

## CHAIR'S CORNER– Branching Out this Spring

by Trent Hartman

Inevitably during this time of year, I begin thinking of spring being on the horizon. While this winter has seemed rather mild, I am ready for some outdoor activities – barbecues (still doing this during the cold season but definitely isn't the same!), planting and gardening (junipers and grapes are on the to-do list at our house), and camping!

With spring around the corner, it has me thinking of ways to grow our local section as well. The leadership team is continually exploring ideas to expand our section's membership ranks, and we'll be discussing various recruiting strategies this quarter.

*As a kick-off to our recruiting efforts, I have a small request for all of our members:*

**I'd like to ask each of you to consider approaching at least one co-worker, friend, or family member who may be interested in the quality field about joining ASQ this month. Many employers will cover the small annual membership fee of \$169.**

**It takes a minimal amount of effort to become a member and there are numerous benefits such as:**

- Professional development opportunities
- Certification discounts
- Networking
- ASQ publications (Quality Progress, etc.)

**Please take a moment and reach out to someone you know about joining ASQ and our Columbia Basin section. Anyone interested should check out the websites at:**

<https://asq.org/membership/individuals/>

<https://www.asq614.org/>

Our section currently has about 65 members, although I believe that number could be far greater based upon the local population and the number of quality-impacted industries within our geographic area.

Let's take the next step and get the word out in our local communities about the many advantages of ASQ membership. Thanks for your help and good luck!

Best Regards!

Trent

## Taking Action ...

by Jo Haberstock

It's a new year. It's already the second month of the new year. And yet, doesn't it sort of feel like we're still stuck in the craziness of 2020? Yes, many things have changed. But a lot of things haven't. We are still dealing with the pandemic and many related issues. This includes new ways of working, schooling, eating (take-out!) and even doctor appointments. Throw into the mix what happened on January 6 at the Capitol and the aftermath, ongoing threats of terrorism, and more.

So, what's a quality professional to do? I guess we could fall in with those who spend their days bemoaning all that has happened – not being able to get together with friends and colleagues in person, the need to take additional safety precautions, always worrying about "what's next."

Or we can try to maintain a more positive outlook, and take action in areas that we are able to. For those working from home at this time, there are some positives, right? For those missing in-person get-togethers, we can still keep in touch in other ways. This may be a good time to get creative. Think online classes, YouTube videos and other ways to learn new things or improve your skills. Nothing good is going to come from doing nothing.

Painter Vincent van Gogh said this about taking action:

"I tell you, if one wants to be active, one mustn't be afraid to do something wrong sometimes, not afraid to lapse into some mistakes. To be good — many people think that they'll achieve it by doing no harm — and that's a lie, and you said yourself in the past that it was a lie. That leads to stagnation, to mediocrity..."

"You don't know how paralyzing it is, that stare from a blank canvas that says to the painter, 'You can't do anything.' The canvas has an idiotic stare, and mesmerizes some painters so that they turn into idiots themselves. Many painters are afraid of the blank canvas, but the blank canvas is afraid of the truly passionate painter who dares — and who has once broken the spell of 'You can't.'"

"Life itself likewise always turns towards one an infinitely meaningless, discouraging, dispiriting blank side on which there is nothing, any more than on a blank canvas. But however meaningless and vain, however dead life appears, the man of faith, of energy, of warmth, and who knows something, doesn't let himself be fobbed off like that. He steps in and does something." ([source](#))

Stay safe and healthy!

– Jo

## February 16, 2021 Virtual Meeting

### DATE

Tuesday,  
February 16, 2021

This is a virtual meeting/webinar. Information and instruction for how to join the meeting will be provided with registration.

### Time:

4:00 pm – 6:00pm PST  
(check registration site to confirm)

### Cost:

There is no charge for this meeting/webinar.

For more information and to register for this online/virtual meeting, click [here](#). Registration is required by February 13.

Attendance at this meeting earns RUs toward ASQ recertification.

Note: Be sure to use the same email address to join the virtual meeting as you use when registering in order to receive the RUs. You must register for the event and join virtually to receive RUs.

For more information about the Dayton ASQ Section #0909 click [here](#).

For more information about our local Columbia Basin ASQ section and future upcoming events: [www.asq614.org/](http://www.asq614.org/).

# Has the Analytics Wave Changed How We “Do” Quality?



**Dave Northcutt**

**Industrial Statistician, ASQ CQE**

There's no denying it - the analytics movement has become the hot topic across almost every industry. Everyone is getting into the act, or so it seems. This naturally raises the question, “Do we need to change the way we approach Quality Management” as a result? Are the tools and techniques that have been used for decades now still relevant? You may have even wondered if your skills are still applicable in today's marketplace.

In this session, veteran quality professional Dave Northcutt will discuss several aspects of the analytics movement and how these aspects relate to quality management in today's world. Among the topics to be discussed:

- A brief history of analytics in quality since the 1920s (spoiler alert – quality led the way for much of today's analytics!)
- Where analytics came from and why analytics is hot now
- What's new, what's old, and what's hype
- Pitfalls of the analytics movement
- Why data presentation is still critical
- What you need to know to keep pace in your career

*About the Speaker:* Dave Northcutt is a retired Industrial Statistician with over 35 years of experience driving improvements in the IT industry. Dave was most recently an IBM Distinguished Engineer specializing in data analysis, predictive modelling, and continual improvement in IBM's services business. He has worked with teams around the world to assist them to improve their businesses by helping them to understand their data. Throughout his career, Dave has always sought to make the teams he worked with self-sufficient, not simply give them the answers. Dave holds Master's degrees in Economics (Northwestern), Computer Science (University of Illinois at Chicago), and Statistics (Rutgers). He is an ASQ Certified Quality Engineer and an INFORMS Certified Analytics Professional.

# Invitation from ASQ San Francisco Section February 17, 2021 Virtual Meeting

**DATE:**

**Wednesday,  
February 17, 2021**

This is a virtual meeting/webinar. Information and instruction for how to join the meeting will be provided with registration.

**Time:**

**6:00 pm – 7:30 pm PST**

**There is no charge for this meeting.**

**For more information and to register for this online/virtual meeting, click [here](#). Registration is required by February 14.**

Attendance at this meeting earns RUs toward ASQ recertification.

NOTE: Be sure to use the same email address to join the virtual meeting as you use when registering in order to receive the RUs. You must register for the event and join virtually to receive RUs.

For more information about the San Francisco ASQ Section #0604 click [here](#).

For more information about our local Columbia Basin ASQ section and future upcoming events: [www.asq614.org/](http://www.asq614.org/).

## First ASQ Annual Women in Quality Conference Recap



**Erin Brown**

**ASQ San Francisco Secretary, ASQ CSSBB**

Come join us for a virtual meeting discussion. Erin Brown, ASQ San Francisco Secretary, attended the conference which was held on December 9, 2020. She will provide a summary from the conference and tell us about her experiences and insights from the conference.

In case you missed it, this is how the conference was advertised by ASQ:

Women account for nearly half of the U.S. labor force and hold approximately 50% percent of all management and professional-level jobs. However, American women lag substantially behind men in leadership positions, filling only 6% of the CEO roles at S&P 500 companies. Over the past five years, however, the number of women in corporate senior leadership has grown, and the watershed congressional election of 2018 saw a record 117 women voted into public office. The conversation around redefining professional success and changing how corporations choose leaders is getting louder, with more women adding their voices to the discussion.

ASQ's inaugural Women in Quality Symposium provides a unique avenue for women to establish meaningful connections, identify professional and personal development strategies, and be recognized for their unique capabilities to lead in a convenient, connected virtual space. A diverse symposium agenda allows attendees to tap into thought leaders, other quality colleagues, and their own experiences to nurture and enhance career growth and build a framework for a future with more women at the helm.

*About the Speaker:* Erin Brown, ASQ CSSBB, has proudly served as a member-leader of Section 0604 since 2017 when she also earned her ASQ Certified Six Sigma Black Belt. Her professional background includes manufacturing, including automotive, office furniture, and pharmaceutical, construction, and healthcare.

*Erin currently works for Blue Shield of California as Senior Program Manager in Performance Management where she performs process design and continuous improvement activities for commercial markets. Her other interests include teaching and coaching Lean and Six Sigma, mentoring prospective Green Belts, and introducing Lean and Six Sigma tools to new team members.*

# Invitation from ASQ Ann Arbor Section March 1, 2021 Virtual Meeting

## DATE

Monday,  
March 1, 2021

This is a virtual meeting/webinar. Information and instruction for how to join the meeting will be provided with registration.

## Time:

2:45 pm – 4:30pm PST  
(check registration site to confirm)

## Cost:

**There is no charge for this meeting/webinar.**

**For more information and to register for this online/virtual meeting, click [here](#). Registration is required by February 24.**

Attendance at this meeting earns RUs toward ASQ recertification.

Note: Be sure to use the same email address to join the virtual meeting as you use when registering in order to receive the RUs. You must register for the event and join virtually to receive RUs.

For more information about Ann Arbor ASQ Section #1010 click [here](#).

For more information about our local Columbia Basin ASQ section and future upcoming events: [www.asq614.org/](http://www.asq614.org/).

## Beyond the Sticker and the Certificate (Ensuring Better Measurements and Reducing Risk)



**Heather A. Wade, ASQ-CCT, ASQ-CQA**  
President of Heather Wade Group, LLC

We encounter measurements in everyday life, starting with the time on our alarm clock, volume of water for our morning coffee or tea, temperature of our refrigerator and freezer, water pressure in our shower, noise level settings for our video conferencing, electricity to power our homes and devices, scale to track our weight gain during the pandemic, luminance levels in our lights, and more.

For automotive companies, specific tolerances must be met so that parts properly fit and function. We give very little thought to these measurements until something goes wrong. Sometimes automobiles and parts fail due to faulty measurements.

What can we do to improve our measurements and lower our risk of costly and deadly failures? There are international quality and technical standards which provide guidance in these areas. Join us and learn what you can do to ensure better measurements and reduce risks.

- What calibration is and why it is critical to everyday measurements
- Basic differences between ISO 9001 and ISO/IEC 17025
- Basics of reading and interpreting different types of calibration certificates

*About the Speaker: Heather Wade is a recognized metrology subject matter expert and internationally sought speaker. She has been a leader and subject matter expert for the ongoing development of the ASQ-CCT exam. She is Chair of ASQ Measurement Quality Division (MQD). Heather has been published in multiple publications and has presented at Measurement Science Conference, NCSL International (NCSLI) Conference, local and regional ASQ and NCSLI meetings, local Nerd Nites, 2019 Cannabis Quality Conference, 3rd Annual Cannabis Labs Virtual Event, the 21st Asia-Pacific Quality Conference, and others.*

*A graduate of University of Michigan with a B.S. in Biology, Heather has worked as a microbiologist, filter test specialist, laboratory compliance officer, extraction chemist, and analytical chemist before moving full-time into metrology. ..*

## FEBRUARY MEMBER GIFTS FOCUS ON HEALTHCARE QUALITY

This month's free gifts for ASQ members include a sampling of some of the latest and best resources to help quality and healthcare professionals support and improve their systems, in an effort to meet the challenges they continue to face.

Included are:

- **Multiple Webcasts** on implementing *lean and quality system strategies* in healthcare or any environment
- **Four E-books and Samplers** including *Lean Healthcare, Lean Doctors, Establishing a Culture of Patient Safety, and Benchmarking for Hospitals*
- **A Special 3-Part Monograph Series** that offers guidance on implementing a *healthcare-based quality management system*, from assessment to data gathering and analysis
- **Popular Articles and Benchmarking Reports** including: *Applying ISO 9001 for Safer Care, a 3-1-1 Model for Hospital Improvement, Predictive Analytics for Hospitals, and SBAR for Better Communications*

Claim your free gifts by February 28 by clicking [here](#).

## PRIORITIZING PEOPLE: THE ROUTE TO A SUCCESSFUL, SUSTAINABLE AND RESILIENT ORGANIZATION

**Free Webinar: February 23**  
**11:00 am – 12 pm PST**

A people-centered approach underpins a truly successful organization. Taking account of people – both their physical and mental health and embracing diversity boosts the culture of the organization, decreases risk, increases resilience and can help organizations avoid legal challenges. As organizations face the challenges arising from COVID-19, this complimentary webinar from BSI explores how prioritizing your people can bring sustainable benefits to individuals, organizations and wider society.

Speaker Kat Field, Global Head of Health, Safety & Wellbeing, Assurance with BSI Group, will explore:

- COVID-19 safe working and the new international standard, ISO/PAS 45005
- Psychological health, mental ill-health, stress and other psychosocial risk factors and the new standard ISO 45003
- How these two new standards can enhance your existing ISO 45001 management

Click [here](#) for more information or 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.

## IT'S NEVER TOO EARLY TO BE THINKING ABOUT QUALITY!

Registration is now open for ASQ's **World Conference on Quality & Improvement (WCQI)**, which will be held virtually on May 24-28.

Did you participate in last year's virtual WCQI? There was no charge for the 2020 conference, which was a great member benefit. The pricing for the 2021 event looks comparable to costs in past years when it was held live, with in-person sessions, networking, etc.

Get ready to join other quality professionals for one-of-a-kind networking, learning, and idea-sharing to positively impact your organization's digital transformation. You'll leave with the ability to identify ways you can influence transformation initiatives and offer the appropriate tools and strategies to affect change, increase value, and drive your organization toward achieving excellence through quality.

WCQI 2021 registration includes:

- Virtual opening session
- Two keynote presentations
- 25 live presentations
- 70 on-demand presentations
- Access to presenters via the WCQI Speakers Lounge
- Access to exhibitors and ASQ resources in the WCQI Virtual Expo Hall
- Daily peer-to-peer networking and live entertainment
- Up to 5 RUs
- Member access to all presentation materials for one year; non-member access for 90 days.

Click [here](#) for more information about the conference and registration.

## QUOTE OF THE MONTH

"Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world."

~ Harriet Tubman

## CERTIFICATION NEWS

If you're looking to earn a new Certification, the following exams will be offered soon. The deadline for applying for these exams is March 4. The testing window for taking the exams is April 1-30.

- CQA (Quality Auditor)
- CQE (Quality Engineer)
- CQIA (Quality Improvement Associate)
- CSQE (Software Quality Engineer)
- CSSGB (Six Sigma Green Belt)
- CQPA (Quality Process Analyst)
- CCT (Calibration Technician)
- CPGP (Pharmaceutical GMP Professional)

If you have any questions about earning a new certification or recertifying, click [here](#).

## NATIONAL SAFETY COUNCIL ANNUAL RECOGNITION AWARDS

### Nominations Accepted through February 28

Get some well-deserved recognition for your safety programs and the people who run them, or nominate someone else for an award. The National Safety Council's Green Cross for Safety Awards are given annually in three categories:

**ADVOCATE** - Recognizes a community partnership, program, individual or coalition that has made a significant impact on a safety issue by advocating to raise awareness or change policy.

**EXCELLENCE** - Recognizes a corporation, coalition or organization for its relentless pursuit of safety.

**INNOVATION** - Recognizes a researcher, corporation or organization that has successfully addressed a long-held challenge in safety with a new or novel approach.

To learn more about the awards or to submit a nomination, click [here](#).



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## BUILDING A MORE CIVIL & JUST SOCIETY CONFERENCE

### Virtual Event – March 2-4

This past year was like no other: a pandemic, a fragile health care system, economic woes, reckonings with racial injustice, unrest across the nation's biggest cities, a contentious election, and the extraordinary, recent tragic scenes of violence at the Capitol. These events make clearer than ever the critical role our leaders play in advancing economic, health, and racial equality and helping repair our nation's frayed social fabric.

Join with others for this conference, sponsored by The Conference Board. Building on their CEO Forum series, in which CEOs from across American industry shared actionable insights to address social inequalities, this three-day virtual forum in March will examine and discuss *Organizational Impact on Social Change Issues*.

Hear from 20+ leaders from diverse companies, including Procter & Gamble, Wells Fargo, JP Morgan Chase, The Hartford, Hilton Worldwide, PayPal, and more. View the entire speaker list [here](#). For more information about the conference and to register, click [here](#).

## FEBRUARY IS BLACK HISTORY MONTH

There have been many extraordinary accomplishments in our country made by Black Americans over the years. The more obvious ones that come to mind are Martin Luther King Jr., Harriet Tubman, Rosa Parks (and many others). Here are some more.

Matthew Alexander Henson teamed up with Robert Peary on an expedition to find the North Pole. In 1909, the pair finally reached their destination and became the first people to ever set foot there.

Jesse Owens was a world-class athlete who set an Olympic record for the long jump in 1936, which he held for 25 years. He also earned four gold medals for the U.S. at the games.

George Washington Carver was an agricultural scientist and inventor. He launched the Tuskegee Institute Movable School to introduce farmers to new techniques and advancements, and now there are Movable schools across the country.

Shirley Chisholm was the first Black woman elected to Congress, serving from 1969-1983. She formally announced her presidential bid in 1972 and became the first woman to run for the Democratic party's presidential nomination.

Gordon Parks was the first Black staff member at Life magazine, which launched his career in photography and film. His photos were featured in publications like Vogue, and he went on to become the first Black director of a major film, "Shaft."

Read more [here](#) about these and 15 others who changed the world as we know it.

## FEBRUARY IS LOW VISION AWARENESS MONTH

### Support Edith Bishel Center for the Blind and Visually Impaired

Did you know that two million adults ages 40 and over have advanced macular degeneration, 24.4 million have cataracts, 7.7 million have diabetic retinopathy, 2.7 million have glaucoma, and 3 million have low vision? These numbers are expected to increase as the population of older adults grows.

There are several ways to help prevent vision loss. Regular comprehensive dilated eye exams are the most important thing one can do to help protect their sight. Many age-related eye diseases don't have any early symptoms, but they can often be detected and treated if found during an eye exam.

Lifestyle factors can also play a role in protecting vision. Eat a balanced diet that includes dark, leafy greens and fish high in omega-3 fatty acids. Don't smoke. Maintain a healthy weight. Keep diabetes under control. Wear sunglasses and a brimmed hat outdoors. Wear protective eyewear to keep eyes safe when mowing the lawn, working with power tools, etc. Know your family's eye health history and discuss it with your eye care professional.

The Edith Bishel Center for the Blind and Visually Impaired is a 501(c)(3) nonprofit organization dedicated to serving the blind and visually impaired in southeastern Washington. Their mission is to enrich the independence and quality of life for individuals who are blind and visually impaired. The Center is located in Kennewick and serves Benton, Franklin, Walla Walla, Columbia, Yakima, and Klickitat counties.

Consider volunteering to help them out with marketing, administrative support, grant writing, or fundraising activities. Monetary donations are also welcome and will help keep the Center open and programs operational. Just \$10 a month provides magnifiers for low-income clients. \$25 a month funds two in-home visits per year by an Independent Living Skills instructor.

Donations may be made on their [website](#), where you can also learn more about the many services they provide.

### 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 5th of the month.

## QUALITY'S IMPACT ON THE GLOBAL PANDEMIC RESPONSE – ASQ REPORT

Over the past few months, a team of ASQ technical community leaders embarked on an activity to highlight quality's role in the COVID-19 vaccine process.

The first effort of that endeavor, "Quality's Impact on the Global Pandemic Response," is now available. Within this introductory discussion, you will discover how quality principles are foundational for industries integral to each stage of the COVID-19 response (vaccine development and approval, distribution, and administration).

One highlight from the report: "QUALITY MATTERS NOW MORE THAN EVER. Quality improvement and assurance are still at the center of historic world events, and ASQ and ASQE continue to support individual and organizational members in addressing the historic COVID-19 public health crisis. The rapid response across industries emphasizes the importance of quality in organizational culture. For both ASQ individual members and ASQE Organizational members, this renewed prioritization of quality provides opportunities to grow and innovate the way quality is used across industries. ASQ is proud to support the work members are doing in support of the COVID-19 response, and the health and operational successes they enable every day."

This overview is the beginning of a larger initiative. With the assistance of ASQ members around the world the team is diving into quality practices used throughout the COVID-19 response. They plan to share additional findings in the coming months. To read the full article, click [here](#).

## COLUMBIA BASIN ASQ MEMBERSHIP

There are 64 members in Columbia Basin ASQ as of February 2, 2021.

<b>2021 COLUMBIA BASIN ASQ LEADERSHIP TEAM</b> <b>January 1 - December 31, 2021</b>	
<b>Section Chair</b>	Trent Hartman
<b>Secretary</b>	Denise Clements
<b>Treasurer</b>	Lyn Griswold
<b>Membership Chair</b>	Robin Dowsett
<b>Audit Chair</b>	Denise Fast
<b>Nominating Chair</b>	Emily Wilson
<b>Webmaster</b>	Steve Prevetie
<b>Newsletter Editor (acting)</b>	Robert Boykin
<b>Publicity Chair (acting)</b>	Jo Haberstock
<b>Programs Chair</b>	Vacant
<b>Voice of the Customer Chair</b>	Vacant
<b>Education Chair</b>	Vacant
<b>Social Media Chair</b>	Vacant