

### Chair's Corner

With the fall season quickly approaching, our section's leadership team has been working on nominations and succession planning for the member leader roles in 2022. As a reminder, our section is operated entirely by volunteer members.

We have identified candidates for each of the required roles for the upcoming year. Many thanks to everyone involved in the nomination process and to each of our members that have been willing to step up and help lead the section. We'll plan to officially announce the 2022 leadership team later in the year.

Although we have filled all of the *required* roles for next year, there are still several open non-required positions. If you are interested in helping our section grow and thrive in 2022, or if you have any questions about serving in a leadership team role, please reach out. Many opportunities to contribute remain, and there is no specific time commitment for most of the non-required roles.

Recently, ASQ reinstated its suspension of in-person meetings and events due to the continuation and evolving nature of the COVID-19 pandemic. The suspension remains in effect from September 1 through December 31, 2021. It is also quite possible that this suspension may be extended into 2022, depending on nationwide COVID-19 conditions. Our plans to begin physical meetings and speaker events will unfortunately have to wait for now. In light of this, we are looking into offering virtual speaker events with local presenters as an alternative.

If you are interested in possibly offering a virtual meeting or if you know of others who may be interested, we would love to hear from you.

Enjoy the cooler weather, and stay safe.

Best Regards!

Trent

### Are YOU an Ethical Person?

Submitted by Robert Boykin



Are you an ethical person? The answer of course is yes. So, the guiding principles listed below regarding your quest to be the most ethical person that you can be, are reminders of that which you know so well.

- Do no harm
- Contribute to the betterment of others
- Admit your mistakes and move on
- Consider how you want to be remembered
- Act the way you would want others to act toward you

So, let's continue to be mindful of not hurting others whether it is by words or actions, and let's continue to treat coworkers and others with dignity and respect. As a wise person once said, "Never look down on anybody unless you are helping them up."

Are you doing what you can to make the workplace a better place by living up to the ethical values that guide good business decisions? Those good business decisions can be in step with the Golden Rule that remains timeless – in that you should treat others the way you want to be treated.

Now, along the way, we are going to make our share of mistakes because we are not perfect. However, we should take responsibility for our decisions and actions and be accountable to others when we miss the mark. I like to think of ethics as being all about what we do when no one is watching. Our actions reveal the character or person that we are.

As John Robert Wooden wrote, "Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think of you."

Be well and be safe.

– Robert

# Invitation from ASQ Detroit & Ann Arbor Sections & Automotive Division September 14, 2021 Virtual Meeting

## DATE

Tuesday, September 14, 2021

This is a virtual/online WebEx meeting. Login information will be provided on the registration confirmation email.

## Time:

**3:00pm – 4:30 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 0.5 RUs toward ASQ recertification.

Note: Be sure to use the same email address to join the 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 about the Detroit ASQ Section, click [here](#). For more information about the Ann Arbor ASQ Section, click [here](#). For more about the ASQ Automotive Division, click [here](#).

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

## Quality Impact by People Power



**Subir Chowdhury**

**Author, Speaker, Recipient of ASQ's first Philip Crosby Award**

If you saw a toothpick on the floor, what would you do?

This seemingly innocuous question was posed to Subir Chowdhury by one of his longtime clients, and ultimately led him to a profound realization: good enough is not enough. The best processes in the world won't work without developing the kind of mindset — a caring mindset — that is needed to achieve real and sustainable change in both organizations and individuals.

This talk will be based on Subir's global bestselling latest book, *The Difference*, in which he tackles an issue that has haunted him in his interactions with many of the world's largest organizations: Why is it that some improve only incrementally, while others improve 50 times that? The ideas and training are exactly the same. What is the difference?

The difference is the ability to nurture the skills, loyalty and passion of the people who make up an organization. It is a culture built on straightforwardness, thoughtfulness, accountability and resolve.

Organizations and individuals that embrace all of these "STAR" attributes—not just one or two of them—will shine. Having a caring mindset outside of work is integral to both personal and professional success.

*About the speaker: Subir Chowdhury has been a pioneer in championing the Quality movement across the globe through his thought-provoking ideas, unique methods, pedagogy and passion. He is the author of 15 books, including several international bestsellers. Subir is an honorary member of the World Innovation Foundation and has been inducted into the Engineering, Science and Technology Hall of Fame and honored by the Automotive Hall of Fame. He is a recipient of the Society of Manufacturing Engineers' Gold Medal, the Society of Automotive Engineers' Henry Ford II Distinguished Award for Excellence in Automotive Engineering, and the American Society of Quality's first Philip Crosby Medal for authoring the most influential book on quality.*

## ASQ FREE MEMBER GIFTS – UNDERSTANDING AND APPLYING THE DMAIC PROCESS

At the core of the quality professional's skillset is the ability to solve problems by using tools and methodologies that have been tested over time and across industries. Define, measure, analyze, improve, and control (DMAIC) is arguably one of the most powerful tools in the quality arsenal for that task.

This month's free gifts for ASQ members include resources to help you better understand and apply the DMAIC methodology, including:

- **FREE e-books** and samplers including: *Splitting the DMAIC*, *The Executive Guide to Understanding and Implementing Lean Six Sigma*, and *Six Sigma Round Two: Making Your Next Project Better than the Last*
- **Multiple Webinars and Webcasts** including Process Improvement Using Six Sigma and DMAIC, Process Improvement in a Hospital Setting Utilizing LSS and DMAIC, SIPOC and Mind Mapping for Successful Six Sigma Projects, and The Secret to Successful Problem Solving
- **ASQTV videos** on an overview of the DMAIC process, reducing costs and increasing revenue with DMAIC, and adding uncertainty quantification to enhance improvement initiatives
- **18 articles and case studies** that provide introductions and new applications to the DMAIC improvement process including understanding the fundamentals, scoping projects, and identifying DMAIC failure modes. Industry applications include: manufacturing, customer service, healthcare, higher education, marketing and sales, and food service

You have until September 30 to [access](#) these resources.

## ASQ CERTIFIED MEDICAL DEVICE AUDITOR

### Certification Refresher/Exam Prep Course Begins October 2

ASQ Certifications are designed to help you advance your career and prepare you to be a more accomplished and effective quality-focused professional. Advantages of obtaining an ASQ Certification often include increased income potential, a competitive advantage, and global recognition.

The Certified Medical Device Auditor (CMDA) is a professional who understands the principles of standards, regulations, directives, and guidance for auditing a medical device system while using various tools and techniques to examine, question, evaluate, and report on that system's adequacies and deficiencies. A medical device auditor analyzes all elements of the system and reports on how well it adheres to the criteria for management and control of process safety. For more information about this ASQ certification, click [here](#).

The San Gabriel and Orange Empire ASQ Sections are offering [Certified Medical Device Auditor](#) Refresher/Prep starting Saturday, October 2, and running through December 11. Cost is \$399 for ASQ members and non-members. Special rates may be available for unemployed members.

## ASQ CERTIFIED SUPPLIER QUALITY PROFESSIONAL

### Certification Refresher/Exam Prep Course Begins October 16

The Certified Supplier Quality Professional (CSQP) works with an organization's supply chain and suppliers to continuously improve performance of key system components (increase life cycle, reduce scrap, improve repair processes) by implementing process controls and developing quality assurance plans.

This individual tracks data, identifies improvement projects, and manages cross functional implementation to improve performance of key components and suppliers. For more information about this ASQ certification, click [here](#).

The San Gabriel and Orange Empire ASQ Sections are offering [Certified Supplier Quality Professional](#) Refresher/Prep starting Saturday, October 16, and running through December 4.

Cost is \$299 for ASQ members and non-members. Special rates may be available for unemployed members.

## ASQ CERTIFIED SIX SIGMA BLACK BELT

### Certification Refresher/Exam Prep Course Begins October 18

The Certified Six Sigma Black Belt (CSSBB) is a professional who can explain Six Sigma philosophies and principles, including supporting systems and tools. A Black Belt should demonstrate team leadership, understand team dynamics and assign team member roles and responsibilities.

Black Belts have a thorough understanding of all aspects of the define, measure, analyze, improve and control (DMAIC) model in accordance with Six Sigma principles. They have a basic knowledge of lean enterprise concepts, are able to identify non-value-added elements and activities and are able to use specific tools. For more information about this ASQ certification, click [here](#).

The San Gabriel and Orange Empire ASQ Sections are offering [Certified Six Sigma Black Belt](#) Refresher/Prep starting Monday, October 18, and running through January 24.

Cost is \$449 for ASQ members and non-members. Special rates may be available for unemployed members.

## LEADING IN A POST-PANDEMIC WORLD: THE MASTER KEYS TO YOUR FUTURE SUCCESS

Free Webinar September 15 from 11:00 am to 12 noon PDT

Leadership has always been complex. You are trying to reach new and important outcomes and are doing it with human beings, who are all different and inherently amazing and messy. If you lead essential workers (e.g., in a hospital, factory, warehouse, or restaurant), your team has been and will continue to be working together in the same location. If you have been leading a remote team over the past year, it is likely that your job is more difficult than ever. Regardless of the actual working arrangements, the world of work has changed forever, and the best leaders must realize these changes and adapt accordingly.

In this interactive webinar from HRDQ-U, Kevin Eikenberry will help attendees navigate the future of leadership and highlight the foundational principles we must stay focused on. Whether you want to become a more effective leader or are thinking about preparing the leaders in your organization for a new future (or both!), this webinar will help you reach those objectives. Key objectives include:

- Identify the key differences in your post pandemic workplace
- Recognize four timeless leadership principles that will always drive your success
- Apply six skills that will help you lead better in the future
- Build an action plan for continued growth and leadership success

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

## MACHINE LEARNING AND STATISTICS: SIMILARITIES AND DIFFERENCES

Free Webinar September 22 from 10:00 am to 11:00 am PDT

With so much talk lately about Machine Learning, Deep Learning, and Artificial Intelligence, people may often be left wondering: Is Machine Learning just a rebranding of Statistics? Or is it something different?

Alex Gutman is a data scientist, corporate trainer, and author of the book "Becoming a Data Head: How to Think, Speak and Understand Data Science, Statistics and Machine Learning." He will discuss the fields of machine learning and statistics - how they are similar, how they are different, and when the difference matters. Examples will be shared that might be tackled differently by a statistician, who often works on explaining a phenomenon, versus a machine learning engineer, who often works on predicting outcomes.

There is no charge for this event. For more information and to sign up, click [here](#).

## WHY LEADERSHIP WILL BE DIFFERENT POST-PANDEMIC AND WHY MAKING THOSE ADJUSTMENTS MATTER TO YOU

by Kevin Eikenberry

Leadership is leadership is leadership. Or is it?

The truth is that leadership *is* leadership – the principles and human nature haven't fundamentally changed for 2000 years. Yet the seismic shift in our collective experience and perspective forced by a pandemic, and the changes in how and where we work have created a new context we must consider and apply if we want to lead effectively.

How does this new post-pandemic world view change leadership?

Leaders must be more focused on the needs of their team. We must be more empathetic, more flexible and be better listeners. If you read that as "being soft" you are missing the point.

Great leaders will always be those that get great results – yet now more than ever the leaders who will thrive will be those that get those results with and through others, not by pushing or controlling others.

The watchword for leadership success is commitment. Relying on or settling for compliance rather than commitment will be less effective in a world where employees are looking for more in their work and expecting leaders who give them a chance to grow and make a bigger positive difference in the outcomes of the organization.

### Why Worry About It?

Great leaders continue to grow and improve, further honing their ability to consistently apply timeless leadership principles. So even if you are wondering why we need to change if the principles haven't changed, status quo isn't enough. And while it is fair to wonder how much we need to adjust, that thought ignores the realities we have all lived/are living through. It might not be an attractive idea, but it is true – being an effective leader requires us to continue to grow and to continue to better understand those we are leading.

If you have been a follower-focused leader who has met performance goals outcomes by being aware of your team members' needs, you have a better chance of success. But the future of leadership requires us to make sure we understand the needs of our team members, as the pathway to getting great results.

Missing this growth and ignoring the new perspectives of our team members puts us at risk of greater turnover, lower engagement and greater personal stress and anxiety. Any one of these reasons should keep us alert, interested and vigilant to become a better leader in a post pandemic future of work.

Want to Learn More? Sign up for HRDQ-U's [webinar](#) with Kevin Eikenberry on September 15.

*Kevin Eikenberry is a recognized author, speaker and world expert on leadership development and learning and is the Chief Potential Officer of [The Kevin Eikenberry Group](#) .*

## INNOVATING IN THE 21<sup>ST</sup> CENTURY: THOUGHT LEADERSHIP ON BECOMING FUTURE-READY

Free Webinar September 23 from 4:00 pm to 5:00 pm PDT

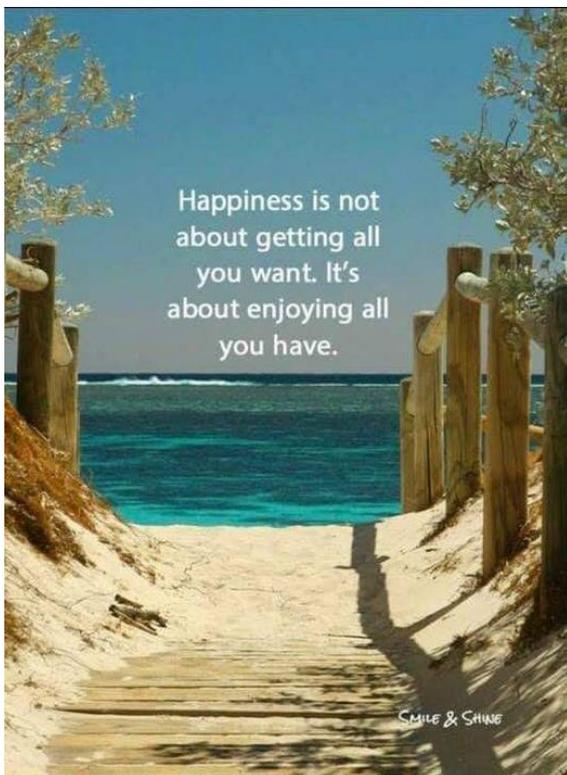
What should you be thinking about when it comes to innovating in the 21st century? How can you incorporate best practices into your innovation initiatives?

ASQ's Innovation Division is hosting a facilitated panel discussion on September 23, to share insights and best practices for leading innovation initiatives to successful outcomes.

Learning Objectives:

- Gain knowledge, perspective, and insights on innovation, uncertainty, risk taking, and creativity
- Learn how leading companies are using innovative new technologies to improve their enterprises by an order of magnitude
- Harness transformative processes and practices to drive sustainability

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



## 4<sup>TH</sup> ANNUAL ADVANCING CONSTRUCTION QUALITY CONFERENCE

September 27-29 in Denver

Advancing Construction Quality's conference focuses on cementing quality at the heart of company culture and providing teams with the tools they need to get the job done right the first time. This is the first and only national event uniting hundreds of leaders in Quality Management, Assurance and Control with Operations teams to share lessons learned and showcase the tools, processes and culture that will reduce rework, better manage risk, and drive accountability for Quality Excellence at every stage of the project lifecycle.

The conference provides opportunities to get together (in person) with peers and benchmark for driving Quality Excellence. Dive into the best practices being developed for everything from engaging all partners, ensuring quality in design, optimizing quality programs and executing quality control in the field and more.

This year's conference highlights will include:

- Addressing Quality Issues on the project, corporate & cross stakeholder levels
- Integrating Quality Into the heart of your organization
- Walking away with immediately actionable tools & improvements for your team
- 10+ hours of networking with hundreds of industry leaders

Pre-conference workshops will be offered on September 27, followed by the conference on September 28 and 29. Costs vary, with separate pricing for: contractors and trades; software materials, tools and solutions providers; and client & design firms. Discounts are offered for teams of three or more from the same company. Click [here](#) for more information and for the full conference agenda, speakers, and more.



### COLUMBIA BASIN SECTION OFFICER PRESENTING AT CONFERENCE

Denise Clements, Secretary for our local section, and Director of Quality, Americas, AECOM, will be featured in a panel event at the

Advancing Construction Quality conference on September 28. The discussion will focus on "Keeping Quality Front of Mind in a Remote World."

A synopsis of the planned discussion points:

- Reviewing the impact of remote Quality Management on project teams and the ability to reinforce Quality culturally
- Discussing ways to ensure Quality remains front of mind and a support to field teams, even when dedicated personnel are not physically on the jobsite
- Underlining the value of having more structured remote meetings and how these meetings can be run more productively to integrate Quality into the conversation

Other panel members will include: Harvey Schwager, Technical Director of Architecture, OHM Advisors; Trey Griffith, Director of Quality, Gray Construction; and Paz Arroyo, Quality Leader, DPR Construction.

## LEADING AND ENGAGING ON PURPOSE

Free Webinar September 29 from 11:00 am to 12 noon PDT

Research has shown that purpose is linked to our well-being and that making a positive difference in the world correlates highly with psychological wellness, physical health, as well as longevity. For organizations, studies have indicated that happiness and job performance are correlated with enhanced engagement, employee wellness, and organizational productivity. Leaders have the tremendous responsibility to positively impact their employees by connecting them to the larger vision of the organization and ensuring that employees are given the opportunity to participate in realizing this vision.

This webinar from HRDQ-U, featuring Dr. Minna Allarakhia, will discuss the science of purpose and your role as a leader in designing organizations and workplaces that are driven by purpose and impact. Purpose-driven leaders see their team members as a reflection and extension of the organization and themselves. By connecting with your own sense of personal purpose, the goal will be to extend this personal purpose into your organization to empower other leaders and your employees.

In transitioning back to the workplace, employees will be looking to organizational leaders for insights on how to build back better - thinking beyond profitability and assessing how organizational activities can align with people, prosperity within communities and even planetary health. It is essential to create inclusive and nurturing workplace environments, where employees are at their best and can innovate on purpose.

The key question is: How will you lead and engage on purpose? Key objectives include:

- Understanding the science of purpose
- Using self-reflection to bring purpose to your organization
- Learning how to engage your employees on purpose
- Thinking and having a larger impact as an organization

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

## 2021 ASQ CANADA QUALITY CONFERENCE – RISK & RESILIENCE

Virtual Event October 4 and 5

The 2021 ASQ Canada Quality Conference, presented by the ASQ Canada and Greenland Region, will be fully virtual, bilingual, and interactive. It is being organized and hosted by the ASQ Montreal Section.

This year's theme is "Risk and Resilience." The objective is to provide attendees with knowledge and competencies that will lead to quantifying risk in a business sense (dollars and cents) and gaining a better understanding on how to apply tools that help assess quantitative risks and turn them into opportunities to make organizations more resilient. There will be networking sessions, two different streams of concurrent sessions, and break out rooms or workshops, as well as two keynote speakers. Click [here](#) to view the conference schedule, speakers and registration fees.

## RASCAL RODEO HONKY TONK HOEDOWN FUNDRAISER

October 8 in Kennewick

Rascal Rodeo started as a High School Senior Project in 2001 for founder Ann-Erica Whitmarsh. The second event didn't take place until 2010, after she went off to college and worked a "real job" for a while. Since 2010, the organization's events have doubled just about every year, made possible by sponsors and donors who cover expenses. They produce rodeos for people with special needs of all ages, giving them the opportunity to be cowboys and cowgirls and to discover unknown abilities. Each participant takes home a belt buckle (donated by individuals from all over the country). Volunteers (and belt buckles) are always needed for the events.

Rascal Rodeo's 7<sup>th</sup> Annual Honky Tonk Hoedown is scheduled for October 8 at the Benton County Fairgrounds. There will also be an online auction October 4-7. Auction items are currently being accepted. For more information and to get tickets, click [here](#) or call 509-528-5947.

## CHANGE MANAGEMENT AND THE CONTROL IMPERATIVE: WHY DO SOME IMPROVEMENT IDEAS FLOURISH WHILE OTHERS FLOUNDER?

Lucas HPI On-Demand Webinar

What causes a successful idea implemented in one organization to produce unintended consequences and more problems than the initial idea was created to solve? We experience change on a routine basis, both organizationally and individually. Our most motivated, well-intentioned change management attempts surprisingly leave a wake of unwanted, unexpected outcomes.

During this one-hour discussion, Joe Estey, Sr. of Lucas HPI shares practical insights and experiences gained from working with successful leaders who have learned to stay in control personally and professionally, when the rest of the world appears to be spinning out of it.

There is no charge for this webinar; click [here](#) to access it.

## QUOTE OF THE MONTH

"The ability to speak several languages is an asset, but the ability to keep your mouth shut in any language is priceless."

~ Anonymous

## 17TH ANNUAL ORGANIZATION DESIGN CONFERENCE

### Virtual Event November 4-5

This year's event, from The Conference Board, focuses on emerging Organization Design-based business models that companies are developing to effectively and efficiently respond to rapid market shifts. Real-life case studies and best practices from diverse sectors will be examined, emphasizing the organizational shifts and digital transformation. There will also be an in-person, pre-conference opportunity in New York City.

Themes for the conference include:

- Assuring the critical link between organization strategy, capabilities, and operating models
- Effective and efficient organization designs to enable transformative business growth
- Understanding the technology-enabled organization (digitization, robotics, and artificial intelligence) and its ability to transform an organization and potentially the industry
- Leveraging HR analytics to inform organization design
- Rapid design for emergent market demands to fast pivot businesses for market relevance and culture development, aligned to a new structure for greater employee and organizational performance
- New operating models and assuring their effective functioning

The in-person interactive seminar on October 29 will showcase some of the foundational tools used by companies of all sizes to lead organization design and transformation through intentional organization choices aligned to strategy. Discover how executives and HR practitioners can effectively partner to identify the hard and soft design facets needed to enable organization and market impact. Organizers will be closely monitoring COVID-19 and will follow all CDC guidelines.

For members of The Conference Board, there is no charge for the virtual event; for non- members, cost is \$495. For more information and to register, click [here](#).

Has your email address changed? Help us keep you informed of Columbia Basin ASQ events and information by updating your contact information and email preferences at <http://www.asq.org/>. Log in and click "My Account" to update your membership record. You can add or make email, address and phone changes in the "Contact" tab, and then click on the "email preferences" tab to be sure you are subscribed to receive future Section communications.

## AUTUMN EQUINOX – SEPTEMBER 22



An **Equinox** is an astronomical event that happens twice, once in spring and once in autumn, each year when the tilt of the Earth's axis is inclined neither away from nor toward the Sun.

During Equinoxes the tilt of the Earth (with respect to the Sun) is 0° and because of its duration of the day and the night are almost equal on Equinox Day (i.e., 12 hours). Equinoxes occur on March 20 or 21 and September 22 or 23 each year, and both days have (almost) equal lengths of the day and the night.

### What is the difference between equinox and solstice?

The biggest difference between the equinox and the solstice is that a solstice is the point during the Earth's orbit around the sun at which the sun is at its greatest distance from the equator, while during an equinox it's at the closest distance from the equator.

## COLUMBIA BASIN ASQ MEMBERSHIP

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