



CHAIR'S CORNER

by Alvin Langstaff

I had the good fortune to attend the latest ASQ World Conference recently. While it would take a year's worth of newsletters to describe all the positive experiences I had there, and yes that is a plug for the ASQ conferences in general, I thought I'd share a few highlights from the keynote speakers. Monday's speaker, Eric Wahl, who is described as a graffiti artist and entrepreneur, related a story about how his fourth grade teacher stifled his creativity and nascent artistic tendencies by criticizing him for coloring outside the lines. As an adult, during a depressingly difficult time in his life, he took up painting again for stress relief. He then demonstrated to the audience during the rest of his talk that he was pretty darn good by creating three portraits of famous people (Bono, Steve Jobs, Albert Einstein) while broadcasting really catchy music videos on the conference hall big screen. His process of painting appeared to have no rhyme or reason but, at some point along the way, the image would suddenly emerge from the canvas. I highly recommend catching this guy's act if you ever get the chance.

Another noteworthy address came from Mike Abrashoff, author of *It's Your Ship*. He is a former Navy Commander who was able to transform a poorly performing naval destroyer crew into a high performance team. Read the book if you want the details on that. He did offer an observation about management hierarchy that I think is worth sharing. He likened the typical management structure to a group of monkeys sitting in a tree. The monkeys at the top of the tree look down and what they see is smiling faces looking up at them. The monkeys on the bottom branches, when they look up, see something entirely different. Think about that.

We'll be starting our summer hiatus in June but rest assured that your hardworking leadership team will be busy developing an interesting and informative slate of speakers and events for the fall season.

Cheers, - Alvin

VICE CHAIR'S CORNER

by Jo Haberstok

We had a great time on May 17, touring and tasting at Ice Harbor Brewery & Pub in Kennewick. And now it's officially "summer break" for our section, which means there won't be another dinner meeting until September. But while the majority of you reading this may be getting three months "off," meaning no meetings, that's not the case for the Leadership Team. We'll be continuing to meet to plan programs and other activities for the future. We'll also be on the lookout for other quality-related activities, books, etc., and sharing information in upcoming newsletters.

Some of our team members recently returned from the ASQ World Conference on Quality and Improvement (WCQI) in Dallas, Texas. I'm sure we will be hearing more from them about the conference, keynotes and some of the educational sessions in future newsletters.

In June, our section is offering the Software Dedication training course in Richland on June 12 and 13. Our treasurer, Kent, has been working really hard for months now to get all the arrangements made and to advertise this training in our area and beyond.

As the summer progresses, we will begin planning for 2015 section officer nominations and elections and also working on next year's budget and business plans.

There are always plenty of things going on to keep us all busy, whether it's with ASQ or work-related tasks, or personal activities such as planning a family vacation. It's good to keep busy though, right? As you head into the summer months and those activities, give some thought to how often you find yourself using quality tools or techniques. Maybe you brainstorm with family members to decide where to go or what to do, maybe you find yourself using some tools to help everyone get along or communicate a little better at the family reunion, or perhaps it's as simple as reviewing the pros and cons before selecting new flooring or furniture for a home remodeling project.

It's not quite June yet, but it is definitely starting to look and feel like summer now. Enjoy the sunshine, the brightly colored flowers (and faster growing grass)...and have a GREAT summer!

- Jo

GET YOUR MAY MEMBER GIFTS

This month's free ASQ member gifts are about Change Management and Control and include the following:

- E-book: *The Process-Focused Organization: A Transition Strategy for Success*
- *Executive Guide to Improvement and Change* webcast presented by Grace Duffy
- *Best Practices for Implementing a Global Change Management Solution* webcast presented by K.R. Karu
- Advice for change agents through a webcast titled, *Influencing Without Authority*
- Additional resources regarding change management and control including articles, case studies, and tutorials

Access your member gift by [clicking here](#).

VALUE ADDED AUDITING: THE STANDARD MANUAL OF RISK-BASED, PROCESS-AUDITING

Have you read this book by Greg Hutchins? As some of you may recall, Greg spoke at our section's September 2012 meeting. He is a Principal Engineer with Quality+Engineering and the author of over a dozen best-selling books.

The following information about the book is from the ASQ website:

Value Added Auditing is the first book that addresses the convergence of operational, quality, customer-supplier, internal, compliance and other types of audits. It brings you the latest value added auditing technologies by describing a process for conducting practical, cost effective, risk based audits in many different functional areas.

The book can be used in several ways. You can read the book from beginning to end to develop an overall understanding of value added auditing, or you can refer to any chapter or section for specific information and answers to your questions. You can use this book to develop your own specialized value added audit questionnaires. Whether you are about to conduct your first value added audit, or are just experienced and want to expand your knowledge, you will find this manual useful.

To purchase this book through ASQ, [click here](#).

THE POWER OF OPTIMISM

Everyone wants to be physically healthy. We most likely want to be mentally healthy as well.

The true measure of "mental fitness" is how optimistic you are about yourself and your life. Learn how to control your thinking so that you feel terrific about yourself and your situation, no matter what happens.

View a snippet of a Brian Tracy workshop on this topic by [clicking here](#).

TIME MANAGEMENT MADE EASY JUNE 3 WORKSHOP IN KENNEWICK

Attack your day before it attacks you! This local workshop will be facilitated by motivational speaker and Life Coach Paul Casey. Topics will include the following:

- Using your personal values to establish your daily priorities
- Triaging your tasks for what's most important
- Beating the enemy of procrastination
- Making appointments with yourself to get things done

Get your time under control and watch your productivity soar!

Date: June 3 Time: 8:30 am – 11:30 am

Location: 5101 W. Clearwater, Kennewick

Cost: \$70 (bring a friend and you'll save \$25 on the overall cost)

To register or for more information, email [Paul](#).

QUOTE OF THE MONTH

"No one can make you serve customers well. That's because great service is a choice."

-- Ken Blanchard

GREEN OR MANY COLORS?

by Grant Tate

Ask the average person on the street to define sustainability, they'll probably say, "Oh, it's that green stuff where they try to recycle or save energy." Indeed, many people including leaders of our businesses, government, and other organizations think of sustainability as strictly relating to the environmental movement. But, Wikipedia defines **sustainability** as "the capacity to endure." Given that definition, what does it mean to organizations? What is a sustainable organization?

Years ago while I was working at IBM, a new general manager was appointed to our Endicott, New York manufacturing plant. H. W. "Bud" Thue was a first class intellectual who was brought in from Douglas Aircraft, which was a rare situation in IBM, a company that normally promoted from within. I remember many stories about Bud, but one of his words continues to stand out—perpetuity. Bud may have picked it up from Peter Drucker, but to most of us in the plant, it sounded like a foreign language. When Bud said, "We need to focus on perpetuity," what the heck did he mean?

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Today, Bud's word might have been sustainability, the ability to endure ... pretty much the same idea as perpetuity. How do we plan and manage our organizations and management systems to operate efficiently and make the best uses of their resources ... raw materials, human effort, energy utilization, time utilization, facilities, transportation, and supply chain? In other words, a sustainable organization is an efficient system that serves its constituents, meets its goals, and adapts to its physical and economic environment.

Sustainability from this point of view is a systems issue. Piecemeal planning and execution does not produce efficient systems. A sustainable system should at least exhibit the following characteristics:

- It adapts to its external environment and has the sensors to detect and anticipate changes in its environment.
- It has a clear view of its customers and other constituents, understanding and serving their respective needs.
- It has an adaptable internal structure that can adapt to its environment and innovate new approaches.
- It has well-honed management methods to assure the system is operating according to its plans and specifications.
- It has measurement systems that encourage positive behavior and assure the organization's goals are met.
- It has the leadership and culture that promote high performance.
- It makes efficient use of all resources.
- It has a committed leadership team throughout its internal organization and its supply chain.

Given these characteristics, how might an organization design a sustainability program? Or to put it in systems terms, what can the organization do to make its system more efficient and effective? To answer that question, management needs a well-defined analysis and planning method to evaluate their organization, define clear goals, and design an action plan. The result of such an approach can save critical resources and possibly even save the organization.

Grant Tate is cofounder and CEO of the bridge, ltd, a company that helps leaders transform themselves and their organizations, through coaching and our professionally designed processes. Previously, Dr. Tate was an IBM executive, launched three small companies and co-founded the New Mexico Technical Innovation Center and the Connecticut Venture Center.

YOU CAN BE MORE THAN ONE THING

by Lori Rosenberg

The other evening I was watching my favorite TV show, "Blue Bloods." It's a New York City cop show, but it's really a whole lot more than that. It's about a family, the Reagans, who serve in various capacities in the NYPD and in the District Attorney's Office.

The reason I like the show may be because I'm originally from New York and am familiar with the city or maybe it's because Police Commissioner Reagan is played by Tom Selleck, who I think is an amazing actor and, let's face it, is an incredibly attractive man. This role is perfectly suited to him, and as Commissioner he brings the values of justice, fairness, service, and integrity to the show.

In this episode, Reagan was acting as a chaperone for his grandson's class while they were visiting a New York museum, and he explained to the children how people can be more than one thing in their lives. He gave the example of Theodore (Teddy) Roosevelt, who served many roles in his life.

In his early life Roosevelt was a taxidermist. After graduating from Harvard, he went on to serve in many roles: author, naturalist, cowboy, explorer, conservationist, historian, and politician.

Roosevelt entered the political scene and became an Assemblyman for New York State. He was also the Police Commissioner of New York City. He later served as Governor of New York State, Vice President, and the 26th President of the United States.

Roosevelt was also a military leader during the Spanish American War and is known for forming the First U.S. Volunteer Cavalry Regiment known as the "Rough Riders."

During his Presidential administration he was responsible for many notable acts, such as legislation he signed to establish five national parks and instituted the National Parks Service.

It's amazing how one person accomplished so much in his short life of just 51 years. We may not aspire to the greatness of Theodore Roosevelt, but what we learn from him is that we're not just a teacher, lawyer, doctor, politician, or business person. We take on many roles in our lives and can influence those around us in so many ways.

If you're feeling stuck in your current role or want to try something new, look for opportunities around you where you can discover a side of you that you never knew existed. It may result in accomplishments you only dreamed of.

Lorie Rosenberg has been involved with marketing, communications, and informational learning for over 30 years. She works with individuals on the "spiritual" side of business and life, helping them overcome their own limiting beliefs and gain the discipline and motivation to achieve personal growth and business success. For more information: info@qualitytalk.com.

REMINDERS OF THAT WHICH WE MAY ALREADY KNOW

Do you read every email and publication you receive from ASQ? The folks in Milwaukee do a pretty good job of sharing information with members, including details about the annual plans and success indicators.

But, we can probably all use a little refresher from time to time. With that in mind, read on...

2014 OBJECTIVES & LEVEL1 KEY SUCCESS INDICATORS (KSIs)

Objective 1: Increase Impact	Objective 2: Grow MOC	Objective 3: Grow Means
<p>Increase ASQ's impact, as measured by the Impact Focus monitoring system, by December 31, 2014.</p> <p>KSIs</p> <ul style="list-style-type: none"> • Impressions Index • Citation Index • Percent Influenced • Percent Realizing Results 	<p>Grow individual/organizational members and increase loyalty, as measured by the Customer Focus monitoring system, by December 31, 2014.</p> <p>KSIs</p> <ul style="list-style-type: none"> • Percent Individual MoC Growth • Percent Organizational MoC Growth • Percent Individual Member Loyalty • Percent Organizational Member Loyalty 	<p>Grow operating revenue, as measured by the Means Focus monitoring system, by December 31, 2014.</p> <p>KSIs</p> <ul style="list-style-type: none"> • Percent Operating Revenue Growth • Return on Operating Revenue • Liquidity Ratio
<p>Objective 4: Improve Process & Operations</p> <p>Improve key work process and key project performance, as measured by the Operations Focus monitoring system by, December 31, 2014.</p> <ul style="list-style-type: none"> • Percent of Key Work Processes Performing to Established Standards • Percent of Key Projects Meeting Plan Milestones 		

**ASQ STRATEGIC DIRECTIONS
2014 STRATEGIC PLAN**

<p>ASQ MISSION</p> <p>To increase the use and impact of Quality in response to the diverse needs of the World.</p>
<p>ASQ VISION</p> <p>By making quality a global priority, an organizational imperative and personal ethic, ASQ will become the community of choice for everyone who seeks quality concepts, technology, and tools to improve themselves and their world.</p>
<p>VALUES</p> <ul style="list-style-type: none"> • Providing Value to Members of the Community • People With Passion and Commitment • Innovation and Quality • Teamwork and partnering
<p>TRANSFORMATION IMPERATIVES</p> <ul style="list-style-type: none"> • Customer Engagement: Providing Value to our Members and Enabling Their Success • Aligned, Empowered Leadership Throughout • Global Voice – More Singing the Song • Impact – Giving the Gift of Quality
<p>OBJECTIVES</p> <ol style="list-style-type: none"> 1) Increase Impact 2) Grow MoC 3) Grow Means 4) Improve Process & Operations 5) Improve Workforce Engagement
<p>STRATEGIES</p> <ul style="list-style-type: none"> • Increase the Value of Being a Member of the ASQ Community • Support ASQ Leadership in Their Efforts to Serve Members of the Community and ASQ's Mission • Make Global ASQ a Reality for the Benefit of All Members of the Community • Leverage Technology to Deliver an Ever Higher Level of Value to the Global Quality Community • Grow Ability to Serve the Needs of Organizations to Increase Their Use/Impact of Quality • Support the Use of Quality to Make the World a Better Place -Quality is a Gift

BRINGING YOUR TEAM CLOSER TOGETHER

by Paul Casey

There are four areas that you can critically evaluate in how your organization is running, that can give you the most traction in uniting your team--and having your constituents even notice!

1. **First impressions:**

People only see what they are prepared to see."-Ralph Waldo Emerson

Unify around the quality of how your team greets newcomers, making it standard practice.

2. **Deeper connections:**

This is about going the extra mile in customer and peer service, and inviting the team to be more authentic with each other.

3. **Relational interactions:**

"Passionless leadership is not only un-inspiring; it is anti-inspiring."

Set the tone as the leader for increasing opportunities for the team and customers to give input and feedback regularly so people feel heard. Put a face to your vision.

4. **Clarifying interference:**

The weaker the relationship and quality of communication, the closer the nerves are to the skin. A good leader builds on point #3 and removes obstacles from his/her people, and that often has to go through the gauntlet of conflict resolution to get clear of the barriers.

Paul Casey is a motivational speaker, trainer, and certified Life Coach. Check out his website at this [link](#).



SECTION 614 MEMBERSHIP

As of May 1, 2014, we have 113 members in our Section.

SECTION 614 2014 LEADERSHIP TEAM January 1 - December 31, 2014	
Section Chair	Alvin Langstaff
Vice Chair	Jo Haberstock
Treasurer	Kent Ozkardesh
Secretary	Dennis Arter
Certification/Recertification	Patrick Faulk
Voice of the Customer Chair	Debbie Clarke
Audit Chair	Clark Beus
Membership Chair	Robert Boykin
Nominations Chair	Jo Haberstock
Webmaster	Dennis Arter
Newsletter Editor	Robert Boykin
Division Liaison and Section Historian	Dennis Arter
Education Chair	Vacant
Programs Chair	Vacant
Publicity Chair	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.