



## VICE-CHAIR'S CORNER

**Deborah Coffey**

### Ice is More Than Nice

The ASQ site visit to Gordon Brothers hosted by resident winemaker Tim Henley was an extremely interesting and fun way to spend a Saturday morning. The vineyards are high above the Snake River and we learned all about the picking, crushing and making of several wines and wine making processes. We saw how corks are evaluated before use (acceptance testing in QA-speak), so that unclean or faulty corks don't contribute to causing corked (smelly, yucky) wines. We all learned to pronounce *bâtonnage*, and feeling very French, peered into barrels both before and after stirring the lees and assessing the turbidity within. We discussed backward wines, that is a wine that is young and not yet ready to drink, and proceeded to taste table wines and reserve wines and ended with the liquid ecstasy of an ice wine. I saw many surprised and pleased looks regarding the ice wine with which not everyone was familiar. Many of us stated that we were envious of Tim Henley's job and mentioned early retirement and the opportunity to volunteer or serve as interns in the wine industry. Of course, a wine maker who crafts his wines by taste during each processing step also accepts the great risk of what will evolve as the finished product -- be it flabby or award winning. But I think the group would agree that when the goal was to create a hedonistic ice wine (defined as totally gratifying wines meant to fascinate and enthrall), the risk was well worth the effort. Check out the Gordon Brothers web site. Note that Gordon Brothers wines are the house wines for Anthony's as well.



The ASQ site visits in the past have been visits to other local wineries and breweries and the processes, philosophies, and quality control aspects of each were very different. We ended the visit with a yummy box lunch provided by O'Callahan's at the Shilo Inn, and more than a few bottles of wine were purchased to provide as illustrations to friends and family regarding our visit. I also visited Levey Park just below the winery before heading home and since it was a sunny day, I had a nice hike.

ASQ site visits are great at providing knowledge and different views of the place where we live and the work done by others. We all need to take breaks from the "routine" to listen and learn. That's why I appreciate ASQ; there is a monthly infusion of something different in my routine that provides an opportunity to grow just a bit. Enjoy spring; I hear it is on its way!

- Deborah

## SECRETARY'S CORNER

**Jo Haberstk**

I had a great time at our Gordon Brothers Vineyard tour on April 10! It was really interesting and educational to see and hear about how they grow and harvest the grapes and then to go inside and learn about the rest of the processing that occurs. And, of course, sampling is an integral part of the winemaker's job, and Tim Henley let us sample from some of the tanks and barrels as well. And that ice wine of theirs ... well, all I can say is "ausgezeichnet" (aka excellent, wonderful and really yummy stuff)!!

I was watching *Celebrity Apprentice* on TV the other night, and it made me think about the topic of our upcoming meeting on May 4, "You're Not My Type." For those who may not know about it, *Celebrity Apprentice* is a reality show that features two teams of "celebrities" (most of whom may be known by the general public because they are actors, athletes, models, chefs, politicians, etc.), and their "boss" is Donald Trump (with assists from his children). There is a women's team and a men's team. Most of the celebrities don't really know each other (or not well) before being expected to work together to successfully create, market and/or sell a different product each week. A different celebrity serves as their team's project manager each week and, although all the team members share the same overall goal (to win that week's challenge), the real challenge is often that of trying to get the team members to work together and to best capitalize on each person's strengths/talents in order to be successful. For those who don't hear "You're Fired!" from The Donald in the first few weeks of the show, they usually start to learn enough about the remaining team members to make the best assignments for team success as time goes on. But it takes some real effort to get to that point. This season, some of the celebrities who have gotten "fired" so far were not necessarily the worst player that particular week but in many cases they were assigned roles that weren't the best fit for them. Some people have much better social/communication skills than others, some enjoy and are adept at negotiating or selling and a person who barely knows how to type with one finger and needs help just turning on a computer (those who've been watching this season will know who I'm referring to) probably should not be given the task to do research on the Internet. It's also very interesting to watch the clashes of some of the very strong (but not necessarily the smartest or most talented) personalities on the show. Ah -- all lessons to be learned from!

I hope you will be able to join us on May 4 for our dinner meeting at the Shilo Inn. Rick Martinez is an insightful and engaging presenter, and I always learn something new from his talks. I think the *Celebrity Apprentice* teams could also benefit from some of his suggestions and tools for getting to better know and understand others' personalities and styles!

- Jo



May 4, 2010  
American Society for Quality  
Columbia Basin Section 614



Tuesday,  
May 4, 2010

**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 MENU:**

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 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 room for dessert!

**Cost:**

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

Reservations are requested by  
April 29. E-mail

[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 cancelled 48 hours in  
advance.

For more information about ASQ  
and other upcoming events, please  
check our website at  
[www.asq614.org/](http://www.asq614.org/)

## “You’re Not My Type”

*(but don't take it personally)*

### Rick Martinez

Peak Performance Systems, Inc.



Interpersonal differences have long been the toothache of corporate America. (*Our apologies to dentists everywhere.*) Every work group is comprised of unique personalities that are often the source of tension and conflict. And left unchecked, relationships and teamwork suffer.

If we can learn to better communicate and understand each others' personalities, we will likely also improve our working relationships and overall organizational success. Understanding that some team members may be more comfortable working “behind the scenes” while others really enjoy giving presentations or making cold calls on customers can help capitalize on everyone's strengths and interests. This in turn will likely result in happier and more productive team members.

There are many tools and “tests” that can be used to help identify personality types. Used appropriately, these can help management and team members to better understand the motivations, work styles and personality temperaments of their co-workers.

This presentation will show you a proven, time-tested tool to not only help relieve interpersonal friction, but also show how it can be used to transform the different personality types into a potent source of strength, thereby increasing group morale and diminishing the amount of stress we all experience.

*About the Speaker:*

*For 25 years Rick Martinez has helped organizations improve their business results by developing the people side of the enterprise. He likes to say, “The soft stuff delivers hard results.” His company, Peak Performance Systems, Inc., has worked with over 100 organizations including Microsoft, Hewlett-Packard, U.S. Veterans Administration, United Way, and the U.S. Department of Energy, offering organizational development solutions including assessments, teambuilding, and professional development seminars.*

*Mr. Martinez combines his formal business education with his past experience as an electrician, trainer, human resources manager, and a business owner to provide a powerful combination that his clients benefit from. Mr. Martinez is past president of local chapters of the American Society for Training and Development (ASTD) and Association for Quality and Participation (AQP), and is a certified Master Trainer with Development Dimensions International (DDI), the largest training company in the United States. He has earned certifications in nine different human performance technologies.*

## ASQ QUALITY BODY OF KNOWLEDGE (QBOK) (tm)

### Submitted by Dennis Arter

Part of ASQ's vision is to be "the community for everyone who seeks quality concepts, technology, and tools to improve themselves and their world." A key strategy for achieving this vision is the continuing development of the Quality Body of Knowledge (QBOK®). To do this, ASQ has invested significantly in developing QBOK processes that facilitate acquiring and disseminating content and making content widely accessible, as outlined in the online guide found at [www.asq.org/2009/04/guide-to-the-QBOK.pdf](http://www.asq.org/2009/04/guide-to-the-QBOK.pdf).

Active stewardship of the QBOK is vital to its ongoing relevance to quality professionals and the organizations they serve. ASQ's Board of Directors chartered the QBOK Advisory Committee to formally lead this stewardship effort. Obviously, however, a small team of volunteers and staff does not have the breadth of knowledge, experience, and contacts to keep the QBOK relevant to its stakeholders. Stakeholder input is essential in all areas of QBOK operation, so the QBOK Advisory Committee is establishing the QBOK Stakeholder Committee as a mechanism for involving member unit representatives. Each section, division, forum, and network is now being invited to recommend one or more representatives to the QBOK Stakeholder Committee.

Ensuring that the QBOK achieves its mission requires a careful balance between understanding stakeholders' expectations/perspectives and being able to respond to users' constantly changing requirements for credible content in a variety of media types/formats. The QBOK Stakeholder Committee's processes are designed to solicit critical input and feedback very rapidly without cumbersome reviews, debates, and approval cycles. Committee members will be expected to:

- Respond promptly to requests for input, recognizing that response deadlines may be as short as three days. Note that all of the committee's business will be conducted electronically.
- Ethically represent our profession when presenting suggestions or responding to questions. Their action as part of the QBOK Stakeholder Committee is not to be undertaken for personal financial gain.
- Accurately communicate the wants, needs, and expectations of the member unit(s) they represent and actively share communication from the QBOK Advisory Committee with those member unit(s).
- Honestly report their level of expertise on a given survey topic when requested and to not claim experience or expertise that they do not possess.

If you are interested in participating on the QBOK Stakeholder Committee, please access the link below for additional information. If you decide to move ahead with participation, please inform a member of the Section 614 Leadership team of your intentions.

[http://asq.qualtrics.com/SE?SID=SV\\_8x1l3arUQhFNy16&SV1D=Prod](http://asq.qualtrics.com/SE?SID=SV_8x1l3arUQhFNy16&SV1D=Prod)

## SECTION 614 MEMBERSHIP

As of April 19, 2010, we have 87 members in our Section. Our newest members are Jennifer Kuklinski and Onette Gibson. All new members are eligible to receive one free dinner at an upcoming meeting, so be sure to make your reservation soon, Jennifer and Onette.

### 2010-2011 SECTION 614 OFFICERS

New section officers for the 2010-2011 ASQ year were approved at the March 2, 2010 meeting. Congratulations to:

Chair	Alvin Langstaff
Vice Chair	Jo Haberstock
Treasurer	Barbara Gillespie
Secretary	Deborah Coffey

2009-2010 SECTION 614 LEADERSHIP TEAM	
<b>Section Chair (and Programs &amp; Publicity)</b>	Alvin Langstaff
<b>Vice Chair and (and Programs &amp; Publicity)</b>	Deborah Coffey
<b>Treasurer</b>	Howard Rew
<b>Secretary (and Programs &amp; Publicity)</b>	Jo Haberstock
<b>Division Liaison and Section Historian</b>	Dennis Arter
<b>Certification/Recertification</b>	Howard Rew
<b>Audit</b>	Clark Beus
<b>Webmaster</b>	Phil Crook
<b>Education</b>	Laura Suddath
<b>Newsletter (and Programs &amp; Publicity)</b>	Robert Boykin

### QUOTE OF THE MONTH

There is something in each of us that resents restraint, repression and control. But we forget that nothing left loose ever does anything creative. No horse gets us anywhere until it is harnessed. No stream or gas drives anything until it is confined. No life grows great until it is dedicated, focused, and disciplined.

- Harry Emerson Fosdick

### PUBLICATION INFORMATION

This 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.