



## CHAIR'S CORNER

### Alvin Langstaff

In this month's corner I want to extend my thanks to those section members who are willing to spend a little bit of their own time to help set up the programs that make our monthly dinners a success. We strive to attract speakers on topics that reflect the application of quality principles in a broad variety of areas. March's guest speakers, George Bolduc and April Jones from Camp Outlook, provided one of the most interesting presentations (in my opinion) that we've had in awhile. Don't take that as an indictment of our other speakers because each one has been valuable. However, the thing I found most impressive about the Camp Outlook talk was the amount of effort that these two people were willing to put into the task of rerouting juvenile offenders back onto the right path. My sense was that all of us in attendance felt the same way because our meeting went well beyond the normal quitting time and no one appeared inclined to leave. Our speakers shared stories of some of their successes and some of the failures but what came through clearly was the fact that they cared about the kids.

We look forward to a highly informative presentation from Mike Schwenk for the April session and then a tour of the Kadlec Medical Center facility in May and for June, a tour of the Wild Horse Wind Farm (alternative energy facility) near Ellensburg. As I mentioned last month we hope to see some of our northern members be able to attend the Ellensburg tour as it will be on Saturday, June 6. Watch for details in May regarding this one.

We affirmed the slate of officers for next year at the March meeting. We are looking forward to a productive season following the summer break. If any of you out there have ideas for topics or field trips for next year's meetings send any of us an email. And if you're able to help out it will be much appreciated.

- Alvin

## VICE CHAIR'S CORNER

### Jo Haberstk

So ... is it Spring yet? I'm now officially tired of hearing about "record setting LOW temperatures, and I am ready for SPRING!!

For those of you who missed the March 3<sup>rd</sup> meeting, you missed out on a very interesting and informative talk by George Bolduc and April Jones from Camp Outlook. I had never even heard about the camp before we started looking for ideas for section programs earlier this year. The speakers were very knowledgeable and extremely passionate about their work. They shared several success stories as well as a couple of rather sad ones. They also invited us to come to Camp Outlook and see the program in action, and maybe even have a meal there and talk with some of the youth in the program. Our Programs team will pursue this as a possible site visit for next year if enough of you express interest.

As I mentioned, the Camp Outlook presenters were very excited about their programs and how they really feel (and have the metrics to back it up) they are making a positive difference in the lives of many others.

In April, Mike Schwenk will be our guest speaker. Those of you who have worked with Mike or heard him speak know that he is another highly motivated individual. Just reading some of his blogs is sure to get you nodding your head in agreement - or perhaps shaking your head in disagreement - but they definitely will get you thinking! I was thinking about communications and motivation this week. Some people seem to be almost naturally self-motivated, while others need a lot of positive feedback and reinforcement for motivation. I want to share something with you that I read this week in the *Timely Tips for Teams* ezine.

*Wilt Chamberlain, the famous basketball player, had his own sensational example of inner motivation. He was playing a game in Hershey, Pennsylvania, when he reached 60 points. Suddenly, the crowd started to chant, "100! 100! 100!" He was tired and exhausted after having scored 60 points. At first, he couldn't believe that they would expect him to move toward 100 points. Soon, he began to feel a transformation coming over him. The energy and confidence of the crowd*

*poured new inspiration and desire into him. Suddenly, he began to believe he had it within himself to go all the way. The closer he got to 100, the more frenzied and excited the crowd became. Their energy became his energy, and a new achievement went into the record books! Inner motivation works on an individual level and it works for teams as well.*

What's *your* motivational style? What helps get you (or keep you) motivated toward achieving a goal? How can we as an ASQ section inspire members to become more actively involved in the section and in helping to brainstorm new ideas for future programs, workshops, activities, and growth? Give this some thought, and please share your ideas with the leadership team!

**Jo**

## ASQ NEWS

### **New ASQ Global Managing Director Appointed**

ASQ continues to make strides with its Global Transformation Initiative. As part of the growth of this effort, ASQ has selected Robert Chalker as global managing director. This initiative and new position advance the society's vision to make quality a global priority. Chalker will provide leadership to ASQ Global Development LLC, which will develop and deliver memberships, products, and services for customers outside of the United States. <http://click.asq-email.org/?ju=fe2a16727662037a711072&ls=fded13727c650d747d167177&m=ff2f17797766&l=fe4d1575706d0c7a7c12&s=fdcf15747066037f75137775&jb=ffcf14&t=>

### **Economic Crisis Triggers Hot Topic**

Many people can relate to the newest hot topic in ASQ's Knowledge Center. The "Surviving the Economic Crisis" <http://click.asq-email.org/?ju=fe2916727662037a711073&ls=fded13727c650d747d167177&m=ff2f17797766&l=fe4d1575706d0c7a7c12&s=fdcf15747066037f75137775&jb=ffcf14&t=> hot topic offers sound analysis on how we got into this situation, and advice for keeping your career and your organization positioned to grow once times improve.

### **Education Leaders Invited to Summit**

President Obama has highlighted education reform as one of our nation's top priorities. Creating more efficient school districts with exceptional 21<sup>st</sup> century learning environments will take improved project management, communication, and problem-solving skills. ASQ invites superintendents to share their challenges and learn innovative solutions at the Education Leadership Summit for Superintendents, June 18-19, 2009, at the Sanibel Harbour Resort in Fort Myers, Fla. <http://click.asq-email.org/?ju=fe2816727662037a711074&ls=fded13727c650d747d167177&m=ff2f17797766&l=fe4d1575706d0c7a7c12&s=fdcf15747066037f75137775&jb=ffcf14&t=>



**Photos from Ellensburg by Jerry Brong**

## Made It Home, But a Little Delayed

### Saga of Jerry and Dave (our faithful members from the far north)

It was raining as Dave & I rolled out of Richland following yesterday's program (March 3). It was raining as we continued the non-eventful drive north & we arrived in Yakima.

That big blinking TRAFFIC ALERT sign over the freeway gave us a message that we needed to listen to 530-AM for weather reports. We did. The report told us snow was falling on I-82 over the 3 ridges between Yakima Valley & the Kittitas Valley. No big deal. We had snow tires on the car. Dave agreed with me, a little snow can't be too bad. We even decided to not use the "low elevation" Yakima River Canyon Road. We knew the I-82 freeway would be OK. We convinced ourselves, the freeway is always OK.

We started up the hill. Lights blinking on both sides of the road. Things got confusing. Ruts in the snow were deep. But, we started rolling. We rolled. Slowly, but we rolled. Everywhere we looked there were non-rolling trucks & other vehicles. But, as we sat in my 2000 Ford Taurus, We rolled. Bumpy, swervy, but we rolled. We stopped. We drove around stuck trucks. But, we were rolling north. Slowly. But, rolling. Rolling much of the time. Progress at 10 to 15 mph was being made. Progress continued during the time we were rolling. When we stopped, and sat, we told each other, "Hey, that truck will get rolling soon." We knew our rolling would continue.

At the North Umtanum ridge, as we started the climb, we stopped. Again. We sat. We waited. It was snowy. Snowy. Snowy. We sat. No one moved. But wait! Here comes a little car. Slowly. Slowly it slid into the guard rail. It sat. Crossways in the road, it sat. We all sat. At about 12:15am a fellow in an orange snow-suit with reflective stripes (he looked very official) told us that because we were now at the front of those sitting & watching the snow that he wanted us to just sit & wait. He would get his plow & open the road. We needed to sit until he got there. So, we continued sitting. We sat, we waited, & we watched for the plow. So, we sat & waited. Waited. Sat & waited. No plow. We sat & waited. About 30 minutes later another fellow in an orange walked up to us. Since the trucks in front of us had slid to the side he thought we could roll. We told him we were told to wait for the plow. He shrugged his shoulders. He told us to roll. He said the road was, well, it was in a challenging condition. He said we could roll. So, we rolled. Dave & I follow instructions given to us by experts with orange snow suits, especially when they have reflective stripes. We rolled.

As I looking in the rear view mirror I watched they had stopped - - - just sat. They didn't roll. We were alone in our rolling. But, we were told to roll, so we did. North we rolled. Slowly. Alone. We kept rolling. North we went. Slush. Ice, Falling snow. It was dark. No other traffic rolling north. So, we stayed in the middle of what we thought was the road, & we rolled. So very lonely. But, we made it up & down ridges, we made big turns following the highway, & then up the Manastash ridge we went. We were still rolling. Slowly, but we were rolling. We came around that big turn, & in the falling snow we saw the Kittitas Valley. Still no traffic in our lane. Nothing. We were on the top of Manastash Ridge. Alone in our north bound lanes. It was snowing. We were on the top rolling north on the unplowed, snow covered, road. We rolled over the crest.

"Dave, what do you think? Should we try to roll down the Manastash hill to the flat floor in the Valley?"

"Sure, why not! Let's give it a try." So, he sat there, holding on, & we rolled. Splashing our way to the bottom of the Manastash Ridge. We kept rolling. The windshield wipers pushed snow off the windows. We kept rolling, so slowly. We stayed in the middle. We did slide a little, we did feel impact of ruts in the snow, we watched the ditch in the middle, we stayed away from the cliff's edge, we kept rolling. Over the freeway, into Ellensburg, & into the Super-1 parking lot where Dave left his car we rolled.

Home we go - - but wait! Dave's car won't start. So, at 1:15am we jump-start Dave's car. We pushed 3 or so inches of snow off his car. We said, "Hey, another adventure. See Ya Next Month!"

I drove east on the Kittitas Highway. Only 14 miles to go to my home. I called Marlene, my wife. "I think you can make it down Snodgrass Road. It's not too bad here," she said.

Well, I made it! I think I was in the garage by about 1:30am.

But, what I don't know - - I don't know if Dave made it to his place in Badger Pocket. Hope he made it home.

Oh well, so it goes....

### Jerry Brong



# April 1, 2009 Meeting American Society for Quality Columbia Basin Section 614



Wednesday,  
April 1, 2009  
LOCATION:

Shilo Inn  
50 Comstock  
Richland, Washington

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

6:00 p.m. - Dinner

7:00 p.m. - Presentation

#### DINNER BUFFET:

- Chicken Dijon
- Honey Roasted Pork Tenderloin
- Smoked Cheddar & Chives Potatoes
- Sautéed Vegetables
- Salad Selection
- Dinner Rolls
- Fresh Fruit & Berries
- Assorted Desserts
- Coffee or Iced Tea

#### Cost:

\$ 17 ASQ members  
\$ 20 non-members  
\$ 5 presentation only

Reservations are requested by  
March 26. Send an e-mail to  
[panda\\_2@charter.net](mailto:panda_2@charter.net) with your  
name, phone number, company  
affiliation, and type of reservation, or  
call Alvin at 371-2221.

NOTE: All no shows will be billed  
unless canceled 48 hours in advance.  
For more information about ASQ, our  
local section, and other upcoming  
events, please check our web site at  
[www.asq614.org/](http://www.asq614.org/).

## “OF SILOS, SWIM LANES AND STOVEPIPES”

### Mike Schwenk

Vice President and Director of Technology Deployment  
and Outreach - Pacific Northwest National Laboratory

*The following is an excerpt from Mike Schwenk's "So What?" blog ...*

“Has everyone heard about silos, swim lanes and stovepipes? These all refer to the same thing: no one talking to one another, left hand not knowing what the right hand is doing, and the like. In today's interconnected world, it's hard to believe the terminology can still be evoked so often. But hear it we do, and with increasing frequency.

Upon reflection, however, why would this surprise anyone? With the pace of new knowledge growing at the rate that it is, and with more and more people from all over the world engaging in social networks and the like, it is only natural that we migrate toward the familiar, or that which is of interest to us, and tune out the rest. After all, how much can anyone take in and truly assimilate? But as a result, we risk becoming an inch wide and a mile deep in our understanding of the world and the set of folks with whom we congregate.

As a matter of fact, the application of filters and other knowledge management techniques in the cyber world is actually leading us down this path (if you read this book, then you might like to also read these three...). Why does this matter? Because innovation comes from mixing it up. To crank up the innovation engine, to create great answers to the “so what” question, it is going to take government, industry and academia all working together. What I have discovered is that each group mostly talks to themselves about themselves, and maybe about the others. But it is harder to find those times and venues when they all come together and talk to one another. The good news is the willingness is there. Silos, swim lanes and stovepipes may exist, but they are not impenetrable.”

Join us on April 1st (no fooling!), when Mike will expand on these thoughts and share more about what “technology-based economic development” means and how to go about it, regardless of the size or location of the community.

*About the Speaker: Mike Schwenk is an advocate of private and public collaboration that pair the best of government resources and private-sector know-how to solve the nation's most pressing challenges. He has 30 years of technical and business management experience in government, non-profit and corporate settings, and has championed numerous efforts that moved leading research out of the science laboratory and into the business community, including overseeing intellectual property and commercial business activities. Mike was honored in 2008 as Tri-Citizen of the Year.*

## SECTION MEMBERSHIP

As of March 3, 2009 we have 79 members in our Section. Our newest Section members are:

**Jean Lane of Richland WA**  
**Angelica Reyes of Kennewick WA**

As new members, you are entitled to one free dinner meeting of the section. Please make your reservation for an upcoming meeting soon!

Note – Jean Lane was our speaker from November 2008. She is Richland School District Superintendent. It is nice to see that she has chosen to join with us on a permanent basis.

### 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 – [www.asqswwa.org](http://www.asqswwa.org)  
 Vancouver Section (#627)  
 Portland Section (#607) [www.asqpdx.com](http://www.asqpdx.com)

## EDITOR'S NOTES

Steve Prevette  
 Fluor Government Group

I board a plane again Sunday to head for the Savannah River Site again, this time for just a week. At least I finally signed up for "frequent flyer" miles, so maybe I will receive some side benefit of this travel.

Pete Knollmeyer, the executive vice president for Fluor Hanford attended our Red Bead Experiment session the other month. As a result of his visit, I was invited to present the Red Beads to Fluor Hanford senior staff this month. It was a bit daunting to face my own senior managers as the "foreman", but the session went well and there were many favorable comments. Over the years of doing the Red Beads, I've often heard groups say "we wish our management could see this". Well, at least I have finally accomplished that with Fluor Hanford. The session went well, even though I did "fire" our CEO as a "below average worker"! I appreciate Pete's invitation, and also the attention of Fluor Hanford management for participating in the exercise.

- Steve

## PUBLICATION INFORMATION



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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.

## 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.*

## 2008-2009 SECTION 614 LEADERSHIP TEAM

<b>Section Chair and Programs</b>	Alvin Langstaff	<b>Audit</b>	Clark Beus
<b>Vice Chair and Publicity</b>	Jo Haberstock	<b>Division Liaison, Web Team Lead, Section Historian, and Examining</b>	Dennis Arter
<b>Treasurer</b>	Howard Rew		
<b>Newsletter Editor and Secretary</b>	Steve Prevette	<b>Certification/Recertification</b>	Steve Prevette

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!