

Tuesday,
September 12, 2006

LOCATION: Shilo Inn
50 Comstock
Richland Washington

5:30 p.m. - Check in/Networking
and no-host cocktail service
6:00 p.m. - Dinner
7:00 p.m. - Presentation

DINNER BUFFET:

The Chef and crew at O'Callahan's Restaurant always provide a great – and varied – buffet dinner for us at the Shilo Inn.

This usually includes two entrée 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 some room for a yummy dessert!

Cost:

\$ 17 ASQ members
\$ 20 non-members
\$ 5 presentation only

Reservations are requested by September 7. Send an email to prevette@owt.com with your name, phone number, company affiliation, and type of reservation, or call Steve at 373-9371.

NOTE: All no shows will be billed unless canceled 48 hours in advance. For more information about ASQ, our section, and other upcoming events, be sure to check our web site at www.asq614.org/.

“The Soft Stuff Delivers Hard Results”



RICK MARTINEZ Organizational Consultant

There has always been debate and discussion concerning the “soft” side of quality versus the “hard.” Depending on personal experiences and expectations, as employees and as customers, we each have our own opinions.

One thing we can probably all agree on is that business success is not all about the product. An item may be the best of the best, but that alone does not guarantee great – or sustained – sales and profits. We also know how quickly the word can spread when customers are unhappy about how they were treated at a particular store.

A recent 25 year study, the largest of its kind ever undertaken, concludes that paying attention to the “soft stuff” does indeed increase the bottom-line results of a business—any business.

This presentation will explore the people-side of business. You will discover why companies like Southwest Airlines, UPS, Outback Restaurants, and FedEx are making this a core business strategy.

Setting clear job expectations for all team members greatly contributes to the overall success of the enterprise. The expectations for any job are comprised of two components: achieving business results (the *what* - the technical part of the job) and behavioral expectations (the *how* - how people are expected to achieve those results).

Join us on September 12, and you will learn why both of these components are needed and why most companies tend to be overly focused on technical/results while rarely establishing behavioral expectations.

About the Presenter:

For 20 years Rick Martinez has helped organizations to improve their business results by improving the people side of the enterprise. His company, Peak Performance Systems, Inc., has worked with over 100 organizations in various settings including Microsoft, Hewlett-Packard, U.S. Veterans Administration, United Way, and U.S. Department of Energy. Rick combines his formal business education with his past experience as an electrician, trainer, human resources manager, and a business owner to provide a powerful combination that his clients benefit from.

In 1995, after working as an internal consultant for a government contractor for 13 years, he left that position to start his company. His firm offers courses on management & supervisory skills, leadership, habit change skills, communication skills, teambuilding, and workplace mediation skills. They also offer individualized coaching.

Rick is a certified Master Trainer with Development Dimensions International (DDI), the largest training company in the United States. He also holds numerous certifications in human performance technologies.