

## 2024 SECTION LEADERSHIP TEAM – WHO WILL STEP UP?

It's that time of year again – time to elect/appoint members to serve on the all-important 2024 Columbia Basin ASQ section leadership team. We would really like to get the new team identified as soon as possible so they can start working with current team members and to help make role transitions as seamless as possible.

### We need several members to step up to keep our section active in 2024.

The positions that must be filled (per ASQ requirements) are Section Chair, Treasurer, Secretary, Membership, and Nominations. It would be great to have additional volunteers to help with other activities as well, including future member recruitment, program planning, site visits, workshops/conferences, marketing/publicity, and the newsletter and website.

Please contact any of our current leadership team members or send an [email](mailto:) by August 20 if you are interested in a Section leadership team role. We would be happy to provide more information.

While you may feel that you don't have the time to commit to serving, it is important to note that most roles require no more than a few hours of time each month.

## THE BENEFITS OF VOLUNTEERING

### How Can Volunteering Help You?

- ✓ Make a difference in your community
- ✓ Create a sense of belonging and a sense of purpose
- ✓ Build new skills and enhance current skills
- ✓ Increase self-confidence
- ✓ Meet new people and build your professional network
- ✓ Embrace new experiences and challenge yourself
- ✓ Volunteering helps counteract the effects of stress, anger, and anxiety – it feels good to contribute to projects and organizations

Volunteering can be very rewarding - and a lot of fun!

## CAN YOU SEE ME NOW?

by Jo Haberstock

August is National Eye Exam Month, and even if you think you currently have 20/20 vision, it's important to get regular checkups. I just had one, and that's probably at least part of what prompted my interest in this topic. Everyone wants to see as well as possible, right?

I got to thinking about how many of us may “see” things very differently and how sometimes our different “views” can result in miscommunications and/or conflicts.

*Nearsightedness:* Do you find it easier to stick with the tried-and-true, things you are already familiar with? Is it somewhat stressful (possibly very stressful) to be in a new social situation or to take the lead in a conversation with someone you've just met? We've probably all been there, at least to some degree. It can sometimes be challenging to take on a new task or to consider an idea that's not in our current comfort zone.

*Farsightedness:* Do you do thrive in strategic, long-term planning and in seeing the “big” picture? Is it hard sometimes to deal with the smaller, more short-term details? It can take some real effort to break things down into the baby steps needed to achieve long-term success.

*Astigmatism:* Do you have difficulty concentrating on a specific task for more than a short time? Is it hard to be a focused, active listener when a teammate, friend or family member is making suggestions for improvements? After a few minutes in a meeting or discussion, do some things seem crystal clear while others feel very blurry? It's not always easy to listen closely without getting distracted by our own thoughts or to consider feedback from others in a positive manner.

Can we improve our eyesight? Many eye exercises are touted as ways to naturally improve eyesight and overcome nearsightedness. But we usually can't correct our actual vision without professional help, and there is no quick-and-easy fix for eyesight problems. However, with tools such as good nutrition and diet, you can still help your eyesight naturally and on your own.

Similarly, with a little assistance from others (e.g., books, workshops/training, coaching/mentoring), we can improve ourselves, our outlooks, and our attitudes. There are a number of tools and techniques - making the effort to be more open to seeing (and considering) the ideas of others, focusing on the most important goals first, etc. – that can help with how we view and react to the ever-evolving world around us.

We may need to admit that we can't do it all on our own, and we might have to reach for our reading glasses from time to time.

Life-long learning and growth are great goals to reach for.

# Invitation from ASQ Palomar Section August 9, 2023 Virtual Meeting

**DATE:**

Wednesday,  
August 9, 2023

This is a virtual/Zoom meeting

**Time:**

6:30 pm – 8:00 pm PDT  
(opens for networking at 6: pm)

(check website to confirm times)

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

Join Zoom Meeting:  
<https://us06web.zoom.us/j/81164297444>

Meeting ID: 811 6429 7444

Any questions? Send an [email](#).

**Attendance at this meeting  
earns RUs toward ASQ  
recertification.**

NOTE: NOTE: Be sure to enter  
your name and email address in  
the chat when you join the  
meeting to receive the RUs.

For more information about  
Palomar ASQ Section 708, click  
[here](#).

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

## Linear Regression and Multiple Regression Models: Theory and Applications



### N.T. "Bala" Balakrishnan, MBA, CQE, CSSBB Professor, Cal Poly Pomona

Managerial decisions are often based on intuitive reasoning of relationships between variables. For example, a marketing manager may use his experience in the business to predict sales based on product price and advertising expenditures. Or the Dean of an Engineering School may predict starting salaries of the graduating class based on student GPA and years of experience. In both examples there is rationality in the intuitive reasoning process.

The next step is to pose the question: Are there quantitative models that can institutionalize a rational approach that can validate (or invalidate) this reasoning process?

Regression models can use historic data to develop relationships for use in predicting sales (marketing manager example) and starting salaries (Engineering Dean's example). In regression terminology, sales and starting salaries are dependent variables, while price, advertising expenses and GPA and experience are independent variables.

This presentation combines Theory and Application of Linear and Multiple Regression and reports using Excel software. Also covered will be associative models that do not have cause/effect relationships.

*About the speaker: Professor N.T. "Bala" Balakrishnan has over 40 years' experience in Industry and Academia, having held several positions as Quality Manager, Manufacturing Engineering Manager in companies including United Technologies, IBM, and 3M Standard Abrasives. He is currently a professor in the Technology & Operations Department, College of Business Administration, California State Polytechnic University, Pomona.*

*Bala has led Kaizen teams and implemented continuous improvement programs, used Design of Experiments to improve processes, conducted process capability studies, reduced cost of quality, and improved effectiveness of operations using Quality Management software.*

# Invitation from ASQ Columbia Basin Section August 16, 2023 Virtual Meeting

**DATE:**

Wednesday,  
August 16, 2023

## Audit Like a Jedi Knight: Guidance from a Galaxy Far, Far Away

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



**Time:**

6:00 pm – 7:30 PDT

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 August 14 for planning purposes and to receive RU credit following the meeting.**

**Attendance at this meeting earns 0.5 RUs toward ASQ recertification.**

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

### Susan Gorveatte President, Gorveatte Consulting, Inc.

*Resist the “power of the Dark Side!” Perform audits with the communication and leadership skills of a Jedi Knight. Remain true to the purpose of the audit - look for the good, identify opportunities for improvement and use your audit “force” for the overall good of the organization.*

Success in auditing relies on effective communication and being a strong team leader. Attend this session to avoid being a “Darth Vader Auditor.”

Become a Jedi Knight of Auditing by adhering to the principles of auditing and building strong audit relationships with your audit client, auditees, and team members.

Learn how to approach people, build rapport, listen better, and identify the characteristics of a successful auditor. These skills will help you perform value-added audits with findings that both clients and auditees can easily understand and act upon.

*About the speaker: Susan Gorveatte, President of Gorveatte Consulting Inc., is a Quality Auditor, Trainer and Coach who works with businesses to implement ISO 9001 programs. She has worked more than 25 years in Quality Management, blending the right amount of art and science needed to create a formula to success for organizations to consistently meet customer expectations through positive engagement of their workforce. Susan trains Internal and Lead Auditors across North America. She is an avid Disney fan and enjoys kayaking in the summer with her family.*

*Susan’s credentials include Lead Auditor Training ISO 9001, AS9110B, AS9100C, ISO 14001 and Certified Safety Officer. She is an active ASQ member as Past Section Chair, Chair of the Content Management Committee for Training and Development for the Quality Management Division, Chair of the Audit Division Content Management Committee and Chair of the Technical Program Committee for World Conference on Quality and Improvement.*

# Invitation from ASQ St. Louis Section August 24, 2023 Virtual Meeting

**DATE:**

Thursday,  
August 24, 2023

This is a virtual/Zoom meeting

**Time:**

4:00 pm – 5:00 PDT

(check website to confirm time)

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

**Registration is required –**  
click [here](#) to sign up

Any questions? Send an [email](#).

**Attendance at this meeting  
earns RUs toward ASQ  
recertification.**

NOTE: Be sure to enter your  
name and email address in the  
chat when you join the meeting  
to receive the RUs.

For more information about the  
St. Louis ASQ Section 1304,  
click [here](#).

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

## Is it Possible to Self-Document any Policy or Procedure using Generative AI?



**Amit Kothari**  
CEO, Tallyfy

Have you ever noticed how much time is spent documenting processes, sending status update emails, and attending pointless meetings (apologies if you are in the middle of one right now)?

One of the most difficult parts of implementing quality programs and processes is documenting policies and procedures.

Would you like to learn more about the latest innovations in generative Artificial Intelligence (AI) and how they can be implemented to help anyone document any policy or procedure?

In addition, this presentation will cover controlling such assets, measuring engagement to see which ones are more popular (which is unknown today) to prove ROI from documentation efforts, and how “crowdsourced” feedback could be used to improve a process from feedback in the field.

Join us to learn more about techniques to ease change management for executing and tracking processes in real-time, as opposed to just publishing processes and hoping somebody looks at them.

*About the Speaker:* Amit Kothari, CEO of Tallyfy, is obsessed with making workflows easy to document, run, and improve for teams of all sizes through the use of Tallyfy, a workflow software. It empowers individuals to self-document any process using help from generative AI - without flowcharts and without being an expert. It can then be run between people to track the status of every task in real-time. Amit has decades of practical experience in software and process improvement and graduated with a Computer Science degree from the University of Bath.

## FREE GIFTS FOR ASQ MEMBERS IN AUGUST

Be sure to 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. [Access](#) this month's free gifts by August 31.

## UPCOMING ASQ CERTIFICATION EXAMS

Applications are now being accepted for the following exams scheduled for October 1-31. The application deadline is September 10.

- 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)

Certifications are a great way to help advance your career, improve your organization, and prepare you to be a more accomplished and effective quality-focused professional.

ASQ members save \$100 off the usual (non-member) fee for each exam. Click [here](#) to sign up or for more information.

## STRATEGY AND ORGANIZATIONAL EXCELLENCE

### Phoenix ASQ Section Virtual Meeting August 10 from 6:00 pm to 8:00 pm PDT

The Phoenix ASQ section invites everyone to join them for this Zoom webinar, featuring Dawn Ringrose, Principal of Organizational Excellence Specialists in Canada. Dawn has over 30 years of experience consulting with management on organizational performance and growth.

The presentation will cover strategy, strengths, weaknesses, opportunities, and threats (SWOT) analysis, organizational excellence, and performance measurement and results.

Meeting participants will learn how to:

- Communicate with the C-Suite
- Leave a good impression
- Open up opportunities for growth and advancement

There is no charge for this event, but advance [registration](#) is required. After registering, you will be sent a confirmation email containing the Zoom meeting link and information about joining the meeting.

## EMPLOYEE ENGAGEMENT IN THE VIRTUAL WORKPLACE

### Free HRDQ-U Live Webinar

August 23 from 11:00 am to 12:00 pm PDT

According to a recent article on Forbes.com, "Remote and hybrid work models are here to stay, and companies that adapt, innovate, and create a culture of trust and flexibility will thrive in the long run." While that is certainly true, the list leaves out one crucial success factor: the need to implement processes and strategies that foster employee engagement.

When employees are engaged, they are more emotionally invested in and connected to their work. Signs of engagement include a sense of pride in the work, a high level of enthusiasm, and a willingness to go the extra mile on behalf of the team or organization. This results in greater retention, increased job satisfaction, lower absenteeism, and better customer service.

Join presenter Michael Brenner, Founder and CEO of Right Chord Leadership, for this enlightening and fast-paced webinar to explore these strategies in greater depth.

There is no charge, but advance registration is required; click [here](#) for more information.

## CELEBRATION OF COMMUNITY, DIVERSITY AND CULTURE

### Free Event August 26 in Kennewick

The Tri-Cities Diversity & Inclusion Council (TCD&IC) is hosting the third annual Celebration of Community, Diversity, and Culture on August 26 from 12:00 pm to 8:00 pm in Columbia Park. This is a free event and open to everyone. Families are encouraged to participate.

The celebration is intended to highlight the beauty in diversity, create cultural awareness, and promote true community. Many cultures will be represented through food, entertainment, music, art, poetry, vendors/merchants, and more. There will be a beer and wine garden with beverages available for purchase from Sage Brewing Company and Fricchette Winery.

Everyone is encouraged to bring lawn chairs and blankets and to join in the fun. Volunteers are needed to help with the event. For more information about TCD&IC, click [here](#).

## QUOTE OF THE MONTH

"He who assists someone up the hill cannot help but get to the top himself."

~ Chinese Proverb

## INCOSE WESTERN STATES REGIONAL CONFERENCE

September 14-16 in Richland  
In-person or Virtual

The International Council on Systems Engineering (INCOSE) Conference will be held at the Pacific Northwest National Laboratory (PNNL) this year. The conference offers facility tours, six half-day tutorials, two days of breakout sessions, lightning rounds, and special events including keynote addresses, a reception, and a banquet.

This event is not just for INCOSE members or systems engineers. It's an opportunity for project managers, educators, technology professionals, and anyone who has a 'systems thinking' mindset to share with others about how to apply systems approaches to solve challenging problems.

There will be a pre-conference event on September 13 - a morning tour of the LIGO Hanford Observatory to review its critical work in the search for gravitational waves. In the afternoon, another tour will be offered - of the B Reactor National Historic Landmark, the world's first full-scale plutonium production reactor and part of the Manhattan Project National Historical Park. Registration for the tours closes on August 15.

The cost is \$550 for the in-person conference, with access to all technical sessions, tutorials, lunches, receptions and more. Virtual registration is \$450. For more details about the conference, topics, and speakers, click [here](#).

### GET OUT OF E-JAIL!

Online Video Course with Paul D. Casey  
**NOTE: Special price for ASQ members**

Clocking in at 30% of your time, email management is the second largest time consumer at work. It can also consume a lot of our personal time. We check email on our phones, tablets, and computers. We also check it in bed, during our commute (assuming someone else is driving), during meetings, and even during "off-hours." This constant access can often feel confining, like we are stuck in E-Jail.

Break out of E-Jail! This 3-Module course will teach you the tools to manage time, write more effective emails, and become a more effective communicator. In under 45 minutes you can learn how to break free from these confines and better manage your time.

This is a video course, taught by time management expert (and author, life coach, and inspirational speaker) Paul D. Casey. Each module consists of a video, key points, and a quiz. There is also a handout to work through as you learn.

Module 1: Email and Time Management  
Module 2: Writing Emails  
Module 3: Email Etiquette

Ready to trade that jail cell for some email freedom? Paul is offering a special deal for ASQ members – half-off the regular price of \$19.99. Enter code **ASQ50** at [checkout](#) to take advantage of this discount, good through September 30.

## SAVE THE DATE! 2023 PACIFIC REGION QUALITY CONFERENCE (PRQC)

November 4 from 9:00 am to 5:00 pm PST  
Hybrid Event – In-person (Carson, CA) or Virtual

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.

The annual regional quality conference 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.

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."

Key focus areas include:

**Embracing AI Applications in Quality:** Novel applications of Artificial Intelligence (AI) for improving and future-proofing quality operations through digital transformation.

**NextGen and AI:** How artificial intelligence can be helpful to a successful career in Quality for Next-Gen Professionals. How companies can utilize the next generation's unique skill set to maximize the power of AI or help accelerate quality training for the Next-Gen workforce.

**Applying ChatGPT in Quality:** How the seemingly limitless possibilities of ChatGPT can be harnessed to improve and streamline current quality practices. Finding new ways to leverage ChatGPT to add value and skills to the current quality workforce. This tool can be used by quality professionals for learning, coding, interviews, test scenarios, data generation, and code reviews.

Registration will begin on September 1. The price has not been finalized but is expected to be around \$70. More information can be found [here](#).

### CALL FOR PRQC PRESENTERS

Would you like to share your knowledge about quality and AI?

The conference team is currently accepting proposals from speakers for the November 4 event.

This is a great opportunity to be part of an exciting event and to help others learn more about these topics and how to use new tools and techniques to enhance their careers.

Click [here](#) for more information.



**10 MORE STEPS TO HELP YOU STAY SAFE THIS SUMMER**

(from the Red Cross website)

As we continue to enjoy the sunshine and warm weather of summer, here are 10 more steps you can follow to help keep

you safe. (See last month's newsletter for the first 10 or click [here](#) for the full list.)

**Summer is a great time for a picnic. But be careful with grilling, which causes 10,000 home fires every year.**

11. Wash your hands, utensils, and workstation before preparing the food.
12. Separate uncooked meats, poultry, and seafood from ready-to-eat foods like salads, fruits, vegetables, cheeses, and desserts. Use separate plates and utensils to prevent cross-contamination.
13. Always supervise a barbecue grill when in use. Never grill indoors. Keep the grill out in the open, away from the house, deck, tree branches or anything else that could catch fire.
14. Make sure everyone, including pets, stays away from the grill.
15. Don't leave food out in the hot sun. Keep perishable foods in a cooler with plenty of ice or freezer gel packs.

**Camping is one of the most popular outdoor recreational activities in the U.S. Being prepared for emergencies is critical when you are headed to an area with limited access to phone services and help.**

16. Know the level of ability of the people in your group and the environment around you. Plan accordingly.
17. Pack a first aid kit to handle insect stings, sprains, cuts and bruises and other injuries that could happen.
18. Sprains and falls are some of the most common misfortunes travelers may face. Dehydration is also a danger. Take a first aid and CPR/AED course and download this free [guide](#) and/or [app](#) so that you will know what to do in case help is delayed.
19. Share your travel plans and locations with a family member, neighbor, or friend.
20. Bring nutritious food items and water, light-weight clothing to layer and supplies for any pets.

Find more safety and emergency preparedness information [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.

**HOPE NEEDS A HOME – WOMEN AND CHILDREN'S BUILDING FUND**

**Tri-City Union Gospel Mission Needs Donations**

Our community needs a new Women & Children's Shelter. We need to expand efforts to offer hope and opportunity to the growing number of single women, mothers, and children living in difficult situations.

The current building being used in Pasco is very old, with nearly outdated electrical, plumbing, and heating. It is also too small - it is almost always full. There is no room for recovery or life-skills classes or private rooms for counselors to meet with those in need.

The plan for the new Women & Children's facility will allow for:

- Apartments for women with children
- Classrooms for programs and training
- Indoor & outdoor play spaces for children
- Located in a clean and safe neighborhood

You can make a difference. The Mission has purchased 3.5 acres of land in Kennewick for the new facility, and they now need to raise money to make this project a reality. For more information and/or to donate, click [here](#).

<b>2023 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2023</b>	
<b>Section Chair</b>	Denise Clements
<b>Secretary</b>	Jill Connolly
<b>Treasurer</b>	Robert Boykin
<b>Membership Chair</b>	Eric Clements
<b>Nominations Chair</b>	Jo Haberstock
<b>Newsletter Editor</b>	Robert Boykin
<b>Programs Chair</b>	Eric Clements
<b>Publicity Chair</b>	Jo Haberstock
<b>Webmaster</b>	Steve Prevette
<b>Voice of the Customer Chair</b>	Vacant
<b>Social Media Chair</b>	Vacant
<b>Education Chair</b>	Vacant
<b>Social Media 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 28th of the month.