



**CHAIR'S CORNER**

by Alvin Langstaff

Thanks to those of you who sent along a quote last month in response to my request. It's always interesting to hear what inspires others in the quality profession. This month I had planned to share the highlights of our regional director's annual leadership training session, which was to be conducted via webinar. Unfortunately, due to technical difficulties with the webinar infrastructure (cause unknown), the training session was cancelled after what I'm sure was a very frustrating hour and a half for our regional director as he was attempting to make the thing work.

Upon reflection, I started thinking about how more and more we rely on technology in the conduct of our daily business and we just take for granted that it will work as advertised. And it does until it doesn't. When we embrace any new technology, we do so with the expectation that it will be a quality enhancer, e.g. save us time, lower our cost, give us more flexibility, increase our comfort, etc. And when something works we become more comfortable with using it, start to depend on it, and ultimately take it for granted. We sometimes forget that it is the people, usually behind the scenes, that keep our technology functioning and available. At my workplace, we have a department whose sole task is keeping the software and hardware up and running. On those rare occasions when something isn't working as it should, this team is only a phone call or email away and, depending on the criticality of the issue, are usually able to resolve the problem on the spot and keep us from having a bad day.

For the webinar last Saturday, I suspect that our Regional Director did not have easy access to a tech support department who could immediately resolve the issue he was having with the system. So what's my point? Simply that it takes humans to keep the quality wheel rolling, without people to make it happen quality is just an abstract idea.

And don't forget, our next meeting is a tour of the Ice Harbor Brewery in Kennewick.

Hope to see you there.

- Alvin

**VICE CHAIR'S CORNER**

by Jo Haberstock

It was raining as when I started thinking about what to write about this month. Must be the "April Showers," right? I am definitely looking forward to the May flowers!

I really do enjoy the weather as we head into summer, I think mostly because I love watching the trees become green and full again, the variety of flowers starting to bloom, and the joy of trying to guess when it is safe to start planting vegetables outside. I'm not really the green thumb type, but I like trying to get vegetables and flowers to grow and thrive every year. And sometimes all the stars align (or perhaps it's the ratio of water to sunlight or the type or amount of mulch used?) and I am rewarded with lots of colorful blossoms and a near-endless crop of strawberries or tomatoes. Sometimes.

Speaking of colorful flowers, below is a picture from my recent visit to the Wooden Shoe Tulip Farm in Woodburn, Oregon. Talk about colorful!

Now on to something a bit more ASQ related. As Alvin mentioned in his column, four of us from the section's leadership team gathered on the morning of April 12 at Alvin's home for the annual Regional Director's Leadership Training session, which was to be conducted this year using GoToWebinar. Unfortunately, due to technical difficulties, the computer connection could not be made and after several attempts to get things to work, the session had to be canceled. But, like the saying goes, we did our best to Improvise, Adapt and Overcome. We enjoyed coffee and donuts and were able to discuss several other items related to our section's Business and Budget Plans and other upcoming activities.

Final note: Get signed up for our May 17 site visit *now* – space is limited! Hope to see you there.

- Jo



**NOTE SPECIAL DATE,  
LOCATION AND TIMES!**

**Saturday  
May 17, 2014**

**LOCATION:**

Ice Harbor Brewing Company  
206 N. Benton Street  
Kennewick, Washington  
(509) 582-5340  
<http://iceharbor.com/>

10:00 a.m. - Check in  
10:15 a.m. - Tour Begins

Tasting follows the tour (\$5 fee)  
No-host lunch after tasting

Cost: \$ 5 tasting fee  
For those wishing to have lunch  
afterward, you may pre-order  
prior to the tour.

**LUNCH IDEAS:**

Check out their [menu online](#); they offer a variety of appetizers and lunch items, including pulled pork sandwiches, spicy buffalo chicken wraps, BBQ burgers and much more.

Note: Beer and wine will be available for purchase by the glass.

For planning purposes, **reservations must be received by May 12.** Send an email to [panda\\_2@charter.net](mailto:panda_2@charter.net) with your name, phone number, company affiliation, and if you will be participating in the tasting and lunch, or call Alvin at (509) 371-2221.

*Note: There is no age restriction for the tour, talk, or lunch. Sign up to bring your friends and family members as guests! The only restriction is for alcoholic beverages.*

For more information about our section and other upcoming events:  
[www.asq614.org/](http://www.asq614.org/)

## “BEER’S THE THING”

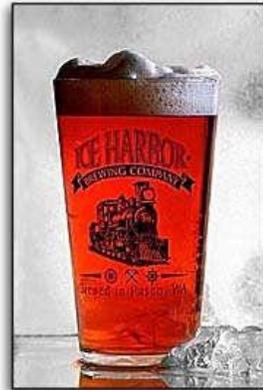
### Site Visit

## Ice Harbor Brewery & Pub

206 North Benton Street - Kennewick

The Ice Harbor Brewing Company was founded in 1996 when Mike Hall and Bill Jaquish quit their jobs at the Hanford site to pursue their dream — to start a local brewery.

Mike and Bill had both homebrewed for 10 years and had learned that great beer can only be brewed by people with a deep understanding of brewing and a driving passion for beer. Their dream was to create a place where local beer lovers could stop by to talk about beer, sample the brews and fill their refillable bottles with draft beer like in the days of old. They dreamed of being the best brewery around, with their beers proudly served throughout the Tri-Cities.



From this vision the Ice Harbor Brewing Company was born. Located in downtown Kennewick, the 7,000 square foot Brewery & Pub houses the brewing area, homebrew supply shop, offices, cold storage area, warehouse space, and a pub.

In 2007, Ice Harbor Brewing Company at the Marina opened for a unique dining experience on the water. Both locations provide a great dining experience, each with their own unique atmosphere.

Ice Harbor Brewing Company produces a variety of award-winning beers: Runaway Red Ale, Sternwheeler Stout, Harvest Pale Ale, Columbia Kölsch, Hefeweizen, Lighthouse Lager, Tangerine ExBEERience, Barley Wine Style Ale and Nut Brown Ale. Some are available seasonally or only on tap at the brewery.

Join us on Saturday, May 17, for a tour of Ice Harbor Brewery & Pub. You'll have an opportunity to sample some of the beers and to learn about the company's quality processes, products and philosophies, including:

- Fresh is Best
- Small is Beautiful
- Customer Service & Satisfaction are Key to Success

Following the tour, talk and tasting (optional; there is a \$5 fee, which will be waived if you also purchase beer), you are invited to join us for lunch (no-host) at the brewery.

## SOFTWARE DEDICATION TRAINING JUNE 12 & 13 IN RICHLAND

Columbia Basin ASQ Section 614 is pleased to offer **Software Dedication Training: Use of Commercial Grade Computer Programs for Design and Analysis in Nuclear Applications** on June 12 & 13 in Richland.

This two-day course, to be conducted by Theseus Professional Services, LLC, was developed in response to an addendum issued by the NRC in June of 2009. The 2009 addendum to ASME NQA-1 2008 requires that computer programs not developed to the requirements of NQA-1 be dedicated as required by Requirement 7 and Subpart 2.14. Computer programs most significantly impacted by this change are those used in design and analysis. This course examines the requirements and guidance available for using commercial grade computer programs and software.

The training will take place at the HAMMER Training Center, Room 11, Admin Building, located at 2890 Horn Rapids Road in Richland. Cost for the training is \$625 for ASQ members and \$875 for non-ASQ members. Registration is limited, and payment must be received by May 22.

For more information and access to the registration form, [click here](#).

## ASQ WCQI SESSIONS TO BE LIVE STREAMED

For those who aren't going to this year's [ASQ World Conference on Quality and Improvement](#) in person (in Dallas, Texas May 5-7), there will be an opportunity to view some of the speaker sessions via a live stream. The following sessions will be available, at a cost of \$15 each for ASQ members or \$30 for non-members:

Session 1 – May 5 12:15 - 01:15 CST  
[Bob Pence](#), CEO, Freese and Nichols Inc.

Session 2 – May 6 01:15 - 02:15 pm CST  
[Alicia Boler-Davis](#), Senior Vice President Global Quality and Global Customer Experience General Motors Company

Session 3 – May 7 09:15 - 10:15 am CST  
[Simon T. Bailey](#), Speaker, Author, Life Coach and Entrepreneur

For more information or to register for any or all of these live streams, [click here](#).

## QUOTE OF THE MONTH

"A leader's job is to look into the future and see the organization, not as it is, but as it should be."  
-- Jack Welch

## IMPROVISE, ADAPT AND OVERCOME

by Jo Haberstk

If you read my article on page 1, you'll be able to pick up here easily. I had more to say on this topic than that little column would allow for.

Do you know where the saying "Improvise, Adapt and Overcome" comes from? It is an unofficial mantra of the Marine Corps, based on the fact that the Corps generally received Army hand-me-downs and the troops were poorly equipped. Despite this, the Marine Corps has been successful mostly because of the creativity of its people and their success-based attitude. The slogan was made even more popular by the 1986 Clint Eastwood movie *Heartbreak Ridge*. When tough times occur (or plans go awry), this ability serves us well.

As I was writing, I realized that this mantra can be applied to many situations. Even in my meager gardening efforts, if (or more likely, when) my initial great plan doesn't quite work out, I improvise and adapt – usually by trying another method or coming up with a slightly different take on my original plan or project – and I overcome. And what's really interesting is that many times when the initial idea hasn't worked out the way I had expected, the new idea ends up being even better!

This applies to a lot more than just gardening. When one plant (or plan) doesn't work out the way you'd hoped, adapt and plant (or try) something different. It may turn out to be even better!

## LEADING THE STARBUCKS WAY

Want to learn more about how Starbucks has managed to achieve success, one coffee cup (or mocha or latte or caramel macchiato) at a time, how one coffee shop in Seattle became 20,891 in 62 countries? Check out the latest book about their inner workings.

The book's author, Joseph A. Michelli, was given one-on-one access to a variety of Starbucks partners (their term for employees) – from baristas to senior leaders – to gather information for this book. The result: *Leading the Starbucks Way: 5 Principles for Connecting with your Customers, your Products, and your People*.

So far, the book has been rated five stars by a number of customers on Amazon. Read those and other reviews [here](#). Download a preview of the book [here](#).

## GET YOUR APRIL ASQ MEMBER GIFT

Understanding how to best leverage your voice of the customer (VoC) data is critical to making improvements that will substantially increase your customers' satisfaction and loyalty.

The April ASQ member gift will help you assess your current customer satisfaction and identify the important attributes your customers seek. Once attributes have been identified, your member gift will provide guidance in analyzing the data and implementing an improvement and sustainment plan.

The April Member Gift includes:

- The complete *Superior Customer Satisfaction and Loyalty* e-book
- A coinciding webcast from Sheldon Goldstein, the author of *Superior Customer Satisfaction and Loyalty*
- Methods and Tools of Modern Quality Function Deployment (QFD) webcast
- Additional resources regarding VoC including articles, case studies, and tutorials

This offer is good only until April 30. Access your member gift [here](#).

## JOE ESTEY TO SPEAK ABOUT "THE CAUSE EFFECT" AT MAY 14 MCLDA

The May 14 dinner meeting of the Mid-Columbia Leadership Development Association (MCLDA) will focus on "The Cause Effect." Joe Estey, author, trainer and manager of Safety Engineering and Training for Advanced Technologies and Laboratories (ATL), is the featured speaker.

As JP Morgan once noted, "When something goes wrong, people will give you two reasons why: a good reason and the real reason." Our intuition and 'gut,' otherwise known as our bias, provides a readily-agreeable 'good reason' why we've missed the mark. It takes effort, analysis and an accurate appreciation of human nature to determine the real reason.

Using examples from the back pages of today's business successes and failures and his own experience in remarkably odd situations, Joe will share ideas to assist organizations and individuals in determining their own "Cause Effect."

The meeting will be held at Country Gentleman Restaurant in Kennewick. Networking begins at 5:30 p.m. with appetizers, followed by dinner at 6:00 and the program at 7:00. Cost is \$20.

For more information and to register for the meeting, [click here](#).

## SUSTAINABILITY IN AGRICULTURE

by Jo Haberstk

When you think about sustainability, agriculture may not be the first thing that comes to mind. Or maybe it's one of the top five things that come to mind. The following is from an article I came across in the [High Plains/Midwest Ag Journal](#).

Millennials say they are more focused on the environment than their parents' generation, 76% to 24%, according to a new poll. The poll, commissioned by the Clinton Global Initiative and Microsoft, found that 66% of millennials say there is "solid evidence" the earth is getting warmer, and 75% of those respondents say human activity is responsible for it. The survey aimed to identify top priorities for millennials, and indicated that more than two-thirds of respondents said they are willing to pay more for products from sustainability-focused companies. Yet millennials struggle to concretely define sustainability and identify what role "sustainable products" play in their purchasing decisions.

The Animal Agriculture Alliance's Stakeholders Summit is a one-of-a-kind conference that is attended by a diverse group of decision makers, including representatives from farms, ranches, food processors, restaurants, grocery stores, legislators, universities and government agencies. This year's 13<sup>th</sup> Annual Summit, themed "Cracking the Millennial Code," will be held May 8 and 9 in Crystal City, Virginia. It will feature panelists from Elanco Animal Health, the World Wildlife Fund, Cobb-Vantress and Alltech, who will seek to define sustainability as it relates to agriculture. They will discuss the complex issues surrounding environmental sustainability and discuss what the term means to each of their organizations and corporations.

For more information about this event, [click here](#).

## HOW ABOUT A CARRIBBEAN CRUISE THIS FALL?

The ASQ Human Development and Leadership Division (HD&L) along with the ASQ Greater Fort Worth Section 1416 are sponsoring the ASQ 2014 Quality Cruise for Professional Development this fall.

The cruise will set sail from Galveston, Texas on October 26 for 8 days and 7 nights returning on November 2. The itinerary includes Cozumel, Grand Cayman and Jamaica. Conference offerings will be presented by knowledgeable ASQ members, providing a great learning opportunity for all who participate.

Prior Quality Cruises have been fully booked and extremely popular, with many repeat participants. There are a limited number of cabins reserved at a special rate, and they are expected to fill up early. For detailed cruise information, [click here](#). For additional information or to register, contact the ASQ HD&L Cruise Coordinator, [Marilyn Monda](#).

## LOOKING FOR A REPLACEMENT WEBMASTER

by Dennis Arter

Do you know the meaning of at least five of these calls?

- <p>
- <ol> </ol>
- <ul> </ul>
- <h3> </h3>
- <li> </li>
- <div> </div>
- <a href=> </a>

Can you do the ftp?

Can you do simple text editing?

If your answers are "yes," you may be a great replacement webmaster. The effort takes about 1 hour a month and is all done remotely. (Yes, even Moses Lake, La Grande, and Ellensburg.) You receive notices and events from the Section leaders, turn them into html and pdf files, and upload those files to the server in Kennewick.

If you can't attend the monthly dinner meetings, you can still contribute to your local ASQ Section. The pay (none) is not great, but the power is extreme.

If you are interested, please contact Dennis Arter, the current webmaster. Just click the link at the bottom of each page on the [asq614.org](http://asq614.org) site. The transition can be gradual over several months, if you wish. Backups exist, so you can't totally screw things up. No software to purchase. No flash or other fancy stuff; just simple html coding. Windows, Mac, and Linux users all welcome.



## THAI BREWERY TAPS INTO CUSTOMER EXPERIENCE

by Jo Haberstok

Have you viewed this video on the ASQ TV web site? It's about how Boon Rawd Brewery, manufacturer of Singha Beer, used a customized Quality Function Deployment (QFD) model to analyze customer desires. They interviewed customers, translated the Voice of the Customer (VoC) into relevant data for the project, used an affinity diagram, and created a hierarchy diagram, among other tools.

Since we're going to be touring Ice Harbor Brewery & Pub in Kennewick on May 17, it seems appropriate to include a [link to the Singha Beer video](#) this month. Might be some good information and useful ideas for other types of companies as well.

## SECTION 614 MEMBERSHIP

As of April 8, 2014, we have 112 members in our Section.

SECTION 614 2014 LEADERSHIP TEAM January 1 - December 31, 2014	
Section Chair	Alvin Langstaff
Vice Chair	Jo Haberstok
Treasurer	Kent Ozkardesh
Secretary	Dennis Arter
Certification/Recertification	Patrick Faulk
Voice of the Customer Chair	Debbie Clarke
Audit Chair	Clark Beus
Membership Chair	Robert Boykin
Nominations Chair	Jo Haberstok
Webmaster	Dennis Arter
Newsletter Editor	Robert Boykin
Division Liaison and Section Historian	Dennis Arter
Education Chair	Vacant
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.