

CHAIR'S CORNER -- IT'S QUALITY MONTH!

by Denise Clements

World Quality Day is observed every year on the second Thursday of November. So, November 9 is officially World Quality Day! World Quality Week is November 6-10, and we can celebrate World Quality Month all month long! This year the theme is *Quality: Realizing Your Competitive Potential*.

From a quality perspective there are multiple ways to improve competitive advantage:

- Drive a quality culture that focuses on using your Quality Conscience to Do the Right Thing - Quality is Everyone's Responsibility
- Get certified to one of ASQ's many certifications: Certified Manager of Quality - Organization Excellence (CQM-OE), Certified Quality Engineer (CQE), Six Sigma, etc., to meet client requirements for projects
- Create a Quality Management System that uses the graded approach for a value-added, risk approach to quality expectations for your company's projects
- Recognize all team members doing the right thing and following procedures to continually improve the deliverables to their customers

A robust quality management framework helps us collectively reduce risk and helps you deliver consistently excellent outcomes for your clients.

Pick one or more of the items above to enhance the quality of your deliverables and realize your higher potential.

And - while realizing your higher potential - have a wonderful Thanksgiving with your family and friends!

- Denise

p.s. Additional information about the history of Quality/Day/Week/Month and ideas for how to celebrate can be found [here](#).

WORLD QUALITY MONTH - GOT QUALITY?

by Jo Haberstock

What she (Denise) said! It's Quality Month!

I have been active in ASQ and in our local section for many years. But if it weren't for that, I probably would not be aware of World Quality Month (or Week, or Day). I wonder why something as important as quality doesn't get more press ...

When you think of the word "quality," what comes to mind? Most of us probably think of something from our work life - a time when teamwork really paid off, or possibly how a lack of communication resulted in something less than great occurring. Or maybe you remember something about your last vacation, like a really great hotel you stayed in or an exceptionally good meal you had. Perhaps you received outstanding service at a local establishment.

Quality is important in all aspects of our lives. We don't need to have "Quality" in our official job title to be aware of, use the tools of, and appreciate quality. Who doesn't notice and appreciate good customer service and quality products? And who also doesn't notice right away when something *isn't* all that great? I read online recently that 95% of unhappy customers do not complain when they are not satisfied, but over 90% of upset customers do not return. Each unhappy customer will tell 10 others about their experience.

I have a little challenge for everyone reading this. Let's all plan to do at least one special thing in the month of November to celebrate Quality and to help promote Quality in our professional and/or personal lives. It doesn't have to be anything grandiose, just something to help improve a process at work (or in an organization you belong to) or to help out in some way in your local community.

Lets all make a commitment to participate in at least one *additional* quality-related activity in the month of November. This could be as simple as forwarding this newsletter to a work colleague, reading a book, or participating in an ASQ event to improve your own skills, or donating unneeded items to help others in need.

Happy Quality Month!

- Jo

November 6, 2023
Invitation from Ann Arbor ASQ
Virtual Meeting

DATE:

Monday,
November 6, 2023

Effective Internal Quality Audits

This is a virtual/online Webinar. Log-in information will be provided on the registration confirmation email.

Time:

2:30 pm – 5:00 pm PST

Welcome & Introductions will begin at 2:30, followed by the presentation and Q&A

Cost: Free for ASQ members and non-members

To register for this webinar/meeting, click [here](#).

Attendance at this meeting earns RUs toward ASQ recertification.

Additional information about the Ann Arbor ASQ section is available [here](#).

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



Don Brecken, CMQ/OE **Exemplar Global QMS Master** **Auditor and Skill Examiner**

This presentation centers on the enhancement of quality auditing effectiveness with a focus on internal quality audits. Reliability, Availability, and Maintainability (RAM) are the backbones of every integrated logistics support program.

It will delve into key aspects, including skill assessment, competence prerequisites for auditors, lead auditor proficiencies, and the evaluation of quality auditing effectiveness.

The overarching objective is to impart a good understanding of quality audit principles, the drivers of audit effectiveness, and strategies for effectively leveraging the quality audit program to help improve the business.

Don will share strategies and tips acquired through many years of personal experience. He will wrap up by inviting questions from attendees and providing contact information for those seeking additional insights into quality auditing.

The presentation will provide the audience with access to the presenter's insanity and culminates with a cautionary message for all who try to dodge their responsibilities to their quality management system.

About the speaker: Don Brecken is a consulting business improvement practitioner and quality auditor with Quality Consulting Services, LLC. For more than 30 years, he has engaged in quality activities, including management system design and development; auditor training and qualification; internal and supplier audits; third-party surveillance and registration audits; executive coaching; organizational analysis and improvement; strategic planning; continual improvement; and other quality consulting services.

Don is an ASQ Fellow and Chair of the ASQ Fellows Focus Group. He is the Deputy Regional Director for the Michigan ASQ Region. He holds certifications as CMQ/OE, QMS Master Auditor, and QMS Auditor Skill Examiner.

DATE:

Wednesday,
November 15, 2023

**Culture Code: Proof of Concepts,
Try-Storming, Simulations and Pilot Tests**

This is a virtual/online
(MS Teams) meeting. Log-in
information will be provided
on the registration
confirmation email.



Daniel Zrymiak, CQE, SQE, CMQ-OE, SSBB
Technical Project Manager, Westgate Technology

TIME:

6:00 pm to 7:30 pm PST

Welcome & Introductions will
begin at 6 pm, followed by the
presentation and Q&A.

**Cost: Free for ASQ members
and non-members**

To register for this
online/virtual meeting,
please **RSVP** with your name,
email, ASQ affiliation
(member and section, or non-
member), to [Denise](#) by
November 12 for planning
purposes and to receive RU
credit following the meeting.

Attendance at this meeting
earns RUs toward ASQ
recertification.

For more information about our
ASQ section and other
upcoming events:
www.asq614.org/ or our [myASQ
community site](#).

This presentation is intended to provide:

- ❖ Overview of some incremental additions to ASQ's Six Sigma Body of Knowledge, which include **Proof of Concepts, Try-Storming, Simulations, and Pilot Tests** for the IMPROVE phase
- ❖ High level description of the three skills outlined in Daniel Coyle's book *The Culture Code: Build Safety, Share Vulnerability, and Establish Purpose*
- ❖ Description and demonstration of how applying the three skills could improve the effectiveness of the Six Sigma practices, with the impacts of each skill being summarized for each of the Six Sigma techniques profiled

Learning objectives and benefits for attendees include:

- Awareness of incremental updates to ASQ's Body of Knowledge for Six Sigma, and the expansion of the IMPROVE phase
- Exposure to the three skills outlined in *The Culture Code*, which improves effectiveness of teams and outcomes in high performance organizations
- Application of skills from *The Culture Code* toward the implementation and execution of new Six Sigma practices to mitigate risks and potential problems, leading to improved outcomes

A grid will be used to navigate for attendees what is being discussed, along with the intersection of Six Sigma with *The Culture Code*. Feedback from participants will help reveal what portions may need to be clarified or emphasized in the 2024 Six Sigma Body of Knowledge.

About the speaker: Dan Zrymiak has almost three decades of experience in international quality and risk management; spanning leadership, trusted advisor, and subject expert roles in software development and testing, operational excellence, management consulting, and manufacturing. He holds a Bachelor's degree in Commerce with Honors in Marketing from the University of Saskatchewan in Saskatoon.

Dan is an ASQ Fellow and was awarded ASQ's Feigenbaum and Crosby Medals. He is certified by PMI as a Project Management Professional, by ASQ as a Quality and Organizational Excellence Manager, Six Sigma Black Belt, Software Quality Engineer, and Quality Engineer, and holds multiple active quality auditor credentials. Dan also has information technology credentials in software engineering, ITIL v4 IT service management, and Scrum Master management. He has presented at numerous conferences and webinars, authored many articles, and is active in multiple professional and fraternal organizations.

FREE ASQ MEMBER GIFTS

Check out the free Member Gifts this month! Every month the focus is on a different aspect of quality, and the gifts include a variety of valuable resources.

You can also earn Recertification Units (RUs) for watching ASQ webinars and videos, reading e-books, etc. Be sure to [access](#) this month's free gifts by November 30.

UPCOMING ASQ CERTIFICATION EXAMS

ASQ Certifications are recognized as a mark of quality excellence in many industries. Applications are now being accepted for exams scheduled January 1-31, 2024. The application deadline is December 10 for the following certifications:

- CQT (Quality Technician)
- CQI (Quality Inspector)
- CRE (Reliability Engineer)
- CFSQA (Food Safety and Quality Auditor)
- CMDA (Medical Device Auditor)
- CMQ/OE (Manager of Quality/Organizational Excellence)
- CSSBB (Six Sigma Black Belt)
- CSSYB (Six Sigma Yellow Belt)
- CSQP (Supplier Quality Professional)

You can apply [online](#) or you can download an exam application for mailing or faxing. You will need your resumé and credit card to complete the application. Additional details about ASQ certifications (there are 18 different certifications offered) can be found [here](#).

WORLD QUALITY MONTH PLANNER SCANNER CHALLENGE

It's time to geek out on quality with ASQ's Planner Scanner Challenge!

All through November ASQ will once again be posting clues and games on their social media channels aimed at allowing you to flex your quality muscles. They will be highlighting ASQ members throughout the month and every Friday there will be a free downloadable to help you celebrate. (Note: If you play the games, you may find them sooner.) You can work as a team or on your own. The only rule is to have fun and show appreciation for your fellow quality professionals!

Check [here](#) starting on November 1 for your first week's planner and some downloadable goodies to get you started!

2023 PACIFIC REGION QUALITY CONFERENCE: QUALITY AND AI IN THE NEW ERA

November 4 from 8:00 am to 5:00 pm PST

Hybrid Event – In-person (Carson, CA) or Virtual

The annual Pacific Region Quality Conference (PRQC) provides a forum for like-minded professionals to share ideas and learn from workshops and presentations resulting in enhancements to personal development and business acumen and building on the foundation of quality. Spread the word among your coworkers, friends, or others you know.

ASQ's Pacific Region consists of 20 member units (sections) and thousands of members in the states of California, Oregon, Washington (including our Columbia Basin section), Alaska, and Hawaii. It also includes the Tijuana, Mexico geographic community.

This year's conference theme is "Quality and Artificial Intelligence (AI) in the New Era" with a sub-theme of "Quality out of the Box." Focus areas are:

- Embracing AI Applications in Quality
- NextGen and AI
- Applying ChatGPT in Quality

The conference keynote speaker will be **Kandy Samy**, Microsoft Director, who will present "Generative AI: New Age of Intelligence."

Other featured speakers and topics:

Prasanth Ramakrishnan: "Process Improvement Quality and Risk Management in the Digital Era"

Tushar Kant: "Quality Challenges & Opportunities in Emerging Technologies"

Ronald Kelley: "Leveraging ChatGPT in Quality: Unleashing to Power of AI for Better Problem Solving and Data Analysis"

Barrett Craner: "Disaster Prevention and Recovery Planning, including Covid and AI"

Brian Buss: "Collaborative Web Apps with an Intro to No-Code/Low-Code Software"

Topher Partimann: "Gen AI Applications in Quality: How to use AI Like an Engineer"

The cost is \$50 for in-person attendance, or only \$20 for virtual/remote participants. The registration form and more information can be found [here](#).

QUOTE OF THE MONTH

"The beautiful thing about learning is that no one can take it away from you."

~ BB King

STRENGTHENING IN-PERSON AND REMOTE TEAMS

Project Management Institute (PMI)-Columbia River Basin Hybrid Meeting

November 7 from 5:30 pm to 7:30 pm PST in Kennewick

Whether you are new to project management/leadership or have several years of experience, some of the challenges you may encounter from your team might include a disconnect, poor communication, remote working, or issues with collaboration. Project managers also encounter challenges when there are changes to the scope, budget, or schedule, which can also cause team stress.

Presenter Jacquelynn Sharpe Ravello will provide examples to help connect teams and work through some of these challenges. A positive team with the guidance of their leader can help with brainstorming and problem solving, learning from each other, improving communications, boosting morale, building trust, and enjoying their jobs.

Cost for virtual attendance is \$10; in-person is \$40. More information is available [here](#).

BE A STRATEGIC ADVISOR: HOW TO LEAD WITHOUT FORMAL AUTHORITY

HRDQ-U Virtual Webinar

November 8 from 11:00 am to 12 noon PST

Often without formal authority, Leadership & Development (L&D) and Human Resource (HR) leaders struggle to get other departments and executive leaders to move initiatives forward within the larger organization. Despite being responsible for fostering a culture of growth and development, HR and L&D functions are often seen as order takers rather than true strategic advisors. This results in struggling to get resources and buy-in from the larger organization for true permanent change. By understanding the barriers and following best practices in this webinar, change leaders can create the presence and partnership they need to be seen as a strategic advisor.

In this complimentary webinar, presenter Chris Wong will provide actionable strategies for leaders to be truly seen as strategic advisors among the executive leaders. In a time when learning and HR budgets are being trimmed, this is even more important to justify the business need.

Get more information and register [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.

DESIGN FOR QUALITY: PRACTICAL STRATEGIES FOR PRODUCT & PROCESS OPTIMIZATION

Joint San Francisco ASQ Section and Amazon QEM Section Virtual Meeting

November 9 from 6:00 pm to 7:00 pm PST

The goal of Design for Quality is to design a product and process right the first time.

In this meeting, presenter Bo Zhang will discuss fundamental and innovative approaches for designing robustness into product functions. You'll also learn how to analyze variation for product design, tolerancing methods in systems and components, and how to efficiently complete the loop with production and supplier quality management.

There is no charge for attendance. Get registered [here](#).

FROM DATA TO DRAMA: GOOGLE ANALYTICS WORKSHOP

PRSA Mid-Columbia In-Person Workshop

November 13 from 6:00 pm to 8:00 pm PST in Pasco

By harnessing Google's advanced analytics tracking capabilities, management can gain a holistic view of customer behavior, enabling them to optimize marketing efforts, enhance user experiences, and drive sustainable growth.

Presenter Christopher Collier will cover the following topics:

- Introduction to marketing analytics
- Understanding key marketing metrics & key performance indicators
- Best practices for data visualization
- Attribution modeling
- Addressing management's concerns and questions

Cost is \$60/person, which includes dinner and drinks, the workshop and a free head-shot (photo). More information is available [here](#).

BUILDING BRIDGES – NETWORKING EVENT

November 16 from 5:30 pm to 7:30 pm PST in Benton City

This is part of a community effort by the Benton City, West Richland, Pasco, and Tri-Cities Hispanic Chambers of Commerce. The event is open to everyone, and it is a great way to meet and make connections with other professionals in the area. It will be held at La Zeiba Events in Benton City.

There is no charge to participate. Bring your business card. Bring a friend. Complimentary refreshments and appetizers will be provided. For more information and to RSVP, click [here](#) or check the Benton City Chamber [website](#).

A LEAP FROM SECRETARY TO SOFTWARE QUALITY ENGINEERING: A STORY OF QUALITY AND QUALITY-RELATED CAREERS

Kansas City ASQ Virtual Event

November 16 from 10:00 am to 11:00 am PST

Careers in Quality can be a lot of fun, but sometimes Quality Assurance careers are not considered. This may be because quality is overarching and so all-encompassing.

As technology usage expands, so has the influence of quality within our daily lives. The concept of always wanting or needing to improve products and services is endless - that's what quality is all about!

Eloise Henry got her start in Software Quality Engineering by improving processes for a medical device engineering group. At the time, she was employed as an executive secretary.

In this session, Eloise will:

- Define some quality terms
- Demonstrate some examples of quality in action within our daily lives
- Explain her path from Executive Secretary to Software Quality Engineer and then to Security Process Engineer
- Provide a list of quality/quality-related careers
- Discuss how to get started in a quality-related career

There is no charge for this event. More details and registration information can be found [here](#).

ASQ WOMEN IN QUALITY SYMPOSIUM: BREAKING THROUGH BARRIERS

Virtual Event

December 7 from 7:00 am to 12 noon PST

Get ready to break through barriers, embrace your power, and motivate yourself and your peers at ASQ's Women in Quality Symposium (WiQS). This year's event features special-[speakers](#), focused on quality, who have shattered glass ceilings and forged new paths, and who will share their wisdom and actionable insights.

This virtual event provides a great platform to network and collaborate with like-minded peers, without leaving your home.

WiQS provides a place to foster mentorship and opportunities for growth, both personally and professionally.

Cost is \$299. More information is available [here](#).

AI TOOLS FOR PRODUCTIVITY

Are you interested in:

- Learning more about AI tools to make you more productive?
- How to use ChatGPT in five minutes?
- Receiving weekly notifications about the latest AI productivity tools?

Robert "QualityBob" Mitchell is an ASQ Fellow and a strategic quality consultant for continuous improvement and organizational performance excellence. In a recent post, he shared that he subscribes to and recommends the free "[AI Tool Report](#)," which includes free beginner videos on how to use ChatGPT. Check it out!

SOMETHING TO THINK ABOUT...

(from an ASQ Excellence Through Quality post by Ihab Ibrahim)

When was the last time you heard someone say, "We've always done it this way"?

Respecting diversity of thought is critical to building a successful team. Remember, how *you* see things is not the only way they look.

To successfully attain your objectives, it is imperative to recognize that a dependable plan alone is insufficient. Other vital factors include transparent communication, listening to different thoughts than yours, continuous learning, and acknowledging and celebrating failures as valuable opportunities for growth and development.

It is important to maintain an open mind and be willing to consider perspectives that may differ from one's own opinions.

“

6+3 =9 but so does 5+4.

**The way you do things isn't
always the only way to do
them. Respect other
people's way of thinking**



FILL A BAG & FILL A HEART

Support Tri-City Union Gospel Mission

Would you like to help bring some holiday smiles to those in need?

Every year Tri-City Union Gospel Mission give holiday bags to their guests filled with essential items like gloves, socks, caps, underwear, and also a few extra items just for fun!

You can help by donating items. Check out their [Amazon wish list](#) and have items shipped directly to the mission, or shop locally and then bring your gifts to the donation truck at 221 South 4th Avenue in Pasco. Either way, they will make sure your gifts get into the grateful hands of someone in need of a little extra joy at this time of year.

To learn more about the services provided by the Mission, or to make a monetary donation or volunteer your time, click [here](#).

IT'S STARTING TO GET COLD OUTSIDE!

It's not too early to get ready for winter, and winter driving in some areas can be quite challenging.

Be prepared. Pick up these items on your next shopping run and then pack them into your vehicle.

Winter Driving Supply Checklist

Accidents, pass closures and other winter events can mean unexpected time in your car. Be prepared. Pick up these items on your next shopping run and then pack them into your vehicle.

<input type="checkbox"/> Pick up shopping	<input type="checkbox"/> Packed in car		<input type="checkbox"/> Pick up shopping	<input type="checkbox"/> Packed in car
<input type="checkbox"/>	<input type="checkbox"/> Flashlight		<input type="checkbox"/>	<input type="checkbox"/> Cell phone charger/battery booster
<input type="checkbox"/>	<input type="checkbox"/> Extra batteries		<input type="checkbox"/>	<input type="checkbox"/> Tire chains
<input type="checkbox"/>	<input type="checkbox"/> Blanket		<input type="checkbox"/>	<input type="checkbox"/> Ice scraper/snowbrush (a small shovel comes in handy too)
<input type="checkbox"/>	<input type="checkbox"/> Nonperishable food/snacks		<input type="checkbox"/>	<input type="checkbox"/> Jumper cables
<input type="checkbox"/>	<input type="checkbox"/> Water		<input type="checkbox"/>	<input type="checkbox"/> Flares/warning triangle
<input type="checkbox"/>	<input type="checkbox"/> Gloves		<input type="checkbox"/>	<input type="checkbox"/> Kitty litter or sand to help with traction
<input type="checkbox"/>	<input type="checkbox"/> Boots		<input type="checkbox"/>	<input type="checkbox"/> Whistle to signal for help
<input type="checkbox"/>	<input type="checkbox"/> First aid kit			

If you find yourself stuck or stranded, stay in your car, put on your flashers, call for help and wait until it arrives.

2023 COLUMBIA BASIN ASQ LEADERSHIP TEAM	
January 1 - December 31, 2023	
Section Chair	Denise Clements
Secretary	Jill Connolly
Treasurer	Robert Boykin
Membership Chair	Eric Clements
Nominations Chair	Jo Haberstock
Newsletter Editor	Robert Boykin
Programs Chair	Eric Clements
Publicity Chair	Jo Haberstock
Webmaster	Steve Prevette
Voice of the Customer Chair	Vacant
Social Media Chair	Vacant
Education Chair	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 25th of the month.

