



CHAIR'S CORNER – CUSTOMER SERVICE

by Jo Haberstok

Let's talk about Customer Service this month!

Customer service is the process of ensuring customer satisfaction with a product or service. Often, this takes place while performing a transaction for the customer, such as making a sale or returning an item.

Clearly, customer service is an important part of maintaining ongoing relationships, which is vital to continuing revenue. Most companies consider customer service to be one of the keys to ongoing success and continuing operations.

When I go into a store to make a purchase I usually only encounter one of two of the business's team members. (Sometimes, usually on days when I really need help finding an item, I can't even get one person to assist me. But I digress...) Similarly, when I go online to browse or place an order, I rarely deal with anyone from the company, unless I need to ask a question about a product or experience technical difficulties.

These are the front-line personnel, the ones who greet potential and returning customers and provide assistance in finding items, responding to requests, resolving issues, etc. There are, of course, many more team members who contribute to the overall experience, but we rarely see them. They're working behind the scenes and in other roles. It is primarily from the team members who interact directly with us that we form our perceptions of the company as a whole.

I have experienced some truly great customer service in the past year - times when a team member went out of their way to provide service. Unfortunately, I've also had a few experiences that left me wondering about the quality philosophies and goals of the business, about how they fill certain positions, about their training programs, and how they set and review performance expectations.

Studies show that a satisfied customer will tell two or three people about the experience. A dissatisfied consumer will share their story with 8-10 others. And let's not forget about online reviews!

The best organizations recognize and hopefully also reward the importance of great customer service. This begins with the hiring process and continues with ongoing training, which I personally feel is especially important. Setting clear expectations, providing resources and support, and having regular discussions with team members is also key.

The good news about those dissatisfied customers mentioned earlier? They can become loyal consumers if their issue or complaint is addressed in a timely manner. Another study found that 80% of these folks will come back if treated fairly.

I just checked the calendar, and there are now less than 100 days until Christmas. I wish you all happy shopping and great customer service!
- Jo

Are You a Manager or a Leader?

by Robert Boykin

I appropriated the narratives below from a Leadership Bulletin at work. I hope it adds some value to your leadership quest in making a positive difference in the lives of others.

Managers share someone else's expectations – often just pointing to a poster or citing a procedure. **Leaders** establish and share their performance and behavior expectations with their staff – in their own words.

Managers are forever pushing to meet a schedule. **Leaders** push for excellent performance – knowing that a job well planned, always gets accomplished quicker and safer than a rushed job.

Managers check a box when work is done, often too distracted to pay attention to how the work was done. **Leaders** know how well the work was done - thanks all involved and ensures we take time to learn from every job.

Managers expect repetitive, routine work to be done without a hitch. **Leaders** recognize that repetitive work becomes mundane, breeding complacency. **Leaders** acknowledge the tendency to be complacent and ask the team to engage in self or peer checking.

Managers tend to brush aside events and do not have time to report or investigate. **Leaders** know events will happen and that the more important thing is how the team and individuals respond. **Leaders** embrace reporting and investigations to ensure their team can avoid a repeat event.

Managers ignore bad behaviors and fear giving critical feedback. **Leaders** correct bad behaviors in a timely and professional manner – they know that ignoring the behavior means it is acceptable. **Leaders** are quick to give both positive and constructive feedback.

In your position, you are the “conscience” of your work group. If it doesn't feel right, it most likely isn't. Always take the time to ask yourself before making almost any decision - “If challenged, can I justify my decision?” This approach will serve you well.

Develop relationships with support personnel as well as your staff members. Ask both groups what can you do to help them in executing their assigned tasks. Make them part of the solution. Have conversations that are not always work related. Make sure that every member of the team you lead is absolutely comfortable in voicing any work concerns.

These approaches/interactions can make everyone feel important and part of the bigger picture.

Be on constant lookout for changing conditions - in the workplace and in personnel behavior - and when a change is noted – the leader engages – while a manager would ignore.

Be well and be safe.

- Robert

October 9, 2018
American Society for Quality
Columbia Basin Section 0614

“Quality, Innovation and Expansion”

DATE:

TUESDAY,
October 9, 2018

LOCATION:

Lamb Weston
2011 Saint Street
Richland, Washington

(509) 375-4181

5:45 p.m. – Check in

6:00 p.m. – Tour Begins

NOTE: There is no charge for this site visit, but space is limited, so please make your reservation as soon as possible.

Reservations are required by October 3. E-mail 0614asq@gmail.com.

PARKING NOTE: Park at the Lamb Weston Innovation Center lot, 2011 Saint Street. Take the paved walking path back to the new plant facility. A team member will be at the gate and will provide directions into the new building.

SAFETY NOTE: Closed-toe shoes must be worn. No photography allowed on the tour.

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



Site Visit
Lamb Weston
2011 Saint Street - Richland

Lamb Weston is one of the Columbia Basin's largest employers, with several offices and facilities in the Tri-Cities, including an Innovation Center in Richland, corporate offices in Kennewick, and two additional manufacturing facilities in Pasco. A frozen potato industry leader, the company operates 24 manufacturing facilities in North America, Europe and China.

Join us on Tuesday, October 9, for a special visit to the Richland facility, where we will tour their recent 290,000 square foot, state-of-the-art expansion that added a new processing line to the existing facility. The new line will increase production capacity by approximately 300 million pounds annually. More than 600 employees at both the existing facility and expansion will make 600 million pounds of frozen french fries annually. We will also learn more about the company's history, culture, teamwork, safety and quality philosophies.

About Lamb Weston

Started in 1950 on a small farm in Weston, Oregon, Lamb Weston has grown to be one of the world's largest frozen potato companies, delivering the delicious goodness of fries to more than 100 countries. Over the years, the product line has grown considerably and now includes the supply and delivery of frozen potato, sweet potato, appetizer and vegetable products to restaurants and retailers around the world.

For nearly 70 years, Lamb Weston has been a pioneer and innovator in the frozen potato industry, introducing inventions that have helped revolutionize the way the industry works, and creating inventive new products that have helped transform the way people eat. Today, with locations across the globe, Lamb Weston continues to deliver potato products to the world with a sense of community, service and purpose.

Now headquartered in Idaho, Lamb Weston currently has over 6,000 employees. They are committed to safety and quality while preserving nature and its resources.

WHO WILL STEP UP TO SERVE IN 2019?

We are looking for a few good folks to volunteer to take on leadership roles in 2019 to keep our section up and running – and, of course, also growing and thriving.

The following positions need to be filled: Chair, Treasurer, Secretary, Membership Chair, Audit Chair and Nominations Chair. These are roles that we are required by ASQ to fill in order to continue as a section. In addition, we are always in need of volunteers to help with programs, publicity and other activities. Most of the positions require a time commitment of just a few hours each month.

For more information about the positions, membership requirement for them, and/or to volunteer, please contact one of our current leadership team members.

FREE MEMBER GIFTS – ORGANIZATIONAL, TEAM AND INDIVIDUAL EXCELLENCE

ASQ's free member gifts for September are all about excellence. Check out the many resources available, including a basic overview of organizational excellence, benchmarking reports, case studies, and:

- **Webcast:** *An Introduction to Excellence Frameworks*
- **Webcast:** *The Making of a World-Class Organization*
- **E-book:** *Insights to Performance Excellence: Using the Integrated Management System and the Baldrige Framework*
- **E-book:** *Best Practice in Team Excellence*
- **ASQTV Video:** *What is the Baldrige Program?*
- **ASQTV Video:** *A New Approach to Achieving Organizational Success*
- **ASQTV Video:** *International Team Excellence Award (ITEA) Structure Leads to Results*
- **ASQTV Video:** *Advice from Excellent Teams*

And much more! [Click here](#) to access your free gifts.

QUOTE OF THE MONTH

"The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it."

~ Robin Ryan

CHANGES COMING TO RECERTIFICATION

Effective January 1, 2019, the option to submit recertification applications locally through the Section Certification/Recertification Chair will be discontinued. All applications for recertification will be submitted directly to ASQ using an updated online recertification app.

Among other features, the new process will deliver consistency in processing, provide a dashboard and recertification unit tracker for the applicant, the ability to drag-and-drop documents, and a user-friendly interface with a complete document history. Details will be made available before the new process is implemented in January.

In the meantime, the online Recertification Journal is simple and easy to use. Click [here](#) for details. You still also have the option to submit your Recertification application and completed Journal to the Section Certification/Recertification Chair through the end of December.

NEWS ABOUT CERTIFICATION EXAMS

by Patrick Faulk, Certification/Recertification Chair

Good news! Prometric now has a Test Center in Yakima! This is a welcome addition for many folks from our section wanting to take a certification exam. When ASQ first replaced proctored (paper) exams with electronic ones, the nearest Prometric Test Centers were in Spokane and La Grande. When you register online for your exam now, you will have the option to select the Yakima Test Center for your exam site (schedule permitting).

Remember that ASQ members save \$150 on certifications, and \$40 on recertifications. (You can save even more if you renew multiple certifications!). Plus, your membership now counts for up to 1.5 recertification units (RUs) on your recertification application.

The next cycle of certification exams is coming up in November. Applications for the following exams must be submitted by October 5:

Certified Biomedical Auditor
Certified HACCP (Food Safety) Auditor
Certified Manager of Quality
Certified Quality Technician
Certified Quality Inspector
Certified Reliability Engineer
Certified Six Sigma Yellow Belt
Certified Six Sigma Black Belt
Certified Six Sigma Master Black Belt
Certified Supplier Quality Professional

The December exams (applications due November 2) include the following certifications:

Certified Calibration Technician
Certified Pharmaceutical GMP Professional
Certified Quality Auditor
Certified Quality Engineer
Certified Quality Improvement Associate
Certified Quality Process Analyst
Certified Six Sigma Green Belt
Certified Software Quality Engineer

For questions about or assistance with the certification/recertification process, contact [me](#).

CALL FOR PAPERS FOR BLUE RIDGE SECTION'S WORLD QUALITY WEEK EVENTS –

Submittal due September 28

World Quality Day 2018 will be celebrated on November 8. This year's topic is "Quality: A Question of Trust."

The Blue Ridge ASQ section is offering a series of lunchtime webinars during the week of November 5-9 to celebrate. These one-hour virtual talks will take place at 12 noon Eastern time.

If you or someone you know is interested in providing a webinar as part of this celebration, proposals are due by September 28. Submit the following to norvalj@hotmail.com:

- Name, email and best telephone contact number
- Resume
- Proposal Title and Short Synopsis (1 paragraph)
- List of Previous Presentations you have provided (maximum of 10/include links as applicable)

For more information about World Quality Day 2018, [check this link](#) from the Chartered Quality Institute.

CUSTOMER SERVICE WEEK IS OCTOBER 1-5

Customer Service Week is an international celebration of the importance of customer service and of the people who serve and support customers on a daily basis.

In 1992 the U.S. Congress proclaimed Customer Service Week a nationally recognized event, celebrated annually during the first full week in October.

To help plan and promote organizational events for maximum participation, motivation, and fun, the [Customer Service Group](#) has developed a comprehensive set of celebration tools. You can also sign up for free email bulletins. Looking for a little quick inspiration? Check out these books: [The How of Wow: Secrets behind World Class Service](#) and [Serve Right: Everyone's Straight-Talk Guide to Customer Service Success](#).

Think about it: How do *you* rate when it comes to customer service?



FINANCIAL STATEMENTS/MANAGING YOUR BUSINESS FINANCES

Workshop – September 26 in Kennewick

The City of Richland is sponsoring a workshop, "Financial Statements/Managing your Business Finances," on September 26 from 4:30 to 6:30 pm, at 7130 West Grandridge Blvd in Kennewick.

Presenter Stephanie Seamans, CPA, and Community and Economic Development for the Benton-Franklin Council of Governments, will discuss what financial statements are, who needs them, what needs to be tracked and how it all flows into the statement, and what a financial statement can tell you about your business.

To sign up for the workshop or for more information, email Janice or call 509-735-1000 ext. 235.

"SHIFT" - TED^X RICHLAND

October 6

Ready to experience a full day TED-like experience, with live speakers, pre-recorded TED talks, live performances, tech demos, interactive art and displays and more? Check out "Shift" – a day-long independently organized TED event on Saturday, October 6, in Richland. Doors will open at 8:30 am and the event will run from 9 am to 4 pm.

Our world is in a constant state of change, consisting of subtle shifts as well as monumental shifts that may cause chaos or may cause calm. The earth we walk on, the environment we are surrounded by, the technology we use, the culture we participate in, our interactions, our thoughts...The only constant in life is change. It is the perception and observation of these shifts that define the change.

Have you ever experienced the feeling of a foreshadowing shift that lead to change? What shifts are you seeing now in our world, universe, and community? What change are they leading to? Are there shifts we should create?

In this year's theme of "Shift," the event organizers seek to observe, understand and engage in these shifts, thus allowing participants to embrace change. In the spirit of TED, they believe we can gain insight on these shifts with tangible, well-researched and supported ideas based on factual observations.

What shifts will manifest at TEDxRichland 2018? How can *you* be a catalyst? Tickets are \$40 for this event; included is a light breakfast; fresh cold brew; local, seasonal lunch; with drinks and snacks available all-day; concluding with a happy hour toast event. Click [here](#) for more information.

UPCOMING BLUE RIDGE LUNCHTIME WEBINARS

ASQ Blue Ridge Section 1108 is offering more free webinars. ASQ membership is *not* required to attend, so please share with others who may also be interested. Most webinars are held at lunchtime – Eastern Daylight Time (EDT). There is no charge for attendance. Upcoming offerings:

September 24: *Winning with Measures*

October 1: *Accelerated Life Testing for Speedier Product Development: Problems & Strategies*

October 10: *Employee Empowerment: Using Military Tools to Support Your Organizational Culture*

October 17: *Root Cause & Corrective Action*

October 22: *Quality Manager 4.0 – The Six Million Dollar Man?*

For more information about the topics/presenters, and to register for one (or all!) of these webinars, click [here](#).

HEARTS ARE WILD GALA FOR JUNIOR ACHIEVEMENT

September 28 in Kennewick

Junior Achievement of Washington's "Hearts are Wilde" Gala fundraiser will be held Friday, September 28, from 6 to 10 pm at the Three Rivers Convention Center in Kennewick.

The event features a champagne reception, casino style games, gourmet hors d'oeuvres, and wine and craft beer. There will be a silent auction, jewelry raffle, music and more.

Junior Achievement (JA) of Washington is part of the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA's K-12 programs provide relevant, hands-on education in financial literacy, work readiness and entrepreneurship, reaching more than 81,000 students annually throughout Washington and Northern Idaho.

Tickets for the gala event are \$125. Click [here](#) to purchase. For additional information, email jasewa@jashington.org or call 509-783-7222.

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.

TAKING A BITE OUT OF HUNGER - SECOND HARVEST FUNDRAISER

October 10 in Pasco

Second Harvest's 13th Annual "Taking a Bite out of Hunger" fundraising event will be held on Wednesday, October 10, from 5:30 to 9 p.m., at the Pasco distribution facility.

The culinary adventure features many of the area's top restaurants, vintners and brewers offering a variety of foods and drinks, including appetizers, entrees and desserts. There will also be a silent and live auction. Items up for bid include everything from sporting events, golf outings and dining to jewelry, decor and getaway packages—and more.

The mission of Second Harvest is to bring community resources together to feed people in need through empowerment, education and partnerships.

Tickets are \$100/person, and reservations must be made in advance. To purchase tickets [click here](#). For more information, contact Jean by [email](#) or call 509-545-0787.

CAN CUSTOMER ENGAGEMENT INCREASE YOUR PROFITS?

Free Live Webinar October 11

The key to a successful business is customers. Without customers you would have no business. But for a new or growing business the budget is often be tight and determining the best way to engage customers can be challenging. This is especially true in our fast-paced world with shorter attention spans.

SCORE Mid Columbia Tri-Cities is offering "Can Customer Engagement Increase your Profits?" a free live webinar, at 1 pm (Eastern time) on October 11. Presenter Kristie Arslan is a leading small business and entrepreneurship expert, currently representing the Small Business & Entrepreneurship Council as their Entrepreneur-in-Residence.

This webinar will discuss how to help improve your interactions with customers to boost your bottom line, including:

- What you need to do to establish a strong digital presence for your business
- How to attract and engage customers with content
- Tools & tips to convert online customer engagement into money in the bank

To register for the webinar, click [here](#).

NIST CYBERSECURITY RISK MANAGEMENT CONFERENCE

November 7-9 in Baltimore

The National Institute of Standards and Technology (NIST) will host the 2018 Cybersecurity Risk Management Conference on November 7-9 in Baltimore. Building on previous NIST workshops, the conference aims to share and explore best practices and receive and discuss stakeholder input on key cybersecurity and privacy risk management topics.

The newly expanded conference is a continuation of the annual Cybersecurity Framework Workshops of the past, with the addition of topics and stakeholder groups associated with NIST projects such as Risk Management Framework, Supply Chain Risk Management, and Privacy Engineering.

The conference will be organized around three main tracks in multiple plenary and breakout sessions. Tracks will focus on: executive risk governance and administration; risk management programs; and operations.

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

SMALL BUSINESS SUCCESS VIRTUAL CONFERENCE

November 8

Mark your calendar now to participate in the Small Business Success Conference on "November 8. The conference runs from 8 am to 2:30 pm Pacific time.

This online event offers nine educational webinars, one-on-one mentoring sessions, exhibitor booths, networking chat rooms and a resource center. Hear from industry experts including Google, OnDeck, ComplyRight, Nav and more. Experience the best parts of an in-person conference, without the hassle of traveling.

Webinars include:

- *Make Your Website Work for You*
- *Smart Credit Strategies for Small Business Owners*
- *Hiring Hazards: How to Avoid the 7 Most Common Legal Landmines*
- *Every Contact Matters: The Value of your List*
- *Small Business Loan Applications: Why Are You Asking Me That?*
- *Monetizing and Maximizing Your Business and Your Brand*

Participants of past conferences have praised the many resources provided, saying they found it to be a valuable networking and learning experience. Plus, there was no need to travel or incur additional flight and hotel expenses.

There is no cost for the conference. For more information and to register, [click here](#).

SECTION 0614 MEMBERSHIP

There are 101 members in our Section as of September 5, 2018.

2018 SECTION 0614 LEADERSHIP TEAM January 1 - December 31, 2018	
Section Chair	Jo Haberstok
Secretary	Kent Ozkardesh
Treasurer	Robert Boykin
Audit	Stephen Pottle
Membership Chair	Scott Mitson
Certification/Recertification	Patrick Faulk
Nominating Chair	Robert Kuhlman
Webmaster	Steve Prevetie
Newsletter Editor	Robert Boykin
Publicity Chair (acting)	Jo Haberstok
Programs Chair	Vacant
Social Media Chair	Vacant
Education Chair	Vacant
Community Outreach Chair	Vacant

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 may be of value to quality professionals. To be considered for the next newsletter, input must be received by the 10th of the month.

