



COLUMBIA BASIN SECTION 614 NEWSLETTER



Serving Central and Southeastern Washington and Northeastern Oregon

September 2006

Chair's Corner

Steven S Prevette
Fluor Hanford
City University



Our summer break in meetings continues, but many of the section volunteers have kept busy with planning for next year. The section held a planning meeting on August 17 at the Shilo Inn, with 6 officers and volunteers present. A great turnout! And please remember, all are welcome to attend planning sessions. We also completed the required annual financial audit, of which I will overview in this Chair's Corner.

Even More Plans for 2006 – 2007.

Jo Haberstock and Robert Boykin have done a great job of lining up speakers and a tour site through January. The September meeting will be by Rick Martinez, and please see the announcement later in this newsletter. The program schedule so far (which is subject to change) includes:

Date	Speaker/Site	Topic
September 12	Rick Marinez	The Soft Stuff Delivers Hard Results
October 3	Ice Harbor Brewing Company	Site Visit, Light Dinner and optional tasting
November 8	Mark Glandstone	TBD
December 5	Dennis Arter	Process Based Audits
January 3	Kevin McManus	25 Years of Quality – Have We Really Improved?

If you'd like to volunteer as a speaker, or have a suggestion for a speaker, let us know.

Annual Financial Audit



We have continued our trend of deficit spending as a Section. We started with \$9,091.29 and ended the year with \$7,531.85. Our primary income was \$1,674 member dues (the money you pay for the section membership) and \$1,581 dinner meetings.

Our primary expenses were \$2,815 for dinner meetings (note the \$1,250 loss there), \$1,171 for newsletter (and that cost should be going down this year as we move folks who are willing to do so to electronic distribution) and \$600 for transportation for the Chair to attend the November 2005 all ASQ leadership meeting in Milwaukee, and transportation for one of our speakers.

We plan to hold the dinner meeting costs to the members the same. This will continue to spend down the treasury. One difficulty is that the Shilo requires us to pay for 15 dinners (and has lately been trying to push for 18) and we rarely reach that number.

Our new “Chief Information Officer”

Dennis Arter has volunteered to apply his internet and computer skills to revamping the section website at <http://www.asq614.org/>. He'll take the current material and make it much easier to access and spruce up the layout. We also can use any volunteers who would like to add content to the website (or this newsletter for that matter) to send in material.

Volunteers are always appreciated.

Thinking of volunteering? One role we could use is Librarian. A few years back, the section donated the AQP library to WSU Tri Cities. Those materials are still available for the section to use, but we really don't have a good list of what is available. If you'd like to see a good reference list on the website of what is available, please consider helping us out with this effort.

See you on September 12!

- Steve
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A Book Summary -- Foiled by Randomness - The Hidden Role of Chance in Life and in the Markets, Nassim Nicholas Taleb

I originally purchased this book from a recommendation on Tom Peter's website, and as a statistician was definitely intrigued by the concept. We humans are quite consistently and continually "fooled by randomness". Now, for the non-statisticians and statisticians alike, here is the great thing – there is not a single mathematical expression in the whole book. Many fairly sophisticated statistical theories are presented, but supported in an empirical, story-telling manner. The author does make many references to the results of Monte Carlo simulations, but does not give the detailed results in the book. For those who just have to have it, simply "google" Nassim Taleb and you will find his home page, full of all sorts of technical articles, such as "Learning Derivatives from Commodity Derivatives".

Nassim details several stock market stories, including some rather spectacular failures based upon assuming that past success would guarantee future success. Although he makes no reference to Deming, the phrase "there is no knowledge without theory" resonates through the book. Nassim repeatedly refers to the "Black Swan" or the rare event. One instance of a black swan disproves the supposition that all swans are white. We see patterns in random events, and then try to act upon those patterns, often to an eventual great financial and emotional demise.

MBA's become a target of the stories, and Nassim shows that MBA's have not been trained to respond well to randomness. The world is mechanical, predictable, two plus two equals four for an MBA. One complaint is that MBA's tend to summarize issues without comprehension. The core idea is lost. One of the concluding thoughts in the book is "We favor the visible, the embedded, the personal, the narrated, the tangible, we scorn the abstract". Perhaps this is why I hear the lament "all you statisticians do is make things difficult". Well, with "Foiled by Randomness" we get the best of both worlds. Elegant story telling and essays that bring the abstract forward, and provides us with some theories that we can build knowledge from.

- Steve



GOT TEAMS?

**CONSIDER ENTERING THE ASQ INTERNATIONAL
TEAM EXCELLENCE COMPETITION THIS YEAR !**

by Jo Haberstok

TEAM VIDEO/DVD SUBMITTALS DUE DECEMBER 15, 2006

The International Team Excellence Competition is the only process of its kind in the country! Awards from this competition are as coveted by teams as the Malcolm Baldrige National Quality Award is coveted by some companies. Since 1985, 775 teams from Canada, China, Costa Rica, India, Japan, Mexico, South Korea, Singapore and the United States have participated in the Team Excellence process.

The Competition Process

Participating teams are asked to submit a 25-minute video/DVD explaining their project and process. These presentations are then judged on how well they meet 37 Team Evaluation Criteria. The Criteria rate everything necessary for team success—from the project's impact on organizational goals, project selection and purpose, to action planning, project buy-in, implementation, progress, and results. In the preliminary round the video entries are carefully evaluated by a panel of judges organized into several reviewing stations across the U.S. These judges—all team process experts—represent diverse experience and industries and complete rigorous training to help ensure consistency. For more about the selection criteria, submittal fees and due dates, check ASQ's web site at <http://wcqi.asq.org/team-competition/index.html>

Why do teams participate in the International Team Excellence Award process?

Recognition

The Team Excellence Award process is an excellent way to capture national and international recognition for an organization's team-based improvement efforts. Past winners have received extensive press coverage and high honors both internally and externally. Several past finalists have won previous awards or used the knowledge gained from the Team Excellence Award Process to enter other prestigious competitions like the Malcolm Baldrige National Quality Award.

Self-Assessment and Improvement

All entrants to the International Team Excellence Competition receive a Feedback Report and a Score Sheet detailing how they rated in each Team Criteria area. The Criteria and the Feedback Report help by identifying strengths as well as opportunities for improvement. Many of the participating teams use the Team Award Criteria for their internal competition and select their winning teams for ASQ's preliminary round process.

Benchmarking

Many use the live competition at ASQ's World Conference on Quality and Improvement to benchmark some of the best processes and teams in the world. Winners' presentations are available for organizations to use as role models.

Encouraging Excellence

Participating in the Team Excellence process is also a superb way to promote business effectiveness and demonstrate commitment to quality and participation practices.

The Selection Process

Qualifying Teams (Finalists) will be selected for the live presentations at ASQ's Annual Conference in Orlando April 30 – May 2, 2007. All finalists will be recognized and receive trophies throughout the general sessions. The three highest scoring teams will also receive the coveted Gold, Silver, and Bronze Awards. These final winners will be announced as part of the closing conference session.

Interested in Judging?

Judges applications are due to the coordinator by October 2, 2006. Judges will be notified of selection for judging preliminary round entries.

Judges will be trained on the scoring process and will review and score team video/DVD presentations. Time required is two full days plus travel time. Judges will also be required to assist in preparing written objective feedback to the teams scored. This is typically an additional 3 to 5 hours of work done outside the training session.

Judges or their organizations must provide support for time and expenses to attend the preliminary judging sessions and potentially for final judging at the conference.

You can apply to be a judge by completing the online application or by downloading the application at <http://wcqi.asq.org/team-competition/judges-application-form.html>

Other Questions?

For more information regarding the 2006-07 process, contact Geetha Balagopal, the Team Excellence process administrator, at gbalagopal@asq.org or call her at 1-800-248-1946 x 7303.

You may also contact one of our local members who have served as both preliminary and final round judges for the program – Robert Boykin or Jo Haberstock.

14 October 2006 - Mark your calendars!

On Saturday, October 14, 2006, ASQ's Inaugural Southwestern Conference will be held in Casa Grande at the Francisco Grande Hotel. This is truly a southwestern regional meeting as ASQ members from Phoenix, Tucson, and Nogales will be attending. The event will begin with keynote speaker, renowned author, Tom Pyzdek.

The conference will use the highly successful Quality Café style best practice sharing methodology. With focus on critical, misunderstood, misused, quality concepts...the seven basic quality tools: cause and effect diagrams, check sheets, control charts, flowcharts, histograms, Pareto charts, and scatter diagrams.

This conference provides an alternative method for meeting ASQ members' professional needs. Attendees will reap additional value by participating in this effective and interactive conference, in a forum which expands the typical technical meeting. This conference will benefit those new to quality, quality practitioners, and quality professionals. Social activities and additional networking opportunities will take place after the conference; these include golf, shopping, relaxing and getting to know your peers.

Join us for this unique experience that will bring together those dedicated to making good great. Register for this special event at <http://www.asq-0704.org/>. Members \$25 Non-members \$30

The pursuit of process perfection: Fort Lauderdale quality professionals find value in The Six Sigma Roundtable

The latest improvement strategies and making valuable contacts – both are critical to quality professionals looking for bottom-line results. American Society for Quality member Frank Leonardi, CMQ/QE, is a senior quality assurance manager at Activant Solutions Inc. in Austin, Texas. He is responsible for software product testing. Leonardi attended the 2005 Six Sigma Roundtable, and remembers it well.

“The Roundtable gave me a number of contacts and many resource materials, as well as case studies that I can cite in the future,” Leonardi said. “The exercises imparted valuable information and built my skills in certain areas such as brainstorming, and distilling concepts into a plan of action.”

The 2006 6th Annual Six Sigma Roundtable will take place September 14 and 15, in Fort Lauderdale, Florida.

The Roundtable will provide in-depth presentations from Six Sigma professionals from top-level organizations in a variety of industries, on a variety of applications.

The event also includes networking sessions, keynotes, a panel discussion, and a reception, all designed to help participants obtain information and make contacts for advancing Six Sigma quality initiatives in their organization. The ASQ Six Sigma Black Belt certification exam will be held on-site before the roundtable.

“There is significant credibility associated with ASQ certification,” Leonardi said. “Although I am not actively pursuing employment, over the last 6-9 months two recruiters have approached me with positions that require ASQ certification.”

To register for the ASQ 6th Annual Six Sigma Roundtable visit: <http://six-sigma-roundtable.asq.org>

SECTION 614 CONTACT INFORMATION

Please visit the Section 614 web site at www.asq614.org.

Employment



CAREER CONNECTIONS

To be considered for posting in the newsletter, announcements must be submitted by an ASQ member and be of potential service to other members. Announcements may include job postings, training opportunities, or requests for assistance. Due to space limitations, please keep them brief.

2006-2007 Section 614 Leadership Team

Section Chair	Steve Prevette	Division Liaison	Dennis Arter
Vice Chair	Jo Haberstok	Publicity Team Lead	Steve Prevette
Secretary	Howard Rew	Program Team Lead	Open
Treasurer	Rich Higgins	Web Team Lead	Steve Prevette
Audit	Dave Sandoz	Scholarship Team Lead	Rich Higgins
Examining	Dennis Arter	Section Historian	Dennis Arter
Certification /Recertification	Howard Rew	Newsletter	Rich Higgins

You can find out more about Section 614, including contact information for Leadership Team members, on our website at www.asq614.org.

If you are interested in helping with any of the Section teams, please contact the team lead or an officer. We are always looking for willing volunteers!

WEBSITES FOR OTHER ASQ SECTIONS

Seattle Section (#606): www.asq-seattle.org

Spokane Section (#619): www.angelfire.com/wa3/spokaneasq

Southwest Washington – Vancouver Section (#627): www.asqswwa.org

Portland Section (#607): www.asqpdx.com



QUALITY QUOTE

"Take care to get what you like or you will be forced to like what you get." — George Bernard Shaw

Publication Information

The ASQ Columbia Basin Section 614 newsletter is published on a regular basis to inform members (and potential members!) about Section 614 activities and other news/information we feel may be of value to quality professionals. To be considered for the next newsletter, input must be received by the 22nd of the month.

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