



**Issue 07-13**

**NEWSLETTER**

**July 2013**

## CHAIR'S CORNER

by Robert Boykin

How many times a day have you heard, read or seen the word "quality" used in a sentence? A lot, right? There are loads of reports, white papers, policies, procedures, conversations and the like that include the "Q" word.

Have you ever encountered an individual who gleefully admitted to enjoying performing at a substandard or less than quality level? If you have, did you believe them? I would think not. So, if the majority of people want to do a quality job, associate with quality individuals, and live a quality life, why is it so difficult to fill the meeting halls and related venues of our Section's business activities with legions of quality-minded individuals?

I recently read an article about attracting new members to service clubs and community groups. According to the author, it's universal, that in almost every service club and community group contacted, a main issue was the same – *how do we attract new members to our meetings and not only get them to come back again, but convert them into committed and dedicated team members?*

Although I have wrestled with the same issue the author encountered, I did not feel vindicated after reading the article. It was helpful to know that a decrease in attracting new members is not indigenous to Section 614. However, the predicament remains, how best to encourage quality-minded individuals (which I know includes all of you reading this) to contribute some of their knowledge, skill and ability toward helping our section work even better?

Rest assured that the present Leadership Team will continue "steady on the course." our Section will do our best to remain relevant, accessible, professional, engaging, and non--exclusive. It will remain well-networked by building relationships with other Sections within our region as well as developing partnerships with other organizations to build on each other's strengths. An effort will also be made toward maintaining contact with past Section members, because these members who have come and gone can sometimes be a good source of advertising for the Section.

During my review of quality-related articles, I came across a definition for quality –as "the standard of something as measured against other things of a similar kind, the degree of excellence of something." A quote was also noted in the article and attributed to John Ruskin, a prominent social thinker and philanthropist in the Victorian era: "Quality is never an accident; it is always the result of intelligent effort." Expect such from your leadership team. Now, don't you want to be part of the team, too?

Be well and be safe.

- Robert

## VICE CHAIR'S CORNER

by Jo Haberstok

As I write this column today, with the temperature near 100 outside, I can't help but think of ... donuts.



That's right, donuts! Well, maybe also an iced cherry mocha! But mostly about donuts. By now you've all probably heard about the great "pay it forward" chain that took place this month at Heav'nly Donuts in Amesbury, Massachusetts. I'll recap the highlights. When a customer made her usual stop at the shop one day, she was told that the woman in the car ahead of her had paid for her drinks. So the next day, she paid for the *next* customer's order. This apparently set off a wonderful chain of events, with a total of 55 customers, back-to-back, each paying for the next order.

Pretty neat "Pay it Forward," I think. To me, the pay it forward concept is related to quality, demonstrating, reinforcing and rewarding positive behaviors, and to treating others like you'd like to be treated. Most of us have done this, right? Every so often I tell the barista at my favorite espresso shop that I'll pay for the drink(s) of the person in the vehicle behind me. I'm long gone when the next car pulls up, so I know it will be a surprise when they find out their order is already paid for, and I hope it makes them smile and want to do something nice for someone else in the future. I always find myself feeling happier and more optimistic when I pay it forward. And of course it's great when someone pays for my drinks, too.

Now here's another take on that theme – an interesting one that I just recently learned of. Have you heard about the "Pay it Forward" plan in Oregon to make tuition free at public universities? The plan calls for students to attend public universities tuition free and loan free. In exchange, students would have 3 percent deducted from their post-graduation paychecks for about a quarter-century. The money would go into a fund to pay for future students. The Pay It Forward concept was originated by the Economic Opportunity Institute, a nonprofit policy group in Seattle, and is based in part on a model used in Australia. There are still a number of issues to be worked out (including how to fund startup costs), but it is expected that approvals will be received to develop a pilot project for consideration by the 2015 Legislature. Oregon is the first state to take a step toward the Pay-It-Forward model, with legislators in other states including Washington, Vermont, New York, Pennsylvania and Wisconsin also expressing interest in the idea.

Pay it Forward ... what a quality idea!

- Jo

## **WSQA EXAMINER TRAINING OFFERED IN YAKIMA JULY 26 & AUGUST 16**

Training for WSQA Examiners (or those just wishing to take the course) will be held on Friday, July 26 and Friday, August 16 at Yakima Valley Memorial Hospital's University of Excellence.

This class consists of two 8 hour days, with homework and a case study review assignment in between the two training dates. The homework must be completed in order to attend the second day of class. WSQA Examiners are required to take examiner training each year to stay current (same as National Examiner training requirements). Judges are encouraged to attend if they haven't attended Baldrige National Examiner Training this year.

Class starts at 8:30 and ends at 5:00 each day, with a break for lunch (no host); some beverages will be available onsite.

The instructor is Laura Kinney, member of the WSQA Panel of Judges and Examiner Trainer (and member of ASQ Section 614). Contact [her](#) if you have questions.

### **Registration:**

Register with Sarah at [wsqa@wsqa.net](mailto:wsqa@wsqa.net) to confirm your attendance for this class.

If you wish to be a WSQA examiner, be sure to sign up as an examiner by completing an on-line [examiner form](#).

Address for Memorial's University of Excellence/ Community Education Center is:  
2506 W Nob Hill Blvd  
Yakima, WA 98902

### **Fees:**

New Examiner: Non Member \$50 WSQA Member \$25  
Return Examiner: Non Member \$50 WSQA Member \$25

Checks can be mailed to:

Washington State Quality Award Program  
PO Box 5941  
Kent, WA 98064-5941

To pay with a credit card, please send an email to [wsqa@wsqa.net](mailto:wsqa@wsqa.net) or call (253) 277-1142.

## **LEAN FACILITATOR TRAINING IN SPOKANE JULY 30 – AUGUST 1**

This three-day course, sponsored by WSQA, will provide the basics of Lean, facilitation, and project management and show how they all work together to create successful Lean efforts. You will leave the session ready for your first project. For an additional fee of \$500 (\$400 for members), a certified Lean Six Sigma Black Belt will provide five hours of coaching on your first Lean project. Space is limited to 10 participants per session. For more information, [click here](#).

**Fees:** \$550 WSQA Member; \$950 including coaching  
\$600 Non-Member; \$1100 including coaching

## **WHAT IS GRC?**

by Dennis Arter, FASQ

For the past few years, I have been thinking about the bigger picture of management. What part do management systems (Quality, Environment, Safety, Security, etc.) play? What are controls and why do we need them? What is risk and where does it fit?

A few years ago, I attended the ASQ Audit Division conference in Reno. As I listened to the keynote presenter from South Africa, I picked up a new term: GRC. He mentioned it so casually, as if everyone knew what GRC meant. I started my quest for knowledge on GRC when I got home from the conference.

GRC is short for Governance, Risk Management, and Compliance. It's Board-speak.

When I first looked at [Wikipedia](#), I discovered it was a software package vendors sold for automating management. Ugh! Fortunately the Wikipedia entry has been cleaned up and the introduction is now pretty good.

In my own mind, I see "Governance" as the management systems embodied by ISO 9001, 14001, etc. Risk Management is receiving a lot of attention now, especially by the ASQ. At first I thought of risk as bad and something to be eliminated. But now I see risk as uncertainty. It is the natural entropy of the universe and can be good or bad. It depends on how it's managed. My primary reference on risk management is ISO 31000, with COSO as my backup. Compliance is part of the whole monitoring and measuring function of an organization. While many interpret compliance to be restricted to legal issues and government regulations, I see it as much greater. Auditing falls under this category.

I follow the writings of two gurus in these areas, using LinkedIn and RSS feeds.

In Risk Management matters, I like the style, content, and credibility of Norman Marks. He is a regular contributor to the ISO 30111 LinkedIn discussion group. But his blog postings on [Governance, Risk Management, and Audit](#) are even deeper. I have learned much from Norman.

In GRC matters, Michael Rasmussen is excellent. Even though his firm sells research and advice, his [GRC Pundit](#) blog posts emphasize concepts, not commercial solutions. Recently, Michael reminded his readers of one of the most elegant definitions of GRC I have yet to see:

The [Open Compliance and Ethics Group](#) (OCEG) defines GRC as "a capability to reliably achieve objectives [governance] while addressing uncertainty [risk management] and acting with integrity [compliance]."

I can live with that definition.

## CO ASQ RECERTIFICATION FEES INCREASE

by Patrick Faulk

In the April newsletter we discussed last year's increase in recertification fees. We just received notice that ASQ recertification fees will increase again, effective August 1, 2013. The new member fee for one certification is \$69, up from \$59; for multiple certifications it is \$89, up from \$79. Non-member fees increase to \$109 per journal, up from \$99.

### HOWEVER, any recertification journals received by ASQ prior to August 1 will be charged the current fees.

Members and non-members are encouraged to renew early and save. Recertification journals can be submitted up to six months prior to or after the certification expiration date. So if you have a certification expiring in the next six months and already have enough RU credits to recertify (or are late and just haven't gotten around to it yet), you can save a few bucks by submitting your recertification packet in the next couple of weeks. Please keep in mind that it can take several days for me to review your documentation, sign off on the application, and submit it to ASQ. If you wait until the last few days of the month, your application may not get to ASQ in time!

If you are eligible to apply now, your journal probably predates last year's fee increase. I recommend that you go to the ASQ website and print out a new Application form. On the [Certification page](#), click on "Recertification Journal." There you will find the current Recertification Journal/Application in PDF format.

Note that as of August 1 all current journals will contain outdated fee information. All recertification packets submitted after that date should use the updated Application form, which will be available on the ASQ website.

While no one likes to see costs go up, ASQ certifications still represent an extremely good value when compared with many other professional certifications. Recertification secures the investment you've already made in your career. You made the effort to pass the certification exam in the first place – be sure to maintain it!

For questions or assistance with the recertification process, contact [me](#).

## QUOTE OF THE MONTH

The few who do are the envy of the many  
who only watch. – Jim Rohn

## ONLINE, ON DEMAND TRAINING FROM FRANKLIN COVEY

by Jo Haberstok

Okay, admit it – didn't almost everyone reading this own at least one Franklin Covey planner at some time in the past?

I recently saw a Groupon (online "deal") for some of their leadership course offerings. The deal is no longer being offered, but I wanted to pass on information about some of their courses in case anyone might be interested. These are online courses that can be taken at any time.

Franklin Covey's series of [77 On Demand courses](#) covers a wide range of leadership and business skills such as time management and trust building, and incorporates concepts from the popular books of Stephen R. Covey and Stephen M. R. Covey, including *The 7 Habits of Highly Effective People* and *The Speed of Trust*. Four of the 77 classes include CEU credit, for a total of four hours of possible CEU credit; there is no certificate of completion included with the program. You can watch courses as many times as they like throughout the year.

The above series comes in a "bundle" and also costs a bundle. But you can choose individual courses instead, including the following topics: Building Process Excellence, Unleashing Your Team's Talent, Resolving Generational Conflict, and many more.

They also offer Franklin Covey [Insights](#) - courses and videos that can be viewed by individuals and teams looking to build or reinforce key skills. There are over 60 courses based on 15 core competencies, including Vision/Purpose, Strategic Leadership, Managing Change, Performance Management, and Problem Solving.

If you are looking for some professional development opportunities for yourself or your organizations, [check out](#) their offerings.

## IMPORTANT UPCOMING HOLIDAYS

Did you know that August 3 is [National Watermelon Day](#)?

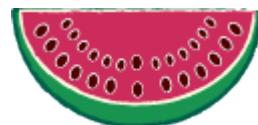
Other special days you won't want to forget in August:

August 10 [National S'mores Day](#)

August 13 [Left Hander's Day](#)

August 14 [V-J Day](#)

August 30 [National Marshmallow Toasting Day](#)



## CALL FOR 2014 WCQI PRESENTATIONS

**Deadline to submit your presentation: August 2, 2013**

With the 2014 theme of **The Global Impact of Quality**, all presentations must integrate the theme with one or more of the focus areas.

- Customer Relationships
- Risk Management
- Building and Sustaining a Culture of Quality
- Making the Case for Quality
- Quality Fundamentals

### Reasons why you should submit your presentation today!

1. Be a part of a global quality event.
2. Share your expertise with people who are passionate about quality and making the world work better.
3. Build your network by talking to more than 2,500 attendees and exhibitors.
4. Showcase the successes of your hard work and your organization.
5. Get more knowledge and best practices from other experts in a wide variety of industries.

[Learn more about the theme and focus areas.](#)

## CALL FOR 2014 ITEA SUBMITTALS

**Deadline to submit team entry form: September 9, 2013**

More than 1,000 teams from over 18 countries have participated in the International Team Excellence Award process since its start in 1985.

1. Demonstrate your team's dedication to excellence.
2. Get recognition for your team's hard work and achievements.
3. Receive feedback from our expert judges identifying strengths as well as opportunities for even more improvement.
4. See how your team compares to the best quality organizations in the world.
5. Learn best practices from other global organizations that are passionate about quality.

[Learn more about how your team can be part of this exclusive process and the requirements to participate.](#)

### ✓ IT OUT!

## PERMISSION TO FORGET (TENTH ANNIVERSARY EDITION)

This book, authored by Lee Jenkins, describes 10 decades of wasteful practices buried deep within U.S. schools. Today's educators did not invent these wasteful practices; they inherited them. Five of the root causes are wasting time and five are wasting student potential.

Ten years ago the first edition of *Permission to Forget* was published, and now this landmark anniversary edition is available. Its legacy of improvement is report after report from educators describing what happens in schools when these root causes are removed. It should not go unnoticed that root cause removal is *free*, unlike legislated reforms.

Think about it: *free!*

But teachers, principals, and district superintendents must collaborate in order to remove these root causes. Teachers cannot remove them by themselves. Principals cannot remove them by themselves. Superintendents cannot remove them by themselves. Only together can teams of educators lead the removal of these 10 wasteful practices and provide America the education it desires.

To preview a sample chapter from the book along with the full table of contents click [here](#).

ASQ member cost: \$30 (retails for \$51)

**SPECIAL OFFER** Buy quantities of 10 for just \$100, a savings of nearly 60% over list price! Available only by ordering via phone, so call 1-800-248-1946 and mention code **QPKED83**.

### WANT TO BE A JUDGE?

by Jo Haberstok

Have you ever watched *America's Got Talent* and said to yourself "I'd like to be a judge just like Howie Mandel"? Well, it's not quite the same thing, but you *could* be a judge for ASQ's 2014 International Team Excellence Award (ITEA).

It's a fun thing to do and a great networking and learning experience as well. I served as both a regional and national judge for several years. In addition to traveling to different places for the regional judging events (Reno, Vegas, Portland), I met a lot of great people from across the country, many of whom I've continued to keep in touch with since.

The ITEA judges get to review several of the team presentations and, using criteria provided by ASQ, score the presentations and provide feedback to the teams. And, if you apply for and are selected to serve as a judge at the World Conference for Quality Improvement (WCQI), you will also get to see and hear many of the teams' stories in person.

Applications are being accepted until August 16. Check the [ITEA website](#) for more information.

## **ASQ OFFERS STATISTICAL PROCESS CONTROL IMPLEMENTATION COURSE**

**SAN DIEGO – AUGUST 21-23, 2013**

**ST LOUIS – OCTOBER 23-25, 2013**

Find out how SPC can be part of your integrated quality management system. Learn how to use charts that are in compliance with customer and ISO 9000 regulations.

In this two and a half-day, instructor-led, face-to-face course, you will receive hands-on practice with SPC tools, including process capability indexes, normal probability distributions, and control charts for variables and attributes.

- Understand how SPC integrates into the total quality system
- Differentiate data reporting and SPC reporting
- Use charts in ways that are in compliance with customer and ISO 9000 requirements
- Select and use the best-suited control chart
- Establish control chart limits
- Establish rules for out of control occurrences
- Demonstrate an understanding of troubleshooting using SPC
- Recognize how SPC helps determine process capability
- Differentiate the implementation and management issues associated with SPC

ASQ Member Cost: \$1395

CEUs: 1.8

To register, or for more information, check the [ASQ website](#).

## **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.

## **SECTION 614 MEMBERSHIP**

As of July 1, 2013, we have 111 members in our Section.

<b>2012-2013 SECTION 614 LEADERSHIP TEAM (through June 30, 2013)</b>	
<b>Section Chair (and acting Programs Chair)</b>	Robert Boykin
<b>Vice Chair (and acting Publicity Chair)</b>	Jo Haberstok
<b>Treasurer</b>	John Fish
<b>Secretary</b>	Deborah Coffey
<b>Certification/Recertification</b>	Patrick Faulk
<b>Voice of the Customer Chair</b>	Jo Haberstok
<b>Audit</b>	Clark Beus
<b>Membership Chair</b>	Steve McConaghay
<b>Nominating Chair</b>	Alvin Langstaff
<b>Webmaster</b>	Dennis Arter
<b>Newsletter Editor</b>	Robert Boykin
<b>Division Liaison and Section Historian</b>	Dennis Arter
<b>Education Chair</b>	Vacant
<b>Programs Chair</b>	Vacant
<b>Publicity Chair</b>	Vacant

<b>2014 SECTION 614 LEADERSHIP TEAM (January 1 - December 31, 2014)</b>	
<b>Section Chair</b>	Alvin Langstaff
<b>Vice Chair</b>	Jo Haberstok
<b>Treasurer</b>	Kent Ozkardesh
<b>Secretary</b>	Dennis Arter
<b>Certification/Recertification</b>	Patrick Faulk
<b>Voice of the Customer Chair</b>	Debbie Clarke
<b>Audit</b>	Clark Beus
<b>Membership Chair</b>	Robert Boykin
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