

## CHAIR'S CORNER

by Robert Boykin

It is sometimes difficult to be thankful for what we have. Simply watch the television news for a few minutes and see what I mean. People complain about so many things, even about security searches to board planes, although I doubt if anybody wants to be 35,000 feet in the air fending off somebody in possession of a prohibited item. It would be neat to be able to breeze through the airport and straight to the airplane without a care in the world. However, it appears those days are gone.

Consider the efforts that others put in to ensure our safety. Can you imagine the amount of work it takes to maintain a top-notch security posture at airports? Of course there are other venues where security has to be near perfect to ensure safety; but we all can relate to safety in the airport environment.

Consider the amount of time and effort that it takes to build, inspect, test flight, register and staff an airplane for commercial use. Then comes scheduling and maintenance. What if there was an absence of quality workmanship in preparing the plane for commercial flights? I shudder just thinking about it.

Based on experience, it appears prudent not to be a complainer. Has anyone ever asked you "How's it going?" and you say "I can't complain" – and the response from the other person is "Good, because nobody listens to you anyway."

Following are a few things to consider being THANKFUL for (some of these came to mind after reading an article by an unknown author on the internet):

- The clothes that fit a little too snugly - because it means we have enough to eat. There are many who are hungry.
- A lawn that needs mowing, windows that need cleaning and gutters that need fixing - because it means we have a home. There are many who are homeless.
- All the complaining about our government - because it means we have freedom of speech.
- The space we find at the far end of the parking lot - because it means we are capable of walking. Many are bedridden.
- The lady behind us in church who sings off key - because it means we can hear. There are many who are deaf.
- The alarm that goes off in the early morning hours - because it means that we are alive.
- Even though we keep our eyes closed against the morning light as long as possible, we can see. Many are blind.
- Even though the routine of our job often is hard, we have the opportunity to work. There are many who are jobless.
- Even though we may grumble and bemoan our fate from day to day and wish our circumstances were not so modest, we have life.

Be well and be safe.

- Robert

## VICE CHAIR'S CORNER

by Jo Haberstk

*It takes a village ...* I'm writing this shortly after participating in our section's site visit to SIGN Fracture Care International. The African proverb "It takes a village to raise a child" has been running through my head, a reminder of the good work being done by all the folks associated with SIGN. The tour was very interesting and educational as was the presentation by CEO Jeanne Dillner. SIGN's mission is to support surgeons in developing nations by providing them with training and modern equipment so they can provide immediate surgical treatment to their patients. I would guess that everyone in the room that evening was affected by the pictures of the many children (and adults, too) that SIGN has helped. The surgical implants and the training provided to local doctors has helped them to be able to walk again, to return to school more quickly, and to be able to work again and provide for their families.

During the presentation, SIGN's work in Juba was mentioned several times. I noticed that their current [newsletter](#) includes more information about the Juba Teaching Hospital and other stories of interest.

*It takes a village ...* By the time our next section newsletter is published, most of us will probably have almost forgotten about the Thanksgiving turkey and pumpkin pie and will have at least half of our other holiday shopping completed.

Take a moment (hey, you'll need a break anyway from all that shopping!) to consider ways to help brighten the holidays for others. I'm sure everyone is aware of many charitable organizations in their local areas. Here are a few ideas (not meant to be inclusive or exclusive of others):

- Angel Tree, Toys for Tots, or similar programs that provide items for children
- Local Food Banks, Second Harvest, Tri-Cities Union Gospel Mission or similar organizations that provide food, clothing and/or shelter to those in need
- Monetary donations in memory/honor of a friend or family member (also makes a great gift in honor of someone else's loved one)
- [Causes](#) helps you find a cause to support (disaster relief, education, health, animals, and more)
- [JustGive](#) allows you to purchase gift cards for others, who can then pick the charity they want to give to.

If budgets are tight, consider giving of your time. Whether you officially volunteer with a local organization or just help a stranger carry heavy packages into the post office, it all counts. Remember, if we only make a difference to one person in our lives, it has been worth it.

- Jo

Tuesday,  
January 8, 2013

## ASQ SITE VISIT AND PRESENTATION

**NOTE LOCATION:**  
**CBC Health Science Center**  
(enter through main entrance)  
891 Northgate Drive  
Richland, Washington  
509-544-8300

**NOTE TIMES:**

5:30 p.m. – Check in/Networking  
5:45 p.m. – Tour Presentation

**Cost:** \$5 for all attendees  
(ASQ members, non-members or  
guests)

**NO-HOST DINNER/SNACKS**

**AFTERWARD:**

*Those interested may wish to get together following the tour at one of the nearby eateries (e.g., Atomic Ale Brew Pub & Eatery, 3 Margaritas, or other) for a no-host dinner/snack/whatever you'd like to order.*

For planning purposes, reservations must be received by January 3. E-mail [panda\\_2@charter.net](mailto:panda_2@charter.net) with your name, phone number, company affiliation, or call Alvin at (509) 371-2221.

**Note:** All no shows will be billed unless cancelled at least 48 hours prior to meeting start time.

For more information about ASQ and other upcoming events, please check our website at [www.asq614.org/](http://www.asq614.org/)

## “Quality in Ultrasound Technology”



### Columbia Basin College

## Diagnostic Ultrasound Department

Richland Health Science Center – 891 Northgate Drive

Hosted by Shane Bruce, Instructor

How many of you have personally experienced a diagnostic ultrasound? If not, you probably know someone who has had one in recent years.

While many people tend to associate ultrasound technology with pregnancy, there are many other applications. Diagnostic ultrasound is a non-invasive medical imaging technology that uses high frequency sound waves to form an image of body tissues. Information obtained from these images can be utilized along with other patient data in order to arrive at a medical diagnosis. Ultrasound, when compared to other imaging modalities like magnetic resonance imaging (MRI) and computed tomography (CT), is a relatively low cost non-invasive procedure that does not utilize magnetic fields or ionizing radiation (X-rays).

Diagnostic ultrasound is performed by a sonographer. Good sonographers must have excellent communication and critical thinking skills, be able to work well with others and perform well independently. Because diagnostic ultrasound is a progressive medical science, sonographers must be willing to maintain their knowledge and expertise through participation in continuing medical education. Sonographers work with sonologists, cardiologists, vascular surgeons, and other physicians in order to arrive at a diagnosis for the patient.

Columbia Basin College's Diagnostic Ultrasound Department, located in the Health Science Center in Richland, provides coursework in not only technological aspects of sonography but also in patient care and communications.

Join us on January 8 for a tour and presentation that will include descriptions (not overly technical, we promise!) of acoustical physics, essential parts of the ultrasound system, and the variety of ultrasound machines available to help physicians diagnose and treat patients. Our host may even provide us with a hands-on ultrasound scanning experience.

*About our Host: Shane Bruce is a 1994 graduate of Oregon Institute of Technology. He holds a BS in Cardiovascular Ultrasound and is registered in cardiac, vascular and general/OB/GYN ultrasound. Shane worked for and partnered in a mobile ultrasound company in Texas for 10 years, and worked in commercial ultrasound for three years, specializing in training and product development. He has been teaching college for four years.*

## NO SECTION MEETING IN DECEMBER

We'll be taking a little break in December, as the holiday season is full of so many other family and community events, and we want everyone to be able to fully enjoy the spirit of the season.

Our next meeting will be on Tuesday, January 8. (Note that this is the second Tuesday of the month, as the first one is New Year's Day.) Be sure to mark your calendars now so you will be able to join us for the site visit and presentation at CBC's Diagnostic Ultrasound Lab in Richland.

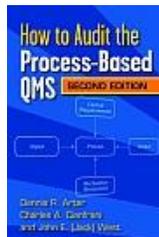
## AS SEEN IN QUALITY PRESS NEWS...

In case you hadn't noticed or are not currently signed up to receive ASQ's *Quality Press News* emails, a book co-authored by **Dennis Arter**, our section's webmaster and historian, was recently featured. Check it out!

### [How to Audit the Process Based QMS, Second Edition](#)

by Dennis R. Arter, Charles A. Cianfrani, and John E. "Jack" West

This book is intended to help those involved in managing and conducting audits to ISO 9001:2008. It can be used as a guide to establishing a new audit program or for revitalizing one that has been operational for some time. It focuses on achieving an audit program that produces value-adding results for the organization. The role of auditing is evolving, and the skills and competence required to do it well also must evolve. The contents of this book will help auditors understand their role in the organization and discharge their auditing duties in a way that is challenging to them and contributes to the success of the organization.



## “INVITATION TO MCLDA’S HOLIDAY MEETING” December 12

### Entertainment ... Dinner ... Silent & Live Auctions

Our friends at Mid-Columbia Leadership Development Association (MCLDA)/National Management Association (NMA) Chapter 395 have invited our members to join in the fun at their annual holiday meeting on December 12.

The meeting will be held at The Country Gentleman Restaurant, 9221 West Clearwater Avenue, Suite B in Kennewick, and will include a Silent and Live Auction as well as a holiday dinner and other fun.

The evening begins at 5:30 pm with check-in and social hour, when you can browse through the many items available at the Silent Auction and place your bids on gift baskets, gift certificates, and more! Proceeds from the fundraising go to support youth programs in the local community.

Cost is \$30 per person. Reservations may be made on the [MCLDA website](#).

## CLAIM YOUR FREE ASQ MEMBER GIFT BY NOVEMBER 30th!

Just a reminder to anyone who may have forgotten about the monthly free member gift from ASQ – you still have time to get your [Process Management Bundle](#), which includes the following:

- Webcast: Getting the Most Out of Your QMS
- Webcast: Delivering Process Excellence Through Process Management Webcast
- Case Studies: Building Strong Process Management Capabilities

Each month's member gift provides opportunities to learn and grow, both professionally and personally.

## IT'S NOT TOO EARLY... TO START PLANNING FOR THE 2013 WCQI

The ASQ World Conference on Quality and Improvement (WCQI) will be held at the Indiana Convention Center in Indianapolis, Indiana, May 6-8, 2013. The conference theme is “Managing Change.”

Member leader events, including the Community Leadership Institute, are scheduled for May 4, preceding the start of the conference. Local hotels are expected to sell out early, as there is also a marathon that weekend, so be sure to book your room(s) soon. Most member leader events will be held at the Indianapolis Marriott Downtown. Additional conference details and travel information are available on the [WCQI website](#).

## GIVE AN EARLY CHRISTMAS PRESENT TO A COLLEAGUE OR FRIEND

What could be better than a 6-month membership to ASQ? Encourage a work colleague or friend to experience the benefits of ASQ membership. Hopefully, they will like it so much that they will decide to become a full-time member.

The 6-month subscription, available only to first-time ASQ members, includes monthly member-only gifts, discounts on publications, training, and other professional development tools, a subscription to *Quality Progress*, and in-person and online networking experiences with other quality professionals from around the world.

If you haven't already done so, be sure to [submit your colleague's name](#) soon, as this special offer is only available in November.

## 2012 BALDRIDGE NATIONAL QUALITY AWARD RECIPIENTS ANNOUNCED

Four U.S. organizations were recently named as recipients of the 2012 [Malcolm Baldrige National Quality Award](#), the nation's highest Presidential honor for performance excellence through innovation, improvement and visionary leadership. This year marks the 25<sup>th</sup> anniversary year of the award.

The winners represent four different sectors, one repeat recipient and a health network recognized for the same honor earned previously by its flagship hospital.

The 2012 Baldrige Award recipients—listed with their category—are:

- [Lockheed Martin Missiles and Fire Control](#), Grand Prairie, TX (manufacturing)
- [MESA Products Inc.](#), Tulsa, OK (small business)
- [North Mississippi Health Services](#), Tupelo, MS (health care)
- [City of Irving](#), Irving, TX (nonprofit)

MESA previously received a Baldrige Award in 2006, also in the small business category. Another 2006 award winner, North Mississippi Medical Center in the health care category, is the primary hospital of this year's much larger recipient, North Mississippi Health Services.

Another innovation added to the Baldrige Award process in 2012 is the ability to recognize best practices in one or more of the Baldrige Criteria categories by organizations that are candidates for the award but are not selected as a winner. This year, the Baldrige judges chose to honor the following organizations (listed with the criteria for which they were acknowledged):

- **Maury Regional Medical Center**, Columbia, TN (strategic planning, workforce focus)
- **Northwest Vista College**, San Antonio, TX (leadership, customer focus)
- **PricewaterhouseCoopers Public Sector Practice**, McLean, VA (leadership, workforce focus)

The 2012 Baldrige Award recipients are expected to be presented their awards at an April 2013 ceremony in Baltimore, Maryland.



## TO BECOME CERTIFIED OR NOT ... DO YOU HAVE ANY QUESTIONS?

ASQ certification is a formal recognition by ASQ that an individual has demonstrated a proficiency within and comprehension of a specific body of knowledge. Nearly 150,000 certifications have been issued to dedicated professionals worldwide. ASQ offers the following 17 certifications:

Biomedical Auditor – BDA  
Calibration Technician – CCT  
HACCP Auditor – CHA  
Lean Certification (SME/ASM/Shingo Prize/ASQ Partnership)  
Manager of Quality/Organizational Excellence – CMQ/OE  
Master Black Belt – CMBB  
Pharmaceutical GMP Professional – CPGP  
Quality Auditor – CQA  
Quality Engineer – CQE  
Quality Improvement Associate – CQIA  
Quality Inspector – CQI  
Quality Process Analyst – CQPA  
Quality Technician – CQT  
Reliability Engineer – CRE  
Six Sigma Black Belt – CSSBB  
Six Sigma Green Belt – CSSGB  
Software Quality Engineer – CSQE

Lots of certifications, lots of opportunities. That's great, right? But, depending on your education, profession, and current and future goals, it may not be easy to try to figure out which certification(s) to pursue. Well, ASQ also has a great resource online that allows you to quickly look at brief descriptions and the education and experience requirement for each certification. If in doubt, [check it out!](#)

## COST OF QUALITY (COQ) IMPLEMENTATION – WEB-BASED TRAINING IN DECEMBER

How does quality management relate to financial management? This ASQ-sponsored course teaches how to calculate the cost of quality within an organization.

This one-day, instructor-led virtual course will be offered on December 5. It will help you understand the vital link between quality management and financial management. It explains the quality management principles and techniques such as the process approach, prevention, problem solving, and change management. This enables an understanding of COQ concepts, calculations, and strategy development. The course explains a two-phase strategic approach. Phase one will help you identify and implement COQ projects within your own organization. Phase two links quality and finance with a continuous collection process. The instructor includes tools such as calculation sheets, case studies, and discussions to make the course interactive, practical, and useful.

Additional information about the course, registration, costs and system requirements is available on the [ASQ website](#).

**A HEARTWARMING THANKSGIVING STORY**

A game warden was driving down the road when he came upon a young boy carrying a wild turkey under his arm. He stopped and asked the boy, 'Where did you get that turkey?'

The boy replied, 'What turkey?'

The game warden said, 'That turkey you're carrying under your arm.'

The boy looked down and said, 'Well, lookee there, a turkey done roosted under my arm!'

The game warden said, 'Now look, you know turkey season is closed, so whatever you do to that turkey, I'm going to do to you. If you break his leg, I'm going to break your leg. If you break his wing, I'll break your arm. Whatever you do to him, I'll do to you. So, what are you planning to do with him?'

The little boy said, 'I think I'll just kiss his behind and let him go!'

*May your stuffing be tasty,  
 May your turkey be plump,  
 May your potatoes and gravy  
 Have never a lump.  
 May your yams be delicious,  
 And your pies take the prize,  
 And may your Thanksgiving dinner  
 Stay off your thighs!*



**SECTION 614 MEMBERSHIP**

As of November 6, 2012, we have 99 members in our Section.

<b>2012-2013 SECTION 614 LEADERSHIP TEAM</b>	
<b>Section Chair (and acting Programs Chair)</b>	Robert Boykin
<b>Vice Chair (and acting Publicity Chair)</b>	Jo Haberstk
<b>Treasurer</b>	John Fish
<b>Secretary</b>	Deborah Coffey
<b>Division Liaison and Section Historian</b>	Dennis Arter
<b>Certification/Recertification</b>	Steve Davis
<b>Audit</b>	Clark Beus
<b>Membership Chair</b>	Steve McConaghy
<b>Nominating Chair</b>	Alvin Langstaff
<b>Webmaster</b>	Dennis Arter
<b>Newsletter Editor</b>	Robert Boykin
<b>Programs Chair</b>	Vacant
<b>Publicity Chair</b>	Vacant

**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 10th of the month.