



April 3, 2007 Meeting
American Society for Quality
Columbia Basin Section 614

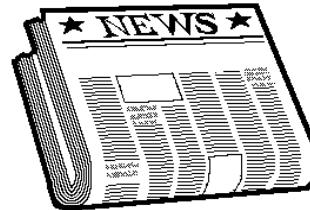


Tuesday,
April 3, 2007

“Quality and Customer Satisfaction: The Story of the Citizen Newspapers”

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

DENNIS CRESSWELL General Manager and Managing Editor

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 dessert!

Cost:

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

Reservations are requested by March 28. 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 Tri-City Citizen newspaper began publication in June 2006 as a locally owned print and online newspaper with a relatively small staff. In less than a year it has grown considerably, and Citizen Multimedia Newspapers began publishing the Entertainer this past November.

The philosophy of Citizen Multimedia Newspapers is to provide fair, insightful reporting and analysis — “local news and local views” — reflecting a progressively conservative and family-oriented perspective on the local community. It is a perspective the staff believes has been missing in the Tri-Cities.

Publisher Ken Harvey and the Citizen team also believe that technology will eventually do away with most printed publications, and that those newspapers that have invested heavily in presses and related infrastructure will be at a disadvantage. They believe “multimedia” is the key to future success in the news business.

Join us on April 3 and learn more about the Citizen, including:

- Determining community needs and measuring customer satisfaction
- Developing and maintaining effective internal communication, teamwork and quality control
- Assessing and addressing current (and future) challenges.

About the Presenter:

Dennis Cresswell is General Manager of Citizen Multimedia Newspapers and Managing Editor of the Tri-City Citizen. He is the former editor of the weekly Hanford Reach newspaper for the Hanford Site and has also worked in broadcast news and station management as well as corporate public relations. Dennis is a Pasco native who graduated from WSU in 1963. He served in Vietnam, produced documentary and business films in New York, and worked in broadcasting and PR in California and overseas before returning to the Tri-Cities in 1989. In 2005 he retired from Hanford, where he worked for Westinghouse, Fluor and CH2M HILL.