

**Issue 08-20**

**NEWSLETTER**

**August 2020**

## **CHAIR'S CORNER – How Does Your Garden Grow?**

**by Jo Haberstok**

There's something special about spring and summer. Maybe it's seeing the green grass pushing through after the winter snow and acknowledging all the wonders of nature. I think for me it's seeing the bright colors of flowers in bloom and then watching as more and more bloom throughout the summer. And there's also the promise of (or at least the hope for) a bountiful harvest from the garden...

But reaping the benefits and joys associated with all the positive things at this time of year usually requires quite a bit of work for those of us with the flower beds and vegetable gardens and lawns that need to be planted, watered, fertilized, mowed, etc. We aren't likely to get the best yield of tomatoes or the biggest pumpkins or award-worthy roses and rhododendrons without dedicated effort on our part.

When you think about it, It's a lot like life. Unless you happen to hit the right numbers in the lottery (or win the Publisher's Clearing House sweepstakes – every time the doorbell rings, I'm still hopeful!), you must be willing to put in some time and effort if you want to achieve much in life. And hitting the jackpot? Well, they say that money can't buy happiness. (And right now, someone reading this is probably thinking "That may be true, but I'd rather cry in a Porsche!")

I believe most of us enjoy the feeling of achieving a goal that isn't superficial or overly easy to reach, but rather something we have to put some real thought and effort toward in order to attain the desired result. This applies to our professional as well as our personal lives and relationships. Just sitting on the porch with a glass of lemonade (or wine) and waiting for flowers to plant themselves and then bloom prolifically is not likely to yield much success, is it?

You need to put on your gloves (and hat and sunscreen) and go outside. You need to prepare the soil and then water, fertilize, and weed for your garden to grow well and reach its full potential. And when you see the fruits of your labor – the canna lilies that bloom from the bulbs you planted in the fall, the colorful hanging baskets of flowers you personally picked out and arranged, and so many tomatoes and cucumbers and onions that you have to take some to the local food bank – you get a special feeling of accomplishment ... and happiness!

Similarly, when you combine your talents and skills with others at work or in a professional or community organization and you see those efforts and the teamwork paying off – perhaps in the quality of speakers or site visits, an increase in section membership or the publication of the monthly newsletter and sharing of opportunities for professional growth – there's a very special feeling that comes from helping others.

Just something to think about as the warm summer weather continues at this time...How well does YOUR garden (home or professional) grow??

- Jo

## **Are There Heroes Among Us?**

**submitted by Robert Boykin**

Have you noticed that we are living through uncertain times? I suspect that you have. News is coming at us all the time and each day brings a new set of questions. It can be easy to feel out of control and uncertain. We are encouraged to just switch off the news and social media. It can be very tempting to watch all the information coming in. But don't do that. Avoid the news that make you feel anxious and choose the stuff that's practical and useful.

A helpful suggestion, gleaned from an article I posted in a 2009 newsletter, might be to find a hero. Come on now, we all have one. Wouldn't it be inspiring to sit and chat with someone who can offer good advice and help point you in a positive direction, particularly in these uncertain times?

What would you do if you came face to face with your anonymous champion, or an individual you hold in high regard, or as some might describe it, your hero? Would you be reluctant to strike up a conversation? Or, would you make like Snagglepuss and exit, stage right?

I witnessed such an encounter back in the day when a friend named Sidney met his hero. Sidney never let on to me that he had a hero because it was not cool for a "bro' in the hood" to discuss such things. The hood was considered the hero, the champion, the rock – similar to the adage which states that the *strength of the pack is the wolf and the strength of the wolf is the pack*.

I had convinced myself during that time that no heroes walked among us, until I saw Sidney meet his. From that point forward I saw a change in Sidney. He became more confident and began to question and challenge things, instead of going along with the flow. Sidney also emulated his hero in the way he began to interact with others. Come to think of it, Sidney spent many hours helping the elderly in the neighborhood and refused to be paid for it - same as his hero. You see, Sidney didn't need to be asked to help out, he just would. I learned from Sidney that who you are when no one is watching is who you truly are.

I really liked Sidney, and I never let on to how much I admired him as a person. Sidney demonstrated values and had a unique attribute about him, a quality, if you will, and to this day I get a good feeling when I think about Sidney. Where is all this going? Why should it go anywhere? I just wanted to introduce you to Sidney and to my belief that each of us has a person that we hold in high regard. Whether it be a family member, friend, or someone you've never met - he or she is out there. Find yours, and/or be one. *Time spent helping others is time well spent.*

Be well and be safe.

**– Robert**

**Invitation from  
ASQ San Francisco  
August 18, 2020 Virtual Meeting**

**DATE**

Tuesday,  
August 18, 2020

**This is a virtual/online meeting. Meeting information and instruction for how to join the meeting will be provided 24 hours before the event.**

**Time: 6:00 PM – 7:00 PM PDT**

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

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

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

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

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

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

**Big Data, Big Deal: Why You Should Care**



**Dr. Judy Lee**

**Professor & Business Innovation & Technology Department Chair  
Ageno School of Business, Golden State University**

We have all heard of Big Data, but do we really understand it?

- What does Big Data mean?
- How “big” is Big Data?
- Where does it come from?
- What is so “magical” about Big Data?
- What has Big Data done to the workplace?
- How does Big Data influence your personal life?
- Where does the Internet of Things fit-in?
- Is there life after Big Data?

The presenter will address these items and more. Learn more about the implication for our future professional – and personal – lives.

*About the speaker:* Dr. Judy Lee has developed and taught Master of Science degrees in IT Management, Project Management and Business Analytics. She is past chair of the Committee on Academic Standards and recipient of the Faculty Service Award. She is also a past recipient of the Nagel T. Miner Research Professorship focusing on Business Analytics Education. Prior to her academic career, Judy held leadership positions in IT and software product development in high-tech industries. She served on the Advisory Board of the Fisher CIO Leadership Program at The Haas School, U.C. Berkeley, and has been a guest lecturer and consultant to startups. She co-authored The Renaissance CIO Project, one of the top-10 downloaded articles since 2010. She has chaired the IE Big Data Innovation and Machine Learning summits. Judy's community service includes the boards of several Bay Area non-profits, Board Member of Soroptimist International of the Americas, and Sea Scout Skipper for the Boy Scouts of America.

**Invitation from  
ASQ Inland Empire  
August 19, 2020 Virtual Meeting**

**DATE:**

**Wednesday,  
August 19, 2020**

**This is a virtual/online meeting. Meeting information and instruction for how to join the meeting will be provided 24 hours before the event.**

**Time: 6:00 PM – 7:00 PM PDT**

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

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

**Attendance at this meeting earns 0.5 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, click [here](#).

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

**Corrective and Preventive Action (CAPA)  
Insights: Lessons Learned from FDA  
Inspections**



**Toni Lucero-Aurelio**

**Director, Regulatory Affairs and Quality System Compliance  
ASQ Certified Reliability Engineer and Quality Engineer**

Over the past ten years, the US FDA has given increasing scrutiny to how medical device manufacturers manage their CAPA programs.

This presentation will discuss:

- Common difficulties encountered
- Recommended practical approaches to identifying actions needed
- Analysis and collection of data
- Verification of effectiveness

Toni will address these items and more. This is a great opportunity to learn more about the implications for our future professional – and personal – lives.

*About the speaker:* Toni Lucero-Aurelio attended the Transportation Design program at Art Center College of Design in Pasadena. She studied Global Enterprise Management at Ecole Supérieure de Commerce de Rouen and at University of Oxford, and received her Masters in Business Administration from Pepperdine University.

*Toni has 15 years of experience in medical devices ranging from endovascular and drug-eluting stents, respiratory diagnostics and ventilators, to Class III active implantable devices, as her background progressed from R&D Engineering to Quality and Regulatory Affairs. In her current role as Director Regulatory Affairs and Quality System Compliance at Applied Medical in Rancho Santa Margarita, she oversees the Internal Audit and CAPA programs.*

*Toni is a member of Regulatory Affairs Professionals Society and is an ASQ Certified Reliability Engineer, Quality Engineer and Six Sigma Black Belt.*

## AUGUST MEMBER GIFTS FOCUS ON MANAGING CHANGE AND BUILDING A CULTURE OF QUALITY

We're all dealing with "change" these days, probably now more so than ever!

Whether managing process improvements, leading a lean six sigma project, or implementing an organization-wide digital (or other) transformation, the foundation to the success of such efforts is the creation of a true culture of quality. And doing so is not easy, particularly in these everchanging and challenging times.

This month's free gifts for ASQ members include:

- **Free E-Book and Book Samplers** including *Culture is Everything*, *Unleash Quality*, and additional popular e-books from ASQ's archives on culture and change management.
- **Multiple Expert Webcasts** covering how to become a culture warrior for your organization, and how to create a culture strategy that will unleash your growth and profit potentials.
- **ASQTV Videos** including *Leveraging Lean to Improve Culture*, *A Quality Journey*, *Culture of Quality and the 3Ps*, and *Creating and Sustaining a Culture of Quality*.
- **Downloadable Articles and Resources** covering a range of cultural transformation topics and methods.

Be sure to access your free gifts by August 31 by clicking [here](#).

## "THE INDIVIDUAL AND THE TEAM: NECESSARY COLLABORATORS"

### Free Virtual Meeting August 19

The San Gabriel ASQ section invites other ASQ members (and non-members) to participate in a virtual meeting and presentation on August 19, from 6 to 7:30 pm. ASQ members can earn 0.5 RUs toward recertification for participating.

Presenter **Isabelle Hertz** is a consultant, coach and community builder. She has international experience working with clients in industries including healthcare, education, engineering, and biotechnology.

Isabelle will present "**The Individual and The Team: Necessary Collaborators.**" Utilizing a variety of tools and facilitation techniques, participants will be invited to explore more of who they are and how they show up in groups. The activities and discussion will be centered on self-awareness, group dynamics, and feedback.

For more information about the meeting and the presenter, check the San Gabriel [website](#). To register, click [here](#).

## WHO WILL STEP UP TO SERVE IN 2021?

### Need to fill Leadership Positions for Next Year

by Jo Haberstok

Question: Are any of you interested in keeping our Columbia Basin Section going in 2021?

From the number of responses to several previous calls to action, it's looking like the answer is "no," and that we will not be able to fill the required leadership positions for the coming year. If we unable to get volunteers to commit by September 1, we will stop asking and will then notify ASQ that our section will not be able to continue after the end of this year.

I understand that we all have our own priorities. We all have many other commitments in our lives, in both our work lives and our personal lives. But I would also think (hope?) that most of our members are really interested in quality and would *want* to see our section continue, to be able to offer and participate in educational programs, to hear from many great presenters on topics related to quality, to visit and learn from local industries, and to get together and network with others.

These things cannot be done without committed leaders. We need folks to help with preparing and monitoring the business and budget plans, coordinating and publicizing programs, meetings and other activities, recruiting and maintaining members, preparing articles and sharing information through our newsletters and website, etc.

Even with the coronavirus pandemic shutting down in-person meetings after only a few months this year, we've been able to hold two great dinner meetings, and we are now in regular communications with other sections in our region to learn about virtual meetings being offered and pass that information on to our members. And we continue to communicate regularly through our monthly newsletters and websites.

The section positions that must be filled for 2021 are Chair, Secretary, Treasurer, Membership and Nominations. None of these roles requires a huge commitment of time – usually no more than a few hours each month, depending on the activities going on.

For more information about the positions and/or if you would like to be part of the leadership team in 2021, please contact [me](#) by **September 1**.

## QUOTE OF THE MONTH

"Everything you've ever wanted is on the other side of fear."

~ George Addair

## HOW TO RUN GREAT VIRTUAL EVENTS

Free SCORE Webinar – August 25 @ 10 am PDT

Running virtual events can be challenging, especially if you've never run one before. With a little preparation, some tips, and knowing what to expect, you can master the art of a successful virtual event.

This webinar is offered by SCORE and will be presented by digital marketing expert Jenna Shaffer. You will learn:

- How to prepare for your virtual event
- Running your event and keeping people engaged
- How to follow-up after your event

To register, click [here](#).

## EASY ACCESS TO E-BOOKS, E-AUDIOBOOKS AND E-MAGAZINES

**No library card? No problem!**

In this digital age, readers have many choices on where to get books, but time, ease of access, and cost are important considerations for most. Fortunately, for those in the Tri-Cities area, there is an easy solution.

If you are a resident of Benton, Franklin, and parts of Adams counties, you can instantly sign up for a Mid-Columbia Libraries (MCL) digital library card if you don't already have a library card. You can then begin borrowing popular eBooks, eAudiobooks, and eMagazines in about 30 seconds using only your cell phone number. This service is compatible with all major computers and devices, iPhone®, iPad®, Android™ phones and tablets and Chromebook™.

With many physical library branches still closed or only offering limited services, the digital card is a great way to stay informed and engaged with reading and learning.

To sign up for this Instant Digital Card, visit the library's [website](#). Another option is to download [Libby](#), the award-winning one-tap reading app from [OverDrive](#).

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.

## WANT TO STRESS LESS? SLEEP BETTER? BE MORE "IN THE MOMENT"?

**There's an app for that!**

You may already have your own favorite app(s) for what have been and promise to continue to be, for at least a while longer, some trying times.

Everyone can use some calm from the uncertainty – and that might be in the form of hobbies, music, online (or appropriately distanced) socializing with friends and/or family.

If you are looking for some other apps to try, how about one of these?

- Calm
- Oak
- Headspace
- 72 Seasons
- Mindfulness
- Meditation Nest

As they say, *Keep Calm and Carry on!*

## HELP OUT IN LOCAL COMMUNITIES

### Tri-City and Yakima Union Gospel Missions Need Donations

The Tri City Union Gospel Mission began serving Benton and Franklin counties over 60 years ago, providing rescue ministry to the broken, bruised, and needy in the Tri-Cities and surrounding communities. The Yakima Union Gospel Mission has been helping in the community for 83 years.

The Tri-City Mission, located at 221 S. 4<sup>th</sup> Avenue in Pasco is open daily from 8 am to 6 pm for donations of clothing, food and small household items. Most urgently needed items at this time include:

- Bottled water
- Individual juices and powdered drink mixes
- Napkins
- Tomato Soup
- Razors
- Underwear
- Linens (sheets, towels)
- Single ride bus tickets

Click [here](#) for more information about the Tri-City Mission and their needs.

If you are able to help financially: Just \$2.07 – that's all it takes to feed a hungry person at the Tri-City Mission. A donation of \$26.91 will feed and care for 13 people. Many individuals and families who are struggling with hunger come to the Missions for meals. Click [here](#) to donate.

For more information about the Yakima Mission and their activities and needs, click [here](#).

## **FREE WEBINARS – SAFE ACTIONS FOR EMPLOYEE RETURNS - From the National Safety Council website**

**SAFER:** *Safe Actions for Employee Returns* is a multifaceted, comprehensive effort aimed at helping employers prioritize safety as they return employees to traditional work environments and schedules in a post-quarantine world.

At the center of SAFER is a task force – comprised of large and small Fortune 500 companies, nonprofits, legal experts, public health professionals, medical professionals and government agency representatives – that makes recommendations based on best practices and proven workplace safety strategies. The task force delivers resources, such as guidebooks and checklists, to equip employers with the tools they need to protect workers during this time of uncertainty.

Check out the [Quick Hit](#) documents, developed with the insight and expertise of the SAFER Task Force. In addition, a series of five free, 30-minute webinars to help turn [SAFER](#) return-to-work recommendations into actionable plans for organizations:

### **Action Planning**

A site-specific or company-wide action plan for monitoring and adjusting operations in response to COVID-19 can help mitigate risk. Each site, department or operations group should be able to answer the questions in the *SAFER* Action Plan Template before resuming operations. Watch the webinar [here](#).

### **Managing Anxiety**

As return-to-the-workplace conversations and activities commence, employees may be concerned about being exposed to or infected by COVID-19 and bringing it home to family members. Some may be at higher risk of developing severe illness from the virus than others due to age, pre-existing medical conditions or social factors, such as poverty, use of public transportation or living in congested urban areas. Watch this [webinar](#) to get helpful tips and guidance on successfully managing anxiety as employees return to work.

### **Office Operations**

This webinar suggests steps to take to facilitate best practices in office workplaces. Topics include reopening and physical distancing, along with a risk exposure index to score three categories of risk mitigation: location, interaction and tasks within the office setting. View this [webinar](#) for more information.

### **Employee Return and Confirmed Cases**

Because COVID-19 will continue to present risks to workforces after parts of the country move into response phases, employers should consider remaining flexible in their telework and leave policies to help employees return to work. In addition, this [webinar](#) discusses the importance for workplaces to communicate and take action when an employee has a confirmed case of COVID-19.

### **Entrance Screening**

Many organizations are looking for guidance on worker screening before entry into the workplace. This [webinar](#) entails guidance around screening preparation, protocol for the screeners, at-home screening, on-site screening and failed screening procedures.

## **WHAT ADVERSITY CAN LEAD TO**

by Paul D. Casey

While hiking our highest “peak” of our local “mountain” a couple weeks ago, I reflected on how, while it was difficult going uphill for cardio-vascular reasons, some of the downhill portions gave me more trouble. I’m not as nimble as I used to be, and I had to step more carefully on sandy or gravel areas that were steeper declines so that my feet wouldn’t slide (and I’d end up taking a header!). The unsure footing slowed my descent and completely restricted my focus on the beauty of the views around me until I got past those spots.

Same with our lives. When we go through uncertainty of massive proportions like now in our world, it’s unsure footing for living life. We thought we had more control than we probably did. The ground gets shaky beneath us, and we take evasive measures to cope with the change thrust upon us. Consequences of this are:

- 1. Adversity can slow our progress toward the vision and goals we had originally set for ourselves** (and organization). Our “flow” state, systems, and processes are now altered, and the adjustments needed have tweaked our productivity in the direction of the measures we had set. Notice I said: “slows.” Life and business are more about our direction than perfection. Still making progress? That is something that is usually within your control, even if it’s incremental. Is the next step you take in the trajectory of your goals? Then *right-size your expectations and keep gingerly taking that step - always ready to iterate on your decisions if they don't work as well as you'd hoped.*
- 2. Adversity can also take our eyes off the relationships we do have, and other things we are grateful for**, as we “do life and business.” If we aren’t careful, we start “cursing the darkness” instead of “lighting a candle” (Chinese proverb) on the things that truly are going well, despite setbacks. Relish what you do have instead of resenting what you are missing right now. Don’t miss the view: your garden’s flowers, your family’s laughter, the lyrics of your favorite song, the taste of occasional takeout meals. *Make a habit of speaking or recording your gratitude every morning and every evening.* It’s difficult to be angry and grateful at the same time.

I didn’t fall on that hike, despite a few mini-slips. Shake off your mini-slips as you make sense of your new reality. Take stock of the assets you still possess, and re-calibrate your goals for the remainder of 2020.

*Paul D. Casey, aka “The Calendar Coach,” is a certified Life Coach, author, speaker, and trainer. He loves to help people take action and achieve their goals. Check out his website [here](#).*

## LOOKING FOR SOMETHING GOOD TO READ?

Check out ASQ's Quality Press online bookstore! They offer a growing number of titles on organizational excellence and best practices. Here are just a few that focus primarily on the Baldrige criteria.

- [Culture is Everything: How to Become a True Culture Warrior and Lead Your Organization to Victory](#)
- [Insights to Performance Excellence 2019-2020](#)
- [Baldrige in Plain English, 2019-2020](#)
- [Baldrige for Leaders, 2019-2020](#)
- [Journey to Excellence: How Baldrige Health Care Leaders Succeed](#)
- [Road Map for the Baldrige Journey](#)
- [2019-2020 Baldrige Excellence Framework \(Education\)](#)
- [2019-2020 Baldrige Excellence Framework \(Health Care\)](#)
- [2019-2020 Baldrige Excellence Framework \(Business/Nonprofit\)](#)

## SUMMER WORD FUN

Here's another little "test" to see who really reads the newsletter each month – and mostly just to have some FUN.

For the first three (3) section members who respond back with all 10 correct answers to [0614asq@gmail.com](mailto:0614asq@gmail.com) by August 21, you will win a gift card.

### Word Scramble – Rearrange the letters to spell words related to summertime.

1. cnaoe \_\_\_\_\_
2. nradeg \_\_\_\_\_
3. imgmswin \_\_\_\_\_
4. rezeeb \_\_\_\_\_
5. nigfhis \_\_\_\_\_
6. coesplpi \_\_\_\_\_
7. ecssnuren \_\_\_\_\_
8. endelmao \_\_\_\_\_
9. etofbroa \_\_\_\_\_
10. ohsaesre \_\_\_\_\_

## COLUMBIA BASIN ASQ MEMBERSHIP

There are 82 members in Columbia Basin ASQ as of August 3, 2020.

2020 COLUMBIA BASIN ASQ LEADERSHIP TEAM	
January 1 - December 31, 2020	
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.

