

## CHAIR'S CORNER

by Trent Hartman

ASQ is celebrating its 75<sup>th</sup> anniversary this year and later this month will be holding the annual World Conference on Quality and Improvement (WCQI).

The event format this year will be virtual again, offering more than 85 sessions on a number of quality-related topics for individuals and organizations. Focus areas for informational sessions and presentations include data analysis, audits, Quality 4.0, robotics, risk, Lean/Six Sigma, and career/company agility in a post-pandemic environment.

I encourage everyone to attend if you have the chance. I was able to attend most of the 2020 conference (my first), and it was a great experience overall.

This year, ASQ is offering more networking options for attendees to mingle and interact, which are intended to give a more traditional in-person feel to the virtual format.

Attendees can earn up to 5.0 recertification units, and the cost has been reduced to \$575 for ASQ members and \$99 for student members. Registration for the event is currently open through May 19.

Check out the article on page 4 for more about WCQI. Additional information about planned speakers and events can be found [here](#).

Best Regards!

Trent



## Demonstrating Ethical Behavior When Boating

by Robert Boykin



Now that the summer season is fast approaching, hot hazy days can spell trouble for those who work outdoors in direct sunlight or

in hot environments, making them susceptible to heat-induced illnesses such as heat stress and heat exhaustion.

The same issues can wreak havoc with unsuspecting boaters. Many of the safety precautions that people normally take as boaters can be considered ethical mindsets to exhibit before conducting such activities. Boating is a popular recreation activity, but it can also be a dangerous one. Some ethical choices to make:

- Check the weather forecast before going out
- Know the rules and be courteous to others on the water
- Inform others about where you are going and when you expect to return
- Bring your cell phone in a waterproof zip-lock bag ...
- Dress for the water temperature, not the air temperature
- Carry a good supply of drinking water
- Wear a life jacket
- Refrain from abusing alcohol. Alcohol affects both judgment and reactions, and its effects are more pronounced on the water
- Possess sufficient swimming skill.

These principled choices, among many others, are rules of behavior that can be summed up as sound ethical judgments.

Be well and be safe.

– Robert

**DATE**

Tuesday, May 18, 2021

This is a virtual online meeting. Log-in information will be provided on the registration confirmation email.

**Time:**

7:00 pm – 8:30 pm PDT  
(check website to confirm time)

**Cost:**

Free for ASQ members and non-members

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

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 (Canada) 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/).

**Defeating Unconscious Bias via Neuroscience of Emotional and Social Intelligence for Quality Professionals**



**Dr. Gleb Tsipursky**

**Author, Consultant, and CEO of Disaster Avoidance Experts**

Cutting-edge research in cognitive neuroscience and behavioral economics shows that we all suffer from subtle and unconscious dangerous judgment errors called cognitive biases, which may cause us to make bad decisions in evaluating people.

By refining your emotional intelligence, which refers to skills in understanding and managing your emotions, you will gain awareness of when your feelings are likely to lead you into these mental blind spots and prevent yourself from falling into them. You will also raise your abilities in social intelligence, the strategic capacity to evaluate and influence other people's emotions and relationships.

Social intelligence skills – including cultivating valuable relationships, engaging stakeholders, empathetic listening, curious questioning, improving teamwork, mediating, and resolving conflicts, reframing, exhibiting leadership presence, and motivating others – will enable you to help those in your team and organization to also notice unconscious cognitive biases and avoid them.

This presentation offers case studies and best practices from innovative leaders, combined with groundbreaking research in emotional and social intelligence, to give you the most critical skills and take-aways needed to help yourself and others defeat unconscious bias.

***About the Speaker:** Dr. Gleb Tsipursky is an internationally renowned thought leader in future-proofing and cognitive bias risk management. He serves as the CEO of Disaster Avoidance Experts, which specializes in helping forward-looking leaders avoid dangerous threats and missed opportunities. A best-selling author, his works include Never Go with Your Gut: How Pioneering Leaders Make the Best Decisions and Avoid Business Disasters; The Blind Spots Between Us: How to Overcome Unconscious Cognitive Bias and Build Better; and Resilience: Adapt and Plan for the New Abnormal of the COVID-19 Coronavirus Pandemic.*

*Dr. Tsipursky's cutting-edge thought leadership has been featured in over 550 articles and 450 interviews. His expertise stems from his background of over 20 years of consulting, coaching, speaking, and training on change management, decision making, and risk management strategy. It also comes from his research background as a behavioral scientist with over 15 years in academia, including seven years as a professor at Ohio State University.*

# Invitation from ASQ San Gabriel Section May 19, 2021 Virtual Meeting

## DATE

Wednesday, May 19, 2021

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

## Time:

6:00pm – 7:30pm PDT  
(check website to confirm time)

## Cost:

Free for ASQ members and non-members

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

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 San Gabriel ASQ Section 0702, click [here](#).

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

## Using ISO 56000 to Build Innovation into your Quality Management System



**Peter Merrill**

### Innovation Consultant, Author, Keynote Speaker

We live in a world of volatility, uncertainty, complexity and ambiguity. (It is often called VUCA!) Navigating this fast-changing world requires us to be agile and innovative. Businesses with the fastest profit growth have twice as much focus on innovation as their competition. Companies who are serial innovators have a system approach to innovation, and they continuously generate new ideas.

The Global Knowledge for an Innovation Management System (IMS) is in the new ISO 56000 series. ISO 56002 has the ISO High Level Structure which enables integration of ISO Management Systems and links to ISO 9001:2015. An effective Quality Management System (QMS) is the platform for an effective IMS. The standard is part of the ISO 56000 series, and the requirements standard ISO 56001 will follow later. The IMS can thus be developed ahead of that publication.

In this presentation, Peter will explain the newly published IMS Guidance standard ISO 56002 and how to integrate it into a QMS. He will also share real world examples illustrating the clauses, from organizations such as Tesla, Netflix and IBM.

*About the Speaker:* Peter Merrill is an innovation speaker and consultant who has keynoted at numerous conferences in the Americas, Asia, Europe and the Middle East. His passion for Innovation comes from a lifelong practical experience. From his early years in Research and Development to being Chief Executive of a Designer Brand to enabling companies such as IBM, 3M and Blackberry develop their capabilities, he truly understands management systems and knows what innovation is about and how to achieve it.

Peter was founding chair of the ASQ Innovation Division and currently chairs the Canadian national committee to ISO/TC27, the Technical Committee on Innovation Management. He is the author of several books, including *Innovation Generation*, *Innovation Never Stops*, and *ISO 56000, Building Innovation into your QMS*. He also writes the *Innovation Column* for ASQ's *Quality Progress* magazine.

## MAY MEMBER GIFTS FOCUS ON LEADING ORGANIZATIONAL & CULTURAL TRANSFORMATIONS

Research and case studies in quality reveal that the success of any broad organizational transformation hinges on an organization's culture's readiness for change - and leadership's ability to guide it.

Preparing and leading an organization through change is no easy task, particularly in these drastic and everchanging times, but ASQ's free member gifts this month include resources to help address these growing challenges.

- **7 Expert Webcasts** covering how to transform a culture using PDCA, building a culture that is committed to excellence, creating a culture of problem solvers, and implementing an innovation process that drives culture
- **Free E-Book and Book Samplers** including bonus material from *Culture is Everything*, *Unleash Quality* and other popular e-books from the ASQ archives on culture and change management
- **ASQTV Videos** including *Quality Professionals as Transformational Leaders* and many more
- **Downloadable Articles and Case Studies** covering a range of cultural transformation topics and methods

Click [here](#) to access these free resources by May 31. Remember, you can earn credits toward recertification for viewing webcasts and videos each month.

Not an ASQ member yet? The monthly gifts are an exclusive benefit for all ASQ members, and there are many more benefits offered, including several digital quality publications, topical e-newsletters, networking opportunities through the myASQ online community and local section activities, and discounts on certifications, training and books. For more information about joining ASQ, click [here](#).

### SECTION MEMBERS: 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](#).



### WCQI 2021

#### Virtual Event May 24-28

Get ready to join your peers for one-of-a-kind networking, learning, and idea-sharing to positively impact your organization's digital transformation and continuing success.

#### New Registration Rates to Honor ASQ's 75th Anniversary

– ASQ recognizes that 2020-2021 has been challenging in many ways. On March 23rd ASQ introduced new reduced conference rates and hopes that the ASQ community can gather (virtually) as they have historically to learn, network, support each other and celebrate.

Cost for ASQ members is \$575; for non-members, \$675; and for ASQ student members, \$99. The registration fee includes:

- Virtual opening session
- Three 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
- Member access to all presentation materials for one year; non-member access for 90 days

For more information and to register for the conference, click [here](#). Any questions or concerns? Contact [Events@ASQ.org](mailto:Events@ASQ.org).

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.

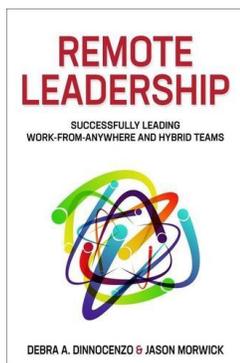
## UPCOMING ASQ CERTIFICATION EXAMS

Applications are now being accepted for ASQ Certification exams scheduled July 1-31, 2021. The application deadline is June 3 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).

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



### REMOTE LEADERSHIP: SUCCESSFULLY LEADING WORK- FROM-ANYWHERE AND HYBRID TEAMS

by Debra A. Dinnocenzo  
& Jason Morwick

Leadership tools for the evolving virtual workplace are included in this new

book. There are techniques and strategies for improving trust, communication, engagement, coaching, motivation, problem-solving, and organizational culture — all while leading work-from- anywhere and hybrid teams.

*Remote Leadership* provides leaders with the critical tools to meet the leadership imperatives for the new era of remote work. What was previously a limited aspect of the workplace, with minimal impact on leaders, has become a reality of organizational life now and for the foreseeable future. Smart leaders will want to stay ahead of the curve, anticipate ways to adapt, and ensure they are prepared to meet the demands of leadership effectiveness in the new world of work — where teams must work well together from wherever they are.

Cost for the 206-page book is \$16.95. For more information, click [here](#).

## WORKFORCE DEVELOPMENT AND THE QUALITY DISCIPLINE

**Free Webinar May 19 4:00 pm – 5:00 pm PDT**

ASQ's Education Division strives to attain excellence in the education system by monitoring key performance indicators and performing the strategic and tactical work necessary to meet goals and improve continually; and to integrate quality leadership, thinking, concepts, and skill areas in K-12, higher education and workplace curricula and classrooms.

Everyone is invited to participate in the May 19 webinar, which will focus on workforce development (WFD) and the quality discipline. Learning objectives include:

- Clarify what constitutes WFD
- Examine how quality frameworks can help improve WFD practices
- Explore the types of WFD needed to support quality in organizations

The webinar will be presented by Dr. John Robert Dew, who has worked extensively in the field of WFD and the Quality discipline in a career spanning over 40 years. While with Lockheed Martin, he oversaw a 40-person technical training organization and managed a wide range of workforce development activities. He has also taught numerous graduate courses on quality management and WFD. Dr. Dew is an ASQ Fellow, an academician in the International Academy for Quality, and served as a Judge in the Malcolm Baldrige National Quality Award Program.

For more information and to register, click [here](#). For more about the Education Division, click [here](#).

## PRACTICAL TOOLS FOR EFFECTIVE RISK AND OPPORTUNITY ASSESSMENTS

**Virtual Webinar - May 20 from 5:00 pm – 6:00 pm PDT**

By definition, leaders are risk-takers and opportunity seekers. However, not all organizations have strong risk and opportunity management processes. Leaders are sometimes more likely to operate by simply “assessing” risks in their heads or going by gut feelings, and their focus on managing risks may be more from a reactive exposure-by-exposure standpoint.

As quality professionals, our role is to guide and assist operations in risk and opportunity management with practical processes, tools, and techniques that leaders can employ to manage effectively substantial risks within their operations.

This webinar is being offered by the East Bay (California) ASQ Section (0618). Presenter Jonatan Rivas is a Quality, Risk and HSE Systems Specialist and consultant with over 20 years of experience and proven record in successful integrated management system implementation. He will share successful and practical tools and techniques for risk and opportunity assessments.

There is no charge to participate. Click [here](#) for more information and to register.

## COURAGE & CONFIDENCE CONFERENCE: PUSH PAST YOUR FEARS TO MAKE YOUR GREATEST IMPACT

May 20 from 8 am to 12 pm PDT in Richland

If you'd like to gain the courage to lead with confidence in the workplace and elevate your professional & personal life, this conference featuring Paul D. Casey and Isaac Butts may be the one for you.

Agenda for the half-day in-person conference:

- Grab & Go style Breakfast
- The Courage to be Consistent: *The downfall for a lot of business leaders, managers, entrepreneurs and people in general is their failure to be consistent.*
- The Confidence to Push Past Fear: *Three primary fears hold us back like a boat anchor from reaching the compelling vision we have for ourselves and our teams and organizations. Learn how to acknowledge your fear and then flex your courage muscles.*
- Networking/Coffee Break
- The Courage to Elevate: *Once you have the courage to begin your journey of improvement, how do you lift off? A lot of people are on the runway, but how do you get to the point where you elevate from there?*
- The Confidence to Bounce Back: *Adversity runs us over when we least expect it. We can stay down, or get back up and use the disappointment as fuel for life change. We need to prioritize our pursuit of resilience.*
- Meet & Greet with Paul and Isaac

Cost for the conference is only \$79. There will also be several giveaways during the event. For more information and to register, click [here](#)

## QUOTE OF THE MONTH



## WORLD METROLOGY DAY 2021

Live Webinar on May 20 from 8:00 am to 10:30 am PDT

ASQ's Measurement Quality Division invites everyone to join them for this live webinar on May 20. They chose the theme "Measurement for Health" for World Metrology Day this year to draw attention to the importance of measurement to support the protection of health.

World Metrology Day in 2021 comes at a time when the world is focused on making a quick and effective recovery from the impact of the COVID-19 pandemic. The speed and severity with which the virus impacted people around the world at the beginning of 2020 forced governments to respond rapidly.

Right from the beginning, new measurement requirements emerged, starting with the need for large-scale testing for the presence of the virus and the performance of personal protective equipment. Subsequently, the development of vaccines has depended on accurate identification and measurement of complex protein and RNA molecules. The enormous scale of these requirements has changed national priorities globally; governments have re-focused established science capabilities to meet the challenge of protecting their populations from the impact of the virus.

The metrology community around the globe has been involved with these new national and global challenges and has used its established experience of measurement science to address national needs such as by:

- Setting up systems to test masks needed for personal protection
- Contributing to the design and testing of new ventilator systems needed in hospitals
- Identifying and counting virus molecules in test samples
- Measuring the efficacy of vaccine doses

This has been possible because of established technical capabilities to support many of the measurements needed to protect and improve health. These include:

- Developing international standards for all types of medical devices with a measuring function, including automated blood-pressure instruments, ophthalmic instruments and medical syringes
- Underpinning clinical laboratory testing by ensuring that measurements made by medical thermometers are in line with the internationally recognized temperature scale
- Ensuring that patients experience the correct dose of X-rays during diagnostic procedures
- Providing the basis for accurate therapeutic doses of radiation in the treatment of cancer

Cost for this webinar is \$25. For more information and to register, click [here](#).

## DIVERSITY, EQUITY & INCLUSION CONFERENCE

Virtual Event May 24-26

This event, sponsored by The Conference Board, serves as a platform for diversity, equity & inclusion (DEI) professionals to share their work and further discuss race, social justice, neurodiversity, women's health, disability, allyship, and more.

This is an opportunity to join with others in the DEI community to network, share information and learn more about:

- Intersectionality
- Getting Started and Building Momentum in DEI
- Microaggressions
- How Employers Can Effectively Engage with Social Justice Issues
- Creating a Psychologically Safe Workplace
- Effectively Implementing Anti-Racism Training
- DEI and Analytics
- Maintaining Momentum
- The Role of Restorative Justice in DEI Initiatives
- Recognizing and Addressing Privilege
- Communicating Across the Partisan Divide

Cost is \$495. For more information and to register, click [here](#).

## LEVERAGING CONTINUOUS IMPROVEMENT WITH ARTIFICIAL INTELLIGENCE (AI)

Free Conference May 26 from 3:30 pm – 6:00 pm PDT

The business world is being transformed with new technologies. Are they going to solve all the problems?

This May 26 conference/webinar, offered by the Montreal ASQ Section (0401), will address the rapidly changing business world, moving in the direction of AI (Robotic Process Automation, Machine Learning, etc.). While these new digital approaches are meant to improve, streamline, and standardize business processes, many organizations do not realize that these approaches will not fix a "broken" business process. Instead, these digital approaches will show how broken a process is faster than using the manual method. The best practice is to fix the broken processes, standardize them, and then use them digitally. The conference will provide a business perspective on leveraging Continuous Improvement with AI.

The event will be led by Lauren Hisey, who has spent 14 years living and breathing Lean Six Sigma and Continuous Improvement as a coach, consultant, trainer, and speaker with different sizes businesses, universities, podcasts, and various networking associations.

Networking opportunities will begin at 3:30 pm, and the conference will start at 4:00 pm. For more information and to register, click [here](#).

## GENERATION SHIFT: MYTHS & REALITIES

Free presentation May 28 from 11:30 am to 12:30 pm PDT

In today's workplace – and in our community and other efforts as well – we are seeing more multi-generational representation than ever before. Are you and/or your organization's leaders properly meeting the needs of the many generations currently at work?

There are two rather interesting myths surrounding today's workforce: 1) There are only four generations working today; and 2) Our age determines our generational era.

Although people who live at the same time in the same era typically experienced the same significant emotional events, we were NOT similarly shaped by them.

Join Joe Estey, Sr., of Lucas Organizational Performance Team, for an introduction to the tools that can be applied to break through these myths. Click [here](#) to register.

## COLUMBIA BASIN ASQ MEMBERSHIP

There are currently 63 members in Columbia Basin ASQ.

| 2021 COLUMBIA BASIN ASQ<br>LEADERSHIP TEAM<br>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 Prevet    |
| 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.