

CHAIR'S CORNER – SECTION AND REGIONAL NEWS

by Trent Hartman

It's officially Spring, and it is wonderful! I hope everyone has had an opportunity to enjoy the warmer weather. We also seem to be making progress on the vaccination front, which hopefully will bring us closer to resuming some in-person interactions for the local section. ASQ headquarters determined some time ago to continue the moratorium on in-person activities through June 30th at least. That could very likely be extended, but we are definitely moving forward and that is a great feeling. I recently received my first vaccination at the Benton County Fairgrounds, and it was extremely convenient with full drive-through service. I highly recommend it!

I thought I would provide a quick update this month on some of the section activities so far this year just to give everyone an idea of where our efforts have been focused.

ASQ student branch formation - One of the primary elements in ASQ's current growth strategy is aimed at creating student branches at local colleges and universities. This is a tall task for several reasons but considering that most students are still not physically attending schools and that many are experiencing financial hardship (even more than usual), engagement will be challenging. Emily Wilson, our Nominations Chair, has volunteered to champion this activity for our section. If anyone has ideas for marketing, creating excitement about ASQ within student populations, etc., please reach out to the leadership team. We would love to hear from you!

2021 Pacific Regional Quality Conference – The ASQ Pacific Region (of which our section is a part) held its inaugural conference last year and had excellent attendance. Planning for this year's conference is now underway. A call for speakers has been issued. Topics of interest include:

- Internet of Things
- Software Systems
- Data Intelligence
- Business Process Efficiencies
- Innovation
- Management Excellence
- Industry 5.0 (robotics in manufacturing)
- Organizational Risk Management

Please contact me if you are interested in presenting on any of these or other relevant topics. Last year's conference was very informative and featured some great speakers. It would be fantastic if we could contribute to the content offered this year.

Best Regards!

Trent

Ethics and You

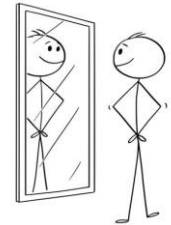
by Robert Boykin

Do you see yourself as an ethical person? Want to know what others see?

At its simplest, ethics is a system of moral principles – concerned with what is good for individuals and society. The term is derived from the Greek word *ethos*, which can mean custom, habit, character or disposition.

What could all this mean to you? Well, adhering to the ethics definition might help you to be a good citizen, a good family member, a good friend and neighbor, and a good coworker.

How can you be sure you are living up to the standards of the ethics definition? One way might be that, at a suitable time, you stand in front of a mirror and affirm to yourself that you demonstrate sound ethical behavior on a consistent basis.



Next, again at a suitable time - and be sincere about it - ask a coworker, a family member, a friend or a neighbor for their honest opinion relative to your ethical behavior. It might make for an interesting, fun and, hopefully, ethical discussion.

Let's count on your neighbors and others seeing you as:

- Empathetic ✓
- Team Player ✓
- Honest ✓
- Inclusive ✓
- Considerate ✓
- Safety Conscious ✓

Be well and be safe.

– Robert

Invitation from ASQ San Antonio Section April 13, 2021 Virtual Meeting

DATE

Tuesday, April 13, 2021

This is a virtual meeting/webinar. Information and instruction for how to join the meeting will be provided with registration.

Time:

4:30 pm – 6:00 pm PDT
(check registration site to confirm time)

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 April 12.

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 San Antonio ASQ Section #1404 click [here](#).

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

The Business World After COVID - 19



John Knotts

Professional and Personal Business Coach

If change in business wasn't hard enough, along comes some virus out of left field to totally disrupt the world. COVID-19 turned into a Clarion Call for businesses in so many ways!

It was mid-January 2020, and I was sitting with Tim Handren, the CEO of Santikos Theater. We were talking about risk and how important it was to consider everything that might happen to your business. Tim was talking about this thing called "Coronavirus" and how movie theaters could have never planned for it. At the time, theaters in China were shutting down due to the virus – it had not hit our shores yet. I had not even heard about this coronavirus when I had this conversation. At that time, I wondered what impact it could possibly have on this CEO's business mind, let alone the impact on other businesses across the country.

The world had seen pandemics before. In 1968-1969, an estimated 1 million worldwide died and about 100,000 died in the United States. I was still a little kid when this happened, and my mother barely remembers it. Will this be true for COVID-19? Will it be soon forgotten?

By mid-April 2020, unemployment in the United States hit 22 million (14%). One month later, unemployment numbers exceeded 36 million (22%). Goldman Sachs warned that the real jobless rate will peak at 35%, up from the previous projection for a peak of 29%.

Just in my local neighborhood alone, entire strip malls of businesses shuttered their doors before even coming out of the first lockdown. Many more will close before the country finally fully opens back up. Even those that make it through the pandemic restrictions might not last through the rest of 2021.

So, what does a business today need to do to survive in this 'New Normal,' as it is being called? What does the future of business look like? If you want to be successful in business post-COVID, what should you focus on?

About the Speaker: John Knotts is a personal and professional business coach and consultant with over 25 years of experience in military, non-profit, and commercial leadership and consulting. He has an extensive background in strategy, change, process, leadership, management, human capital, training and education, innovation, design, and communication. He believes strongly in a holistic and no-nonsense approach to establishing operational excellence. John has an extensive writing, speaking, facilitating, and teaching background. He holds a Master's Degree in Quality Systems Management from National Graduate School and his BS degree is in Management from American Military School.

Invitation from ASQ Ann Arbor Section May 3, 2021 Virtual Meeting

DATE

Monday, May 3, 2021

Corrosion Reliability

This is a virtual meeting/webinar. Information and instruction for how to join the meeting will be provided with registration.

Time:

2:45 pm – 4:00 pm PDT
(check registration site to confirm time)

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 April 29.

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 Ann Arbor ASQ Section #1010 click [here](#).

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



Dr. Jianhua Zhou

ASQ Fellow, Consultant at JHZ Strategic QA

Corrosion happens to various products such as chemical and petroleum equipment, automotive vehicles and components, highway bridges and infrastructures, home buildings and appliances, electrical and electronics, offshore structures and marine products.

Metal-loss corrosion is a major threat to the structural integrity and safe operation of underground oil and gas pipelines worldwide. The reliability-based corrosion management program has been increasingly used in the pipeline industry, which typically includes three tasks, namely periodic high-resolution inline inspections to detect and size corrosion defects on a given pipeline, engineering critical assessment of corrosion defects reported by the inspection tool, and mitigation of defects.

There are a number of engineering challenges involved in reliability-based corrosion management programs, including the probabilistic corrosion growth modeling based on imperfect inspection data, time-dependent reliability evaluation, and optimal inspection interval determination for corroding pipelines.

Dr. Zhou will discuss some of these things and will also share an example of modeling corrosion and evaluating reliability.

About the Speaker: Prior to joining JHZ Strategic QA, Dr. Jianhua Zhou worked for Ford Motor Company where he held various positions including Vice President of Ford Asia Pacific Quality and New Model Programs, Corporate Executive Technical Leader and Member of Technology Advisory Board. Dr. Zhou has been actively involved in professional societies. He is an ASQ Fellow and Chief Technical Expert of ASQ Shanghai. He also serves as an Associate Editor of SAE International Journal of Materials and Manufacturing.

Dr. Zhou has published more than 30 technical papers, including one in the Japan Journal of Quality Forum. He has been a keynote speaker and panelist at various international conferences and symposiums. He is a three-time award winner of Taguchi Robust Design. In 2009, ASQ recognized Dr. Zhou the Quality Professional of the Year, and in 2015 ASQ bestowed the title Fellow for his contribution to advancing quality. Dr. Zhou holds a US patent on vehicle durability as well as M.S. and Ph.D. degrees from the University of Michigan, and a B.S. degree from Nanjing University of Technology.

APRIL MEMBER GIFTS – DIGITAL TRANSFORMATION

Deploying an organization's digital strategy won't happen without its fair share of hiccups. There will be some common challenges that cut across all industries and digital maturity levels, and others that are specific to certain organizations. This month's free gifts for ASQ members include many different resources and guidance to help everyone persist through digital disruption and succeed on the path to excellence.

This month's gifts include:

- **Short introductions and videos** on Quality and the Digital Workforce, Digital Transformation and Blockchain, Implementing Quality 4.0 Initiatives and New Career Opportunities, and other related topics
- **Multiple Webcasts and Webinar presentations** including *Excelling on a Digital Transformation Journey* and *Preparing Your Organization for Its Move to the Next Level*
- **Free E-book Samplers** including *Excelling on a Digital Transformation Journey*, *The Definitive Guide to Digital Transformation and Quality 4.0*, and *The Digital Helix: Transforming Your Organization's DNA to Thrive in the Digital Age* audiobook
- **Popular Articles and Benchmarking Reports** on Reengineering for the Digital Age, Reinvigorating Quality Thinking Throughout the Quality 4.0 Transformation, and Deploying a Digital Strategy
- **The New ASQ Mobile App!** This new member benefit will put the power of ASQ's knowledge, resources and quality networks in the palm of your hands, to support digital transformation efforts 24/7

Click [here](#) to access your free gifts by April 30.

APRIL IS NATIONAL VOLUNTEER MONTH

"Volunteers are the only human beings on the face of the earth who reflect this nation's compassion, unselfish caring, patience, and just plain loving one another." -Erma Bombeck

April is National Volunteer Month. This celebrates the impact volunteers have on our lives and encourages active volunteerism in generations to come. Most often unpaid, volunteers generously donate a part of their lives to often do the work that nobody else likes to do — cleaning up after an event, fostering shelter dogs, chaperoning field trips, or helping the librarian; there are so many areas in need of volunteers.

This month, we salute all volunteers for their unwavering services to businesses and communities and hold aloft their examples to inspire young and adults towards volunteerism. With many thanks to those who currently serve on our section's leadership team and others who assist with section activities, we encourage more of our members to also consider volunteering to help with future activities. If you are interested, please contact one of our team members.

CERTIFICATION PATHWAY TOOL AND UPCOMING EXAMS

ASQ Certifications are recognized as a mark of quality excellence in many industries. They are designed to help you advance your career, improve your organization, and prepare you to be a more accomplished and effective quality-focused professional. Advantages of obtaining an ASQ Certification include increased income potential, a competitive advantage, and global recognition.

Interested? But maybe not sure what type of certification you would like to pursue? ASQ has a nifty tool that you can use to explore your pathway to certification. Check it out [here](#).

Applications are now being accepted for upcoming ASQ Certification exams scheduled June 1-30, 2021. The application deadline is May 4 for the following certifications:

- 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)

Click [here](#) to sign up for an exam or for more information.

LINDA WESTFALL PRESENTATION

April 15 from 6:00 pm to 7:30 pm PDT

We have learned from the Spokane ASQ section (#0619) that their April 15 virtual meeting will feature a presentation from Linda Westfall, a well-known Software Quality expert.

There will also be some time before the presentation for socializing and a few minutes afterwards for discussion and feedback.

There is no charge for this WebEx meeting – just join in from the [meeting link](#), by meeting number 127 836 6527 and password AkyPkf2ZP53. For more information or to learn more about the Spokane section, click [here](#).

QUOTE OF THE MONTH

"Don't let yesterday take up too much of today."

~ Will Rogers

ASQ MOBILE APP – A NEW AND EXCITING WAY TO STAY CONNECTED TO QUALITY!

This past year has shown the important role technology plays in our ability to engage with each other and how it can make us feel connected when we are unable to gather in person.

Recognizing how technology can bring us together across physical distances, ASQ's 2021-2022 strategic plan includes initiatives to improve the member experience by leveraging technology to change the way members engage with ASQ.

Check out the [ASQ mobile app!](#)

Now you can connect with just a tap on your screen - opening up opportunities to explore, share, and learn. The app is intended to complement the ASQ.org website and the online myASQ member community. Digital transformation continues to propel the quality industry forward, and ASQ wants to provide contemporary ways for members to connect and access resources with their community of peers.

Here's what the new app can do for you:

- Tap into the rich knowledge of fellow ASQ members, connecting through the app to share content, ideas, and experiences
- Stay up to date with real-time society and breaking news in quality to keep you connected and informed on what's trending and what's on the horizon
- Access member benefits and resources immediately, including articles, videos, templates, and tools to enhance your knowledge and develop yourself professionally
- Organize and save topic resources that matter to you, utilizing App tools such as notifications, bookmarking, and hashtags, and schedule yourself for upcoming ASQ events
- Network with quality professionals like yourself through direct and group messaging, to make valuable career connections and help you solve your most pressing quality problems and challenges now
- And much more...

For more information, read the [FAQ](#) page, visit [ASQ.org](#) or contact [ASQ Customer Care](#) if you need assistance.

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.

CAREER DEVELOPMENT IN A VIRTUAL ENVIRONMENT

April 20 ASQ Event from 3 pm – 4 pm PDT

Would you pay \$15 for two career coaches for an hour? This is an opportunity to hear from two expert Career Coaches about their perspectives on the current career and employment landscape.

Some of the topics to be covered include:

- Trends being observed
- How to maximize career development opportunities within your current company
- Laying the groundwork for exploring opportunities outside your company
- The importance of networking
- How to network in a virtual world while doing so in a comfortable way
- The value of a positive message and a strong LinkedIn presence

About the presenters:

Teddy Burriss is a LinkedIn strategist, trainer & coach. Since early 2010, he has been delivering LinkedIn training and coaching programs for business professionals guiding them with the best practices and tactics of using LinkedIn as a business tool.

Mike Brown is a trainer, coach, consultant, and speaker who integrates business strategy and his experiences into his straight talk delivery. He has over 30 years of experience providing HR and training solutions for clients on four continents in a wide variety of industries, including non-profits and schools.

For more information and to register for the April 20 event, click [here](#).

RESOLVING QUALITY ISSUES IN PRODUCTS

Virtual Presentation - April 21 from 6:00 pm to 7:30 pm PDT

The San Gabriel ASQ section's April 21 meeting will focus on quality issues in products. Presenter Vijaya Pilly will provide a summary of technical issues in company products and how to apply Lean and Sigma technologies to find solutions to save on product costs and improve quality and reliability.

There is no charge for this virtual event, and you can earn RUs toward recertification for attending. For more information and to register, click [here](#).

INTERNATIONAL GUIDE DOG DAY IS APRIL 28

Guide dogs provide opportunities for social interaction and greater independence for legally blind adults. International Guide Dog Day pays tribute to the dogs who do this impressive work. Guide dogs help the visually impaired make their way through the world while also offering love and comfort in many ways.

References to guide dogs date back to at least the 16th century. To make a donation to Guide Dogs of America, or for more information, click [here](#). or call 800-456-4843.

APRIL IS DISTRACTED DRIVING AWARENESS MONTH

Though traffic has dropped significantly since the start of the COVID-19 pandemic, our roads have only gotten more dangerous. On a typical day, more than 700 people are still injured in distracted driving crashes. Talking on a cell phone - even hands-free - or texting or programming an in-vehicle infotainment system diverts your attention away from driving.

Keep yourself and others safe by taking the National Safety Council (NSC) [Just Drive pledge](#) to drive distraction-free, and support efforts to make the roads safer for everyone.

Encourage others to also take action by sharing these offerings from NSC:

- Engaging posters to share virtually or post in your workplace
- 5-Minute Safety Talk and accompanying PowerPoint presentation to start a conversation around safe driving
- Infographics for social media and your in-house monitors
- Videos to help keep your workers safe behind the wheel and more

There is also a planner designed to engage team members in safe driving messages all month long. More information and materials can be accessed [here](#).



ORGANIZATIONAL LEADERSHIP AFTER CRISIS

April 30 Round table from 11:30 am to 12:30 pm PDT

Our current times require exceptional leadership as business leaders are faced with a unique set of challenges, the likes of which they've never faced. Distributed workforces, looming retirement shortages, IT cross-functionality and a new normal that hasn't quite set in yet... Calming the storm after a crisis...a leader's opportunities are endless!

Join the Lucas Organizational Performance Team for a panel discussion on leadership in 2021. This will be a round table discussion with Dale Walling, Joe Estey, Sr., Chris Lucas, and Joe Estey, Jr., providing a glimpse into the current state of leadership.

To help customize the event, questions may be [submitted](#) prior to the discussion. To register for the event, click [here](#).

ASQ WORLD CONFERENCE ON QUALITY & IMPROVEMENT

Virtual Event May 24-28

Are you looking to connect with like-minded professionals focused on quality practices and excellence? ASQ's World Conference on Quality & Improvement (WCQI) is known globally as a great place to connect with your peers, engage with service providers, and sharpen your knowledge.

With safety in mind, this year's event will be completely virtual, convenient and interactive, with content available to participants all week long. Areas of focus include:

- Quality Foundations
- Strengthening the Supply Chain with Quality Risk Management
- The Quality Revolution will be Digitized
- Profiles in Excellence

Cost for the conference is \$575 for ASQ members, \$675 for non-members, and \$99 for student members.

Registration includes:

- Virtual opening session
- Two keynote presentations
- 25 live presentations
- 70 on-demand presentations
- Access to presenters via the WCQI Speakers Lounge
- Access to exhibitors and ASQ resources in the WCQI Virtual Expo Hall
- Daily peer-to-peer networking and live entertainment
- Up to 5.0 RUs (toward recertification)
- Member access to all presentation materials for one year

For more information about the scheduled keynote speakers, educational sessions and networking opportunities, click [here](#).

CHANGE & TRANSFORMATION CONFERENCE: RECOVERY, REINVENTION, RESILIENCE

The Conference Board Virtual Event June 15 and 16

Since the start of the pandemic, organizations have experienced the most remarkable period of sudden, transformational change in decades. The extraordinary circumstances generated scenarios and insights that were previously unimaginable. We also learned just how important resilience and agility are to helping organizations and their leaders pivot at lightning speed.

As we begin to emerge from the pandemic (hopefully), continuous change will be essential to recover and reimagine our organizations. This could mean new products and services, new employee and customer experiences, and/or the digital transformations needed to make it all possible.

This year's conference will provide opportunities to discover how top organizations managed the unprecedented change and how they plan to apply what they learned moving forward. This year's speakers include representatives from Siemens USA, Synchrony, Panasonic Automotive, VMware, MassMutual, Federal Reserve Bank of New York and more.

Cost for the two-day virtual conference is \$495. For more information, click [here](#).



STICK TOGETHER: A SIMPLE LESSON TO BUILD A STRONGER TEAM

Book by Jon Gordon

From bestselling author Jon Gordon and coauthor Kate Leavell, *Stick Together* delivers a message about the power of belief,

ownership, connection, love, inclusion, consistency, and hope. The authors guide individuals and teams on an inspiring journey to show them how to persevere through challenges, overcome obstacles, and create success together.

Stick Together follows David, a high school basketball coach looking to motivate his team for the new season. The team members are given sticks with words written on them and tasked with a number of missions:

- To find another player with the same word written on their stick
- To explain why that word is important for a team to be their best
- To render their sticks unbreakable

As the players work together to complete their tasks, they discover how to make their team stronger and create an unbreakable bond. A great read for student athletes and teams in all industries including business, education, healthcare, and nonprofit, and for readers of all ages, *Stick Together* will likely resonate with anyone looking to improve their team performance and excel in a group environment.

Cost is \$15.30. For more information, click [here](#).

COLUMBIA BASIN ASQ MEMBERSHIP

There are currently 61 members in Columbia Basin ASQ.

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 5th of the month.