

CHAIR'S CORNER

by Robert Boykin

Change can be an exhilarating experience. Being simply defined as "to transform or convert," change can also cause monumental upheaval, or it can cause a person to smile for days on end.

I came across a quote attributed to Winston Churchill that read "There is nothing wrong with change, if it is in the right direction." Okay, that sounds reasonable, but how does one know that she/he is pointed in the right direction? Have you made a change (or more than one) over the years, and has this change steered you in the right direction?

Consider for a moment a change that occurred in your life within the last year and rate that change on a scale of 1-10. Let's agree that a rating of 1-5 is in the wrong direction, and a rating of 6-10 is in the right direction. Regardless of where you rate, what could you have done differently to achieve a better outcome? Now, that is the real question.

What am I going to do as the new Section Chair to assist the Section's Leadership Team in keeping Section 614 pointed in the right direction? Now, that is the second question. Here's my plan. I will work to live up to the words of Pat Riley (NBA basketball executive, NBA Hall of Fame coach, and former player in the NBA) who said "If you have a positive attitude and constantly strive to give your best effort, eventually you will overcome your immediate problems and find you are ready for greater challenges."

I look forward to working with the Section Leadership Team, with all of our section members, and being a part of an organization that embraces quality like no other.

I hope that during the 2012-2013 Section year I will see you at a dinner meeting or site visit, or hear from you about a newsletter article or in another way that can assist our Section in moving in the right direction. As Peter Drucker, noted influential writer, management consultant, and self-described social ecologist has said, "No institution can possibly survive if it needs geniuses or supermen to manage it. It must be organized in such a way as to be able to get along under a leadership composed of average human beings."

Be well and be safe.

- Robert

VICE CHAIR'S CORNER

by Jo Haberstock

Happy New Year!

Section new year, that is.

I have been having a great time so far, getting to meet with and learn more about some of the new Leadership Team members (of course, many I've known for several years!). I've also been enjoying making contacts with potential speakers and places to go for site visits this year. We will soon begin working on the section business plan for the year and setting new goals and performance measures.

Robert's article talks about changes, rating recent changes in our lives, and thinking about what we might have done differently to have possibly attained a different outcome. I have experienced a number of changes in my life in the past year and while many have been what I consider to be positive, it's still worthwhile to think about the things that could have been done differently.

Sometimes, though, you may find that while you *could* have done something differently and possibly had a different result, maybe in the long run that would not have been the best outcome overall. It's like when someone says that they never intended to move away from their home town or take a particular job; but if they had not moved away or accepted that job, they would not be where they are today, and probably would have never met many of the people who are now very important parts of their lives. You just never know. A little reflection is always good for the soul.

As we start this "new" section year, I encourage all of you reading this to consider making a change – to commit to become more active in our section. Right now there is a need for volunteers to help with meeting arrangements, publicity, and other activities. If you are interested in helping out, please contact me or any of the Leadership Team members.

And be sure to check the website in early August to find out more about confirmed dinner meetings, speakers and site visits and to start marking your calendar so you'll be able to join us for as many meetings as possible.

-Jo



RIP STEVEN R. COVEY

by Jo Haberstok

The quality world recently lost a great educator, author, and businessman – Steven R. Covey. I remember when I first heard about him, as the author of [The 7 Habits of Highly Effective People](#). It seemed liked in the early years people either believed strongly in what he had to say and really liked him and his message or they were at the complete opposite end of the spectrum, feeling that he didn't offer anything new or worth trying. I happened to be on the "like" side (although I had a little trouble with a couple of the habits). But, like it or not, that book and the related and follow-on books, audio tapes, etc. sure got a lot of press and sold a lot of copies.

I actually got to see and hear Steven Covey at an Association for Quality and Participation (AQP) conference – I can't remember for sure what year or where it was held, but they had another big-name speaker at the conference as well, Ken Blanchard (of [One Minute Manager](#) fame). It was kind of neat to have both of them as keynote speakers at the same conference.

Think back a bit - Who in 1990's business world didn't have a "Covey Planner" at some point? How many different styles were available for purchase? The full size, 8 ½ by 11 notebook style, the smaller version, the desktop planners, and more! At every meeting and every conference I attended, the Covey Planner was THE item almost everyone carried around with them. I remember some work colleagues throwing a fit the year the company refused to buy new annual calendar inserts for everyone and saying they'd have to go out and buy them on their own. Well, they weren't cheap...

[The 7 Habits of Highly Effective People](#) has been named one of the most influential management books by several organizations, including Time and Forbes magazines. The audio book is the best-selling nonfiction audio in history, according to the book's website. Other best-sellers by Covey include [First Things First](#), [Principle-Centered Leadership](#), [The 8th Habit: From Effectiveness to Greatness](#) and [The 3rd Alternative](#). I've only read the first two of those books. In 1996, Covey was named one of Time magazine's 25 most influential Americans.

In researching to write this article, I came across an interview with Steven Covey that was conducted in September 2011 by Dan Schawbel, Managing Partner of Millennial Branding, LLC, and author of [Me 2.0: 4 Steps to Building Your Future](#). Here are some highlights from that interview.

When asked "If you had to write [The 7 Habits of Highly Effective People](#) over again, would you change anything?" Covey's response was "No."

He also shared that for his own professional success, Habit 5 was the most important – "Seek First to Understand, Then to Be Understood - because listening for deep understanding is the key to influence with others and to true creativity and innovation. When you really listen to another person from their point of view, and reflect back to them that understanding, it's like giving them emotional oxygen. The spirit of win-win and creativity is unleashed. Trust is built. You can take on great differences, challenges, and problems together and create solutions neither had considered alone."

And, in response to the question "What's the best way to create a win/win relationship in business or the workplace?" Covey responded "The best way is to always go for a third alternative, which means, not your way or my way, but *our* way, which is arrived at empathically and synergistically. The whole is greater than the sum of the parts. In other words, it's a higher, principle-centered way."

I'll close this article with a few quotes from Steven Covey ... some things for us all to ponder:

- "We are the creative force of our life, and through our own decisions rather than our conditions, if we carefully learn to do certain things, we can accomplish those goals."
- "Live out of your imagination, not your history."
- "Every human has four endowments- self-awareness, conscience, independent will and creative imagination. These give us the ultimate human freedom... The power to choose, to respond, to change."

"JOBS" PAGE ADDED TO SECTION WEBSITE – POST JOB VACANCIES OR YOUR RESUME



We know that our section members are all quality professionals with a wealth of knowledge, skills and experience. We know there are companies looking for qualified personnel to fill many important job openings on a daily basis.

We hope that the newly added ["Jobs" page](#) on our Section website will help connect job seekers with potential employers!

If you have an opening for a quality professional, you may submit the position description in pdf format to Dennis Arter, our [Webmaster](#), for posting. The posting will stay up for three months, unless you ask that it be removed sooner.

If you are a member looking for [employment](#), you may submit your resume or a career summary and it will be placed on the Jobs page for potential employers to access. It will remain there until you request the webmaster remove it.

WASHINGTON STATE QUALITY AWARD - DUE DATE EXTENDED

WSQA has extended the due date for full applications to December 1, 2012. Intent to Apply applications are due September 1, 2012.

For more information, visit the WSQA [Criteria](#) and [Time Table](#) pages on their website. Contact the WSQA Office at (253) 277-1142 or wsqa@wsqa.net with any additional questions.

SAVE \$\$ ON CERTIFICATION EXAMS

Did you know that as an ASQ member you can save up to \$150 on [ASQ certification exams](#)? Take advantage of member pricing on these upcoming ASQ certification exams today. The application deadline is only one month away!

Upcoming Exam Date: October 6, 2012

Application Deadline: August 17, 2012

- [Biomedical Auditor](#)
- [HACCP Auditor](#)
- [Manager of Quality/Organizational Excellence](#)
- [Quality Inspector](#)
- [Quality Technician](#)
- [Reliability Engineer](#)
- [Six Sigma Black Belt](#)

If you have questions about certification, contact our section Certification Chair, [Steve Davis](#).

NATIONAL QUALITY EDUCATION CONFERENCE – NOVEMBER 11 & 12, 2012 – LOUISVILLE, KY

NQEC is an outstanding opportunity for educators seeking awareness, commitment, refinement, and measurable progress through continuous improvement approaches and processes. This year's theme is "Developing Global Leaders through Quality Schools, Classrooms, and Systems Thinking. Learn from experts in education through the following focus areas:

- Curriculum, Instruction, Assessment, and 21st Century Learning
- Strategic Planning and Systems Thinking
- Using Quality Practices to Close the Achievement Gap, Pre-K–12 Through College
- Baldrige in Education for Significant Continuous Improvement

For more information and to register for reduced early-bird rates, check the [conference website](#).

SECTION 614 MEMBERSHIP

As of July 9, 2012, we have 102 members in our Section.

2012-2012 SECTION 614 LEADERSHIP TEAM	
Section Chair	Robert Boykin
Vice Chair	Jo Haberstok
Treasurer	John Fish
Secretary	Deborah Coffey
Division Liaison and Section Historian	Dennis Arter
Certification/Recertification	Steve Davis
Audit	Clark Beus
Membership Chair	Steve McConaghy
Nominating Chair	Alvin Langstaff
Webmaster	Dennis Arter
Newsletter Editor	Robert Boykin
Programs Chair	Vacant
Publicity Chair	Vacant

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.