

## CHAIR'S CORNER – Challenging Times

by Jo Haberstk

I hope you and your families and friends are all healthy and staying as safe as possible in these challenging times. I know all of our thoughts and prayers are with everyone affected by the pandemic.

We have no way of knowing at this time when we may be able to resume regular section meetings or site visits. ASQ recently mandated that no face-to-face meetings/events be held prior to September, due to the ongoing COVID-19 direction from multiple state governments.

While we cannot get together physically while maintaining social distancing at this time, we plan to continue to provide our monthly newsletter, and we will strive to include information about other ways to continue learning, networking and earning recertification credits. Also, remember that myASQ Communities are active and open to allow another place for members to engage and to discuss quality-related topics.

If you haven't already signed up for the virtual World Conference on Quality and Improvement (WCQI) scheduled for May 6, be sure to get registered soon. It won't be the same as traveling to another city and attending educational sessions with members from across the globe, but I think it's great that ASQ decided to offer a virtual conference and I'm sure those who participate will be glad they did. If you participate, consider starting some discussions on our myASQ Community site about what you enjoyed most or about something new that you learned.

I recently read an article by Jon Gordon, where he shared some of his thoughts about COVID-19 and related bans, closures of schools and other establishments, social distancing, etc. He made a good point that challenges present opportunities, but that we may need to (actively) look for them. Some opportunities at this time might include:

- Connect more with your family (talk, play games, etc.)
- Reflect about what is truly important in your life
- Grow yourself (read books, listen to podcasts, watch online webinars, etc.).

Jon also had some good thoughts on social distancing. He said we should practice social distancing to stay safe and keep others safe, but also keep in mind that loneliness is already an epidemic in this country that affects a lot of people.

Make the effort to stay emotionally connected. Call or email friends and family members. Use Facetime, Skype, etc. Check in with others on a regular basis. They will appreciate it, and I'll bet it will make you feel good, too.

Take Care

Jo

## 10 Simple Things You Can Do To Get Through Hard Times – compiled by Tony Robinson

submitted by Robert Boykin

Life is a series of peaks and valleys. Sometimes you're up, sometimes you're down. But it's the difficult times where we need a little more support and guidance. When you can improve your ability to navigate the difficult times, you not only live a happier life, but you also grow as a person. Here's how to make getting through hard times less difficult:

**1. Stay Positive** - *"Life is not the way it's supposed to be, it's the way it is. The way you cope is what makes the difference."*  
- Virginia Satir

**2. Get Creative** - There are times when you can't do much to change your situation. You just have to deal with it. But there are other times when you can actively work to make the situation better. If you can take a step back and see the bigger picture, you may discover some things that can help you.

**3. Learn from the Difficult Times** - *"Facing difficulties is inevitable, learning from them is optional."* – John Maxwell

**4. Change It Up** - After you identify the key takeaways from your difficult time, you just need to make a change. If it's a change you can implement immediately, do it.

**5. Know What You're Grateful For** - Gratitude means showing appreciation for all the good in your life, instead of focusing on the negative. Get clear about what it is that you're grateful for.

**6. Focus on What You Can Control, Not What You Can't** - Some situations are beyond your control and no matter what you do you can't change a thing. Focus on the things that are within your control because that's the only way you can make a change that's actually going to help you.

**7. Realize You've Come a Long Way** - Sometimes we get so focused on the road ahead that we never look back to see where we've already traveled. Give yourself credit for everything you've already done.

**8. Build Up Your Community** - Having the right people around you is one of the most important things you can do for yourself when times get tough. You need someone who can look you in the eye and tell you truth. Their honesty may be that one piece of information you need to get through the tough time.

**9. Be Kind to Yourself** - You need to care for yourself to survive tough times. Take a walk, lift some weights, read an amazing book. It doesn't matter what you do, just **do something** that gets your mind and body engaged at a higher level than wallowing in self-pity.

**10. Forgive** - You can't really get through a difficult time when your every thought is about how upset you are with the person who got you into that mess. It just makes things more difficult.

Be well and be safe.

- Robert

## APRIL MEMBER GIFTS

This month's free gifts for ASQ members are intended to help everyone continue to be successful and to expand their knowledge. Included this month are:

- **Bonus Journals!** Enjoy open access to the new editions and the full archive of *The Journal for Quality and Participation*, *Software Quality Professional*, and *Lean & Six Sigma Review*
- **New webcasts** including *The Baldrige User's Guide for Increased Competitiveness*, and *Building the Business Case for Your eQMS Solution*
- **10 FREE e-books** including *Lean Kaizen*, *ISO 9001:2015 for Manufacturing*, and *Root Cause Analysis Pocket Guide*
- **ASQTV videos** on *Thorough Testing Techniques*, *Using TRIZ for Idea Generation*, and *Creating a Project Management Portfolio*
- **Other ASQ Resources**, including ASQ Newsletters, Standards Experts Blog, and Career Planning Tools

Get your free gifts by April 30 by clicking [here](#).

[Connect with Quality Leaders and Peers at myASQ!](#) As another member benefit, it's easy to stay informed on community news and events, initiate and contribute to discussions about quality topics important to you, and access the information you need to succeed. Visit [myASQ](#) today.

## ASQ EXTENDS MEMBERSHIP RENEWAL GRACE PERIOD

ASQ has announced that they are extending the grace period for all individual membership renewals for two months at no additional cost. This automatically extends member access to online content including articles, webcasts, case studies, and more. It also extends discounted member pricing on books, training, and certification offerings.

ASQ hopes the extension allows everyone to maintain their access to industry news and developments, professional development opportunities, career resources, and most importantly, the quality community through myASQ and technical online communities.

If you have any questions, click [here](#) to contact a Customer Care representative.

## QUOTE OF THE MONTH

"To find yourself, think for yourself."  
~ Socrates"

## WORLD CONFERENCE ON QUALITY & IMPROVEMENT VIRTUAL EVENT – MAY 6

ASQ has announced that plans for a WCQI Virtual Event to be held on May 6.

Watch inspiring, live broadcasts from WCQI keynote speakers James Clear and Shabnam Mogharabi. There will also be dozens of on-demand session recordings from subject matter experts. You will be able to view the sessions at no cost for one week (May 6–11) to help you achieve your professional learning and development goals.

This event has been created exclusively for ASQ members, and there is no cost to participate. Register [here](#) today. After registering, you will receive a confirmation email with day-of instructions.

## CERTIFICATION SPOTLIGHT – MANAGER OF QUALITY & ORGANIZATIONAL EXCELLENCE

Do you lead process improvement initiatives in your organization? Do you lead team efforts to establish and monitor customer/supplier relations, analyze financial situations, determine and evaluate risk, or use knowledge management tools and techniques to resolve organizational challenges? Are you interested in learning more?

Did you know that individuals with a job title of manager who also hold the ASQ Manager of Quality/Organizational Excellence (CMQ/OE) certification earn a substantial 16% more, on average, than those without this certification?

Many resources are available to help prepare for this certification exam, including the following:

- [The CMQ/OE Handbook, 4th Edition](#)
- [\[Web-based, Self-paced\]](#) CMQ/OE Certification Preparation Course
- [\[Virtual, Instructor-led\]](#) CMQ/OE Certification Preparation Course
- [CMQ/OE Question Bank](#)

For more information about CMQ/OE certification, click [here](#).

## EARTH DAY – 50<sup>TH</sup> ANNIVERSARY

### Virtual Earth Day Celebration – April 22

Founded in 1970 by activist groups, Earth Day is now an annual global event to raise awareness about our natural environment, the threats posed by a changing climate, and the actions we can take to address and mitigate the impacts on our communities.

Exploratorium is a public learning laboratory exploring the world through science, art, and human perception. They are hosting a virtual celebration of the 50th anniversary of Earth Day. Tune in at 1 pm (PDT) on April 22 to explore some of the big ideas behind the science of the Earth's systems. Click [here](#) for more information. And for those interested in Earth Day related numbers/data, check out [State of the Earth in Numbers](#).

## SIGN UP AND ENGAGE WITH myASQ

Have you signed up for myASQ yet? If not, why not?

The myASQ platform offers members accessible, timely and relevant solutions, meaningful networking, and interaction with like-minded quality professionals. It is a centralized, online source designed to support members in learning and using quality tools. You can access information from the many ASQ divisions/forums as well.

If you have an ASQ.org account, you automatically have access to my.asq.org through the same log-in; on your first visit to my.asq.org, you will need to log in to be recognized.

Very few Columbia Basin ASQ members are currently members of the myASQ community. If you have not already done so, please take a few minutes to log in, create a profile, and explore. We have an active, public ASQ Community there – check it out [here](#). We also have our [external website](#), but in the not-to-distant future everything will be migrated to the myASQ platform.

One of the key benefits of the myASQ community is the ability to expand your network and connect with others. The member directory and connections are exclusive member benefits. Other benefits include access to ASQ news and discussions on a number of quality-related topics.

For more information, check the FAQs page by clicking [here](#).

## COVID-19 ARTICLES AND INFORMATION

While no one wanted the COVID-19 pandemic to become a reality, it is. As we look to the future, be it related to the economy, workplace environments, or changes in personal habits, here are a few articles that touch on related topics and that we hope may be of value to you.

[Tale of COVID-19: Crisis Inspiring Innovations](#) by Peter Fretty

[Crisis Management: The Overlooked Leadership Skill](#) by Gary Burnison

[How Coronavirus Could Wreak Havoc on Your Supply Chain](#) by Peter Daisyme

[What is the future for Industry 4.0 in the post Covid-19 Paradigm?](#) by John Robinson

[The Contagion We Can Control](#) by Sigal Barsade

[Three Tips from a Therapist for Calming Your Coronavirus Anxiety](#) by Lindsey Antin

[How to Manage Your Culture Through a Crisis](#) by Adrian Gostick & Chester Elton

## A GOOD TIME TO PRACTICE MINDFULNESS

(from the Mindful website)

What is mindfulness? Mindfulness is the basic human ability to be fully present, aware of where we are and what we're doing, and not overly reactive or overwhelmed by what's going on around us. The goal of mindfulness is to wake up to the inner workings of our mental, emotional, and physical processes.

While mindfulness is something we all naturally possess, it's more readily available to us when we practice on a daily basis. Whenever you bring awareness to what you're directly experiencing via your senses, or to your state of mind via your thoughts and emotions, you're being mindful. And there's growing research showing that when you train your brain to be mindful, you're actually remodeling the physical structure of your brain.

When we meditate, we inject far-reaching and long-lasting benefits into our lives. We can lower our stress levels, get to know our pain, connect better, improve our focus, and be kinder to ourselves.

Click [here](#) for more information about mindfulness, meditation, mental health, and more. You can also sample a free video lesson, "Mindful Movement with Cara Bradley," [here](#).

## JUNIOR ACHIEVEMENT RESOURCES FOR STUDENTS, PARENTS AND TEACHERS

Though schools are closed, Junior Achievement (JA) has put some resources together to support students, parents, and teachers during this time of uncertainty.

These are learning experiences that students can do on their own, with a parent or other caring adult, or with teachers via a digital/virtual environment. They are broken out by elementary, middle, and high school. Resources can be used whether you've engaged in a JA program in the past or not. These are great activities for financial literacy and work readiness.

JA will be continuing to add to the content in the coming days, so be sure to check back often. Click [here](#) to access the information.

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.

## RESTORE MY SANITY

### 10-Week Online Live Course starts May 5

How often do you feel like your days get away from you, and the priorities you set out to accomplish didn't get done yet again? Do you struggle with procrastination or staying on track and feel a little guilty about kicking tasks to the next day? Is it finally time to get your time management under control?

Paul D. Casey is extending an invitation to participate in a pilot of what will be his first online course, **Restore my Sanity**. This will be a combination of video training, personal application and interactive coaching over 10 weeks, focusing on revolutionizing productivity in work and personal applications.

The program begins LIVE on Tuesday, May 5, at noon (PST), and will continue every-other Tuesday for the 5 (or possibly 6) weeks. Coaching debriefs will typically occur on every-other Tuesday.

For more information about the course, or to sign up at the discounted rate of \$297, click [here](#).

## JOIN THE BOOK CLUB – DISCUSSIONS, NETWORKING, FUN!

ASQ's Team and Workplace Excellence Forum has started a Book Club! And it's open to all ASQ members. Participants read the selected book each month and then discuss with others via myASQ, followed by a special event with the book's author.

The featured book for May will be [The Catalyst: How to Change Anyone's Mind](#) by Jonah Berger. To participate, all you need do is read the book (available online from major bookstores) and then join in the discussions and online event.

The main event, which usually includes a video discussion session with the author, is tentatively set for May 19. Registration links will be posted in the ASQ Events calendar.

The June book is expected to be *You're Not Listening: What You're Missing and Why It Matters* by Kate Murphy.

For more information, check the Team and Workplace Forum news on myASQ by clicking [here](#).



## POSITIVE UNIVERSITY PODCASTS – CHECK THEM OUT!

Here are a couple of podcasts from best-selling author, coach and speaker Jon Gordon.

[Pandemic, Fear and Faith with Erwin McManus](#) – For anyone struggling to make sense of everything that's going on in the world right now or if you just need a little encouragement to help you see a better tomorrow, this episode may be for you. Jon Gordon and Erwin McManus talk about how we cope with what we're facing now, how leaders need to respond in times like this, how we can move forward by creating a positive future out of a negative reality, and much more. Listen via [iTunes](#) or [online here](#).

[The Identity of Success with Derrick Brooks](#) - Derrick is a former NFL Super Bowl champion, 11-time Pro Bowl selection and nine-time All-Pro player. Jon and Derrick talk about the importance of commitment and consistency, how to handle failure and challenging times, motivating others as a leader, and more. Listen via [iTunes](#) or [online here](#)



## CULTURE IS EVERYTHING

Book by Jeff Veyera

**Culture IS Everything.** As organizational leaders and managers, we can successfully apply all of the Lean Six Sigma principles, quality ideas, and best practices we know and still fail because we have done so within a company culture utterly hostile to such endeavors. In this book, Jeff Veyera shows how to diagnose your company's culture in terms of its suitability for your preferred quality improvement approach and then offers guidance on how to either tailor your approach to that culture or change the culture to better suit your approach. If you've ever executed a brilliant initiative only to see it chewed up in the prevailing culture of your company, this book may be what you are looking for to protect against such soul-crushing setbacks in the future.

Cost for this 218-page book is \$26.60 for ASQ members. For more information and to order, click [here](#).

## SURVIVE AND ADVANCE

by Jon Gordon

The NCAA basketball tournament is normally held every March and it's called "March Madness." While they didn't host the event this year because of the coronavirus, we certainly experienced our own different version of March Madness.

Every text and email and conversation with friends and clients seemed to begin with, "This is crazy." It felt like we were living in a bad movie, experiencing a surreal moment that made you confront the reality that this isn't a game or a movie, but life as we know it. Each morning I woke up wondering if it was just a bad dream only to turn on the news and understand the seriousness of this situation.

The goal of basketball teams during March Madness is to survive and advance. Teams want to somehow, somehow make it through one round to advance to the next. How they do it doesn't have to be pretty. They may not play their best. They may not thrive. They just want to win the battle today to give themselves a shot to compete in the next round where they hope to adapt and ultimately thrive.

From a physical standpoint it's the goal for all of us in April and the upcoming months. We have a new version of a virus that we haven't experienced before. The goal, if you get it, is to survive with a strong immune system, win the battle today, advance and allow your body to adapt (develop antibodies) so you can ultimately be stronger and thrive in the future.

From an economic, business and career standpoint, for most of us the goal is the same. This year is likely not going to be great unless you are a grocery store, Amazon, Wal-Mart, or make toilet paper. The goal is to find a way to survive so you can advance. As you advance you can then adapt and seek to thrive in the future.

### Survive. Advance. Adapt. Thrive

It's going to look different for each of us depending on our job, company, industry, situation etc. But the goal should be the same, and I hope these four words help you. I keep saying them to myself each day as I take on this challenge with you.

If you watched my [Positive Summit video](#) I talked about [The Shark and the Goldfish](#) that I wrote during the great recession about my experience losing my job during the dot.com crash. It's the story of a goldfish that has always been fed. He gets brought to the beach and a wave of change hits and takes the goldfish back into the ocean with it. He must learn how to survive, advance, and adapt so he can thrive. He meets a nice shark that teaches him how to find food and how to adapt so he can ride the wave of a change to a successful future. It's a story for this time.

We've been hit by a massive wave of change. For most of us this is not a year that we are thinking about thriving. For many, we are just trying to keep our head above water, pay our bills, feed our family, teach our kids, keep our homes, deal with the fear and anxiety, stay healthy and make it to another day.

In this spirit, let's look at the ocean of possibilities and maintain optimism and hope. Optimism is not a supplemental way to think. It's an essential way to think to overcome adversity and waves of change.

Let's look for ways to survive and be creative and innovative so we can advance and adapt that will allow us to thrive once again in the future.

Through this process, when we look back on this time we'll learn that surviving allowed us to advance, our discomfort led to our growth, the change made us adapt, and adapting made us stronger which helped us thrive as a result.

*Jon Gordon's best-selling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous Fortune 500 companies, professional and college sports teams, school districts, hospitals, and non-profits. He is the author of 20 books including 8 best-sellers. Check out his website [here](#).*

## COLUMBIA BASIN ASQ MEMBERSHIP

There are 83 members in Columbia Basin ASQ as of April 8, 2020.

<b>2020 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2020</b>	
<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>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.