by:



ASQ SECTION 614 UPCOMING MEETINGS

Date	Speaker	Topic
Saturday October 13, 2007	SITE VISIT Kestrel Vintners - Prosser	“Quality Wine Appreciation 101” – Special VIP tour and wine tasting with cheese pairing
Wednesday November 7, 2007	Kellie Hamblin (Healthcare Professional)	“Quality Issues in Healthcare” (Title TBD)
Wednesday December 12, 2007	Holiday Event	Joint meeting with the Hanford National Management Association (NMA) Chapter 695 Includes special entertainment during social hour, Silent Auction, Buffet Dinner
Tuesday, January 8, 2008	John Cornelison (Industrial Safety Professional)	“Safety/Accident Investigation” (Actual Title TBD)
February 2008	TBD	TBD
Tuesday March 11, 2008	Lois Quinn (Quality Professional/Consultant)	“Lean … not Mean” (Actual Title TBD)
April 2008	Site Visit – TBD	TBD
May 2008	TBD	TBD

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) or any section officer

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.

2007-2008 Section 614 Leadership Team

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

You can find out more about Section 614, including contact information for Leadership Team members, on our website at www.asp614.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

If you have opportunities to travel to Seattle, Spokane, Portland, or the Vancouver (Washington) areas, you may have an opportunity to attend one of these other sections' meetings or workshops. Be sure to check their websites from time to time to find out what may be on their calendars.



Seattle Section (#606): www.asp-seattle.org

Spokane Section (#619): www.spokaneasq.org

Southwest Washington – Vancouver Section (#627): www.asqswwa.org

Portland Section (#607): www.aspdpdx.com

QUALITY QUOTE

"Great discoveries and improvements invariably involve the cooperation of many minds." - Alexander Graham Bell

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 22nd of the month.

Publication/Editorial Staff: Rich Higgins (Rich_Higgins@charter.net).

September 2007 Newsletter Editor/Publisher: Jo Haberstok