



September 5, 2007 Meeting  
American Society for Quality  
Columbia Basin Section 614



Wednesday,  
September 5, 2007

**LOCATION:**

Shilo Inn  
50 Comstock  
Richland Washington

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

**DINNER BUFFET:**

The Chef and crew at O'Callahan's  
Restaurant always provide a great –  
and varied – buffet dinner for us at  
the Shilo Inn.

This 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 some room  
for dessert!

**Cost:**

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

Reservations are requested by  
August 30. Send an email to  
[prevette@owt.com](mailto:prevette@owt.com) with your name,  
phone number, company affiliation,  
and type of reservation, or call Steve  
at 373-9371.

NOTE: All no shows will be billed  
unless canceled 48 hours in advance.  
For more information about ASQ, our  
section, and other upcoming events,  
please check our web site at  
[www.asq614.org/](http://www.asq614.org/).

*Critical Issues Collaboration:  
Quality is Important to All  
(So Let's Prove It)*

**Gerald R. Brong**



Quality in government, education, business, engineering, health care, hospitality  
services, transportation, retail sales, telecommunications services, entertainment,  
manufacturing, and more – all of these are priorities in today's world.

Our economy, personal opportunities, and satisfaction with our status in the  
community have a pragmatic interpretation as the non-inferiority, superiority or  
usefulness of something. This is a definition of quality from the online Wikipedia. The  
American Society for Quality suggests that quality includes characteristics of a  
product or service bearing on its ability to satisfy needs, whether implied or stated.

Our September 5 meeting will cover issues related to delivering, defining, and  
measuring quality-as-process and quality-as-result are explored. Ideas will be  
challenged, decisions explored, and steps taken to further build quality into our  
professional practices and personal lives. Everyone with roles in quality service  
(professionally, personally, through volunteer efforts, etc.) is invited to participate.

The evening will start with informal conversations during the networking/social time,  
and then continue during dinner. The evening's discussions and program are intended  
to generate a lot of thinking and to deliver results, such as the following:

- Activities predicting markets for quality programs and services
- Identification of investments returning profits from quality initiatives
- Questioning of human resources practices interfering with delivery of quality results
- Confronting government regulations preventing continuous improvement
- Discussion of political stands necessary for affordable and predictable quality programs
- Sharing of visions about quality-as-process and quality-as-result
- Identification of resources for use in delivering quality-as-process and quality-as-result
- Discussion of topics necessary for continued and future exploration.

Our speaker, Jerry Brong, strongly believes we have the people, the needed resources,  
and the opportunities to deliver results. Our wealth of resources will be inventoried  
and a quality plan created, with opportunities for further activities in the future.

About the Speaker:

*Gerald R. Brong is self-employed as a teacher, speaker, writer and program developer. Jerry works in the quality-processes and quality-results field with an emphasis on systems configuration and confirmation of outcomes and results. Schools, classroom practice, applied educational technology, and quality systems in education are primary interests. He has a doctorate in education from Washington State University, with a specialization in applied educational technology, and is a former private pilot. Jerry serves as adjunct faculty member at a number of universities. Before entering private practice he served on the Library Faculty of Washington State University.*