

## CHAIR'S CORNER—New Year, New Team

by Trent Hartman

Happy New Year!! I hope everyone had a wonderful holiday. Ours was filled with “classic” Christmas movies (Christmas Vacation, A Christmas Story, etc.) and many home-made cookies - it was excellent!

With the new year we also have a new section leadership team. I'd like to extend my sincere gratitude to each of the leadership team members for volunteering to serve in 2021 and to the outgoing team for all of their efforts over the past year and graciously bringing us up to speed.

While the mandatory leadership positions have been filled for the year, there are still numerous opportunities to contribute to the local section. The positions that are currently open include: Programs Chair, Voice of the Customer Chair, Education Chair, Social Media Chair, and Newsletter Editor. The monthly section newsletter has become more critical than ever, with it now being our primary method of communication within the section. Robert Boykin has dutifully served in this capacity for many years and is ready to pass the torch. Please reach out if you have interest in any of the remaining open section positions or would like to assist in a more informal role. **Our section is operated entirely by our volunteer members and we need your help** to continue offering a local ASQ experience well into the future.

In-person meetings will, unfortunately, continue to be postponed until at least mid-year with the state of the COVID-19 pandemic. We may try offering our own virtual presentations this year as a change of pace. More to come on this in the near future. As always, if you have any general comments, suggestions or items you would like to see offered within our section, please let the leadership team know! Our goal is to make section membership an engaging and rewarding experience for all members. Hearing from each of you is essential to achieving that mission.

Best Regards!

Trent

## Stay Connected to Others (excerpts taken from internet articles)

submitted by Robert Boykin

Many people have found that coming together virtually (though not quite the same as in person) has made an impact and helped them cope with the changes brought on by COVID.

Staying connected and expressing affection has been linked to decreasing stress and high blood pressure. Creating a virtual network of neighbors has been proven to be just as essential to our overall well-being. By reaching out and keeping up, we all help create a stronger community in a time of uncertainty.

Working with community organizations can also assist in learning and appreciating the importance of having a solid community of support around you. The very nature of non-profits thrives on that principle. Having a foundation of support and accountability has been critical to keeping things turning everywhere.

Everyone can probably agree that this past year emphasized the importance of connection and relationships. For many, it was a time of complete isolation outside the norm. Suddenly, people all over the world were having to adjust to being at home whether they wanted to be or not.

While COVID was changing the face of day-to-day communications, people all around the world were realizing the impact that every day socialization had on their lives. Numerous studies have shown the importance of community and interaction for overall mental and physical health.

### **If you haven't done so recently, take some time to connect to someone important in your life today.**

Whether it be via email, text, call or social media – Connect! It's the small, daily interactions that can boost us up and get us through these unusual times. And when we can return to group gatherings and community building, Columbia Basin ASQ will be there to boost you up! Consider climbing on board the ASQ train as we head down the tracks toward “Normal Town.”

Be well and be safe.

– Robert

# Invitation from ASQ Inland Empire Section January 20, 2021 Virtual Meeting

## DATE

Wednesday,  
January 20, 2021

## Quality After Covid-19

This is a virtual/online meeting. Meeting information and instructions for how to join the meeting will be provided with registration.

## Time:

5:00 pm – 7:00pm PST

## Cost:

**There is no charge for this meeting/webinar.**

For more information and to register for this online/virtual meeting, click [here](#). Registration is required by January 18.

Attendance at this meeting earns RUs toward ASQ recertification.

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

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

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



**Vern Goodwalt**

### **Lean Operations Development Coach of The 3 Point Group**

Think back to just a little over a year ago. January 1, 2020. It looked like we were headed for a great year, didn't it?

Little did we know that in March a virus was going to turn everything upside down.

We never could have dreamed of the disruption that was going to take place in our lives, jobs, and the industries we work in.

Well, now we know. The real question is, what did we learn and what will Quality After Covid-19 be?

In this presentation Vern will cover what the experts - and he – believes Quality after Covid-19 will look like.

***About the Speaker:** Vern Goodwalt has had over 45 years of progressive growth in high tech manufacturing as Materials Manager, Plant Manager, Operations Manager, Division Director, and Corporate VP. He also has 12 years' experience in performance excellence consulting with non-profits, manufacturers, and other business organizations. In addition, Vern served nine years as a Senior Consultant to the US Department of Navy in Lean Operations Management.*

*Vern is an ASQ Senior Level member with direct experience in the application of Lean Six Sigma, ISO 9000 and ISO 17025 standards. He is a past ASQ ITEA Team Excellence Senior Judge and National Baldrige Awards Examiner. He is a two- time recipient of the California Baldrige Award.*

*Vern was an Adjunct Instructor for UC Riverside in Lean Six Sigma, Lean Operations Management, Data Mining, and Quality Management Systems. He is also a Measurement Science Conference (MSC) member and leader and is the 2017 Chair of the Board, Past President, and chair of the 2017 MSC Conference Technical Program Sessions, showcasing industry speakers.*

**DATE**

**Monday,  
January 25, 2021**

**The Foundational Change Toolkit for  
Quality Professionals**

This is a virtual/online meeting. Meeting information and instructions for how to join the meeting will be provided with registration.

**Time:**

**6:00 pm – 7:30pm PST**

**Cost:**

**\$10 ASQ Members**

**\$15 non members**

For more information and to register for this online/virtual meeting, click [here](#). Registration is required by January 22.

Attendance at this meeting earns RUs toward ASQ recertification.

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

For more information about the Vancouver ASQ Section #408, click [here](#).

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



**Peter de Jager**

**Keynote Speaker, Writer and Consultant**

Every manager involved with Quality, regardless of industry sector, will likely agree on the validity of the simple statement, “Quality is an ongoing process. There’s no final destination where we can stop and rest on our laurels.”

This statement comes with a hidden imperative.

This is evident in the overlapping S-Curves in Maturity models. We reach Quality limits within existing approaches and must shift to new processes to achieve greater levels of quality.

Each process shift requires a Change to processes that allowed us to achieve existing Quality levels. This means that while much of Quality Assurance is about making sure processes become part of the Culture, there is a critical requirement for bringing Change about, sometimes having to disrupt processes and cultures that have resulted in huge gains with respect to Quality.

This webinar will address two topics: 1) The Virginia Satir Change Process – with attention paid to the inevitable connection to maturity models; and 2) a template for communicating any type of Change.

Attendees will gain:

- An understanding of a Change Process Model that explains WHERE resistance originates, and the different phases involved in accepting a Change – whether it is externally imposed, or internally demanded.
- A Communications framework supported by the Change Model, that focuses on the key questions underlying the resistance to ANY Change and the need to tailor management responses to those questions that are unique to their Change Initiative.

*About the Speaker:* Peter de Jager is a keynote speaker/writer/consultant on the issues relating to the issue of managing change of all shapes and sizes in all types of organizations. He has published hundreds of articles internationally on topics ranging from Problem Solving, Creativity and Change to the impact of technology on areas such as privacy, security, and business. His articles have appeared in The Washington Post, The Wall Street Journal, The Futurist and Scientific American. Peter is recognized worldwide as an exciting, humorous, provocative, and engaging speaker for International Settlement.

## JANUARY FREE MEMBER GIFTS FOCUS ON CAREER ADVANCEMENT

One of the great benefits of ASQ membership is access to the many resources related to quality, quality tools, and more. This month's free gifts include a number of resources to help members build skills to become more valuable in their organizations or in moving into new areas of interest.

- **2020 ASQ QP Salary Survey** and exclusive webcast revealing the most profitable skills and certifications to have in 2021, and the impact of COVID-19
- **A new webcast on a critical 2021 skill:** How Data Analytics can be applied to Root Cause Analysis, Predictive Maintenance, and Warranty Quality
- **Videos** on Managing Remote Teams, Implementing Quality 4.0 Programs, Building Communication Skills, and Attracting Talent
- **Popular articles and benchmarking reports**, including: *The Good and Bad of Remote Work, Crafting a Resume That Stands Out, and Getting Clarity on Your Career*

Access your gifts by January 31 by clicking [here](#).

## 2020 INSIGHTS ON EXCELLENCE REPORT

ASQE recently announced publication of their first 2020 Insights on Excellence (IoE) Annual Research Report. This is a global benchmarking resource that identifies emerging industry trends and delivers actionable guidance to help individuals and companies pursue best practices in organizational excellence and operations.

Features of the report include:

- Global metrics on Barriers & Disruptors to implementing digital transformation
- Real world scores on challenges in adapting quality programs in global workforces
- Findings for both quality professionals and company executives to leverage learnings in order to positively impact their organizations
- New developments in five areas of member value ASQ and ASQE have delivered within 2020 including certification, publications, and events

To access your copy of the report, click [here](#).

## QUOTE OF THE MONTH

"The secret of change is to focus all of your energy not on fighting the old, but on building the new."

~ Socrates

## CERTIFICATION NEWS

Applications are now being accepted for upcoming ASQ Certification exams scheduled March 1-31, 2021. The application deadline is February 1 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)

There are several ways to apply to take a certification exam. 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. Or you can request a free certification brochure and application by contacting ASQ Customer Care at 800-248-1946 or [help@asq.org](mailto:help@asq.org).

Because of the extended closure of most of their testing centers, ASQ and the testing center Prometric currently offers ProProctor, an online proctored testing option. This is very similar to taking the exam at a computer testing center, except that you take the exam from home (or work) while being proctored remotely via your microphone and webcam.

For more details about ASQ certifications (there are 18 different certifications offered), click [here](#).



## BEST QUALITY BOOKS OF 2020

Looking for some good reading materials? Check out ASQ's "Year in Review" page.

This includes ASQ's most popular books from 2020, including both new releases and some perennial favorites on the following topics: Auditing, Culture, Lean, Manufacturing, Problem Solving, Quality Management, Quality Tools, Risk, Service, Six Sigma, Standards and Technology.

Click [here](#) for the full list.

## GOAL SETTING FOR 2021

by Paul D. Casey

The end of the year (or, for many of us, the first of the year!) means, "It's Goal-Setting Time!"

If you want to truly make an impact at work, in your personal relationships, and in the world, you must ultimately hold yourself accountable to getting your goals accomplished. Here are some ways to do just that in the coming year.

1. **Say it!** Utilize *people* to help you stay accountable, by declaring goals aloud to a boss, coach, peer, assistant, friend or family member.
2. **Write it!** Utilize *posted visuals* to help you stay accountable by hand-writing your goals, and then looking at your annual/quarterly/monthly goals daily.
3. **Schedule it!** Utilize *technology* to help you stay accountable, by getting the action plan items of your goals religiously into your computer/phone calendar in focused blocks of time.
4. **Reward it!** Utilize *positive reinforcement* to help you stay accountable, by treating yourself generously to celebrate when each milestone is reached. Delay gratification until you have done the work.

This sure-fire plan will soon have you accomplishing more tasks toward your ultimate life and work vision.

*Paul D. Casey has been a professional speaker for over 24 years and is one of the leading authorities in leadership and personal growth, especially time management. He has a Master's degree in education and has been an educator/administrator/COO in five non-profit organizations. Paul is an ACC-certified coach with the International Coaching Federation, a Master Trainer and a member of the National Speakers Association. Check out his Tri-Cities Influencer Podcasts [here](#). For more information about him and his company, Growing Forward Services, click [here](#).*

## GOAL-SETTING GUIDE

From L3 Leadership

If you are strategizing about goals for 2021 and thinking about what you can accomplish in the coming year, check out this [goal-setting guide](#) from L3 Leadership.

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.

## SECOND HARVEST NEEDS YOUR HELP

I'm sure it's no surprise to anyone that the number of people in our Tri-Cities area facing food insecurity has increased dramatically since the pandemic hit, with 1 in 6 people (up by 32%) - including 1 in 4 children (up by 43%) - who are now without enough healthy food.

The pandemic has placed a spotlight on the thousands of hardworking families in our community who have been living paycheck-to-paycheck, and due to unexpected job loss or reduction in hours, have been forced into using a food pantry for the first time.

How can you help?

[Donate Funds](#) - Every dollar donated helps get food to where it's needed most. Your gift will bring food-and hope to the tables of our neighbors in need. Second Harvest is a nonprofit 501(c)(3) charitable organization.

[Host a Food Drive](#) - Food drives stock the shelves of neighborhood food banks with a variety of nonperishable groceries for people in need. You can donate food directly to Second Harvest. They will make sure it gets to people who need it. You can also host a food drive at your school or work.

[Host a Fundraiser Event](#) - Rally your friends and neighbors to help end hunger in your community. Together, we can do so much more than we ever could alone. By hosting a fundraiser, you not only spread awareness about hunger in our community but also amplify the impact.

For more information about Second Harvest, check their [website](#).

## WEBINAR: HOW TO USE HEALTH ANALYTICS INTELLIGENCE TO SPOT MICRO-TRENDS

Free Webinar January 20 at 10 am PST

Throughout the COVID-19 pandemic, the impact on numerous areas of care and utilization has been disrupted at varying degrees and time periods. However, there is now enough data available for health analytics to be leveraged to prepare for years to come.

Join experts Anne Fischer and Jennifer Jones from Springbuk for this Conference Board sponsored event to learn how to use this information to spot micro-trends and better prepare for the future of health care.

- Learn how employers can leverage health analytics to inform and maximize benefits plans
- Discover how to spot micro-trends within your population and begin to act
- How to spot micro-trends within your population and begin to act
- Understand what other areas of care might be impacted by the downstream impact of COVID-19 in 2021

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

## YOUR COMMUNICATION STRATEGY TOOLBOX

Free Virtual seminar on February 9 from 12 pm to 1 pm PST

Are you executing tactics galore, but unsure of their strategic impact? Wondering how to structure your communication plan? Know how to find out what your stakeholders think about you ... and what to do with those insights?

Advance your strategic "smarts" with this February 9 virtual meeting/seminar with live Q&A offered by the Mid-Columbia Chapter of the Public Relations Society of America (PRSA).

Speaker Staci West, will present "Your Communication Strategy Toolbox." She will provide insights on:

- The difference between strategy versus tactics – and what you should be doing at a strategic level
- How to create a communications plan – with a takeaway template
- How to find out what your stakeholders think about your organization
- How to get a seat at the decision makers' table.

Staci West is the Manager of Communications at the Waste Treatment Plant/Bechtel Corporation. She has led many cross-functional strategic communications teams and campaigns.

There is no cost to participate in this event. Register [here](#) to get the zoom link.

## ARE YOU ACTIVE IN myASQ?

The myASQ platform was designed and implemented to offer members accessible, timely and relevant solutions, meaningful networking, and interaction with like-minded quality professionals. It is a centralized, online source designed to support members in learning and using quality tools.

If you have an ASQ.org account, you automatically have access to my.asq.org through the same log-in; on your first visit to my.asq.org, you will need to log in to be recognized.

At this time, less than half of our Columbia Basin ASQ members are currently members of the myASQ community. If you have not already done so, please take a few minutes to log in, create a profile, and explore. We have an active, public ASQ Community there – check it out [here](#).

One of the key benefits of the myASQ community is the ability to expand your network and connect with others. The member directory and connections are exclusive member benefits. Other benefits include access to ASQ news and discussions on a number of quality-related topics.

For more information, check the FAQs page by clicking [here](#).

## THE WHAT, WHY, WHO, WHEN AND HOW OF SOFTWARE REQUIREMENTS

Portland ASQ Section Webinar – February 9

Many of you will recognize the name – **Linda Westfall** – as she has presented several training workshops in our area in past years related to software quality.

The Portland ASQ section's February 9 webinar from 6 pm to 9 pm PST will feature Linda as guest speaker. She will share information about:

- What software requirements are, and the various levels and types of requirements
- Why getting the software requirements right is so important
- Who needs to be involved -- identifying software requirements stakeholders
- When requirements activities occur in the software development lifecycle
- The how of software requirements, the major activities of software requirements engineering

*Linda Westfall is the president of The Westfall Team, which provides software engineering, quality, and project management training and consulting services. She has more than 40 years of experience in the software industry. Linda is the author of The Certified Software Quality Engineer Handbook. She is a past chair of the ASQ Software Division, a contributor to the PMI PMBOK, an ASQ Fellow, and ASQ CSQE, CMQ/OE, CQA, CBA, a PMI PMP, along with other certifications.*

For more information about the meeting and how to register, check the Portland Section (0607) myASQ Event calendar [here](#).

## EVERYONE HAS A STORY IN LIFE

A 24-year-old young man looking out from the train's window shouted...

"Dad, look! The trees are going behind!"

Dad smiled. A young couple sitting nearby looked at the 24-year old's childish behavior with pity, when suddenly he again exclaimed...

"Dad, look! The clouds are running with us!"

The couple couldn't resist and said to the father, "Why don't you take your son to a good doctor?"

The father smiled and said, "I did, and we are just coming from the hospital. My son has been blind from birth, and he just got his eyes today."

Every single person on the planet has a story. Don't judge people before you truly know them. The truth might surprise you.

## GLOBAL NATIONAL SAFETY COUNCIL (NSC) VIRTUAL SAFETY CONGRESS & EXPO

March 1-5

For more than 100 years, safety, health and environmental professionals have turned to this safety event for industry-leading technology, education, networking opportunities and the tried-and-true products and services needed to stay at the forefront and remain competitive within the industry.

The NSC Safety Congress & Expo is being held virtually in 2021 to prioritize the safety of stakeholders during the pandemic environment.

Professional development workshops will be held on March 1 and 2. The Congress & Expo will be March 3-5.

Come together to share experiences, to learn new ways of doing business, and to explore the innovations that will drive our industry to save lives, from the workplace to anyplace.

- A community platform to network, share lessons learned and plans for the future
- A live and on-demand education platform for safety teams around the world
- A trade show just like an in-person expo hall to see innovations and make connections to grow sales and profitability

Registration is now open. Click [here](#) for more information.

## CONVERT CLASSROOM ACTIVITIES TO ENGAGING VIRTUAL ACTIVITIES

You may be wondering.... Can you really do anything of much value in a virtual classroom? Can it be as effective as an in-person learning experience? Can you truly engage a remote audience?

The answer to all of these questions is "yes", and more.

But what about experiential exercises? What about hands-on technical topics? Or simulated role plays? The answer to all of these is also "yes."

Converting classroom activities to virtual ones involves creativity and consideration of how to maximize the platform tools. A combination of both elements will lead to your success in the virtual classroom.

Intrigued? Want to learn more? Check out this [article](#) by Cindy Huggett on the HRDQ-U Webinars site.

## COLUMBIA BASIN ASQ MEMBERSHIP

There are 70 members in Columbia Basin ASQ as of January 4, 2020.

2021 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2021	
Section Chair	Trent Hartman
Secretary	Denise Clements
Treasurer	Lyn Griswold
Membership Chair	Robin Dowsett
Audit Chair	Denise Fast
Nominating Chair	Emily Wilson
Webmaster	Steve Prevette
Newsletter Editor (acting)	Robert Boykin
Publicity Chair (acting)	Jo Haberstock
Programs Chair	Vacant
Voice of the Customer Chair	Vacant
Education Chair	Vacant
Social Media 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 8th of the month.

