

CHAIR'S CORNER

by Robert Boykin

I submitted an article in the March 2012 newsletter about volunteering. The article noted that the volunteer rate increased in year 2011 compared to year 2010. Volunteers of both sexes spent a median of 51 hours on volunteer activities during the period September 2010 to September 2011. Would you agree that 51 hours is a lot of time to spend assisting just causes and those in need? Well, in many circles, 51 hours is not enough because over a period of one year, 51 hours equates to less than one hour per week. Putting it in that perspective might encourage some folks to consider giving more time. Will it encourage you to give more of your time?

Why is volunteering so important? I asked myself that question every day when my grandmother would literally make me do chores for the neighbors. Chores that seem to never end such as cutting grass, tilling gardens, rounding up rogue chickens, and doing other errands that the neighbors deemed necessary. These chores cut deeply into the amount of time I had to hang on the block, shoot hoops with the buds, and skip rocks on the lake. Would you believe I remember more about the neighbors I assisted than the buds I hung out with? Now that I'm all grown up, requests to volunteer for this cause and that cause appear to be even greater.

Well, if I learned one thing from my grandmother, it's that nothing is more important than lending a hand - and meaning it. According to many, volunteers are the most important resource community organizations have. The ability of people to work willingly together for the betterment of their community and themselves is a valuable resource. Now, who do you know that is too busy to give a couple hours a week of her or his time toward volunteering? I sincerely hope there are not many who fit that description.

I encourage you and others to support just causes and in particular to support people in need of assistance. Lend a hand and give some quality time toward helping out when you can. I am reminded by a quote from Indira Gandhi: *"My grandfather once told me that there were two kinds of people, those who do the work and those who take the credit. He told me to try to be in the first group; there was much less competition."*

Be well and be safe.

- Robert

Psst, psst! Two very informative books will be given away as **door prizes** at the Sept. 4 meeting. Make your [reservation](#) now!

VICE CHAIR'S CORNER

by Jo Haberstk

I don't know about you, but I found the recent Olympic Games to be very energizing and inspiring.



No, watching the events on television didn't make me want to rush out and immediately take up synchronized swimming or fencing, but it did make me stop and think about QUALITY in relation to the quest for an Olympic medal as well as in the logistics involved in planning for the actual events. Just think of the different quality tools and techniques involved – from setting goals to establishing performance metrics to continuously reviewing, adapting and striving for improvement.

So what does it take to make it to the Olympics? Dedication, discipline, desire, self-motivation... Consider the many long hours required just to have a possible shot at making it to the next qualifying event, and then the next, and finally to the finals. Athletes talk about how many hours they work out every day, honing skills and continuously striving to improve on their effort. They really mean it when *they* set goals!

The competition for the few spots on some countries' teams is beyond fierce. It must be a great feeling to accomplish each step along the way toward actually making it to the Olympic Games. And then the real pressure starts? It's actually hard to imagine what it must be like, finishing one round of qualifying only to face another round the following day – and in some cases, having to run or swim another race only a short time after completing an earlier one.

How do they keep their spirits up? How do they work through the pain and injuries? How do they manage to look professional every time the television camera captures them, not only at the end of an event but just sitting in the stands cheering on another teammate?

It can't be easy. Then again, no one ever said it would be. This is the life they signed up for when they made the decision to represent their countries and to pursue an Olympic medal. Some of these athletes have been actively working toward their goals since they were very young. Through all the years they have diligently pursued their dreams.

Congratulations to all the athletes of the 2012 London Summer Games, including swimmer Adzo Kpossi of Togo, the youngest competitor at age 13. And even more kudos to Hiroshi Hoketsu, age 71, who represented Japan in in the dressage equestrian competition.

-Jo

Tuesday
September 4, 2012

LOCATION:

O'Callahan's/Shilo Inn
50 Comstock Blvd
Richland, Washington

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

6:00 p.m. - Buffet Dinner

6:45 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 August 29. E-mail Panda_2@charter.net with your name, phone number, company affiliation, and type of reservation, or call Alvin at 509-371-2221.

Note: All no shows will be billed unless cancelled 48 hours in advance.

For more information about our ASQ section and other upcoming events: www.asq614.org/

“Future of Quality: Risk Management”

Greg Hutchins, PE
Quality + Engineering



Greg Hutchins delivered the *Future of Quality: Risk Management* talk to the Portland ASQ section in March 2011. Someone suggested offering the deck to folks in LinkedIn. Lightning struck. The deck went viral. Tens of thousands of people from the world over requested the deck. The interesting thing is that even a year and half later, Greg still gets thousands of requests.

What happened? Several takeaways from the viral deck:

- Volatility, Uncertainty, Complexity, Ambiguity (VUCA) is the global 'new normal'
- Governments, organizations, and even professions are having a very difficult time adjusting to VUCA
- Management in most organizations seems stuck and is not able to adapt to VUCA
- Quality, engineering, supply management, and other professions are struggling to remain relevant and add value
- Quality programs are rebranding and the quality profession seems to be reframing around risk management.

Greg's presentation on September 4 will update the deck with the latest data points to support the contention that the Future of Quality is Risk Management.

Greg will discuss the following:

- ❖ Explain the prevalence of VUCA and what it means to all of us
- ❖ Provide Google data on the future quality management, quality assurance, quality control, and risk management
- ❖ Discuss the future of quality management and in general the future of management
- ❖ Illustrate the risk management changes occurring with ISO registrars, ISO standards, federal standards, and quality programs
- ❖ Provide specific tools and tips on how to be resilient and adapt to VUCA.

You won't want to miss this compelling presentation. It will change how you view your profession, career, and job. Challenge Greg. Have your questions ready for him. He looks forward to meeting you.

About the Speaker: Greg Hutchins PE is the principal engineer with Quality + Engineering – a Critical Infrastructure Protection: Forensics, Assurance, Analytics® company (www.QualityPlusEngineering.com). Q+E's current focus is on CIP cyber security and enterprise risk management. Greg is the author of a dozen best-selling books, including *ISO 9000*, *Supply Management Strategies* and *Value Adding Auditing*. Quality + Engineering is also the developer of Certified Enterprise Risk Manager® (CERM) Academy (www.CERMAcademy.com).

SECTION 614 AWARDED “SILVER EXCELLENCE” RECOGNITION AT WCQI



Did you notice the new graphic/logo this month? Our section achieved Silver Excellence for the 2010-11 Quality Management Process (QMP) year (July 1, 2010 through June 30, 2011)!

The recognition is awarded to sections that complete and submit required documents to ASQ on time, including:

- Required officers and committee positions
- Audited annual financial report
- Annual business plan and budget

In addition to submitting the required information, we exceeded the ASQ average in two of the following categories: member retention, satisfaction and loyalty.

As a result, we were honored at the QMP Awards Ceremony on May 19 in Anaheim, at which time ASQ Fellow Dennis Arter accepted the award on behalf of our section.

Thank you to last year’s section Leadership Team and the other member volunteers who completed the necessary tasks that resulted in this award!

HAVE YOU CLAIMED YOUR FREE ASQ GIFTS?

by Jo Haberstk

Just a reminder if you haven’t done so. After all, they are part of your membership benefits, and I would urge all members to take advantage of anything you can use!

The August [member gift](#) includes a 33-minute webcast (“An Introduction to the Fishbone Diagram,” featuring Dr. Jack ReVelle), a downloadable Fishbone (Cause and Effect) Excel template, and several case studies and articles about how to use the Fishbone Diagram tool in a variety of fields and situations.

I especially enjoyed the article by Janet Jacobsen, “Can a Fishbone Diagram Stop a Bully?” about the use of quality tools in an Illinois school district.

21ST ANNUAL SERVICE QUALITY DIVISION CONFERENCE - BALTIMORE

October 15 – 16 in Baltimore, Maryland

Conference tracks include:

- Increasing Organizational Focus on Service Quality
- Case Studies in Service Quality Improvement
- Making Government Service Great
- Hot Topics in Service Quality

Save \$100 if you [register](#) by August 31!

TOP TRAITS OF TERRIFIC TEAM LEADERS” WORKSHOP SEPTEMBER 21 IN RICHLAND

The Mid-Columbia Leadership Development Association (MCLDA) is sponsoring this workshop, which will help attendees understand the difference between groups and teams, establish team purpose, identify team member uniqueness, affirm teamwork behaviors and correct team-deflating actions.

Presenter: Paul Casey

Date/Time: Friday, September 21, 2012, 1pm – 3:30 pm

Location: HAMMER Training Facility – Richland

Cost: \$79

Click [here](#) for more information or to register.

SECTION 614 MEMBERSHIP

As of August 7, 2012, we have 97 members in our Section.

2012-2013 SECTION 614 LEADERSHIP TEAM	
Section Chair (and acting Programs Chair)	Robert Boykin
Vice Chair (and acting Publicity Chair)	Jo Haberstk
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 10th of the month.