



COLUMBIA BASIN SECTION 614 NEWSLETTER

Serving Central and Southeastern Washington
and Northeastern Oregon



Issue 08-04

April 2008

CHAIR'S CORNER

Steve Prevette
Fluor Hanford

Think Lean!

Lois Quinn gave us a great presentation on "Lean Management 101". This fit a lot of introduction to Lean in a short period of time. She even included an audience participation event with critiquing a process of drawing stars on a sheet of paper.



We will have our Spring road trip to the Railex loading facility in Wallula. Please see the flyer in this newsletter for information on this visit. There is no cost for the visit, but if we do want to head out afterwards as a group for lunch, we could do so.

In May we will have another opportunity to get introduced to quality tools – we will have a presentation on Six Sigma from Bechtel. Then in June, I will lead an exercise for all attendees named "Win All You Can". This is an interesting experience in competition, cooperation, and psychology. It can give great insight as to why managers and workers behave the way they do. The topic will be followed with an introduction to Dr. Deming's "System of Profound Knowledge". You may be aware of his 14 Points for Management, but the System of Profound Knowledge is a management system he put forth in *The New Economics*, his last book published.

Section Planning

We did hold a section planning meeting at the Shilo on Leap Day (February 29). Primary topics were firming up the schedule for the rest of this ASQ year (through June) and starting the turnover process for the new officer positions that will take effect in July. These section planning meetings are open to all section members. We do conduct some business by emails in between meetings, and if you are interested in being on the

section planning email address list, just let any section officer know.

Section Status – Hello, Poland!

As my tenure as a Section Chair draws to a close, I thought I would point out where the Section has been, and where it is now. We are currently at 89 members, plus our mailing list contains an ASQ Headquarters representative, our current Region Director, and the previous Region Director. Fifty-four members reside in the Tri-Cities. Eighty-one reside in the state of Washington, two in Oregon. That leaves six rather special members who live far away from the Tri Cities. The unique locations are:

Grand Junction, CO	Greensboro, NC
Fort Gibson, OK	Blackfoot, ID
Moab, UT	Warszawa, Poland

If you are one of these members, we are happy to have you as part of the family. Please drop a line (and we'll print it in the newsletter if you okay it) and let us know about Quality efforts where you are.

-Steve Prevette
509-544-9475
Prevette@owt.com

VICE CHAIR'S CORNER

Jo Haberstok
Fluor Hanford
Vice Chair, ASQ Section 614



*Clowns to the left of me ...
jokers to the right ...*

Do you ever feel like you're living that song? I mean the part about feeling "stuck in the middle" of something – whether it's trying to sell someone on your idea about how best to do something at work, or when you've been put on hold on the telephone for what seems like an eternity, or waiting to

be helped at a store or restaurant? I know that I sure can relate!

The month of March has been a fun one for me so far. The picture above captures me at my best (I'm sure some would agree!), as I participated on a team for Circus Bowl 2008, a fundraiser for the local Junior Achievement organization. I think I probably had the lowest bowling scores on the team, but I had a great time coming up with my special "look" for the event!

Then there was our March 11 dinner meeting. My good friend Lois Quinn provided a really good presentation on the basics of Lean. I particularly liked the examples and stories she used to help explain things to those with limited knowledge of quality tools and techniques. And the buffet dinner provided by O'Callahans' catering team at the Shilo Inn was once again abundant and very tasty. Even though our meetings don't usually draw a huge crowd, the attention their staff provides, from the bar service to equipment needs, is almost always excellent.

And that brings me to my *other* March customer service story. I had one of those "buy one, get one for free" coupons for a breakfast sandwich at a local establishment, so I decided to use it on a recent Sunday morning. As I walked into the store, I noticed there was one worker behind the counter and one customer being served. I waited patiently for a few minutes, as the worker rang up the items and the customer departed. I waited... to be greeted ... I waited ... to be acknowledged in some way ... I waited some more ... as I watched the worker turn his back on the customers (there were now others, too) ... I waited ... as I watched the worker proceed to do something else, still not even having acknowledged that there were customers waiting to be served ... I waited ... and then I got tired of waiting so I turned around and left the store. I went home and made myself breakfast there.

Okay, I know I just admitted to not really doing the 'quality professional' thing. Usually, in a case like this I will speak up and make it clear that I am – in case the worker can't figure it out on his own – a "customer." Yes, one of those things that most businesses need in order to stay in business and make a profit. But I guess it was one of those mornings where I just didn't feel like either spending any more of my time waiting, or giving the person the benefit of the doubt and helping educate him a little about customer service.

Sometimes I do wonder though. Do employees actually need to be "trained" to know or figure out the importance of paying attention to customers? To me, it would have made all the difference in the world if this employee had simply acknowledged my presence when I first walked

into the store. Even while preparing another customer's sandwich, he could have looked at me and said "Good Morning! I'll be with you in just a minute!" And after the customer left, if there was another task that needed his immediate attention, he could have told me that – "How are you doing this morning? I just need to run to the back to get some more ham and then I'll be right with you!" It's amazing how little effort is needed to make a customer happy – even about having to wait a little longer than usual. And even more amazing – how that one customer can influence a LOT of other potential customers as well, all based on the kind of treatment received!

Until next month ...

-Jo Haberstok

EDITOR's RANT

Rich Higgins

CH2M HILL, Hanford Inc.

@&!



I will keep the rant short today as I am, once again, running late on getting the newsletter out. I trust that Steve will be much more punctual than I have been when he assumes the lofty mantle of Editor. (Don't worry Steve, I will have it laundered before I turn it over.)

I have been asked for advice on a number of subjects over the years and have come to learn a few things in the process. It seems to me that most advice-seekers are not asking you to answer the question "What should I do?", but rather "Help me decide what I should do." My experience is that when I offer advice by telling people what to do, that advice is most often ignored. But, when I give advice by not appearing to do so, the results are much more effective. Now, when asked for advice, I first listen very carefully. I then ask probing questions to get the person to explain and fully examine the issue. I never argue and I never criticize. I follow up by asking the person what options he or she has considered and which one seems to be the best. If some options have not been considered I add them to the list and then ask the person to discuss the pros and cons of each. When we are done, I tell the person that the right answer is there for them and send them off to make a decision.

Of course, sometimes I just tell them what to do when they won't go away and then I try to make their lives miserable until they make a decision.

-Rich Higgins



April 12, 2008 Meeting American Society for Quality Columbia Basin Section 614



Saturday,
April 12, 2008

events, check our web site at www.asq614.org/.

9:30 a.m. - Check in/Networking
10:00 a.m. – Tour Begins

Tour will last about 1 hour.
Closed-toe shoes are required.

“All Aboard” for a Site Visit Saturday, April 12, 2008



Moving Your Products ... on the Right Track

LOCATION: Railex LLC
627 Railex Road
Burbank, Washington 99323
Phone: (509) 546-7630

Directions to Railex --
<http://www.railexusa.com/northwest.php>

Please park in the employee parking lot and then walk across the lot to the front entrance to Railex.

Cost: This special site visit is FREE for ASQ members and non-members – but can only accommodate a limited number, so be sure to make your reservations early!

Reservations are requested by April 8. Send an email to prevette@owt.com with your name, phone number, company affiliation, or call Steve at 373-9371.

For more information about ASQ, our section and other upcoming

Jim Kleist
General Manager

RAILEX® is a new, innovative distribution platform designed to enhance logistics, distribution, consumer demands and inventory control. It was created to link the needs of growers, shippers and manufacturers with retail and food service distribution.

The Railex platform features two refrigerated, mega-transload distribution centers; one in Wallula, Washington and the other in Rotterdam, New York. Between these two coast-to-coast distribution centers runs a scheduled weekly five (5) day service 55-car refrigerated unit train, with the capacity to transport the equivalent of 220 trucks of refrigerated merchandise each and every week, both ways. The train consists of all new 64-foot series cars with fresh air exchange, GPS tracking and temperature control. Railex incorporates the latest technologies with its own infrastructure and private non-stop rail service to ensure the same scheduled departure day and time every week, 52 weeks a year. Five (5) day coast-to-coast delivery is GUARANTEED.

The Washington facility is able to access and deliver the highest quality produce available while maintaining the utmost in care, custody and control of each package. Railex’s unique, earth friendly "unit trains" allows it to provide a level of service and reliability unheard of with prior modes of transportation.

Washington Governor Chris Gregoire selected Railex for a Governor’s Award for Best Practices in Economic Development. The tribute was one of seven presented at the 2006 Governor’s Economic and Workforce Development Conference. Railex was also cited as an example of non-traditional investment in transportation.

Join us on Saturday, April 12 for a site visit at the Railex facility that is sure to be enlightening and educational! General Manager Jim Kleist will provide an overview of the Railex Distribution Facility, and send you back to your home and workplace with a better understanding and appreciation of Railex’ food distribution and quality control methods..

WEBSITES FOR OTHER ASQ SECTIONS

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

Spokane Section (#619): www.spokaneasq.org
Southwest Washington – Vancouver Section (#627): www.asqswwa.org
Portland Section (#607): www.asqpd.com

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).

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.

“The louder he talked of his honor, the faster we counted the spoons.” -- Emerson, *Conduct of Life*

FY 2008-09 Dues Increase

The tables below illustrate the 2008-09 dues for individual and organization membership types effective July 1, 2008.

Individual Membership Types

Category	2007-08 Dues	2008-09 Dues	\$ Increase	% Increase
Full (formerly Regular)	\$125	\$129	\$4	3.2%
Senior	\$125	\$129	\$4	3.2%
Fellow	\$125	\$129	\$4	3.2%
Associate	\$72	\$74	\$2	2.8%
Forum or Division Only	\$31	\$31	\$0	0.0%
Student	\$25	\$25	\$0	0.0%

2007-2008 SECTION 614 LEADERSHIP TEAM

Section Chair and Publicity	Steve Prevette	Audit	Clark Beus
Vice Chair and Programs	Jo Haberstock	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.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!