

## CHAIR'S CORNER – Giving Thanks

by Jo Haberstok

We had a really good meeting on November 12. I think everyone learned a few new things about internet safety. Our featured speaker, Cerise Peck, talked about a few apps that I had never even heard of before. It's scary to hear about how predators can connect up with unsuspecting teens (and people of all ages). The presentation reinforced the importance of awareness and of talking with children about these things.

We also held a Winter Needs donation drive at the meeting, and encouraged everyone to bring items to donate to the Tri-City Union Gospel Mission. I delivered everything to the Mission the following day, and they were very grateful.

With Thanksgiving just around the corner, I thought I'd share some of my thoughts...

Thanksgiving – the official holiday - is as unique as the people who observe it. Some folks like the tradition of a big turkey-on-the-table feast with the family. Others may not be able to spend the day with family members because of work obligations, travel issues, or other reasons. And many don't celebrate at all, for personal reasons or seasonal burnout.

If you are in the majority of those who enjoy the holiday, maybe you'd like to do something a little different this year? Use your imagination – there are lots of ways to change things up a bit. Here are just a few ideas:

Help Others – When you go to the store, buy some extra groceries and donate to the Mission or a local food bank. Or create some gift baskets and deliver them to seniors. How about some homemade treats for the local fire department, police station, animal shelter staff, etc.? *Time spent helping others is always time well spent.*

Not Just Turkey – Potlucks are a great way to not have to spend the whole day in the kitchen and still have lots of good food to eat. Consider inviting friends and/or co-workers and have them bring unique dishes instead of the standard Thanksgiving fare. Jambalaya sounds good to me! So does peanut butter pie!

Fun Run (or walk) – Start the day by participating in a local "Turkey Trot" or similar activity on Thanksgiving Day. Most events help raise funds for charities (always a good thing). Some even encourage costumes (how fast can you run in a turkey outfit?). And since you start the day with exercise, you can enjoy dinner later even more.

Whatever you choose to do, don't forget to count your blessings. Enjoy!

- Jo

## One in a Million, or Billion

shared by Robert Boykin

It is said there are about 10 billion galaxies in the observable universe. The number of stars in a galaxy varies, but assuming an average of 100 billion stars per galaxy means there are about 1,000,000,000,000,000,000 (that's 1 billion trillion) stars in the observable universe.

Now, moving along the galaxy frontier, there are eight official planets in the solar system, and all of the billion trillion stars are contained within it. However, within all of the planets and all of the stars, there is only one **you**. There is nobody else within the universe who is 100% exactly like you. Okay, all right – just for factualness, all humans breathe the same air to survive, drink the same water, and consume the same foods. None of us can leap tall buildings in a single bound, or walk across Lake Tahoe without sinking. Nonetheless, name one person who is just like you. Can you? Come now. Can you really? Keep in mind that even though identical twins share the same DNA they aren't exactly alike, n'est-ce pas?

So, you didn't know you are so unique, did you? Well, you are. Accordingly, consider treating others in a good way because they are special too, the same as you. Let's be thankful that we have each other to lean on.

Be thankful that you don't already have everything you desire. If you did, what would there be to look forward to?

Be thankful when you don't know something, for it gives you the opportunity to learn.

Be thankful for the difficult times. During those times you grow.

Be thankful for your limitations, because they give you opportunities for improvement.

Be thankful for each new challenge, because it will build your strength and character.

Be thankful for your mistakes. They will teach you valuable lessons.

Be thankful when you're tired and weary, because it means you've made a difference.

It's easy to be thankful for the good things. A life of rich fulfillment comes to those who are also thankful for the setbacks.

Gratitude can turn a negative into a positive. Find a way to be thankful for your troubles, and they can become your blessings.

~Author Unknown

Be well and be safe.

- Robert

NOTE SPECIAL LOCATION

**TUESDAY**  
**DECEMBER 10, 2019**

## **HOLIDAY GET-TOGETHER**

### **Ice Harbor at the Marina**

**LOCATION:**  
**Ice Harbor at the Marina**  
350 Clover Island Drive  
Kennewick, WA

(509) 586-3181  
<http://iceharbor.com/>



**350 Clover Island Drive**  
**Kennewick, Washington**

**TIME:**

**5:45 p.m.** - Check-in  
and Networking

**6:00 p.m.** – Appetizers  
(courtesy of ASQ)

There is no cost to network  
and partake in appetizers.

Members and their guests  
may also order the beverages  
of their choice (no host) and  
can also order entrees from  
the [menu](#) if desired.

For planning purposes,  
**reservations must be  
received by December 4.**  
Send an email to  
[0614asq@gmail.com](mailto:0614asq@gmail.com).

Space is limited – be sure to  
make your reservation soon!

For more information about our  
section and other upcoming  
events: [www.asq614.org/](http://www.asq614.org/).

Not your ordinary section meeting! All Columbia Basin ASQ members are invited to get together on Tuesday, December 10, to celebrate the holiday season.

This is a great opportunity to take a little break from our regular meeting format, check out a different venue, and get together just for fun. There will be no special speaker (unless one of you wants to volunteer!)

As a “thank you” to our many loyal ASQ members, the section will cover the cost of several appetizer plates.

You are welcome to also partake (no-host) in the beverages of your choice (they offer many different styles of beers on draft, and beer samplers, as well as wine and other beverages). You can also purchase entrees if you would like to do so.

And, not to worry - you don't need to be a beer lover to have a great time at this get-together, so please consider coming and joining in the fun.

You are encouraged to invite your spouse or a guest/friend; just be sure to make your reservations by December 4, so we can be sure to have enough room for everyone who wishes to attend.

*A little about Ice Harbor at the Marina:*

*Once upon a time... Most great stories start this way and theirs is no exception. When the owners of a small microbrewery in Pasco decided they would rather focus on the packaging aspect of brewing, Mike Hall and Bill Jaquish used it as an opportunity to take their own intense love of home brewing to the next level. In 1997 Ice Harbor Brewing was born. Word got out quickly among beer aficionados about the little brewery in the Columbia Basin that was making really great beer. By 2004, demand for the beer coupled with Mike and Bill's desire to provide a true pub experience for customers led to Ice Harbor Brewing moving to its location in historic downtown Kennewick. Three years later, Ice Harbor at the Marina was opened to provide a more upscale dining option on Clover Island. Each location has its own charm and character. Visiting the Brewery and Pub (our ASQ section has toured there in the past) is like coming to the neighborhood bar of yore, where everybody gathers to share a love and appreciation of fine, hand-crafted beers. It's a great place to hang out and relax with friends*

## COMPETITIVE BENCHMARKING & QUALITY FUNCTION DEPLOYMENT

### Free Member Gifts

Be sure to get your gifts this month! The focus is all about staying ahead of the competition.

With all the new technologies and advanced manufacturing practices these days, organizations need to quickly learn and apply these new tools. Understanding and leveraging benchmarking and quality function deployment (QFD) can help accelerate learning and implementation of quality tools.

This month's shared resources include:

- **Benchmarking e-book**, *Achieving Best-in-Class Performance Without Having to Reinvent the Wheel*
- **Eight recently released benchmarking reports**, including *Mapping Processes with SIPOC*, *How to Establish a Value Path*, and *Cost of Poor Quality and Why it Matters*
- **Expert webcasts**, including *Competitive Benchmarking and QFD* and *An Introduction to Benchmarking*
- **Practical examples** from multiple case studies and articles

Access your free gifts [here](#).

## WORLD QUALITY MONTH – REFER A FRIEND TO ASQ!

### Invite a Colleague to Join ASQ

What better time to reach out and encourage others to join ASQ than in November – World Quality Month?

This is a great opportunity to build our own networks, too, by referring others to become ASQ Professional members.

Everyone benefits! New members gain access to the full world of ASQ, including career-building tools, training, and more. Access to all ASQ divisions is now also included with each Professional membership, as well as *the Quality Progress* magazine.

When you refer a colleague and they join as a Professional member, using code REFER25, they will save \$25 on the cost of their membership. And YOU will be entered in a drawing to possibly win a free registration to the 2020 Lean and Six Sigma Conference or World Conference on Quality and Improvement—your choice!

*NOTE: Be sure to have them add you as the 'Referring Member' on the application. The more referrals that join, the more chances you have to win! Share this link with others so they can join online: [asq.org/join](http://asq.org/join) and enter REFER25 during checkout.*

## QUALITY AUDITING TRAINING OPPORTUNITY

by Sam Adams, Membership Chair

There has been some recent interest expressed about possibly organizing/offering a training class in the Tri-Cities area to further professional growth in Quality Auditing. Attendance would be open to all (not just ASQ members). Possible topics might be one or more of the following:

- NQA-1-2008/2009a and M&TE – qualifying for the NQA-1 Lead Auditor's Certification
- ISO/IEC 17025:2005 and 17025:2015
- HASQARD auditing to Rev. 5 and the QSM 5.3
- Evaluated Supplier determination and ISO 17025 in general
- Understanding and evaluating chemical standard certifications
- General quality auditing principles, emphasis on preparing for the ASQ Certified Quality Auditor (CQA) exam, using the Body of Knowledge (BOK)
- ASQ Certified Quality Engineer (CQE) exam preparation

The topic would be determined by the amount of interest (and also the cost). If you are interested in championing or assisting with this activity, please let me know. If you or your organization has a desire to further professional growth in one or more of these areas, please [send an email to me](#) by December 12.

## USING THE KANO MODEL AS A BASIS FOR STRATEGIC THINKING

### Articles from the ASQ Journal for Quality and Participation

The October issue of ASQ's *Journal for Quality and Participation* celebrated the 35<sup>th</sup> anniversary of the Kano Model, which is credited with changing the strategic mindsets of many organizations through a shift from an internal focus to one that uses customer insights to drive strategic change.

Not familiar with the Kano Model or need a quick refresher? This article from the *Journal* may be helpful – [A Quick Refresher on the Kano Model](#).

Understanding and applying the Kano Model properly can change the way organizational leaders develop and deploy strategies that ensure products and services will drive customers' purchasing decisions and loyalty, and help ensure long-term business sustainability. Check out this more detailed [article](#) by Gregory H. Watson from the *Journal*. (For those who may not know, Greg is a Fellow and past Chair of ASQ and a recipient of the W. Edwards Deming Medal from the Union of Japanese Scientists and Engineers.)

## MARKETING YOUR BUSINESS FROM THE DRIVER'S SEAT

### Free SBDC Webinar – November 20

Marketing is all about sharing your message, and understanding the psychology of how you present the message is critical to making the impact you want. This presentation will show you how to set yourself up for success in business.

Presenter Melissa Forziat is a Seattle-based marketing speaker, consultant and author. She will share five marketing rules you can use in business to put yourself in a position of power.

The webinar will run from 12 noon to 1 pm PST on November 20. Click [here](#) for more information and to register.

## WHAT IS RELIABILITY?

### Free Online ASQ RRD Video

*"There is nothing in a caterpillar that tells you it's going to be a butterfly."* – Buckminster Fuller

I found this interesting video presentation online recently. It's from the ASQ Reliability and Risk Division – an added plus. For those not too familiar with reliability – in the quality world – this may provide new insights and information.

Reliabilityweb.com research studies, confirmed by numerous other sources, put technical implementation failure for reliability improvements at close to 70%, yet technical methods are proven valid. Why?

Terrence O'Hanlon, Reliabilityweb.com CEO and publisher of Uptime Magazine, presents a lively discussion exploring a new context for reliability. Check it out [here](#).

## SOFTWARE REQUIREMENTS: WHO ARE YOUR STAKEHOLDERS?

### Free Online Webinar with Linda Westfall

Before you can effectively elicit, analyze and validate your requirements information, you must identify and involve your relevant stakeholders. Identifying a complete list of product stakeholders keeps requirements from being missed, and provides access to a broader experience base and more extensive domain knowledge.

This free online webinar from ASQ's Reliability and Risk Division discusses how to identify a more complete list of stakeholders. Presenter Linda Westfall, whom many of you may know from software quality workshops she has presented in our area in the past, discusses determining who your key stakeholders are and how to define a stakeholder participation strategy for each of those key stakeholders.

Click [here](#) to access the 50-minute video.

## BUILDING BRIDGES AT HAVANA CAFÉ

### November 21 – Networking Event in Pasco

Building Bridges is a monthly networking event sponsored by several local Chambers of Commerce, including Pasco, West Richland, Benton City and the Tri-Cities Hispanic Chamber.

This month's event will be held at Havana Café, 414 West Lewis Street in Pasco, from 5:30 pm to 7:30 pm.

Bring a friend and your business cards to this free and fun event, and enjoy some delicious appetizers, too!

## EVENING OF MIRACLES NOVEMBER 21

### Fundraiser for Columbia Industries

Columbia Industries, based in Kennewick, is committed to supporting and empowering individuals with disabilities and other barriers, in order to help them achieve personal success and community engagement. They champion the development of essential vocational and life skills, meaningful social involvement and access to critical resources.

The Evening of Miracles fundraiser on November 21 celebrates their commitment to creating an all-inclusive community. The evening will feature a social cocktail hour, drinks, dinner, dessert, live and silent auctions and more. Funds raised at this event will support Columbia Industries' newly expanded family of services, including: Opportunity Kitchen, Resource Center, Community Center, and Employment Services.

Tickets are \$100 per person. For more information, click [here](#).

## TRANSFORMATIONAL LEADERSHIP

### Free MCLDA/NMA Webinar – November 21

Want to learn more about Transformational Leadership? Transformational leaders are generally energetic, enthusiastic, and passionate. Not only are such leaders concerned and involved in the process, they are also focused on helping every member of the group succeed as well.

Webinar presenter Mariah S. Manuel-Berry is the Service Quality Operation Leader for Blue Cross Blue Shield of Michigan and is known for her enthusiasm and mentoring of others.

The webinar will be offered on November 21 at 12 pm (EDT) and again at 3 pm (EDT). For more information or to register, contact [Floreine](#).

## UNITED WAY FESTIVAL OF TREES GALA DINNER & AUCTION

**November 23 in Kennewick**

For more than 60 years, United Way of Benton & Franklin Counties has worked to connect people with the opportunities and resources needed to reach their full potential. They partner with non-profit agencies, businesses, and individuals to anticipate tomorrow's challenges and create solutions today.

Enjoy a festive evening starting at 5:30 pm on November 23 at the Three Rivers Convention Center in Kennewick, with a hosted cocktail hour with appetizers, followed by a plated dinner. There will be live entertainment, a live auction of themed trees, and a silent auction of unique wreaths.

Funds raised at this event will help fight local hunger and homelessness in Benton and Franklin Counties. Tickets are \$100 per person. For more information, click [here](#) or call 509-581-3945.

## LEADERSHIP SKILLS THAT ARE CRITICAL TO SUCCESS

**Free Online HRDQ-U Webinar - December 2**

We've all heard stories of managers and executives who self-destruct because of their lack of leadership skills. Individuals who were once considered to be successful sometimes fail when thrust into a leadership role.

This phenomenon is called derailment. Just as a train can fall off its tracks, this breakdown is never intentional, and it almost always causes considerable damage. The good news is that derailment can be predicted, and even prevented, when managers are given the right leadership skills resources.

[Check out](#) this free HRDQ-U webinar on December 2 from 2 to 3 pm EST.

## QUOTE OF THE MONTH

"Happiness is not a when or a where; it can be a here and a now. But until you are happy with who you are you will never be happy because of what you have."

~ Zig Ziglar

## SUPERVISORY SKILLS 101 – WHAT MAKES A GREAT SUPERVISOR?

**Free Online HRDQ-U Webinar - December 6**

What makes a supervisor great? There is probably not a quick and simple answer, but there are skills that, when learned through time and exposure, make supervisors more effective. With increasing pressure being placed on supervisors to perform, most organizations cannot afford a long learning curve.

This free webinar on December 6 from 2 to 3 pm EST covers skill areas that are integral to everyone from relatively inexperienced supervisors to seasoned veterans. Click [here](#) to register.

## WHAT YOUR COACHING STYLE SAYS ABOUT YOU

**Free Online HRDQ-U Webinar - December 9**

The way coaches interact with people varies from one coach to the next. This is because each coach has different personality characteristics that influence the way they interact with others. Knowing about those characteristics inherent in your personality is key to the coach-coachee interaction, the formation of an effective relationship, and the results he or she obtains.

With the knowledge of your coaching style, individuals can better understand why they behave the way they do, learn how to adapt their behavior to improve interpersonal relationships, develop rapport, and ultimately, become more effective coaches. This free webinar on December 9 from 2-3 EST will help you learn what your coaching style says about you. Click [here](#) for more information and to register.

## MCLDA HOLIDAY PARTY

**December 12 in Richland**

Our friends at Mid-Columbia Leadership Development Association (MCLDA) have again invited us to join in the fun at their December 12 holiday dinner meeting and party.

There will be food, fun, networking, silent and live auctions and more. The meeting will be held at the Best Western hotel, 1515 George Washington Way in Richland. Check-in begins at 5:30 pm., with the silent auction open for bidding. Dinner will be at 6:15, and the live auction starts at 6:45. Cost is \$25. To RSVP or for more information, email [Roberta](#) or call 509-521-6791.

**EFFECTIVE INTERVIEWING FOR EVIDENCE COLLECTION WEBINAR**

**Live TapRoot® Webinar – December 18**

Intimidating interrogation tactics rarely work. They usually discourage interviewees from providing critical information that is needed by the investigator to get to the root cause of the incident. This webinar was designed to specifically address the needs of those who investigate workplace incidents.

Quickly building rapport with a witness and facilitating memory retrieval are two advanced skills included in the TapRoot® interviewing process that will dramatically improve interviewing skills.

Learn how to get more quantity and better quality of information. Check out this webinar on December 18 from 2 to 3:30 pm EST. There will be a Q&A at the end of the webinar.

Cost for the webinar is \$195. Course size is limited; click [here](#) for more information and to register.



Has your email address changed? Help us keep you informed of Columbia Basin ASQ events and information by updating your contact information and email preferences at <http://www.asq.org/>. Log in and click “My Account” to update your membership record. You can add or make email, address and phone changes in the “Contact” tab, and then click on the “email preferences” tab to be sure you are subscribed to receive future Section communications.

**COLUMBIA BASIN ASQ MEMBERSHIP**

There are 85 members in Columbia Basin ASQ as of November 4, 2019.

<b>2019 COLUMBIA BASIN ASQ LEADERSHIP TEAM</b> January 1 - December 31, 2019	
<b>Section Chair</b>	Jo Haberstok
<b>Secretary</b>	Robert Boykin
<b>Treasurer</b>	Kent Ozkardesh
<b>Audit</b>	Stephen Pottle
<b>Membership Chair</b>	Sam Adams
<b>Certification/Recertification</b>	Patrick Faulk
<b>Nominating Chair</b>	Robert Kuhlman
<b>Webmaster</b>	Steve Prevetie
<b>Newsletter Editor</b>	Robert Boykin
<b>Publicity Chair (acting)</b>	Jo Haberstok
<b>Programs Chair (acting)</b>	Jo Haberstok
<b>Social Media Chair</b>	Vacant
<b>Education Chair</b>	Vacant
<b>Community Outreach Chair</b>	Vacant

**Publication Information**

This newsletter is published on a regular basis to inform members and potential members about Columbia Basin ASQ activities and other news/information that may be of value to quality professionals. To be considered for the next newsletter, input must be received by the 10th of the month.

