

CHAIR'S CORNER – The New Year is Almost Here!

by Jo Haberstok

Happy Holidays to everyone!

I had really been looking forward to our annual holiday get-together event for our members this month – but we ended having to cancel it, due to the low number of reservations received. I understand that December is a busy month and everyone has a lot of activities going on. But I sure did miss the opportunity to get together just for fun (and food).

As 2020 approaches, I want to thank our 2019 section member leaders for their service. I also want to thank all of you for being members of ASQ and our Columbia Basin Section and for coming to the meetings, reading the newsletters, etc. We had a good year; check out the article on page 3 for some highlights.

I hope that in the coming year many of you will decide to become more active in our section, because we need more volunteers to help plan and organize meetings and site visits, develop and execute member recruitment and retention plans, and strategize for the future.

We will not be holding a regular section dinner meeting in January. Instead, I want to encourage everyone to check out the announcement on the next page, and to consider signing up for the January 16 dinner meeting of our friends with the Mid-Columbia Leadership Development Association (MCLDA). Several of their members have come to our meetings in the past and vice versa. I think it's good to mix things up a bit, and this is a great opportunity to meet and network with folks from another local group with similar interests.

So... who is getting excited about Christmas? Are you done with all your shopping? Are you getting stressed about visits from relatives? Here's a holiday suggestion. Consider spending some time communicating sincerely with family and friends. As we struggle with shopping lists and invitations, compounded by the season's sometimes inclement weather, it is good to be reminded that there are people in our lives who are worth spending time with, and people to whom we are worth the same.

And, in the midst of all the fun and frivolity – the city sidewalks, busy sidewalks, and shoppers rushing home with their treasures – try to also carve out some time for yourself. What that looks like is, of course, up to you, as we all find different activities to be relaxing and/or reinvigorating. Maybe a special night out with friends ... or maybe a really quiet night in with no friends! Maybe a trip to the spa or watching a favorite holiday movie. Or, how about volunteering to help serve meals at the Mission or visiting a local nursing home to help cheer up others who may be feeling lonely at this time of year? Whatever works best for you, go for it!

I wish you all a very Merry Christmas and all the best in 2020!

- Jo

Everyday Ethics

submitted by Robert Boykin

Passages from an article written by Thomas Shanks, S.J., Ph.D.

Ethics poses questions about how we ought to act in relationships and how we should live with one another. Ethics asks us to consider whether our actions are right or wrong. It also asks us how those character traits that help humans flourish (such as integrity, honesty, faithfulness, and compassion) play out in everyday living.

Most people would indeed like to live an ethical life and to make good ethical decisions, but there are several problems. Something we might call the everyday stumbling blocks to ethical behavior. Consider these: My small effort won't really make a difference. People may think badly of me. It's hard to know the right thing to do. My pride gets in the way. It may hurt my career. It just went by too quickly. There's a cost to doing the right thing.

Now, how would you respond if your children were the ones making these excuses for their behavior? Oh Mom, what I do won't really make a difference. Dad, I just didn't know what to do. Grandma, my friends won't like me. I won't get invited to anybody's home. I know I'll just never date again.

Put like this, ethics seems easier. People need a systematic way to approach living an ethical life. Here are five questions that, used daily, can help with the how-to of everyday morality.

Did I practice any virtues today? Virtues are "habits of the heart" we learn through models – the loving parent or aunt, the demanding teacher. Ask yourself, did I cross a dishonest line today? Or was I, at least some of the time, a person who showed integrity, trustworthiness, honesty, compassion, or any of the other virtues I was taught as a child?

Did I do more good than harm today? Or did I try to? Consider the short-term and long-term consequences of your actions.

Did I treat people with dignity and respect today? All human beings should be treated with dignity simply because they are human. People have moral rights, especially the fundamental right to be treated as free and equal human beings, not as things to be manipulated, controlled, or cast away. How did my actions today respect the moral rights and the dignified treatment to which every person is entitled?

Was I fair and just today? Did I treat each person the same unless there was some relevant moral reason to treat him or her differently? Justice requires that we be fair in the way we distribute benefits and burdens. Whom did I benefit and whom did I burden? How did I decide?

Was my community better because I was in it? Consider your primary community; however you define it – neighborhood, apartment building, family, company, church, etc. Now ask yourself, was I able to get beyond my own interests to make that community stronger? Was I able to draw on my community's strengths to help me in my own process of becoming more human? All of us can be leaders for good. The choice is ours.

We share a responsibility for creating the external world by projecting either a spirit of light or a spirit of shadow on that which is other than us. We project either a spirit of hope or a spirit of despair. We have a choice about what we are going to project, and in that choice we help create the world that is.

Be well and be safe.

- Robert

Mid-Columbia Leadership Development Association

January 16, 2020 Dinner Meeting

NOTE LOCATION & TIMES!

Thursday
January 16, 2020

Location:

TBD (will be available soon!)
Richland or West Richland

Times:

5:30 p.m. - Check-in/
Networking

6:00 p.m. – Dinner and
Business

6:30 p.m. - Presentation

Cost:

Free for MCDLA Members

\$20 – ASQ Members and other
Guests

\$5 – Presentation Only

(Cash, check or credit card)

Reservations are due by
January 9. Click [here](#) to RSVP,
or call 225-572-7188.

Note: No shows may be billed
unless cancelled 48 hours in
advance.

For more information about MCDLA
and other upcoming events, click
[here](#).

Note: Michael's book will be
available for purchase (\$20) and
signing at the meeting.

Leadership Mindset: Being an Effective Leader



Michael Benjamin

**Author, Speaker, Financial Coach, Chemical Engineer, and
President, Tri-Cities Chapter - National Society of Black Engineers**

"If you're misguided and undecided, knowledge and wisdom can be provided!"

The above quote is just one of the many insights Michael Benjamin will share at the January 16 dinner meeting.

Michael is a young entrepreneur and influencer. Debt-free at 23. A published author at 24. His book, *The Power of Yet* (TPOY), is a fictional, personal development book about a young teen figuring out where her puzzle piece should be placed in life. It addresses the importance and effect of adopting a growth mindset, while teaching financial literacy that should be taught in the educational space early on.

Leadership, communications, teamwork and the importance of life-long learning all play important roles in effective leadership. It's important to understand that leadership is not just about individuals with "manager" titles – it's something we all do - often on a daily basis in both our work and personal lives.

One of Michael's recent insights came when he led a financial workshop where he discussed the mindset that he operated in and applied to pay off his student loan debt and be free from debt at the age of 23, just a year after graduating from college. During the workshop, he described many of the principles discussed in TPOY. This made him realize that that he can book speaking engagements and lead workshops, using TPOY as a reference for material. The information he shares with others will have the ability to possibly change many lives, whether through shifting one's perspective from a fixed mindset to a growth mindset for their own unique purposes or shifting it in that manner for a very specific purpose (such as paying off student loans).

After writing and publishing his book, Michael feels his journey is just beginning. One of his passions is to use his knowledge, skills and personal experiences to influence and help others.

Join us on January 16 to learn even more.

SUMMARY OF KEY 2019 COLUMBIA BASIN ASQ SECTION 0614 ACTIVITIES

by Jo Haberstk

Our Columbia Basin Section has just about completed another successful year.

I am happy to announce that our 2020 section leadership team is in place and looking forward to serving in the coming year.

So... what did our section actually do in 2019?

Here are some of the highlights:

- Five dinner meetings - with a variety of speakers and topics
- Two site visits/tours to local companies
- Invite a Guest Program introduced ASQ to some potential new members
- Assessed performance via requests for feedback at meetings and other events - average overall rating for dinner meetings for the year was 4.6 (on a 5-point scale); average rating for site visits was 4.9
- Communicated with members via monthly newsletters, website and myASQ Community
- Supported WCQI/Fort Worth participation by three section leadership team members; other members also attended
- Supported six charitable organizations through donation drives (food/household goods), and donations of gift baskets/items for fundraisers
- All actions on FY 2019 Business Plan completed – met or exceeded all goals
- Business and Budget Plans for FY 2020 prepared and submitted to ASQ HQ

All in all, it was a very good year. Thank you all for your continued support and participation!

Pictures of some of the gift baskets we prepared and donated in our area in 2019



MCDLA JANUARY 16 MEETING – JOIN US FOR NETWORKING, FOOD, AND A GREAT SPEAKER!

We have decided to not hold a section meeting in January 2019. Our next meeting will be February 11.

We encourage everyone to sign up for the January 16 meeting of the Mid-Columbia Leadership Development Association (MCLDA).

This is a great opportunity to network with folks from another local professional organization! We've included the meeting announcement on page 2 – check it out!

Hope to see many of you there!

THE FUTURE OF QUALITY

ASQ Audit Video with Jay Arthur

We all probably know quite a bit about the history of quality ... what about the *future* of quality?

In this 25-minute keynote address to ASQ Audit in October of 2019, Jay Arthur lays out his vision of the future of quality. Quality is all about better, cheaper and faster. Can we have quality with just one of those attributes? Two? From hard copy books to Kindles to doing just about everything on our smartphones these days ... better, cheaper, faster.

He discusses traditional quality tools (lean six sigma and others) and how long it usually takes to complete a project using some of these approaches. He then offers thoughts about the future and what may be some new and/or improved-upon processes to meet the challenges to be addressed.

Check out this free presentation [here](#).

CHRISTMAS EVE DINNER AT TRI-CITY UNION GOSPEL MISSION IN PASCO

December 24 from 2 pm to 4 pm

Tri-City Union Gospel Mission will be serving Christmas Eve Dinner on December 24 from 2 to 4 pm. They are open to the public. Everyone is invited to join them for a slow-roasted Prime Rib Dinner (provided by Tyson Beef). There will also be homemade pie for dessert.

Their address is 221 South 4th Avenue in Pasco, Washington.

And remember – they are also in need of donations of winter clothing for men, women and children, as well as household good and food items. Check their most urgent needs list [here](#).



ASQ's SOFTWARE QUALITY PROFESSIONAL PUBLICATION

The *Software Quality Professional* (SQP) is a quarterly, peer-reviewed journal, published by ASQ. Its mission is to help software professionals apply quality principles to the development and use of software and software-based systems.

SQP publishes case studies, experienced-based reports, and state-of-the-art reviews in order to provide practitioners with an understanding of those software quality practices that have proven effective in a wide range of industries, applications, and organizational settings.

To enhance personal and professional growth, the journal provides a forum for exchanging practical ideas and experiences. SQP constantly strives to improve the professionalism of practitioners, the satisfaction of customers, and the well-being of the larger society.

Take a (free) look inside the latest issue of the [Software Quality Professional](#). You can read article summaries, full-text articles, and resource reviews from the most recent issue. You can also peruse past issues, review author guidelines, or subscribe. The *Software Quality Professional* is published quarterly in December, March, June, and September.

The annual subscription rate for ASQ members is \$61. For non-members, \$110. Click [here](#) for more information and/or to subscribe.

BURNING BRIGHT WITHOUT BURNING OUT

Paul D. Casey Webinar Available Online

"Burnout is a syndrome of emotional exhaustion, depersonalization and reduced personal accomplishment that can occur among individuals who do 'people work' of some kind." – Christina Maslach

Burnout is real. We've probably all experienced it to some degree at one time or another. It's important to stay fresh, especially for those in roles where other team members are counting on you to be alert, interested and actively engaged.

This 57-minute webinar with Paul D. Casey discusses the main reasons you may be burning out and provides 11 tips for avoiding burnout. The accompanying handout will help you personalize a plan for the future.

Cost is \$9.97. Click [here](#) for more information.

QUOTE OF THE MONTH

"A lie doesn't become truth, wrong doesn't become right, and evil doesn't become good because it's accepted by a majority."

~ Booker T. Washington

FIVE BOOKS TO ENJOY THIS WINTER

Recommended by Bill Gates

I recently saw an article on LinkedIn by Bill Gates, who often shares information about books he has read and enjoyed, as well as an annual holiday list of recommendations. As he says, December is a great time to take stock of all that you've done over the last 12 months, including all the books you've read. He's a data guy and often looks for trends. He found that he actually read more fiction this year than in the past.

Here are his recommendations, along with his personal notes about each book.

[An American Marriage, by Tayari Jones](#). My daughter Jenn recommended that I read this novel, which tells the story of a black couple in the South whose marriage gets torn apart by a horrible incident of injustice. Jones is such a good writer that she manages to make you empathize with both of her main characters, even after one makes a difficult decision. The subject matter is heavy but thought-provoking, and I got sucked into Roy and Celestial's tragic love story.

[These Truths, by Jill Lepore](#). Lepore has pulled off the seemingly impossible in her latest book: covering the entire history of the United States in just 800 pages. She's made a deliberate choice to make diverse points of view central to the narrative, and the result is the most honest and unflinching account of the American story I've ever read. Even if you've read a lot about U.S. history, I'm confident you will learn something new from *These Truths*.

[Growth, by Vaclav Smil](#). When I first heard that one of my favorite authors was working on a new book about growth, I couldn't wait to get my hands on it. (Two years ago, I wrote that I wait for new Smil books the way some people wait for the next *Star Wars* movie. I stand by that statement.) His latest doesn't disappoint. As always, I don't agree with everything Smil says, but he remains one of the best thinkers out there at documenting the past and seeing the big picture.

[Prepared, by Diane Tavenner](#). As any parent knows, preparing your kids for life after high school is a long and sometimes difficult journey. Tavenner—who created a network of some of the best performing schools in the nation—has put together a helpful guidebook about how to make that process as smooth and fruitful as possible. Along the way, she shares what she's learned about teaching kids not just what they need to get into college, but how to live a good life.

[Why We Sleep, by Matthew Walker](#). I read a couple of great books this year about human behavior, and this was one of the most interesting and profound. Both Jenn and John Doerr urged me to read it, and I'm glad I did. Everyone knows that a good night's sleep is important—but what exactly counts as a good night's sleep? And how do you make one happen? Walker has persuaded me to change my bedtime habits to up my chances. If your New Year's resolution is to be healthier in 2020, his advice is a good place to start.

POWER OF POSITIVE LEADERSHIP TRAINING

Jon Gordon Training

The Power of Positive Leadership, a 1-day public training session led by Jon Gordon and Julie Nee, will be offered on March 18, 2020, in Jacksonville Beach, Florida, and again on April 30 in Houston, Texas. Jon and Julie will share proven strategies and best practices to help you become a positive leader. You'll discover how to fuel yourself and your team with positivity, build a great culture, overcome negativity, increase engagement, communicate and connect more effectively to build great relationships and teams and lead through change. You'll leave with a personal action plan to improve your team and organization and create positive results.

You'll learn about how to:

- Thrive During Challenges and Change
- Develop Leaders in Your Organization
- Create a Great Culture
- Overcome Negativity
- Build a Connected and Committed Team
- Stay Positive Through Adversity
- Achieve Superior Results

Early bird pricing is \$595 for those who register by February 1 for the Jacksonville Beach training, or by March 1 for the Houston training. Discounts are offered for additional participants from the same organization. Click [here](#) for the full brochure.

GIVE THE GIFT OF SIGN SURGERY

Double Your Donation in December

Here's a gift idea for the friend or family member who already has everything! How about a donation in their name to SIGN?

SIGN Fracture Care International, which is based in Richland, builds orthopaedic capacity in developing countries by collaborating with the local surgeons to develop training and implants that support their efforts to provide effective orthopaedic surgery to the poor. They design and manufacture surgical implants and instruments that are then donated or provided on a cost reimbursement basis to under-resourced hospitals for the surgeons' use. They coordinate orthopaedic training of the surgeons in the use of this equipment and other orthopaedic procedures. The local surgeons can then treat more patients and hasten healing so patients can return to work and resume care and feeding of their families.

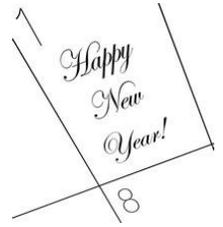
Every donation helps the program. A donation of \$150 enables a patient to receive SIGN surgery. And, until December 31, the first \$500,000 donated to SIGN will be doubled! To be matched, donations must be postmarked by December 31 or received in their office by 3 pm that day. If you would like to make a donation as a gift to someone else, just go [online](#) and select "Christmas Gift." SIGN will send a card to the recipient.

MAKE HEALTH A 2020 RESOLUTION

(From the CDC website)

Find ways to boost your health, fitness, and well-being, and be an inspiration to others in 2020!

- Make healthy food choices. Grab a healthy snack on the go. Eat more fruits and vegetables.
- Be active. Take the stairs instead of the elevator. Park farther away and walk.
- Protect yourself from injury and disease. Put on a helmet, sunscreen, or insect repellent. Wash your hands for 20 seconds.
- Manage stress. Don't overschedule or overcommit. Take short breaks throughout the day.
- Make an appointment for a check-up, vaccination, or screening.
- Quit smoking. Call 1-800-QUIT-NOW for free counseling on how to quit smoking for good.



FREE LEADERSHIP DEVELOPMENT WEBINAR FROM HRDQ-U

December 30 from 2 pm to 3 pm EST

We are all born with a unique set of talents. While these abilities certainly help leadership development to evolve, truly remarkable leaders can only become remarkable through a continuous and upward climb of learning. In other words, remarkable leaders are made. And that means leadership skills can be developed with the right approach. Does your organization have a clear-cut plan for leadership development? If the answer is 'no', then this webinar may be for you.

Join bestselling author and leadership expert Kevin Eikenberry for an informative one-hour session that will provide proven and practical ways to create remarkable leaders—and maybe even become one yourself. This webinar is based on Eikenberry's workshop [Remarkable Leadership](#). His book, "Remarkable Leadership: Unleashing Your Leadership Potential One Skill at a Time," sets out to challenge participants to be more intentional about what, when, and how they learn. Remarkable Leadership: A Learning Series offers flexible and practical learning experiences for leaders at all levels.

Participants will learn:

- Four reasons why many leadership development processes fail.
- Twelve keys to a successful organizational leadership development process.
- Strategies for developing targeted leadership skills in a relatively small period of time.
- How to create relevant learning experiences to build leadership skills.

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

FREE MEMBER GIFT BUNDLE – YEAR-END RECAP

Be sure to check-out the free ASQ member gift for December. It's the annual recap, providing extra access to all of the best resources from the monthly gift bundles of 2019.

Included are:

- More than 10 free e-books
- Over 20 expert webcasts
- Dozens of templates
- Hundreds of additional resources on nearly a dozen quality topics

Be sure to save these resources for quick and easy future reference in the future. This is one of the great benefits of ASQ membership, and a thank-you for ASQ members' ongoing commitment to quality.

Click [here](#) to access your free gifts before December 31.

FREE WEBINAR ON THRIVING THROUGH CHANGE FROM HRDQ-U

January 2 from 2 pm to 3 pm EST

To thrive in an environment that's filled with constant change, it is important to understand how to harness people's adaptability to move through disruption and regain resilience with change training. Learning how getting ahead of changes results in an organizational culture that can embrace change - fueled by empowered leadership and employees who feel valued and secure.

Join subject matter expert and author Dr. Cynthia Scott, the pioneer of the Transition Curve, for an informative webinar intended to help you to understand what happens to individuals, teams, and organizations when a change occurs. You will also learn how to lead in a way that minimizes disruption and increases resilience. This webinar is based upon research from [Mastering the Change Curve](#), an easy and effective change management assessment guide for bringing issues to the surface, providing a framework for healthy growth, and empowering individuals to shift their focus from the past to the future – without stalling or spinning their wheels.

Participants will learn:

- How the human brain responds to change
- Five different ways to reduce threat and increase resilience
- How to identify a predictable path of responding to change
- How to lead teams from resistance to performance

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.

COLUMBIA BASIN ASQ MEMBERSHIP

There are 86 members in Columbia Basin ASQ as of December 2, 2019.

2019 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2019	
Section Chair	Jo Haberstok
Secretary	Robert Boykin
Treasurer	Kent Ozkardesh
Audit	Stephen Pottle
Membership Chair	Sam Adams
Certification/Recertification	Patrick Faulk
Nominating Chair	Robert Kuhlman
Webmaster	Steve Prevette
Newsletter Editor	Robert Boykin
Publicity Chair (acting)	Jo Haberstok
Programs Chair (acting)	Jo Haberstok
Social Media Chair	Vacant
Education Chair	Vacant
Community Outreach 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 10th of the month.

