



CHAIR'S CORNER

Alvin Langstaff

The October tour of Greenwood Resources Boardman operation was one of the best field trips that I've been on in recent years. Don Rice, Manger, provided a very interesting tour of the tree farm and the recently constructed state of the art sawmill (completed in 2008). The amount of care that goes into ensuring sustainability of the tree growing operation and maximizing the useable portion of each tree was impressive.



The farm itself is 25,000 acres and grows a single type of poplar tree called the Pacific Albus. From the 225,000 gallon per minute irrigation system to the automated log cutting and lumber sorting systems, the operation uses sophisticated data collection to keep everything running smoothly. One high point of the trip was the trek to the "high point" where we ate lunch and had a nice overall view of the tree farm. In my normal drive along I-84 I never would have guessed that there was anything but flat ground between Umatilla and Boardman. It just goes to show you.

On another note, we are in need of a Voice of the Customer chairperson for the section. The duties are fairly straight forward and the lucky volunteer would get a personal boost from the fantastic feeling that comes with donating a little time to a good cause. All interested parties are invited to send me an email expressing your interest in being a part of our leadership team and I will send you more information on the post. Actually, the VOC chair is an important position because it is a key part of making sure we are providing best value to our membership. And it offers the opportunity to get acquainted with some of the very nicest ASQ headquarters people.

Look for our November dinner meeting announcement. We are very pleased to have James Cox as our featured speaker. James is a nationally renowned trainer and motivator who provides a high energy dynamic presentation. Hope to see you there!

- Alvin

VICE-CHAIR'S CORNER

Jo Haberstock

Happy Halloween to everyone!

It's that fun time of year again – Halloween! I think I must have missed the memo about how we're supposed to grow out of the desire to dress up for this holiday as we get older, because I still love thinking up ideas for costumes and going to Halloween parties. No, I don't go door to door in nearby neighborhoods for candy on the 31st, but I still enjoy dressing up. (And I've been known to eat a few leftover candy bars the week after the holiday.)



That said, my picture with this month's article is not just in honor of the holiday, but is also intended to promote our November 9 dinner meeting. Our featured speaker, James Cox, will be discussing communications, using characters and scenes from the movie "The Wizard of Oz" to convey how that little team (Dorothy, Scarecrow, Tin Man and the Lion) worked together to "follow the yellow brick road" to reach their ultimate goal.

When companies ask team members for feedback about what's going well and what could use improvement, it seems like communications is almost always at or near the top of the "needs improvement" list. These days, many of us may work for companies that are continually trying to accomplish more and more work with fewer (and fewer) people. One thing that often suffers under such circumstances is communications. Whether it's someone assuming that important information got passed on to the rest of the team or that all the appropriate team members were involved in discussions about changes that will affect their work, when things don't get communicated properly (or in a timely manner), well ... we've probably all experienced the fallout at one time or another.

I hope you will encourage your work colleagues (including management) to participate in our November 9 meeting. I believe it will be enlightening and that it will also be a fun meeting. I have been to meetings in the not-too-distant past with James Cox as the featured speaker. He is always very entertaining in the way he gets his points across.

- Jo

Tuesday,
November 9, 2010

LOCATION:

O'Callahan's/Shilo Inn
50 Comstock
Richland, Washington

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

DINNER BUFFET MENU:

The Chef and crew at O'Callahan's Restaurant always provide a fine and varied buffet dinner for us at the Shilo Inn. The buffet 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 room for dessert!

Cost:

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

Reservations are requested by November 4. E-mail panda_2@charter.net with your name, phone number, company affiliation, and type of reservation, or call Alvin at 371-2221.

Note: All no shows will be billed unless cancelled 48 hours in advance.

For more information about ASQ, our local sections, and other upcoming events, please check our website at www.asq614.org/.

“The Yellow Brick Road Leads to Quality”



James Cox The Empowerment Group

What makes any job work is communication. Ah, now isn't that both the answer AND the challenge? Discover how a childhood movie can provide solutions, resources and tools for making quality communication as easy as following the yellow brick road. Get ready for an entertaining experience that awakens insights, inspiration and the skills to build better relationships and goal-driven teamwork.

Quality communication that teams people to resolve problems and energize success was on visual display in The Wizard of Oz. This MGM film comes to practical life as the actions of Dorothy, Scarecrow and company are revealed as the keys to create quality communication and goal success.

This presentation will transform memories into useful daily application. Experience how emotional intelligence emerges as the yellow brick road that empowers quality results. Get ready for learning, laughter and practical tools.

If you want to make your job and life work better, you'll actually get to see the communication secrets behind the curtain. Not only will you discover the real wizard for driving a pursuit of quality, you'll get to take it home. No ruby slippers needed.

About the Speaker:

With his parents working in live television in New York City, James Cox grew up behind the scenes playing on a soundstage and watching people get into character to deliver exceptional performances. He saw how scenes played in sequence using communication and appropriate emotions to move toward desired endings. After completing degrees in psychology, nursing and education, James used his television experience to create a practice where participants could master communication skills, emotional intelligence and drive goal achievements. He calls this success-energizing process MOVVE!™

James lives in Richland and through his company, The Empowerment Group, contracts his time as a staff development trainer and coach. His website is <http://www.the-empowerment-group.com> and his blog is available at <http://www.movverblog.com>.

MORE FROM THE VICE-CHAIR – cont'd from pg 1

Before I sign off this month, I wanted to say a few things about our October 15 site visit. This was our first site visit of the section year, and we went to the GreenWood Tree Farms near Boardman, Oregon. What a GREAT trip this was! Our host, Don Rice, provided an overview of GreenWood Resources, a company that prides itself on developing and managing sustainable, environmentally certified tree farms that help reduce reliance on natural forests and non-renewable energy sources. We toured the mill area, where we saw how the trees are brought in from the fields and turned into various sizes of Pacific Albus™ lumber. Don took us out through the farm itself and explained the whole process, including water and pest issues, and how they harvest and re-plant for the future. We even got to walk through the trees (FYI, they look even taller when you walk among them than just driving by on the highway.) We enjoyed our picnic lunches (yummy, many thanks to O'Callahan's!) high atop an overlook area, where we could even see the tops of both Mt. Adams and Mt. Hood. What a wonderfully educational and fun trip this was!

- Jo

TRIPLE BOTTOM LINE

Submitted by Dennis Arter, Fellow ASQ

During our field trip to the Greenwood Tree Farm over in Boardman, Oregon, we learned that their operation was "FSC Certified." Well, I went to the [Forest Stewardship Council](#) web site and found a wealth of information. I was especially pleased to see that I could download the certification standard (for free), so I could study it.

The standard is long at 109 pages and very comprehensive. When I looked over the Table of Contents, I noticed a striking similarity with the recently-approved GUIDANCE standard on [Social Responsibility](#), ISO 26000. Throughout the document, the "triple bottom line" of people, planet, and profit is presented. It contains chapters on respect for the community and the employees. It discusses the need to protect the environment. As we would expect, the principles of management, measuring, and monitoring are included.

One has to wonder, "Did standards like this influence the ISO committee, or did the ISO work influence the certification standards?" I suspect it is a little of both.

TRAINING OPPORTUNITIES

The Mid-Columbia Leadership Development Association (MCLDA) is sponsoring the following upcoming training opportunities:

- Rick Martinez will be hosting an **Effective Time Management Workshop**, "How to get your Life Back," in Richland on November 19 from 8:00 a.m. to 12:00 p.m. For more details and to register: <http://events.r20.constantcontact.com/register/event?oeidk=a07e311s0lnd25c418&llr=gyctvmcab>
- Rick & Carla Martinez will be presenting an **Effective Listening Workshop** in Richland on November 19 from 1:30 p.m. to 3:30 p.m. Register now at <http://events.constantcontact.com/register/event?llr=gyctvmcab&oeidk=a07e32n1zyq515760ad>

SECTION 614 MEMBERSHIP

As of October 26, 2010, we have 93 members in our Section.

2010-2011 SECTION 614 LEADERSHIP TEAM	
Section Chair (and Programs & Publicity)	Alvin Langstaff
Vice Chair and (and Programs & Publicity)	Jo Haberstock
Treasurer	Barbara Gillespie
Secretary (and Programs & Publicity)	Deborah Coffey
Division Liaison and Section Historian	Dennis Arter
Certification/Recertification	Howard Rew
Audit	Clark Beus
Webmaster	Barbara Gillespie
Education	Laura Suddath
Newsletter (and Programs & Publicity)	Robert Boykin

PUBLICATION INFORMATION

This newsletter is published on a regular basis to inform members and potential members about Section 614 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 15th of the month.