



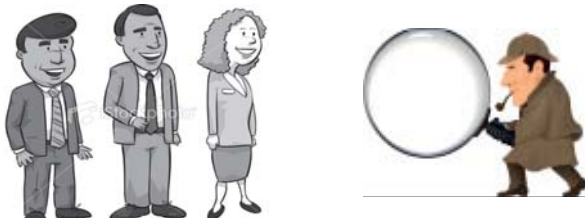
CHAIR'S CORNER

Alvin Langstaff

I just got back from an ASQ Ideas to Action gathering held in Denver this past weekend so I am devoting this month's Corner to some of the highlights of that meeting. In opening remarks, Pete Andres, current president of ASQ, told us that of first year members only 50% enroll for a second year. This set the stage for the theme of the gathering, specifically, retaining members. The group discussed ways to increase the likelihood that members will value what ASQ has to offer them and feel that the annual dues they pay is worthwhile. Realizing that all of you had your own specific reason for joining in the first place, and recognizing that your reasons are likely different than my reasons, I would like to learn from you what your likes and dislikes are about both the national organization and the local section. To that end, you can expect to receive a short customer survey in the next month or two and I would really appreciate you responding with your thoughts. I'll try to make sure that it is not onerous but given that I don't get a chance to see many of you very often, it will be one way that you can make your voice heard. Nationally, ASQ wants to make sure they are concentrating on the right things and locally we want to do the same. And as always, feel free to contact me or anyone else on the leadership team if you have some ideas for presentations, educational offerings or anything else you'd like to discuss.

Our November meeting on the November 4th will be a little different in that we will have dinner as usual at the Shilo Inn and then do a tour of the resources available to quality professionals and practitioners at the WSU technical library. In this age of "just Google it" we sometimes overlook the traditional resources that are still very much available to us. Hope to see you all there.

Is Alvin looking for us?



VICE CHAIR'S CORNER

Deborah Coffey

An ASQ Challenge

At the September meeting Dennis Arter mentioned the book by Jeff Jarvis, *What Would Google Do?* I located the book at the Pasco library the next day, took it home and found it to be interesting reading. Following is an excerpt from the publisher's jacket copy:

In a book that's one part prophecy, one part thought experiment, one part manifesto, and one part survival manual, Internet impresario and blogging pioneer Jeff Jarvis reverse-engineers Google, is the fastest-growing company in history and discovered forty clear and straightforward rules to manage and live by. At the same time, he illuminates the new worldview of the Internet generation: how it challenges and destroys, but also opens up vast new opportunities. His findings are counterintuitive, imaginative, practical, and above all visionary, giving readers a glimpse of how everyone and everything - from corporations to governments, nations to individuals must evolve in the Google era.

What I found interesting is the idea that problems can be solved quickly by just asking Internet users for their ideas. In the book, the first example of this is Dell's customer issues and how users told Dell to fix things. There is a current commercial about users being asked "Have You Seen this Dog?" which quickly reunites a girl with her pet. We all must have heard about Twitter by now, and the paradigm and its power are intensely interesting. Another idea is that we may and probably already do go to stores less and less as we can compare prices, attributes and buy right at home (and save gas and time). So, the challenge is to speculate about how these new developments affect the way we work, communicate, and do business. How and where does the traditional quality management system fit in? Or maybe, it doesn't fit well any more. How do we need to grow to be effective? The dialog will be more interesting if we read the book first; the descriptions of how companies are rapidly growing and changing are key to thinking about the challenges ahead. I look forward to talking to all at the November meeting.

Dennis Arter's May 2009 review of *What Would Goggle Do?* is on his blog at <http://auditguy.blogspot.com/2009/05/wwgd.html>.



November 4, 2009 American Society for Quality Columbia Basin Section 614



“The Magic Promise of the Library”

Wednesday,
November 4, 2009

LOCATION: (starting at)

Shilo Inn
50 Comstock
Richland, WA 99352

TIME:

5:30 p.m. Check in/Networking
with no host cocktail service
6:00 p.m. – Dinner & Business
6:45 p.m. travel to WSU Tri-Cities /
2710 University Drive
Richland (509) 372-7000
7:00 p.m. - Presentation/Tour

DINNER BUFFETT:

The chef and crew at O’Callahan’s Restaurant always provide a fine and varied buffet dinner for us at the Shilo Inn. The buffet usually includes two entree choices, plus 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 October 29. Send e-mail to 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 cancelled 48 hours in advance.

For more information about ASQ, our local section, and other upcoming events, please check our website at www.asq614.org/.



WSU – Tri-Cities Consolidated Libraries Harvey Gover - Assistant Campus Librarian

Do you remember the excitement of getting your first library card? Of finally being able to check out adult books and not being restricted to the children’s section? Discovering all the magazines available to read at the library? If slogging through Google postings is leaving a sour taste in your mouth and a layer of mud on your brain cells these days, then here’s your chance to learn about today’s library systems and get fired up about learning again.

Some of you may not know this, but our local ASQ section used to have a fairly extensive “quality library” that was established and maintained for our members’ use. In the fall of 2004, due to lack of volunteers and space to keep it going on our own, ASQ made the decision to donate all of our books, audios and videotapes to the WSU Tri-Cities Max Benitz Library. Harvey Gover, Assistant Campus Librarian, physically received our donation back in 2004 and helped integrate our items into the existing WSU library system.

On November 4, Harvey will provide us with a guided tour of the Consolidated Libraries and related facilities. He will explain how the Access Entitlement Principle applies to ASQ members and what resources are available from the three libraries: the WSU Max Benitz Library, the Hanford Technical Library, and the DOE Reading Room.

We hope you will join us at the Shilo Inn as usual that evening for networking, dinner and a short business meeting, after which we will travel en masse to the Library. This is a great opportunity to get excited again about the library as a source of information, inspiration and even as a quiet place to read, rest and reflect away from our busy lives. When you understand more about all the resources available to you for life-long learning, we think you’ll be glad you did.

*As the author of the book [Keys To Library Research On The Graduate Level](#), Harvey Gover is the perfect guide for our evening. He has designed his book as a library survival kit for graduate students, enabling them to fully utilize the library resources at their disposal. He was also instrumental in the transition from guidelines to standards for the publication of *Standards for Distance Learning Library Services*, and in part for this work Harvey received the Haworth Press Distance Learning Librarian Conference Sponsorship Award in 2008 from the American Library Association of College and Research Libraries.*

EDITOR'S CORNER

Robert Boykin

A smidgen over 1.5 scores ago (hmmm) and during my teenage years, fortune found me in the guise of a second chance. A kind elderly man took the time to offer me good advice and provide guidance which helped to point me in a positive direction. Like the old saying goes, "Everybody deserves a second chance". A second chance appears to be a large part of what's happening at Camp Outlook in Connell, Washington.

Camp Outlook is a Basic Training Camp which encompasses a four month intensive, structured program based on the U.S. Marine Corps recruit training model, partnered with some of the newest and most innovative treatment programs used today.

Camp Outlook has been in operation since April of 1997, contracting with the State of Washington to provide juvenile services to male and female offenders ages 13-19. In that short time, the program has had very positive results with low recidivism rates.

On October 3, a few of us from our local ASQ section got to experience, up close and personal, some of the results of the Camp's program designed to provide the kids (called trainees) a foundation for responsible living. This includes a support network and transition plan for returning to the community, which the Camp's staff believes is essential for the trainee's continued success outside the Camp. The results of these constructive actions by the Camp's staff were evidenced by the positive feedback we heard from the trainees. It was clear through interaction with the trainees, as well as the physical demonstrations they put on, that the Camp's mission to prepare trainees to lead lives that are both productive and crime-free is headed in the right direction.

"The quality of a man's life is in direct proportion to his commitment to excellence, regardless of his chosen field of endeavor."

- Vince Lombardi

Readying for Quality Month/Day

Share Your Ideas, Stories, and Photos

Many nations celebrate a National Quality Month. The designated month depends on the country. For instance, China's National Quality Month is occurring this month. October is National Quality Month in the United States - made official in 1984 through [proclamation 5249](#). Japan, India, England, Canada, South Africa, and many other nations indicate November as National Quality Month. And let's not forget [World Quality Day](#). The United Nations introduced World Quality Day in year 1990, and the day is the second Thursday in November.

Whether it's a day or a month, the purpose for these designations is to raise awareness of the importance and impact of quality practices. It is also a celebration of the people who make a difference through the use of quality methodology. For World Quality Day, the [Chartered Quality Institute](#) (an ASQ WorldPartner) plans annual events throughout England, promotes events throughout the world, and [offers suggestions for all organizations](#). Many organizations use a quality day or month to get staff together, celebrate, and inform.

What is your organization doing to celebrate your nation's quality month or World Quality Day? Send your 100-word maximum response to [Raise Quality Awareness](#) and *ASQ Weekly* will print it. Have a photo? Send that, too.

WEBSITES FOR OTHER ASQ SECTIONS

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

Spokane Section (#619) - www.asq.org/sections/mini-sites/0619/about.html

Southwest Washington /

Vancouver Section (#627) - www.asqswwa.org

Portland Section (#607) - www.asqpdx.com

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.

UPCOMING EVENTS

WSQA SYMPOSIUM 2009

Greater Tacoma Convention and Trade Center
Thursday, October 22, 2009, Tacoma, WA
- <http://www.wsqa.net/>

17th Annual National Quality Conference

"Leading, Learning, and Teaching for Tomorrow's World"
October 25–27, 2009 - Jacksonville, FL
- <http://nqec.asq.org/>

Mid-Columbia Leadership Development Association
NMA Chapter 395 Holiday Social Event
December 9, 2009 Richland Red Lion Hanford House
- <http://www.nma1.us/chapters/395/>

World Conference on Quality & Improvement
International Team Excellence Award
May 24-26, 2010, St. Louis, MO
- <http://wcqi.asq.org/team-competition/>

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 that might be of value to quality professionals. To be considered for the next newsletter, input must be received by the 15th of the month.

FREE! FREE! FREE!

Four years of "The Auditor." Call Dennis Arter (509-783-0377) to pick up.

2009-2010 SECTION 614

LEADERSHIP TEAM

Section Chair (and Programs & Publicity)	Alvin Langstaff
Vice Chair and (and Programs & Publicity)	Deborah Coffey
Treasurer	Howard Rew
Secretary (and Programs & Publicity)	Jo Haberstok
Division Liaison and Section Historian	Dennis Arter
Certification/Recertification	Open - Volunteer Needed
Audit	Clark Beus
Webmaster	Phil Crook
Education	Laura Suddath
Newsletter (and Programs & Publicity)	Robert Boykin

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!