



CHAIR'S CORNER

by Robert Boykin

The world's population as of this writing is estimated to be 7.2 billion and the U. S. population is hovering around 320 million. And within all of those numbers, there is only one you. No one exists who is just like you. Okay, there may be someone out there who resembles you because according to some folks I've met, I have a number of twins I've yet to meet. Yet I believe those twins and I are not too alike.

Lately, I've heard the phrase "bloom where you are rooted" spoken many times. I have an understanding of what the phrase means, yet, why is it being used so often? Are many of us restless in our current status in life or are we simply expressing a desire to reach beyond our grasp? With so many of us walking the face of the earth, is it a wonder we can find fresh soil to root in?

Somewhere along the way I encountered the quote (source unknown), "One reason so many of us are disappointed with life is we keep wishing for a gourmet meal instead of just giving thanks for our daily bread." Is it really that simple? What is wrong with giving thanks to what we have and also wishing for a gourmet meal? Maybe the equalizer is putting in the time and effort to earn the gourmet meal instead of just wishing for it.

Bloom where you are planted might have been intended as a response to someone who uses the excuse of being where they are as the reason for not "blooming." Let's hope this is not the mindset of many. What if Lewis & Clark, Ferdinand Magellan, or Christopher Columbus, to name a few, set out on their journeys and settled for the first place they encountered? Things might be a bit different today if they had.

Many have learned not to settle for less -- to always strive to learn more, be more, and to never stop growing. Maybe this is why some feel the phrase is limiting, because it implies permanence. On the other hand, it could mean branching out and growing stronger where one is presently established. Whatever the meaning might be to you, I feel confident that a strong foundation (root growth) is essential to quality living (plant growth).

Nonetheless, consider the words of Harry Emerson Fosdick, who was an American pastor and one of the most prominent liberal ministers of the early 20th century: "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 steam or gas drives anything until it is confined. No life grows great until it is dedicated, focused, and disciplined."

Be well and be safe. And keep blooming! - Robert

VICE CHAIR'S CORNER

by Jo Haberstock

Has the first half of 2013 gone by as quickly for you as it has for me? Hard to believe it's almost July already!

So, here we are, halfway through the year ... time to check on progress toward any annual goals (or New Year's Resolutions). What kinds of goals did you set for yourself for 2013? Possibly some work-related ones as well as some personal ones? Have you been making progress on everything you set out to do? Can you even remember what goals you set for the year?

In our ASQ section, we create an annual Business Plan each year, which includes many goals in different areas, along with strategies for achieving them. Our section's 2012-2013 plan can be viewed on our website. Because the ASQ "year" has run from July 1 to June 30 in the past, our year is now almost over. Last summer the section Leadership Team set some pretty challenging goals for the coming year. These included obtaining feedback from meeting participants, making contacts with members who don't regularly attend meetings, increasing membership, inviting other organizations and/or targeted audiences to meetings, and more. Champions were assigned to each goal and we have been reviewing our progress throughout the year.

Great News! We have completed ALL of our section goals – and more! In many instances, the assigned champion(s) did even more than what was required to meet the goals. Thanks to ALL the Leadership Team members – and other section members – who have helped us be so successful!

Now... as for our personal goals ... the good news is that you've still got six more months to complete those goals! If you've set a goal to take a cooking class, or to start exercising more, or to learn how to use your new camera to its full potential, there's still time to do all these things and more! Or maybe your goals have changed along the way. That happens, too. You can set new goals for the next six months and start working toward them.

How about a goal to become more actively involved in your local ASQ section? We can always use more volunteers to help with publicity, membership, programs, etc. Just contact any of our Leadership Team members.

Remember, while goal setting is important ... making improvements and progress is what really counts.

- Jo

SECTION MEMBERSHIP DRIVE REPORT

by Steve McConaghy

Our Membership Drive results are in. Current members invited friends and co-workers to come to section meetings with them and to consider joining ASQ. Eight new members joined during the campaign. Our top recruiter was Kary Cook. For her exceptional efforts, Kary will receive a \$50 gift card at our next section meeting.

In addition to recognizing Kary, the Section 614 Leadership Team thanks all of those who extended an invitation to someone new. We want to encourage our members to spread the word about Quality to their friends and associates. Don't wait for the next membership drive to invite someone to join you at an upcoming meeting.

ASQ PROFESSIONAL CERTIFICATION

submitted by Patrick Faulk

Question: Other professional societies require current membership to retain certifications. ASQ does not. Why?

Answer: The Standard that ASQ follows to develop our examinations, ISO 17024 states the following: Certification shall not be restricted on the grounds of undue financial or other limiting conditions, such as membership of an association or group. ISO 17024 is the Standard used by most certifying agencies. It may be that these other societies are not following this standard or use another approach.

Question: What does certification give me if others without certification are doing the same job?

Answer: Quality competition is a fact of life, and the need for a workforce proficient in the principles and practices of quality is a central concern of many companies. ASQ certification has been a mark of excellence for more than 44 years. It is internationally recognized and endorsed by 125 companies. Certification is an investment in your career and in the future of your employer because it demonstrates that the certified individual has the knowledge to assure the quality of products and services. Certification is a source of professional pride and demonstrates to your employer or future employer that you understand and can apply this knowledge.

Remember, the easiest way to maintain your ASQ certification is through RU credits, using your Recertification Journal. For questions or assistance with the recertification process, contact [Patrick Faulk](#), Section 614 Certification/Recertification Chair.

PERIODS OF QUALITY

by Dennis Arter, FASQ

When I look back over the history of our profession and the ASQC/ASQ, I see four distinct periods:

1925-1975 was the period of discovery. Focus was on products - materials, machines, and workmanship. As technology advanced (telephone and then war effort) it was necessary to employ inspection. The risk of non-conformance was getting greater. Our professional society was started in 1946 (in the middle of this period) to deal with this inspection (product) emphasis. **Quality Control.**

1975-2000 was the period of organizing. While products were still important, we began to realize - especially in the military and nuclear sectors - the importance of defining the methods and standardizing them. The focus shifted to process. MIL-Q-9858, and its evolution into ISO 9001:1987 were but a couple examples of this "say what you do and do what you say" concept. Registration became popular, but was still focused on paperwork. Most of the regulatory approaches were developed during this time: NRC, FAA, FDA, OSHA all promoted and required. **Quality Assurance.**

2000-2012 was the period of understanding. We began to realize that procedures and training to those procedures don't necessarily result in happy customers and perfect performance. We started listening to Deming and Senge and the need to understand the system(s). How processes are interconnected and need to work together. How language and layout and lunch are also critical to quality. Our grand entry into this period came in 2000, when the "new" ISO 9001 hit the streets. **Quality Management.**

2012-2018 is the period of integration, as we see that there is no fundamental difference between ways to promote quality, prevent pollution, and increase safety and security. We will focus more on the whole concept of risk. We will emphasize the triple bottom line of people, planet, and profit. While Social Responsibility is the first stab at this understanding, concepts are still maturing. **Quality Integration.**

By the way, did you notice that each of the above periods last half as long as the previous ones? This is consistent with the idea of accelerating technology change.

INTENT TO SUBMIT FOR INTERNATIONAL TEAM EXCELLENCE AWARD IS JULY 1

Does your organization utilize a team approach to problem solving and continuous improvement? If so, consider submitting one of your projects for ASQ's 2014 International Team Excellence Award. This is a great way to recognize team efforts. For more information about the ITEA, [click here](#).

CALL FOR PRESENTATIONS FOR 2014 WORLD CONFERENCE

If you or your company/organization has a quality story to share, why not share it with the world? That's right, at the 2014 World Conference on Quality and Improvement (WCQI), which will be held in Dallas, Texas. ASQ is currently accepting proposals for the following types of presentations:

- **Concurrent Session** —60-minute sessions, meant to present real applications, real results, and real solutions based on quality principles or theory that can be implemented immediately. These types of presentations provide a high degree of value to the hundreds of people that attend the conference.
- **Workshop** —Continuous (2 hours and 15 minutes) sessions, encompassing two consecutive session timeslots on the program. Workshops should address a topic in a manner that leads participants from an identified beginning point through a logical and clearly identified end point with the expansion of the related body of knowledge. Hands-on learning activities should be presented as part of the workshop to demonstrate and reinforce the concepts presented.
- **After 5 Session** (Monday 5:15 p.m. – 6:30 p.m.) — Exciting and innovative sessions, less formal than concurrent sessions and cover a myriad of topics that may or may not relate directly to quality in the traditional sense. The 75-minute sessions include a social component, which adds to the level of interaction between the facilitator and the participants, as well as the participants and their peers.

The submission deadline is August 2, 2013. For more information, [click here](#).

A GREAT DEAL ON A GREAT BOOK FROM ASQ

With just about everything nowadays being smaller than ever, you may be in the market for a "pocket guide" to go with your iPhone and iPod. Here's one to consider:

The ASQ Quality Improvement Pocket Guide
Edited By Grace L. Duffy
Member Price: \$14.00

Discover how to make your workplace more effective and efficient. Get a solid overview of what "quality" is and how it can impact you and your organization. Compare how your organization is doing things, and find out how the tools and techniques in the guide might be useful.



Have a safe and happy

10 THOUGHTS ABOUT LEADERSHIP

by Jon Gordon

Below I've shared some of my thoughts on leadership from my book *Soup*. Whether you are a leader of a business, team, hospital, sports team, classroom, church or home, I hope you'll be encouraged to be a better leader.

1. People follow the leader first and the leader's vision second - It doesn't matter if the leader shares a powerful vision; if the leader is not someone who people will follow the vision will never be realized. As a leader, who you are makes a difference. The most important message you can share is yourself.
2. Trust is the force that connects people to the leader and his/her vision - Without trust there is a huge gap between the leader and the vision. Without trust people will stay off the bus. However if people trust the leader they will hop on the bus with the leader and help move the bus forward toward the vision.
3. Leadership is not just about what you do but what you can inspire, encourage and empower others to do.
4. A leader brings out the best within others by sharing the best within themselves.
5. Just because you're driving the bus doesn't mean you have the right to run people over - Abraham Lincoln said "Most anyone can stand adversity, but to test a man's character give him power." The more power you are granted the more it is your responsibility to serve, develop and empower others. When you help them grow they'll help you grow.
6. "Rules without Relationship Leads to Rebellion" - Andy Stanley said this and it's one of my favorite quotes. As a leader you can have all the rules you want but if you don't invest in your people and develop a relationship with them they will rebel. This applies amazingly to children as well. It's all about relationships.
7. Lead with optimism, enthusiasm and positive energy, guard against pessimism and weed out negativity.
8. Great Leaders know they don't have all the answers - Rather they build a team of people who either know the answers or will find them.
9. Leaders inspire and teach their people to focus on solutions, not complaints. (*The No Complaining Rule*)
10. Great leaders know that success is a process not a destination - One of my heroes, John Wooden, the legendary UCLA basketball coach, never focused on winning. He knew that winning was the byproduct of great leadership, teamwork, focus, commitment and execution of the fundamentals. As a leader, focus on your people and process, not the outcome.

Jon Gordon is the author of several books, including *The Energy Bus*, *The No Complaining Rule*, *The Shark and The Goldfish*, *Soup*, and *The Positive Dog*. His insights and tips have been featured on *The Today Show*, *CNN*, *Fox and Friends* and in numerous magazines and newspapers

SO LONG, LATTES?

by Jo Haberstk

Did you read the article in the recent QNT Weekly? The one I'm referring to is about Starbucks posting the calorie counts for their beverages and food. The article quoted a Starbucks' spokesperson as saying that customers "seek transparency" and the posting "is just another way for (customers) to have access to the information they need to make informed choices." Part of me wonders if they really made this move for those reasons or because of the likelihood that the FDA will soon finalize and issue their proposed regulations to require calorie labeling on menus and menu boards at restaurant chains and other food establishments with 20 or more locations.

Will listing the calorie counts have a negative impact on future sales at the gazillion (give or take a few) Starbucks around the country? Some think it will, that many of the so-called upscale customers who frequent Starbucks because of their positive social and environmental image will be shocked to learn how many calories actually are in the food and drinks they have been buying there for the past ten or more years. *"Oh my goodness, Fred, I had no idea! How could Starbucks do this to us? And after we've been such loyal customers for so many years, too. They've been serving us fattening cakes and drinks all this time! No wonder I've ballooned from a size 0 to a size 4. This is just unforgivable!"*

C'mon! While some may not like to admit it, I'm thinking that all those upscale, savvy customers probably have a pretty good idea that an iced grande white chocolate raspberry chip frappuccino with extra whipped cream comes with quite a few calories at no extra charge. Hey, even I - a not-so-upscale but still pretty savvy gal - figured out many years ago that there are calories in donuts and specialty drinks and whipped cream and ... well, you get the idea. I think most of us know this, and we make our own choices.

It will be interesting, I guess, to see if posting the calorie counts makes a difference in how long the line of cars is at all the Starbucks in the future. But I can't help but notice that the lines of cars at McDonalds still seems to be as long as ever, and people are still ordering a lot of the "high calorie" items there, postings or not.

I just don't think the change is going to have a big impact on overall sales or customers' views about Starbucks.

In closing, though, if you are a Starbucks regular, you might want to consider scaling back on those quad iced venti mochas to just once a week, though...just sayin'...

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.

SECTION 614 MEMBERSHIP

As of June 6, 2013, we have 113 members in our Section.

2012-2013 SECTION 614 LEADERSHIP TEAM (through June 30, 2013)	
Section Chair (and acting Programs Chair)	Robert Boykin
Vice Chair (and acting Publicity Chair)	Jo Haberstk
Treasurer	John Fish
Secretary	Deborah Coffey
Certification/Recertification	Patrick Faulk
Voice of the Customer Chair	Jo Haberstk
Audit	Clark Beus
Membership Chair	Steve McConaghy
Nominating Chair	Alvin Langstaff
Webmaster	Dennis Arter
Newsletter Editor	Robert Boykin
Division Liaison and Section Historian	Dennis Arter
Education Chair	Vacant
Programs Chair	Vacant
Publicity Chair	Vacant

2014 SECTION 614 LEADERSHIP TEAM (January 1 - December 31, 2014)	
Section Chair	Alvin Langstaff
Vice Chair	Jo Haberstk
Treasurer	Kent Ozkardesh
Secretary	Dennis Arter
Certification/Recertification	Patrick Faulk
Voice of the Customer Chair	Debbie Clarke
Audit	Clark Beus
Membership Chair	Robert Boykin
Nominating Chair	Jo Haberstk
Webmaster	Dennis Arter
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