



CHAIR'S CORNER

by Robert Boykin



This is the time of year when we make lists of things we want to change in our lives. Things such as losing weight, quitting smoking, reading more and/or better books, and (perhaps) drinking less alcohol.

We don't accomplish our resolutions at times because many of the goals we set for ourselves are too ambitious. This is not to suggest that we should not strive to improve our conduct and character, but rather to say we ought to set goals that we are more likely to accomplish. When we fail to meet our goals, we end up feeling bad about ourselves and we return to the very behaviors that we vowed to stop.

An article I recently read suggests that ethical responsibilities we have to others, including our co-workers, family and friends, are called the five principles of ethical intelligence - ethical principles that apply in all of our professional and personal relationships. The principles are:

1. Do no harm
2. Make things better
3. Respect others
4. Be fair
5. Care

In that light, the article went on to suggest that what often gets overlooked in discussions about ethics is the duty we have to ourselves. After all, the five principles concern how we treat *everyone*. If it is wrong to talk to a colleague disrespectfully, it is also wrong to talk to ourselves that way. Just as we should not harm others, we should refrain from harming ourselves. In other words, negative talk not only injures the person that it is directed toward, it also injures the reputation of the messenger.

The message here is to *Accentuate the Positive*. We are more likely to achieve our New Year's resolutions by simply being kinder to ourselves. Once we commit to treating ourselves the way we'd like others to treat us, the other goals we seek might become a lot easier to reach.

So, in 2016, let's vow to go a little bit easier on ourselves. We might be pleasantly surprised by what happens as a result. What do you think?

Be well and be safe.

- Robert

MARTIN LUTHER KING JR. – QUALITY CHAMPION

by Jo Haberstock

As the nation celebrated Martin Luther King Day as a federal holiday on January 18 (he was born January 15, 1929), I couldn't help but think of how many things might be different in today's world if he had lived a long life and had been able to, at least in part, bring his dream to fruition.

As an advocate of non-violent protest and the youngest man to be awarded the Nobel Peace Prize, I wonder if he would have been an ASQ member. I like to think so. I believe he would have brought forth a lot of innovate ideas for improving not only equality but also quality in our communities, our nation and throughout the world.

When notified in 1964 of his selection for the Nobel Peace Prize, he announced that he would turn over the prize money of \$54,123 to the furtherance of the civil rights movement. In his Nobel lecture, one of the things he talked about was poverty, saying "The time has come for an all-out world war against poverty. The rich nations must use their vast resources of wealth to develop the underdeveloped, school the unschooled, and feed the unfed." He also said "...mankind's survival is dependent upon man's ability to solve the problems of racial injustice, poverty, and war; the solution of these problems is in turn dependent upon man squaring his moral progress with his scientific progress, and learning the practical art of living in harmony."

I believe Martin Luther King, Jr., would have been an active participant in his ASQ section and probably would have helped spur some incredibly great actions at the national and global levels as well.

As an ASQ member for 20+ years, I have had the opportunity to see and hear many well-known and influential authors and speakers at past Association for Quality & Participation (AQP, which merged into ASQ) and ASQ conferences and events – Tom Peters, Ken Blanchard, Herman Cain, Morris Massey, Steven Covey, Rick Pitino, and more. Their enthusiasm and passion for quality and continuous improvements was contagious – audiences left the auditoriums "fired up" and excited to return to their own communities and make things happen.

I can only imagine what it would have been like to see and hear Dr. King in person.

- Jo

Tuesday
February 9, 2016

LOCATION:

Columbia River Catering
Shilo Inn
50 Comstock Street
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 Columbia River Catering 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:

\$20 ASQ members
\$25 non members
\$5 presentation only

Reservations are due February 4. 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/

Data Analytics: The Good, the Bad and the Challenges

Toni Austin
Manager, IS&T Systems Engineering
Bechtel national, Inc.

Data analytics is the science of examining raw data with the purpose of drawing conclusions about that information. It is used by companies and organizations in a variety of industries to make better business decisions and in the sciences to verify or disprove existing models or theories. Data analytics is distinguished from data mining by the scope, purpose and focus of the analysis. Data miners sort through huge data sets using sophisticated software to identify undiscovered patterns and establish hidden relationships. Data analytics focuses more on inference - the process of deriving a conclusion based solely on what is already known by the researcher.

Data analytics is used to describe everything from online analytical processing to studying withdrawal and spending patterns to prevent fraud or identity theft. Ecommerce companies examine web site traffic or navigation patterns to determine the likelihood of customers buying a product or service based on prior purchases or viewing trends. Modern data analytics often uses information dashboards supported by real-time data streams. So-called real time analytics involves dynamic analysis and reporting, based on data entered into a system less than one minute before the actual time of use.

In the world of information technology (IT), data analytics is often used to examine the controls for an organization's information systems, operations and processes. It can be used to determine whether systems in place are operating efficiently, effectively protecting data, and succeeding in accomplishing overall goals.

Data analytics can provide valuable information, but there are challenges to be considered. In the industry of commercial analytics software, for example, an emphasis has emerged on solving the challenges of analyzing massive, complex data sets, often when such data is in a constant state of change. In cases involving customer spending or other habits, there are other risks; for example, the risk that private information about users is made public on the Internet. In the extreme, there is the risk that governments could gather too much private information, now that the governments are giving themselves more powers to access citizens' information.

Join us on February 9 to gain new insights from Toni Austin about the valuable role data analytics can and does play as well as some of the concerns that need to be considered when reviewing and using data as predictors of future activity or business success.

About the presenter: *Toni Austin is an adjunct faculty member in the Computer Science Department at WSU's Tri-City campus. She has served in this role since the 1980s. She currently teaches a course titled "The Impact of Computers on Society." Toni is also Manager of IS&T Systems Engineering for Bechtel National, Inc. on the WTP project. Toni's organization is responsible for the Software Quality Program, IT Configuration Management function and the Release Management function.*

CERTIFICATIONS

by Patrick Faulk, Certification/Recertification Chair

Congratulations to Anatoly Babak, who passed his Certified Quality Technician exam in October. Congratulations are also in order for those who passed their certification exams in December. We will be able to announce their names in the next newsletter, after the ASQ Pass Lists for the December exams are published.

Did you know that you can now log your Recertification Units (RUs) and apply for recertification online? The new online Recertification Journal allows you to log RUs as you earn them over the three-year period of your certification. You can also upload and store images of your supporting documentation. Once you have logged a minimum of 18 RUs and are within 6 months of your recertification date, you can submit your completed Journal and also pay for your recertification online. The completed Journal and supporting documentation are then processed directly by ASQ. You can also track the progress of your recertification online.

The online Journal **cannot** be used to synchronize multiple certifications. If you need to synchronize certifications, you still have to submit your Journal directly to the local Recertification Chair for review and processing. The Recertification Chair can also assist with questions about recertification requirements and supporting documentation, and is still able to process your application if you prefer not to use the new online Journal.

For further details, log into your ASQ account at www.asq.org, go to the "Certifications" tab, and click on "My Recertification Journal" on the right-hand side of the page.

CERTIFICATION PREPARATION CLASSES

If you are considering an ASQ certification, you may want to check out the preparation courses offered by Amazon Consulting, Inc. Shauna Wilson, President of Amazon Consulting, holds ASQ certification (CQM/OE Quality Manager/Organizational Excellence) and is active with the Portland ASQ section.

All courses are taught live online and include exercises and light homework to help prepare for certification testing as well as insights to the quality discipline for those considering a new career. Courses being offered in 2016 include:

- CQI Quality Inspector
- CQIA Quality Improvement Associate
- CQPA Quality Process Analyst
- SSGB Six Sigma Greenbelt
- CQM/OE Quality Manager / Organizational Excellence
- CQI Quality Inspector
- SSBYB Six Sigma Yellowbelt

Course costs range from \$295 to \$695. For more information, [click here](#).

WHO'S YOUR BUDDY? BRING THEM ALL TO THE FEBRUARY 9 DINNER MEETING!

by Jo Haberstok

Our February 9 section dinner meeting is going to be another good one. I'm sure you were already planning to invite several co-workers and friends, right?

If not, start inviting them now! For every guest (non-member) you invite who makes a reservation and attends the dinner meeting, your name will be entered into a drawing for a Starbucks gift card. That means if you have one guest, you'll get one entry, but if you sign up 10 guests ... you'll have even better odds of winning the gift card!

Reservations for the meeting are due by February 4. Just be sure that when your guests RSVP (or if you sign them up when making your reservation), that it's noted they are attending as your guest, so you will get the entry.

Added bonus: We plan to do a similar prize drawing at each dinner meeting in 2016. Then at the end of the year (probably at the November dinner meeting), we will have a drawing from the names of all current members who brought one or more guests during the year, and one lucky member will win an even bigger prize!

4 BEST PRACTICES FOR MONITORING CLOUD INFRASTRUCTURE YOU DON'T OWN

Are you interested in learning more about monitoring hybrid cloud infrastructures and best practices for ensuring delivery of applications and services in the cloud?

Then you may want to check out this free [White Paper](#) from SevOne, which discusses the rapid pace of cloud adoption, monitoring cloud and on-premises infrastructure from a single platform, monitoring and trending on cloud resource consumption, monitoring the end user experience, integrating metrics, flows and logs, and more.

JANUARY ASQ MEMBER GIFT

This month's gift includes the latest Salary Survey report, as well as the following:

- The Quality Improvement Handbook (E-book)
- Employee Engagement Programs (E-book)
- Articles about increasing your value and marketability
- Articles about preparing for/making a career transition

Click [here](#) to access.



Happy Groundhog Day!

ENTRIES DUE FEBRUARY 15 – WCQI ESSAY CHALLENGE

Who wants to travel to Milwaukee in May and participate in ASQ's 2016 World Conference on Quality and Improvement (WCQI)?

Wouldn't it be great to have your conference registration fee (value of \$899-\$999) paid? And to also be reimbursed for up to \$1000 on your travel and lodging/hotel expenses?

Here's your opportunity – and it's pretty easy to do, too. ASQ Columbia Basin Section 0614 is pleased to announce our second annual WCQI ESSAY Challenge. The member who submits the winning essay will be rewarded with a free registration for the 2016 WCQI. The conference is May 16-18, with pre-conference events on May 14 and 15. In addition, up to \$1000 of the member's travel and hotel/lodging expenses will be reimbursed following the conference.

Who is eligible to participate: Any ASQ Section 0614 member in good standing, who has been an ASQ member for a minimum of one year. Members of the current section Leadership Team (Officers or Chairs/Team Leads) are ineligible.

How to enter: All you need to do is complete the application form and submit it with your essay of 2000 words or less in response to the following two questions:

1. **Quality Matters! Discuss your thoughts on this and how quality tools and methodologies can be used to improve your local community.**

AND

2. **Why is an opportunity to participate in the 2016 WCQI important to you? How will this help you achieve personal and/or professional goals?**

The complete list of rules, requirements and expectations is included with this newsletter. To obtain the application form as a Word document, send an email to jkhbme@gmail.com.

Deadline for entries is February 15.

ATD INTERNATIONAL CONFERENCE AND EXHIBITION - May 22-25 Denver

The theme of this year's ATD (Association for Talent Development) conference is "Help Others Reach Their Full Potential by Reaching Yours." Keynote speakers will be best-selling author Simon Sinek, Research Professor Brené Brown, and Jeremy Gutsche, CEO of Trend Hunter. Education tracks include Human Capital, Leadership Development, Instructional Design, Learning Technologies, Training Delivery and more.

Register by January 29 to save over \$500 off onsite individual conference rates. [Click here](#) for more information.

ALSO – FROM MARTIN LUTHER KING, JR

A few quotes of note:

- ✓ "I have decided to stick with love. Hate is too great a burden to bear."
- ✓ "Hatred paralyzes life; love releases it. Hatred confuses life; love harmonizes it. Hatred darkens life; love illuminates it."
- ✓ "Faith is taking the first step even when you don't see the whole staircase."
- ✓ "If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward."
- ✓ "Everybody can be great because everybody can serve."
- ✓ "If a man is called to be a street sweeper, he should sweep streets even as Michelangelo painted, or Beethoven composed music, or Shakespeare wrote poetry. He should sweep streets so well that all the hosts of heaven and earth will pause to say, here lived a great street sweeper who did his job well."

Another good article to check out is [Martin Luther King Has Some Questions For You](#), written by Kathy Bentz.

CALL FOR NOMINATIONS FOR TRI-CITIES ENGINEER OF THE YEAR

Washington State University – Tri-Cities and the Tri-Cities Engineers Week Coalition are pleased to announce their annual Tri-Cities Engineer of the Year award (for achievement during 2013-2015). Any local engineering society (i.e., Tri-Cities is within their Section or Chapter territory) or a team of three (3) registered Professional Engineers may submit a nomination. The process and timeline for submissions is available from [Ben Volk](#) (509-783-2144), Chair, Tri-Cities Engineer of the Year Selection Committee. Intent to submit a nomination must be received by February 4; the completed nomination and nominator forms are due February 11.

The theme for this year's Engineers Week is "Engineers Make a World of Difference." The Tri-Cities Engineers Week Banquet will be held February 26 at the Red Lion in Kennewick. Space is limited; contact [Evelyn Hirt](#) (509-375-4425) for more information and to make reservations.

QUOTE OF THE MONTH

"Holding on to anger is like grasping a hot coal with the intent of throwing it at someone else: You are the one who gets burned."

~Buddha

NEW YEAR ... NEW BEGINNINGS

by Lorie Rosenberg

January marks the beginning of a new year. For most of us, it's a time when we reflect on the past 12 months. We think about what transpired during the year, our achievements, our disappointments, and some things we probably want to forget altogether.

It's also a time of rebirth and new beginnings. We determine goals we want to accomplish during the year, negative behaviors we want to overcome, and new healthy habits we want to create. It's a time for people to start over and renew their commitments to goals that will help them succeed.

But unfortunately, for many people, they begin the new year with high hopes and big plans of goals they're absolutely going to accomplish during the year. But for one reason or another they fall short, lose interest, or move on to something else. You see, "A goal without a plan is just a wish!"

To truly succeed at any goal, you need to create "SMART" goals that are Specific, Measurable, Achievable, Realistic, and Timely. By being specific, you know exactly what it is you're trying to achieve. Having a measurable outcome gives you something tangible you're working for, and adding a deadline keeps you on task. Plus, it's important to break down your goals into manageable steps that make them easier to achieve. –

Lorie Rosenberg is a Mindset Coach and writer. Her mission is to help others achieve their dreams, goals, and objectives. For over 20 years, she has managed and operated QualityTalk, Inc., a marketing and communications firm, in Wake Forest, NC, along with her husband and business partner, Ron Rosenberg. Check her [website](#) for more information.

SECTION 0614 MEMBERSHIP

As of January 11, 2016, we have 113 members in our Section.

2016 SECTION 0614 LEADERSHIP TEAM January 1 - December 31, 2016	
Section Chair	Robert Boykin
Treasurer	Kent Ozkardesh
Secretary	Jo Haberstok
Certification/Recertification	Patrick Faulk
Audit	Alvin Langstaff
Membership Chair	Jo Haberstok
Nominating Chair	Randy Cline
Education Chair	Charles Tyler
Voice of the Customer Chair	Debbie Clarke
Webmaster	Steve Prevette
Newsletter Editor	Robert Boykin
Programs Chair	Vacant
Publicity Chair	Vacant
Community Outreach Chair	Vacant

VALENTINE'S DAY IS COMING - WHAT ARE YOUR PLANS?

According to the National Retail Federation's Valentine's Day Consumer Intentions and Actions Survey, the average person will spend \$126.03 to celebrate the holiday (this is from a 2012 survey, so it's probably more than that now). Is our Western part of the country the most generous for this holiday? Nope, that honor goes to the Northeast, where the average is around \$146.30, while in the West it's \$119.82. By age group, the biggest spenders are younger individuals (18 to 34) while folks 65 and older spend the least. Perhaps they've just become more savvy shoppers!



Greeting cards top the list for the favorite item purchased, followed by candy, an evening out, and flowers. The most expensive purchases for the holiday are jewelry items (average expenditure of \$156.51). About an equal percentage of purchases (while not spending as much for them) are for clothing or gift cards.

On a related note, when you think about jobs with a romantic edge to them, what comes to mind? Are they usually ones that have a bit of action or danger associated with them, such as spies (Bond, James Bond)? Or perhaps musicians or artists (not so much action, but they usually bring some drama)? Who is going to go out on a limb and say something like, oh, an auditor or statistician?

Well, the quality profession may not be thought of as one of the most romantic – or dramatic – by Hollywood screenwriters, but I doubt we'll ever see James Bond put together a bar chart depicting data to express his love for his significant other. Check out these [great ideas](#). And, oh, by the way, don't forget to also bring a card, some flowers and some heart-shaped chocolates...

Has your email address changed? Help us keep you informed of Section 0614 events and information by updating your contact information and email preferences at <http://www.asq.org/>. Log in and click "My Account" to update your membership record. You can add or make email, address and phone changes in the "Contact" tab, and then be sure to click on the "email preferences" tab to be sure you are subscribed to receive future Section communications.

PUBLICATION INFORMATION

This newsletter is published on a regular basis to inform members and potential members about Section 0614 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 0614 WCQI ESSAY CHALLENGE FOR 2016

Would you like to participate in ASQ's 2016 World Conference on Quality and Improvement (WCQI)?

Would you like to have your conference registration fee (value of \$899-\$999) paid?

How about being reimbursed for up to \$1000 on your travel and lodging/hotel expenses?

ASQ Columbia Basin Section 0614 is holding an ESSAY CHALLENGE. The member who submits the winning essay (on a topic related to quality, of course!) will be rewarded with a free registration for the 2016 WCQI. The conference will be held in Milwaukee, Wisconsin, May 16-18, 2016, with pre-conference events on May 14 and 15. In addition, up to \$1000 of the member's travel and hotel/lodging expenses will be reimbursed following the conference.

Who is eligible to participate: Any ASQ Section 0614 member in good standing, who has been an ASQ member for a minimum of one year. Members of the current section Leadership Team (Officers or Chairs/Team Leads) are not eligible.

What is required to enter the Essay Challenge:

- Meet eligibility requirements
- Write and submit a typewritten essay (maximum of 2000 words, in Word format) in response to the following two questions:
 1. **Quality Matters! Discuss your thoughts on this and how quality tools and methodologies can be used to improve your local community.**

AND

2. **Why is an opportunity to participate in the 2016 WCQI important to you? How will this help you achieve personal and/or professional goals?**
- Complete and sign the application sheet(s), and submit with essay via email by February 15, 2016.
 - Personally make and pay for travel and lodging (air, hotel, etc.) and submit original receipts to ASQ Section 0614 Treasurer upon return (no later than June 10, 2016) for eligible reimbursement
 - Attend WCQI 2016 and also participate in section-related meetings/events (prior to conference) as a section representative
 - Prepare and submit an article to the section newsletter (by June 10, 2016), sharing highlights of the WCQI conference
 - Attend and present additional information about the WCQI conference experience at a future Section 0614 meeting (no later than November 2016)
 - Agree to have the essay published (in part or full) in the Section 0614 newsletter and/or website

Entries must be received on or before **February 15, 2016**. Send entries (application form and essay/responses to the two questions) as an attachment(s) by email to ijkhme@gmail.com with "Section 0614 Essay Challenge" in the subject line.

All essays meeting the requirements will be reviewed by a team comprised of ASQ Section 0614 members. A "blind" review will be performed (reviewers will not know who wrote the essays, unless the applicant includes identifying information). Review criteria includes theme relevance, depth of thought, clarity, spelling and grammar. The winning entrant will be notified on or before March 10, 2016. The decision of the review team is final. No further discussion will be entered into with applicants.

In the event that an insufficient number of qualified entries are received or if the review team determines that no entries meet the quality standards established to receive the award, ASQ Section 0614 reserves the right to discontinue the essay challenge and make no award.

By participating, all entrants acknowledge and agree that they have entered the contest of their own free will, that the full rules and details of the contest have been made available to them and they therefore understand and agree that neither ASQ Section 0614, or their representatives have any liability with respect to participation in the essay challenge or receiving an award and are not liable for any damages related to acceptance and use of an award. By entering this challenge, participants agree to be bound by these rules.

APPLICATION FORM FOR ASQ COLUMBIA SECTION 0614 WCQI 2016 ESSAY CHALLENGE

Name:		
ASQ Member Number:		Years as an ASQ Member:
E-Mail Address:		
Mailing Address:		
Primary Phone Number:		
Brief summary of your involvement in ASQ at the local (section), regional and/or national level(s):		
Have you attended the World Conference on Quality & Improvement or previous ASQ conferences? If yes, when and where?		

Entries must be received on or before **February 15, 2016**. Send the completed application form(s) and your essay entry (responses to the two questions) in Word format as attachments by email to jkhbme@gmail.com with "Section 0614 Essay Challenge" in the subject line. To obtain the application form as a Word document, send an email to jkhbme@gmail.com

All entries meeting the requirements will be reviewed by a team comprised of ASQ Section 0614 members. A "blind" review will be performed (reviewers will not know who wrote the essays, unless the applicant includes identifying information). Review criteria includes theme relevance, depth of thought, clarity, spelling and grammar. The winning entrant will be notified by March 10, 2016. The decision of the review team is final. No further discussion will be entered into with applicants.

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Your electronic signature below documents that you have read and accepted the rules, requirements, and expectations.

Signature (typed is acceptable)

Date