



CHAIR'S CORNER

by Robert Boykin

The air was cool and pleasant for a late-December night. The sounds of the night's little creatures filled the air, and yet there was silence everywhere. Anticipation of the following day's activities was at an all-time high. It was difficult at best to remain at rest because a feeling of jubilation was gaining momentum. However, Grandma was fast asleep in the adjoining room and nary a sound I dare make for fear she would awaken and silence would be the least of my concerns.

You may have guessed that the above scenario depicted a night before Christmas for a young lad during the yester years. The joy that Christmas brought with it during the adolescent years was second to no other holiday. Fast forward to the present, has anything changed? Absolutely not.

During the Christmas season, the Christmas tree was the center of everything. Family members would gather near the tree to reminisce, tell tall tales, argue, guess what presents they might be getting, and would generally leave in good spirits. A quality Christmas tree made for quality time.

In honor of the Christmas tree, following are some interesting statistics about the mighty shrub:

- Number of real Christmas trees sold in the U. S. each year 33 million
- Number of fake Christmas trees sold each year. 9.5 million
- Number of Christmas trees currently growing on Christmas tree farms..... 350 million
- Average growing time for a Christmas tree 7 years
- Number of people employed by the Christmas tree industry 100,000
- Percentage who purchases a pre-cut tree 84%
- Percentage who cut down own tree 16%
- Total spent on real trees in 2011 \$1.07 billion
- Total spent on fake trees in 2011 \$670 million
- Percentage of artificial trees sold in the U. S. that are imported from China 80%

Be well and be safe.

- Robert

VICE CHAIR'S CORNER

by Jo Haberstock

Seems like when we think "New Year" we also think of "Resolutions" ... they just seem to sort of go together ... like wine and cheese ... chips and dips ... burgers and fries ... hot chocolate and marshmallows ...and now for some reason, I'm feeling very hungry!

According to a study done by the University of Scranton Journal of Clinical Psychology, 45% of Americans usually make New Year's Resolutions. 38% absolutely *never* make them. Eight percent of the people who make resolutions are successful in achieving their resolutions. 49% have infrequent success. 24% never succeed; they fail every year.

Is there some sort of secret to making and/or keeping resolutions? The ones most likely to be kept are those that you turn into new habits. And one of the best ways to create new habits or goals is to break down large goals into smaller ones. To be successful, your goal needs to be meaningful to you and the smaller goals need to be specific and achievable.

Need some help coming up with New Year's resolutions? How about one of these:

- Eat healthier foods
- Take the stairs instead of the elevator
- Reduce, reuse, and recycle
- Take a trip
- Volunteer to help others

Here are some rather humorous ones I've seen recently:

- ◇ Write "2013" instead of "2012" on checks and correspondence
- ◇ Take fewer showers – to save more water
- ◇ Go back to school to avoid paying my student loans
- ◇ Use my phone to call a friend, instead of texting

And here are some that could be FUN to strive for:

- Make a root beer float
- Read (re-read) a Dr. Seuss book
- Play the kazoo
- High-five the person sitting next to me
- Throw a party
- Spend more time with friends and/or family
- Learn something new
- Enjoy life more

Whatever you choose to do, here's to achieving your goals in 2013!

- Jo

Tuesday,
January 8, 2013

ASQ SITE VISIT AND PRESENTATION

“Quality in Ultrasound Technology”

NOTE LOCATION:

CBC Health Science Center
(enter through main entrance)
891 Northgate Drive
Richland, Washington
509-544-8300

NOTE TIMES:

5:30 p.m. – Check in/Networking
5:45 p.m. – Tour Presentation

Cost: \$5 for all attendees
(ASQ members, non-members or
guests)

NO-HOST DINNER/SNACKS AFTERWARD:

*Those interested may wish to get
together following the tour at one of
the nearby eateries (e.g., Atomic
Ale Brew Pub & Eatery,
3 Margaritas, or other) for a no-host
dinner/snack/whatever you'd like to
order.*

For planning purposes, reservations
must be received by January 3.
E-mail panda_2@charter.net with
your name, phone number,
company affiliation, or call Alvin at
(509) 371-2221.

Note: All no shows will be billed
unless cancelled at least 48 hours
prior to meeting start time.

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



Columbia Basin College

Diagnostic Ultrasound Department

Richland Health Science Center – 891 Northgate Drive

Hosted by Shane Bruce, Instructor

How many of you have personally experienced a diagnostic ultrasound? If not, you probably know someone who has had one in recent years.

While many people tend to associate ultrasound technology with pregnancy, there are many other applications. Diagnostic ultrasound is a non-invasive medical imaging technology that uses high frequency sound waves to form an image of body tissues. Information obtained from these images can be utilized along with other patient data in order to arrive at a medical diagnosis. Ultrasound, when compared to other imaging modalities like magnetic resonance imaging (MRI) and computed tomography (CT), is a relatively low cost non-invasive procedure that does not utilize magnetic fields or ionizing radiation (X-rays).

Diagnostic ultrasound is performed by a sonographer. Good sonographers must have excellent communication and critical thinking skills, be able to work well with others and perform well independently. Because diagnostic ultrasound is a progressive medical science, sonographers must be willing to maintain their knowledge and expertise through participation in continuing medical education. Sonographers work with sonologists, cardiologists, vascular surgeons, and other physicians in order to arrive at a diagnosis for the patient.

Columbia Basin College's Diagnostic Ultrasound Department, located in the Health Science Center in Richland, provides coursework in not only technological aspects of sonography but also in patient care and communications.

Join us on January 8 for a tour and presentation that will include descriptions (not overly technical, we promise!) of acoustical physics, essential parts of the ultrasound system, and the variety of ultrasound machines available to help physicians diagnose and treat patients. Our host may even provide us with a hands-on ultrasound scanning experience.

About our Host: Shane Bruce is a 1994 graduate of Oregon Institute of Technology. He holds a BS in Cardiovascular Ultrasound and is registered in cardiac, vascular and general/OB/GYN ultrasound. Shane worked for and partnered in a mobile ultrasound company in Texas for 10 years, and worked in commercial ultrasound for three years, specializing in training and product development. He has been teaching college for four years.

Are You Missing In Action, or Missing the Action?

by Steve McConaghy

Did you know that our Section has developed a membership plan? The plan focuses on three objectives:

First, Section 614 is actively extending invitations to guests who attend our meetings to join ASQ. Primarily, this involves making contact with those who tell us they are interested in knowing more about our section and about ASQ. This isn't a huge number of contacts to be made each month, but anyone who can make a commitment to follow-up with interested folks is encouraged to help with this effort.

Second, we will launch an official membership campaign in 2013. Further details about this will be provided in early spring. If you'd like to be involved in planning the campaign, we would welcome additional participation.

Last, but also very important, the plan attempts to obtain more information about our "checkbook" members. Our current roster includes around 100 members. But we don't see many of these individuals at regular meetings, and we miss their participation in section activities. Our plan is to call a few of these members each month. Our goal is to find out if there is anything our section can do to increase the value of their membership and encourage participation. This task can be made a light one if there are several members helping with the calls and sharing feedback obtained. If you are one of our missed members and receive a phone call, please assist by providing candid comments. If you can help out by making phone calls (about 3 per month), please contact our section Membership Chair, Steve McConaghy at 845-4400 or at smcconag@Bechtel.com.

Door Prizes at January Meeting!

ASQ Section 614 will be giving away three books at the January 8 meeting. In recognition of our meeting topic, the books are related to medical and educational quality. When you check in for the meeting, your name will be entered for a chance to win one of the following books:

- Quality Across the Curriculum
- Living on the Edge of Chaos, Leading Schools into the Global Age
- Accountability Through Measurement, A Global Healthcare Initiative

Check/Update Your Email and Member Profiles

ASQ launched a new email preference center earlier this year, to allow members more options when deciding the types of email communications they wish to receive from ASQ, including from divisions and sections.

To ensure that you continue to receive this newsletter in the future as well as other ASQ communications, please take a few moments to go to the [email preference center](#) under My Account, Email Preferences, and be sure you have checked the "subscribe" box for section communications and any other ASQ communications you wish to receive. While visiting the ASQ website, you may also want to check your Contact Information to be sure your current email, phone number, etc., are listed there.

Are You a Risk Taker?

Have we seen you on *Survivor* or *Fear Factor* or *The Amazing Race*?

Okay, just kidding. This is a reminder that you have until January 15 to access your ASQ Member Gift Bundle, which is all about Risk and Risk Management. The December gift includes:

- [The Basics of Risk Management](#) (webcast - 1 hour 13 minutes)
- [Risk Management: Creating Value, Reducing Risk](#) (webcast - 55 minutes)
- [Risky Business II](#) (benchmarking report - 120 pages)
- [Risk Management and the Future of Quality](#) (video - 13 minutes)
- [Introduction to Risk Management](#) (video - 22 minutes)

But wait... there's even more! [Click here](#) to access ALL the items available.

ISO 13485 Requirements from A to Z –Web-Based Training

Did you know that ASQ sponsors this web-based training?

This 20-hour course helps you understand ISO 13485 requirements. You'll apply and interpret ISO 13485 clause-by-clause and learn what's different about this standard from ISO 9001. The course is especially designed for auditors, supervisors, and managers in the medical device industry. Learn about ISO 13485 and ISO 9001 requirements, interpret the ISO 13485 standard, and apply these requirements to your work world by completing a series of lessons, illustrations, diagrams, interactive exercises and quizzes.

Cost is \$339 for ASQ members. Click [here](#) for more information or to register.

Development of FDA-Regulated Medical Reports

A Translational Approach, second edition
by Elaine Whitmore -- Published 2012, 256 pages
Cost for ASQ members \$39 (retail \$64)

Translating promising discoveries and innovations into useful, marketable medical products demands a robust process to guide nascent products through a tangle of scientific, clinical, regulatory, economic, social, and legal challenges. There are so many human and environmental elements involved in shepherding medical advances from lab to launch that the field of medical product development has been referred to as an ecosystem.

The purpose of this book is to help provide a shared foundation from which cross-functional participants in that ecosystem can negotiate the product development labyrinth and accomplish the goal of providing both groundbreaking and iterative new medical products. The book is intended for anyone in industry, the public sector, or academia—regardless of functional specialty, workplace, or seniority—who is interested in medical product development.

Preview a sample chapter from this book along with the full table of contents by clicking [here](#).

Kadlec CEO to Speak About Leadership at January 9 MCLDA Meeting

The January 9 meeting of the Mid-Columbia Leadership Development Association (MCLDA)/National Management Association (NMA) will feature Rand Wortman, President and CEO of Kadlec Health System.

His talk will focus on leadership in changing organizations, providing his view of leadership – the practical elements and how to make it happen. Most people are familiar with the theories that abound. He will share his insights regarding developing a vision as well as creating and developing the team and the plan to be successful in a large, complex and regulated environment.

The meeting will be held at the Country Gentleman Restaurant in Kennewick. Check in is at 5:30 with a buffet dinner at 6:30, followed by the presentation. Cost is \$30. Reservations may be made on the [MCLDA website](#).

Wise Words From...Dr. Harold D. Stolovitch

"Forty years of both practice and research have shown me that companies spend 70% or more of their money on people, and yet the development and performance support and maintenance of the human capital is probably one of the most neglected areas. Organizations spend enormous amounts of time looking for great machinery and excellent physical facilities. They maintain plant and equipment and they monitor how the plant is working so they can always keep it up to speed. If they used the same systematic thought processes and care with their people, the return would be enormous."

The New Year Fast Approaches

For those who are looking back to determine if some success was achieved during 2012, consider the words below:

"The measure of success is not whether you have a tough problem to deal with, but whether it's the same problem you had last year."

- John Foster Dulles

Deck the Halls

Exercise your memory and your imagination to unscramble the nine words below. They are related to the holidays. The first letter of each is a clue.

1. MRANENOT: **O** _____
2. ENLOCIAERBT: **C** _____
3. ISMOTTEEL: **M** _____
4. GISKTCNO: **S** _____
5. ECAGNHMAP: **C** _____
6. OHMNRAE: **M** _____
7. EREFICLAP: **F** _____
8. TYAINTIV: **N** _____
9. FETCNTIO: **C** _____

(Answers are at the bottom of page 5 - no peeking!)

Season's Greetings

by Larry Leece

As you and your company wind up another year perhaps you do what most do: reflect. You and your team may call it a year-end review, end of the year management meeting or whatever. But really it's reflection on the past year and planning for the coming year.

Perhaps you and your company like to donate to make this time of year better for others. Mostly we think in terms of monetary gifts or food donations to various support organizations in our respective communities. That's great stuff if you can do it. However, not all can afford to give gifts that require a monetary investment.

Here's a suggestion: Use the following list to give to others:

- Change you, me and mine to we, us and ours.
- Change foe into friend.
- Speak to others as if they were cherished.
- Speak about others as if they were present.
- Value - Value who others are and what they do.
- Trust - Trust in their competency to fulfill their specific job description.
- Depend - Depend on them for the success of the team.
- Cooperate - Work together with others, because when we do, then 1+1=3.

May you give and receive from the above list frequently throughout the year.

Merry Christmas and Happy New Year!

Larry Leece is in marketing, sales and customer service at Modern Metal Processing, a commercial aluminum heat treat and aluminum brazing house specializing in service, located in Williamston, Michigan. Article reprinted with author's permission.



SECTION 614 MEMBERSHIP

As of December 5, 2012, we have 99 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 Haberstok
Treasurer	John Fish
Secretary	Deborah Coffey
Division Liaison and Section Historian	Dennis Arter
Certification/Recertification	Patrick Faulk
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.

Answers to the Deck the Halls exercise:

1. Ornament; 2. Celebration; 3. Mistletoe; 4. Stocking;
5. Champagne; 6. Menorah; 7. Fireplace; 8. Nativity; 9. Confetti