

## CHAIR'S CORNER– Quality with a Quantity of 1

by Trent Hartman

It has been just short of a year since our routines were significantly altered by the pandemic. I was on a business trip to NASA's Jet Propulsion Laboratory (JPL) at this time last year. That seems like light years ago. This reminiscing led me to an interesting idea that I'll try piloting in this month's article – Quality topics in popular news.

NASA's Perseverance rover recently made the journey to Mars and is now collecting images of the red planet. This project undertook some of the most rigorous quality requirements imaginable, and with good reason: The system must perform reliably under extremely harsh conditions and there are essentially no opportunities for repair of defective components. Quality and reliability are integral to achieving such an ambitious, one-shot mission.

A significant concern for the Mars rover is that a complex electronic system such as this is susceptible to damage via electrostatic discharge, or ESD, which is a common occurrence in our daily lives. Think of the static shock delivered on a dry winter day when removing your coat, or when touching a door knob after walking over carpet. This same phenomenon is capable of destroying sensitive electronic devices during handling and assembly activities, and they comprise nearly every subsystem within the Perseverance rover. Following an ESD event, damage can be catastrophic; causing an immediate failure of an electronic component or, more concerning, it can cause a latent defect; a small and initially imperceptible degradation of performance that eventually grows to full-blown component failure. If left unaddressed, latent defects can be incorporated into a system and completely derail a mission involving space travel.

## CHAIR'S CORNER (cont'd)

Several mitigation strategies are employed to eliminate ESD-related defects from occurring in fieldable electronic systems including:

- Engineering controls (grounding of personnel and equipment while working on electronics, use of special testing devices, implementation of clean-room assembly techniques)
- Administrative controls (operating to an ESD standard such ANSI ESD S20.20, limited access to sensitive items, staff training)
- Compliance verification (auditing, etc.)

Quality professionals played a critical role in developing and deploying these strategies to ensure a high performing, and defect-free system.

ASQ certifications which are particularly helpful in familiarizing interested individuals with relevant information in these methodologies include the Certified Quality Engineer, Certified Reliability Engineer, and Certified Quality Auditor.

More information on these certifications can be found [here](#). Similarly, The Electrostatic Discharge Association (ESDA) has some excellent offerings in the realm of ESD mitigation on their [website](#).

Regards!

- Trent



# Invitation from ASQ Inland Empire and Temecula Valley Sections March 17, 2021 Virtual Meeting

## DATE

Wednesday,  
March 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 – 7:00pm PDT  
(check registration site to confirm time)

## 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 March 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 Inland Empire ASQ Section #0711 click [here](#). For information about Temecula ASQ Section #0713, click [here](#).

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

## Coming Climate Crisis Whatcha Gonna Do When it Comes for You?



**Richard W. Emory, Jr., Attorney and Author**

**David M. Saunders, Author and CC-P**

Global climate change has already had noticeable impacts on the environment. Ice on rivers and lakes is breaking up earlier, glaciers are shrinking, animal and plant ranges have shifted, and trees are flowering sooner. Effects that scientists predicted in the past would result from global climate change are now occurring, including loss of sea ice, accelerated sea level rise and longer, more intense heat waves.

We are hearing a lot about climate change these days. Climate impacts all of us. Extreme heat, heavy downpours and flooding will affect future infrastructure, health, agriculture, forestry, transportation, air and water quality, and more.

How might climate change impact your company and your role as a quality professional? What can you do to prepare? What can be done to prevent catastrophic outcomes?

Presenters Richard W. Emory, Jr., and David M. Saunders will: provide scientific evidence of climate change, discuss legal, social, and political issues, and suggest actions for the future.

About the Speakers: Richard W. Emory, Jr. was a career environmental enforcement attorney who retired in 2011 from the U.S. Environmental Protection Agency. He is the author of *Fighting Pollution and Climate Change: An EPA Veterans' Guide How to Join in Saving Our Life on Planet Earth*, and holds a BA from Yale and a JD from Harvard Law School

David M. Saunders, now retired, is a certified Climate Change Professional, and served as Senior Director of Quality for ResCare, a human services company with 45,000 employees. He is the co-author of *Four Days with Dr. Deming, Measuring Customer Satisfaction*, and *Voice of the Customer Guide*. He earned a BA from Hobart College and an MS from Pratt Institute.

**DATE:**

Thursday,  
March 25, 2021

## Hook 'em: How to Keep People Engaged in Your Virtual Meeting

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

**Time:**

7:00 pm – 8:30 pm PDT  
(check registration site to confirm time)

**Cost:**

There is no charge for this virtual meeting/webinar.

For more information and to register for this online/virtual meeting, click [here](#). Registration is required by March 23.

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 Vancouver ASQ Section #408 click [here](#).

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



### Steven English Coach, Trainer, Speaker and Consultant

These days it is hard to get people to pay attention in any meeting, but when people are not in the same room, it can be especially difficult.

At this time, virtual meetings are a must if you want to build productive, cohesive, and connected remote teams. But keeping your team engaged during a remote meeting can be tough.

While the basics of a good meeting are well known, transitioning to a virtual format can be challenging. While many of us have had plenty of practice in the past year, most of us would probably admit that many such meetings can be boring and lack intentional engagement.

Presenter Steven English will deliver some great tips and tricks of what to do before, during and after your virtual meeting. You can expect to leave the webinar with a handful of actionable nuggets of information that you will be able to put into action at your next meeting.

If you are wondering how to make remote meetings more engaging, this webinar is for you.

*About the Speaker:* Steven English is an ICF Professional Certified Coach and experienced trainer, specializing in Careers and Communications. He is a 20-year veteran of the semiconductor industry, with an emphasis in quality and reliability. He has taught at industry-leading companies including Samsung, STMicroelectronics, BlackLocus (the Innovation Lab for Home Depot), Association for Talent Development, and Red Bull. In addition to training, Steven has coached executives across a wide range of fields, including engineering, sales, marketing, entrepreneurship, and operations management.

# Invitation from ASQ Ann Arbor Section April 5, 2021 Virtual Meeting

## DATE

Monday,  
April 5, 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 – 4:00pm PDT  
(check registration site to confirm time)

## 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 April 1.

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/).

## Measures of Success: React Less, Lead Better, Improve More



### Mark Graban

Author, Speaker, Podcaster, Management Consultant

Organizations depend on metrics for their businesses. But are the metrics helping people do the right things? Or possibly encouraging them to overreact to every uptick, downturn, and change in the numbers? In other words, are they reacting to noise?

Noise is present in every metric. But, it's our reaction to noise that causes waste and stress. Too often, people don't recognize this. It is like feeling stuck on a rollercoaster you no longer enjoy. Sometimes, we do and explain things that don't help us improve – often at the cost of doing things that do. There is no need to be jittery about every change in a metric.

In Mark's latest book, *Measures of Success: React Less, Lead Better, Improve More*, he explains that there is a better way to chart and manage metrics, in any organization or setting. For your business processes and activities, you need to know what's working, what's not, and what to change. You also need to know why. Then, you can determine what to stop doing, what to start doing, and what to keep doing.

"What gets measured gets managed." We've all heard this. But did you ever learn how to manage a metric? This is not about gaming the system or fudging the numbers. This is about delivering real value, understood by everyone, and proven with data. Join us on April 5 to learn a better way to manage your measures.

*About the Speaker:* Mark Graban is an internationally-recognized consultant, author, professional speaker, and entrepreneur. He builds upon a deep education in engineering and management with practical experience working with executives and frontline employees in multiple industries to synthesize and practice methods including Lean management, continuous improvement, statistical methods, and people-centered leadership approaches.

Mark has learned, practiced, and taught these methodologies in settings including manufacturing, healthcare, and technology startups. Working independently since 2010, and in partnership with other consulting groups, he enjoys working with organizations that are looking for better ways to improve, with leaders who are willing to lead that charge. Mark is also a Senior Advisor to the software company KaiNexus.

## MARCH MEMBER GIFTS – RESOURCES AND STRATEGIES FOR IMPLEMENTING LEAN AND SIX SIGMA

The power of Lean Six Sigma (LSS) has been proven time and again as one of the best methodologies available for streamlining processes, eliminating wastes, and improving quality.

And, although much more broadly adopted than in the past, implementation challenges still exist and have been compounded by global disruptions like the COVID-19 pandemic.

But ASQ is here to help! This month's gifts include many resources to help you and your organization implement the processes, practices, and quality culture of LSS!

- Short introductions and videos on Lean, Six Sigma, DMAIC, 5S, Value Stream Mapping, and other related topics
- Multiple Webcasts on lean and six sigma implementation, lean tools you can use even during COVID-19, engagement best practices, creating a lean culture, and embracing big data and AI technologies for your LSS and continuous improvement projects
- Free E-books: Samplers including *The Executive Guide to Understanding and Implementing Lean Six Sigma*, *Splitting the DMAIC*, *Applied Statistics*, and *Lean Healthcare*
- Popular Articles and In-Depth Case Studies on gaining top-level management support, leveraging capability analysis, improving process efficiencies, DMAIC for risk management, applying 5S in any setting, and creating a LSS culture

Click [here](#) to access these resources by March 31.

## ASQ'S QUALITY PROGRESS MAGAZINE CHANGES ANNOUNCED

As part of ASQ's ongoing transformation efforts and in support of a commitment to sustainability, the ASQ Board of Directors recently approved changes to the *Quality Progress* magazine and member access to it.

Effective April 2021, members will still be able to access the magazine digitally, but there will be an additional fee for delivery of the printed magazine. Members currently receiving *Quality Progress* in print will receive the printed edition through the remainder of their current membership term. When renewing membership, and for new ASQ members, there will be an option to choose between digital access (free) or digital + print (\$10 in the U.S. and \$40 for international delivery addresses).

ASQ has estimated that a single year of production adds up to 34.6 million printed pages annually – the equivalent of 37 acres of forest or 28 football fields. From a financial standpoint, ASQ will save money, which in turn means that annual membership rates will not be raised at this time.

To access *Quality Progress* online, click [here](#).

## CERTIFICATION NEWS

Thinking about taking an ASQ certification exam one of these days? ASQ offers 18 certifications to choose from, with several options to help you prepare for exams, including books and training.

And if you're not sure which certification is right for you, check out the [Certification Pathway Tool](#), which is designed to help get you started on your journey.

## MARCH IS WOMEN'S HISTORY MONTH

### excerpted from an article by Kelsey Hurwitz

Since 1995, March has officially been Women's History Month, a month-long celebration of the accomplishments that women have made over the course of American history. Though there's never a bad time to stop and think about the many amazing contributions women have made to society, Women's History Month is the perfect time to really set aside some time to recognize and honor not only the large scientific, technological, and societal changes women have made but also the way women impact our lives in small but significant ways each day.

These Women's History Month quotes are a great starting point in your mission to honor the women who have made America a stronger, freer, more beautiful nation. Reading through these inspirational quotes for women will remind you of some of the struggles that women have gone through to be recognized and given their fair due by society, and they may also inspire others to continue the legacy and to continue to work to make the world a more fair, more just, and more loving place for women.

Though women are often lumped together as one monolithic group, it's clear that women are as diverse as could be. (Just like everyone else!) And it is that diversity that may make women as a group stronger and more compassionate, with each woman bringing her own thoughts and ideas to the conversation. When women work together and support one another, there is no limit to what can be achieved. As you celebrate Women's History Month, take a moment to be grateful to the women who have come before you and sacrificed to make the world a better place, and then consider what your role will be in women's history, and how you can continue on their legacy to create a better world.

*"Life shrinks or expands in proportion to one's courage."* — Anais Nin

*"The most common way people give up their power is by thinking they don't have any."* — Alice Walker

*"If you look at what you have in life, you'll always have more. If you look at what you don't have in life, you'll never have enough."* — Oprah Winfrey

*"I'm not afraid of storms, for I'm learning to sail my ship."* — Louisa May Alcott

Read the full article – and more quotes – [here](#).

## SAFE HARBOR NEEDS YOUR SUPPORT - VIRTUAL 5K FUNDRAISER AND MORE

Safe Harbor Support Center is committed to the prevention of child abuse and neglect by providing a safe and nurturing environment for children and teens. They also provide outreach, support and training to assist families in establishing a safe and stable environment.

My Friends' Place, a program of Safe Harbor, provides homeless teenagers ages 13-17 with a bed, meals, clothing, showers, laundry facilities, hygiene products, support services and individualized case management services. They also offer drop-in services to all youth in need in the community.

These programs rely on the generosity of community members. Monetary donations can be made at the shelter in Kennewick or via their [website](#). My Friends' Place is in need of donations of bottled water and sports drinks, boxed/canned foods, men's and women's underwear and socks, cleaning supplies, trash bags, and more. For more information, click [here](#).

**Virtual 5K Fundraiser in April:** April is Child Abuse Awareness Month, and Safe Harbor invites everyone to lace up their running shoes to help make a difference. All ages and fitness levels are welcome. Check their [Facebook page](#) for details.

## DEVELOPING A COACHING MINDSET WITH PEER COACHING

**Free Webinar March 11 at 10:00am PST**

If you've ever been in a situation where a coworker, friend, or family member has come to you for help with a problem, heard your brilliant advice, and then ignored it completely, it might be time to try a coaching mindset. Whether you're a manager, mentor, or friend/mom/dad, using coaching tools for these conversations can help—and anyone can gain these skills by practicing peer coaching.

Commcoterie is a communication consultancy whose mission is to help everyone become better communicators and to connect people through the power of communication.

In this free 45-minute peer coaching workshop on March 11, you can learn communication techniques and a framework to make your coaching conversations more effective. Learn coaching tools to improve your communication, stop giving advice that goes unheeded, and to help other people reach their goals.

Through asking the right questions, practicing active listening, getting comfortable with silence, and empowering others to take action rather than directing them, anyone can use coaching tools and positive communication techniques to help your peers and others get unstuck and reach their goals.

For more information and to register, click [here](#).

## WHAT IF EVERYTHING YOU KNOW ABOUT PERSONALITY STYLES TRAINING IS WRONG?

**Free Webinar March 17 from 11:00 am to 12 noon PDT**

Even though DISC assessments (dominance, influence, steadiness and conscientiousness) are commonly used around the world, they regularly fail to have a lasting impact. While people are fascinated by their results, awareness doesn't often translate into sustained behavioral change. Learn how to reinvent DISC training to make it more engaging and useful. Discover why DISC is not about graphs and reports, but rather about application.

Presenter Merrick Rosenberg is a keynote speaker and thought leader on personality styles and team development. He co-founded Team Builders Plus in 1991 and Take Flight Learning in 2012, and is the author *The Chameleon* and co-author of *Taking Flight!*

In this webinar, sponsored by HRDQ-U and Take Flight Learning, you will learn how to place the styles into long-term memory rather than having them be just a fleeting fascination.

Attendees will learn:

- How to turn classroom-based DISC training into a fun and engaging experience
- Why most DISC training is designed for short-term memory, not long-term retention and application
- How to turn styles training from a one-time event to a reinforced process that incorporates the styles into your organizational culture

For more information and to register for the webinar, click [here](#).

## SEVEN QUALITY TOOLS FOR MANAGEMENT AND PLANNING

**Spokane ASQ Section Meeting March 18 at 6 pm PDT**

Are you looking for more quality tools to add to your professional toolbox?

The March 18 WebEx meeting of the Spokane ASQ section features presenter Jack ReVelle, who will share information about the following:

- Affinity Analysis
- Interrelationship Digraph
- Matrix Analysis
- Prioritization Matrix
- Tree Diagram
- Process Decision Program Chart
- Activity Network Diagram

There is no charge for the meeting. You can join from this [link](#), using meeting number (access code) 127 836 6527, and password: AkyPkf2ZP53. Note that the presentation portion of the meeting will run about 20 minutes in length, then attendees will vote on a few tools to discuss in more depth. For more information about the Spokane section, click [here](#).

## 4 WAYS TO ELIMINATE THOSE EXCUSES IN YOUR LIFE

by Paul D. Casey

Have you heard of the spiritual ritual of fasting? It's giving up something for a period of time, to focus on something more important to you. I'd like to convince you to fast from...excuses!

1. **Recognize** the futility and powerlessness of excuse-making. You can make progress or make excuses but never both.
2. **Decide** to fast from excuses for 30 days. Declare to your circle of influence on social media that you will not make an excuse for any action you've committed to but did not complete as promised.
3. **Develop** a simple feedback system. Move a wristband from one arm to another or move a coin from one pocket to another when you excuse your behavior.
4. **Replace** excuses with ownership. Start a new habit of taking responsibility for the miscue and apologizing for the impact on that individual or your team.

After 30 days, you may want to incorporate this into your way of life, and you'll keep Growing Forward!

*Paul D. Casey is an ACC-certified coach with the International Coaching Federation, a Master Trainer, and is a member of the National Speakers Association. He was awarded Solopreneur of the Year by the West Richland Chamber a few years ago. For more about Paul and his company, Growing Forward, click [here](#).*

## CERTIFIED SUPPLIER QUALITY PROFESSIONAL (CSQP) PREP/REFRESHER COURSE

9 sessions – Saturdays, March 20 to April 24

The Certified Supplier Quality Professional (CSQP) works with an organization's supply chain and suppliers to continuously improve performance of key system components (increase lifecycle, reduce scrap, improve repair processes) by implementing process controls and developing quality assurance plans. They track data, identify improvement projects, and manage cross functional implementation to improve performance of key components and suppliers.

The CSQP understands the principles of product and service quality evaluation and control. This body of knowledge and applied technologies include, but are not limited to: development and operation of quality control systems, application and analysis of testing and inspection procedures, the ability to use metrology and statistical methods to diagnose and correct improper quality control practices, an understanding of human factors and motivation, familiarity with quality cost concepts and techniques, and the knowledge and ability to develop and administer management information systems and to audit quality systems for deficiency identification and correction.

The San Gabriel ASQ section (#0702) is offering preparatory training in nine Saturday morning sessions, starting March 20. Cost is \$299 for ASQ members and non-members. Additional texts are required for the course. For more information and to register, click [here](#).

## QUALITY 101 – ASQ VIRTUAL COURSE

March 23-26 (8 am – 10 am PDT)

Quality tools enable you to accomplish change and manage improvement across your organization. This ASQ training course teaches concepts like the seven basic quality tools to improve processes and increase your organization's operational efficiency.

### Course Learning Objectives:

- List the benefits of quality to individuals, organizations, customers, suppliers, and society
- Describe key events in the evolution of quality
- Identify and describe the key components of total quality management (TQM) and understand how organizations approach TQM deployment
- Differentiate between the TQM philosophies of six quality experts and two quality approaches (Six Sigma and the Baldrige program)
- Know the role of process management in TQM and the interrelationship of processes and systems
- Recognize how basic quality tools can be used to help improve processes
- Define different quality concepts related to quality evolution, TQM, process management, and the basic quality tools

This course is intended for individuals who are fairly new to quality, process leader practitioners, and those who support the practice of business excellence and would benefit from formal training on the fundamentals of quality and process improvement. Cost is \$799 for ASQ members. For more information and to register, click [here](#).

## QUOTE OF THE MONTH

"If you are fortunate to have opportunity, it is your duty to make sure others have opportunities as well."

~ Kamala Harris



## CERTIFIED QUALITY INSPECTOR/TECH (CQI-CQT) PREP/REFRESHER COURSE

9 sessions – Mondays, March 29 to May 27

The Certified Quality Inspector (CQI) is an inspector who, in support of and under the direction of quality engineers, supervisors, or technicians, utilizes the proven techniques included in the body of knowledge. Under professional direction, the quality inspector evaluates hardware documentation, performs laboratory procedures, inspects products, measures process performance, records data and prepares formal reports.

The Certified Quality Technician (CQT) is a paraprofessional who, in support of and under the direction of quality engineers or supervisors, analyzes and solves quality problems, prepares inspection plans and instructions, selects sampling plan applications, prepares procedures, trains inspectors, performs audits, analyzes quality costs and other quality data, and applies fundamental statistical methods for process control.

The San Gabriel ASQ section (#0702) is offering preparatory training in nine Monday evening sessions, starting March 29. The course will include:

- **CQI:** Technical Mathematics; Metrology; Inspection & Test; Quality Assurance
- **CQT:** Quality Concepts & Tools; Statistical Techniques; Metrology & Calibration; Inspection & Test; Quality Audits; Risk Management. Practice Questions & Exam Tips
- The course also Includes associated Lean-Six Sigma Methods and Tools.

Cost is \$299 for ASQ members and non-members. Additional texts are required for the course. For more information and to register, click [here](#).

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.

### 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.



## ISO 56000 BUILDING AN INNOVATION MANAGEMENT SYSTEM - BRING CURIOSITY AND CREATIVITY INTO YOUR QMS

Book by Peter Merrill

Innovation is exciting and is about changing from the world of today. It is full of promise and yet it can be overwhelming. Where do we start? Is it with strategy or with process or with culture?

This book introduces the ISO 56000 series of standards on Innovation Management and explains in detail how to use the Innovation Management System Guidance Standard ISO 56002. It shows how a system approach is necessary for an organization to become a serial innovator. It also shows how, if you have a QMS based on ISO 9001, you can develop it into an Innovation Management System (IMS). You can start with strategy, as the standard does, or you can start with process if you want to begin with a 'contained' approach. ISO 56002 gives you major guidance on culture and the key issues to look out for as you develop your IMS.

This standard is not just one person's ideas but the collective knowledge of hundreds of people globally. Author Peter Merrell is one of those people and was Head of Delegation for his country, to ISO TC279, the Technical Committee that wrote the standard.

Today Innovation Management is the competitive edge in the business world. Research shows a major correlation between profitability and innovation. The book is available from [ASQ](#) for \$42 (discounted member price).

## COLUMBIA BASIN ASQ MEMBERSHIP

There are 62 members in Columbia Basin ASQ as of March 2, 2021.

<b>2021 COLUMBIA BASIN ASQ LEADERSHIP TEAM</b> January 1 - December 31, 2021	
<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