

Chair's Corner – Consider lending a helping hand...

It is hard to believe, but the end of the year is fast approaching, and the holidays are just around the corner! We have successfully completed our election process for the 2022 section leadership team and will be officially announcing the new team soon. Many thanks to everyone willing to step up and volunteer to fill one of these roles!

We are continuing our posture of remote meetings through December 31 per ASQ guidance. Typically, we would be scheduling a holiday gathering right about now but, unfortunately, we'll have to delay those plans. While it has been an up-and-down kind of year, I find that there is much to be thankful for.

In that spirit, I think it is timely for us all to consider making some kind of contribution to a local charity, organization serving the public good, or individual in need. Our section will be making a small donation to a local charity before the end of the year (and I will personally as well). If you are able, please consider giving back to our community and helping those in need during this holiday season.

Some organizations to consider:

Tri-City Union Gospel Mission
<https://tcugm.org/>

Tri-Cities Animal Shelter
<https://www.animalsheltertc.com/>

Tri-Cities Food Bank
<https://tri-citiesfoodbanks.org/>

Wishing everyone a healthy and safe holiday!

Best Regards!

--Trent



GOT QUALITY?

by Jo Haberstok

Raise your hand if you know that November is World Quality Month. I hope a lot of hands went up.

I've been fairly active in our local ASQ section for many years. But, to be honest, if it weren't for this involvement and regular communications from ASQ, I probably would never know each year that November is World Quality Month. You'd think something as important as quality would get more press...

When you think of the word "quality," what comes to mind? Most of us probably think of something from our work life – maybe how teamwork paid off, or possibly how a lack of communication resulted in something less than great occurring. Or maybe you remember something about your last vacation – a really great hotel you stayed in or an exceptionally good meal you had. Perhaps you received outstanding service at a local establishment.

Quality is important in all aspects of our lives. We don't need to have the job title of Quality Assurance Engineer or Statistician or Auditor to be aware of, use the tools of, and appreciate quality. Who doesn't notice and appreciate good customer service and quality products? And who also doesn't notice right away when something *isn't* all that great? I read online recently that about 95% of unhappy customers do not complain when they are not satisfied, but over 90% of upset customers do not return. Each unhappy customer will tell 10 others about their experience.

I have a proposition for everyone reading this. Or at least a suggestion. I propose that we all plan to do at least one special thing in the month of November to celebrate Quality and to help promote Quality in our professional and/or personal lives. It doesn't have to be anything grandiose, just something to help improve a process at work (or in an organization you belong to) or to help out in some way in your local community.

I'll bet most of us do more than one thing every day that is in support of quality or that utilizes quality tools in some way. Think about it for a minute. Maybe your job doesn't have "Quality" in the title or you aren't currently working outside your home, but your daily activities involve helping others through planning, scheduling, communications, leadership, training, team building ... the list goes on and on.

How about in our personal lives? Helping children or grandchildren understand how to solve problems or communicate better with their peers and talking about teamwork and the importance of goals ... Discussing whether to purchase oak or maple cabinets or ideas for remodeling the bathroom with your spouse or partner... The arts of negotiation and compromise and win-win ... These are all related to quality, aren't they? Quality is wide-ranging and encompasses so many different types of activities!

Let's all make a promise (if only to ourselves) to participate in at least one additional quality-related activity in the month of November. This could be as simple as forwarding this newsletter to a work colleague, reading a book or attending an ASQ meeting to improve your own skills, or donating unneeded items to help others in need.

Happy Quality Month!

--Jo

November 17, 2021 Virtual Meeting

DATE:

Wednesday,
November 17, 2021

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

Time:

6:00pm – 7:30 PM PST
(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 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/.

Stakeholder Engagement and How it Impacts Quality



Luyanti Loh, PMP, CQE, CMDA, SSSB

Never underestimate the role – and the value of – stakeholders.

Do you know who your stakeholders are? How comfortable are you at encouraging stakeholder engagement? Why is this so important?

Effective engagement helps translate stakeholder needs into organizational goals and creates the basis of effective strategy development. Discovering the point of consensus or shared motivation helps a group of stakeholders to arrive at a decision and ensures an investment in a meaningful outcome. Indeed, without internal alignment you cannot build an effective strategy or implement change.

Stakeholders can differ, depending on the business or organization. They can include employees, customers, suppliers, shareholders, regulatory or government agencies, boards of directors, and business owners. Each has a unique perspective about what it will take for the business to succeed. For example, internal stakeholders, like employees, know the strengths and weaknesses of the organization from the ground up, and have first-hand knowledge of what it takes to deliver. External stakeholders will have a different but equally valuable perspective about how the business and its operations impact them.

In this presentation, you will learn about several simple tools related to stakeholder identification, communication approaches, and other ideas for obtaining stakeholder support in achieving the goals of your quality initiatives.

***About the speaker:** Luyanti Loh has over 20 years of experience in various companies, including Johnson & Johnson, Edwards Lifesciences, and, currently, MicroVention Terumo. She has held roles in Environmental, Health & Safety, Regulatory, Process Engineering, Quality Engineering, Quality Management System Integration, Quality Systems and Compliance. Luyanti has a Bachelor of Science degree in Chemical Engineering from UCLA. She came to the United States at the age of 17, with the dream of acquiring a better education. She is an optimist and sees value in every situation. Luyanti's passion is leveraging individual strengths and striving to bring out the best in everyone.*

ROOT CAUSE ANALYSIS TOOLS AND METHODS

Free ASQ Member Gifts

This month's gifts include some great resources for problem solving using one of the most popular quality tools of all time: root cause analysis (RCA). With advanced manufacturing and Quality 4.0 upon us, studies have shown that quality professionals who are adept at problem solving are more likely to survive and thrive.

The free items include everything from basic introductions to modern approaches to RCA, including:

- **FREE e-books** and samplers including *The ASQ Pocket Guide to Root Cause Analysis*, *RCA: The Core of Problem Solving and Corrective Action*, and *The Quality Toolbox*
- **13 Webinars and Webcasts** including *RCA: Process, Pitfalls, and Tools*, *The Basics of RCA*, and *Effective RCA and CAPA Using the Countermeasure Ladder*
- **17 articles and case studies** that provide introductions and new applications in RCA covering topics such as CAPA, the Five Whys, Fault Tree Analysis, Data Analysis, the human side of RCA, and developing problem-solving skills

Be sure to [access](#) your free gifts by November 30.



WORLD QUALITY MONTH – CELEBRATE!

Yes, it's Quality Month!

Here are a few fun facts you may not be aware of:

- ❖ 80% of quality professionals report job satisfaction
- ❖ 8,120 certifications were earned by quality professionals this year
- ❖ 35 countries have been represented by competitors for the International Team Excellence Award

November is a great time to celebrate the numbers behind these impressive quality wins.

Those in the quality field are known for keeping their noses to the grindstone. And that is important, considering how much depends on the contributions of quality professionals. But let's not forget to take a minute – or a month – to celebrate each other.

With members and customers in over 130 countries, ASQ and ASQE bring together the people, ideas and tools that help make our world better.

For ideas on how to celebrate Quality Month in *your* organization, check out the ASQ resources [here](#). There are guides, banners, wallpapers, posters, social media images and more.

UPCOMING ASQ CERTIFICATION 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.

Applications are now being accepted for ASQ Certification exams scheduled for January 1-31, 2022. The application deadline is December 5 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. For more details about ASQ certifications (there are 18 different certifications offered), click [here](#).



Think like a winner and you will become a winner.

LEARNING ABOUT LEAN AND KAIZEN

(from the Paul Akers Website)

What is Lean?

Everyone enjoys working with a well-run company, whether it is Southwest Airlines or Harley Davidson. People enjoy efficient, effective organizations. The enemy is waste! It exists in all of our lives, every day, in everything we do.

At FastCap, we have been able to build a strong culture of lean thinkers by implementing a daily morning meeting. To learn more, watch this [quick 5-minute video](#). During the meeting, team members are shown what waste looks like, how to eliminate it, and what continuous improvement looks like. To learn more about continuous improvement, watch this other video on the [FastCap morning improvement walk](#).

The key is to teach team members to improve and eliminate waste in small increments each and every day. Each team member is asked to find waste and to come up with ideas to implement solutions. The goal is to turn every team member into a world-class problem solver who seeks and destroys waste every day.

What is Kaizen?

Wondering where I got the concept for my book, *2 Second Lean*? Well, I am fanatical about the principles of Kaizen. Kaizen is a Japanese word that translates closely to “continuous improvement” in English. In Japanese culture, Kaizen has been around for thousands of years. The reaches of Kaizen extend not just to manufacturing, but also to healthcare, government and other industries. Kaizen can be applied to all parts of the workplace, and at FastCap I have challenged team members to make at least one 2-second improvement each day. From the shop floor to the warehouse, to the office, we are continually striving to eliminate waste (lean manufacturing) and thereby improve everything we do. By making daily, continuous improvements we make our workplace and our lives better. Small improvements made continually yield large results.

For more about these topics and the many books Paul has written (including *2 Second Lean*, *Lean Life*, *Lean Travel*, and *Lean Health*), click [here](#).

Paul Akers is the founder and president of FastCap, a product development company specializing in woodworking tools and hardware for the professional builder. FastCap was started in Paul's garage in 1997 when he simply "fixed what bugged him" and developed his first product: the FastCap Cover Cap. From humble beginnings, and no MBA, FastCap now has many distributors worldwide in over 40 countries. Paul has thousands of followers on his weekly podcast, "The American Innovator" where he teaches about the power of innovation and Lean thinking.

WHAT IS GRATITUDE AND WHY IS IT SO IMPORTANT?

(from an article by Courtney E. Ackerman)

Many of us express gratitude by saying “thank you” to someone who has helped us or given us a gift. From a scientific perspective, however, gratitude is not just an action: it is also a positive emotion that serves a biological purpose. Positive psychology defines gratitude in a way where scientists can measure its effects, and thus argue that gratitude is more than feeling thankful: it is a deeper appreciation for someone (or something) that produces longer lasting positivity.

Gratitude is an emotion similar to appreciation, and positive psychology research has found neurological reasons why so many people can benefit from this general practice of expressing thanks for our lives, even in times of challenge and change.

Purpose of this Emotion: People can use gratitude to form new social relations or to strengthen current ones. Acts of gratitude can be used to apologize, make amends and help solve other problems. Alternatively, people may feel gracious because it can be an intrinsically rewarding process. Simply being grateful for being alive is a great way to motivate oneself to seize the day.

The idea that tomorrow is not guaranteed is a strong motivator for some people to be their “best self” today.

Why Gratitude Works: Gratitude is a selfless act. Its acts are done unconditionally, to show to people that they are appreciated. “A gift that is freely given” is one way to understand what these acts are like. For example, if someone is sad and you write them a note of appreciation, you are likely not asking for something in return from this person; instead, you are reminding them of their value and expressing gratitude for their existence. At the moment, you are not waiting for a “return note” from this person.

Even when we do not expect a return, sometimes they happen. Gratitude can be contagious, in a good way. In the previous example, maybe when you are feeling down, this person will write you a note or send you a card.

The Effects of Gratitude: In a study by McCraty and colleagues, 45 adults were taught to “cultivate appreciation and other positive emotions.” The results of this study showed that there was a mean 23% reduction in the stress hormone cortisol after the intervention period. During the use of the techniques, 80% of the participants exhibited an increased coherence in heart rate variability patterns, indicating reduced stress. In other words, these findings suggest that people with an “attitude of gratitude” experience lower levels of stress.

Next time you have a free moment, try practicing some gratitude. You might just be surprised by the benefits it brings you.

Courtney E. Ackerman, MA, is a graduate of the positive organizational psychology and evaluation program at Claremont Graduate University. She is currently working as a researcher for the State of California and her professional interests include survey research, wellbeing in the workplace, and compassion. Check out her webpage, which includes links to the full article and many others, [here](#).

AGILE + DEVOPS EAST CONFERENCE

Virtual Event November 15-19

Are you interested in learning more about embracing Agile? AI? Distributed DevOps? High performance Teams? Transformational leadership? Continuous Improvement Tools?

Check out this conference, which includes tutorial workshops, concurrent sessions, and keynote talks.

There are three ways to attend Agile + DevOps East with all options including 6 months of on-demand viewing:

- [Free Pass](#) — a great way to get a sampling of agile and DevOps content (over 2 days, November 17 and 18) including 5 keynote talks, industry technical presentations (ITPs), and the virtual Expo with games to win exciting prizes. (no charge)
- [Virtual Pass](#)—allows you to attend everything in the Free Pass PLUS 21 Concurrent Sessions and the ability to add-on a discounted Live Virtual Training Class at a deeply discounted rate. (\$699)
- [All-Access Pass](#)—allows you to attend everything in the Virtual Pass AND Free Pass PLUS an additional two full days of tutorial workshops. (\$1099)

The conference provides over 50 learning opportunities in all, each covering a wide range of software development topics and more.

UNITED WAY FESTIVAL OF TREES

November 20 Fundraiser

United Way of Benton & Franklin Counties improves lives and strengthens communities. They collaborate with individuals, businesses, and nonprofits to address challenges that no single agency can solve alone to provide the building blocks of opportunity - education, income and health - that every person needs to thrive. They work with others to solve problems and create lasting change.

The Festival of Trees is an annual gala and auction event focused on raising money to fight hunger and homelessness in the bi-county region. Funds raised stay local to help people right here in our community.

This year's in-person event will be held on November 20 at the Three Rivers Convention Center in Kennewick, starting at 6:00 PM. There will be a social hour and tree viewing, followed by dinner and entertainment, and then the program and auction. There is also an online silent auction, opening on November 13, which features themed baskets, stuffed stocking and fun adventures.

Cost for the November 20 event is \$100. For more information, click [here](#).

THE PRODUCTIVE LEADERSHIP SYSTEM

Free Webinar November 22 from 7:30 am to 9:00 am PST

The mission of the Community of Human and Organizational Learning is to provide a collaborative setting for participants to share concepts and best practices related to continuous improvement initiatives - including human performance improvement, data analysis, root cause analysis, corrective action and other organizational effectiveness assessment tools and techniques.

The November 22 webinar features Tom Moriarty, President of Alidade Maintenance Engineering and Reliability, Inc. His presentation will leverage his knowledge from cross-industry consulting and provide insights on leadership.

Tom's focus has been on developing a sustainable culture of reliability that can enable organizations to achieve positive outcomes through accountability and leadership capability. His Productive Leadership System steps through the framework to establish and sustain productive and effective leadership and accountability. He will talk through the logic of the program and the steps to help move your organization in a positive direction.

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

WORK SMARTER, NOT HARDER: HOW TO SYSTEMATICALLY DO THE HIGHEST VALUE ACTIVITIES IN YOUR BUSINESS

Free SCORE Live Webinar November 30 @ 10:00 AM PST

Everyone knows they're supposed to work "smarter" not harder, but how do you actually get yourself to do this with an overfull to-do list that goes on for pages?

In the face of competing demands for your time and attention, this SCORE event will bottom line the way to actually DO "working smarter", not theoretically, but practically speaking, from an "in the trenches" perspective.

Join this webinar, presented by Wall Street Journal bestselling author of *SCALE*, David Finkel, to learn tangible ways to implement this strategy into your business and make a difference today. Click [here](#) to register.

QUOTE OF THE MONTH

"Be miserable. Or motivate yourself. Whatever has to be done, it's always your choice."

~ Wayne Dyer

“GIVING TUESDAY” – NOVEMBER 30

[Giving Tuesday](#) began as a response to Black Friday, the day after Thanksgiving when many people rush to the stores to snap up bargains. Meant to be the antithesis of Black Friday, Giving Tuesday is now a global movement that encourages people all over the world to give back by doing random acts of kindness, donating to their favorite charities, or doing volunteer work that helps bring about real change in their communities.

It's a simple idea: whether it's making someone smile, helping a neighbor or a stranger, showing up for an issue or people we care about, or giving some of what we have to those in our community who need our help. Every act of generosity counts and everyone has something to give.

Plan to give back – Now is the time to start thinking about what you and your family can do on Giving Tuesday to make your community even better.

You might organize a blood drive by recruiting friends and neighbors to join you as you give the gift of life, craft for a local charity that accepts chemo caps or other handmade items, rake your neighbor's leaves, [make cards](#) to donate to a hospital or nursing home, clean up graffiti in your neighborhood, [adopt a grandparent](#), or simply plan to spend the day looking for and acting on ways to be extra kind to those around you.

Every act of charity and kindness, no matter how big or small, makes an impact.

FALL & WINTER ENERGY SAVING TIPS

There are many ways you can save energy and money around your home at this time of year, some big and some small:

- **Earn a gold star for Energy Star appliances** – Energy Star-certified appliances use 10-50% less energy than standard appliances and help reduce emissions of greenhouse gases. Using less energy also saves money.
- **Insulate windows** – If your windows have air leaks, that's an energy waster and money just blowing away. There are a number of easy and inexpensive remedies including caulking windows and/or adding plastic weather stripping along the window sashes.
- **Ice cold savings** – Your refrigerator uses as much as 14% of your electricity. By making it more efficient, you can reduce your energy bill. There are a number of ways to reduce your refrigerator's demand for power. Plan before you open it; keeping the door ajar while deciding what's for dinner, or going in repeatedly, are the main reasons fridges lose their cool. The American Council for an Energy-Efficient Economy (ACEEE) suggests keeping the temperature between 36- and 38-degrees Fahrenheit. Check the seals on the door to prevent leaks, and try to position the box away from heat sources, like ovens, dishwashers, or sunny spots - they force it to work harder. Also, be sure to give those leftovers time to cool before you pop them into the fridge.

Find more tips [here](#).

WOMEN IN QUALITY SYMPOSIUM 2021: MAKING OUR VOICES HEARD

December 8 – Virtual ASQ Event

As 2021 comes to a close, it is time to talk about the lessons learned in a year defined by remarkable challenge and change, stumbles and successes. ASQ's Women in Quality Symposium provides an inclusive platform that gives voice to vital conversations centered around increasing inclusivity, authenticity, and allyship for women throughout the Quality landscape.

The 2nd annual virtual event brings together a diverse collection of individuals to talk about why and how to create supported, diverse, purpose-driven communities within organizations.

Through storytelling, virtual roundtables and engaging panel sessions, attendees will engage with thought leaders for insight into:

- Developing into an authentic, mindful leader
- Supporting all women—and finding support for yourself in the process
- Discovering the passion for purpose
- Understanding—and thriving—in the role of an ally
- Finding strength and resilience as a singular woman in professional spaces

Comprised of a thought-provoking keynote address, panel discussions on a variety of current workforce trends, and interactive peer-to-peer discussions throughout the day, the symposium will bring attendees together to make meaningful connections and pursue growth in their work, home and community.

Cost for this event is only \$99 for ASQ members, or \$49 for ASQ student members. Non-member cost is \$299. 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.

Building Trust and Motivating Others

by Robert Boykin

Making a difference in the lives of others can comprise a single act that builds trust, and can be remembered for years to come.

About 1-1/2 scores ago, Jackson supervised a crew of workers responsible for custodial and maintenance at a nuclear facility. Crew members performed general upkeep in maintaining the high cleanliness standard required throughout the reactor containment building and its support facilities.

Occasionally, glycol would leak from pipes and spill onto the bottom floor of the containment building. Reaching the spill required descending multiple flights of stairs, then crawling around pipes to remove the glycol substance. Tools consisted of pails, towels, absorbents, and a host of personal protective equipment (PPE). And, as if that wasn't enough... they had to descend the stairs while *manually* carrying all the needed tools, equipment and PPE. When the job was completed, crew members ascended the stairs carrying all the tools, equipment and PPE, as well as the absorbed substances. Of note: an overhead crane hook and basket could be lowered to the containment bottom but was never accessible during the cleaning evolutions.

One hot summer day a spill occurred. Jackson and crew mobilized and descended to the containment bottom. The work proved difficult that day due to the extreme heat and the amount of spill that was present. Nonetheless, the crew performed well. About 30 minutes into the job people were heard descending the stairs. Sounds on the metal steps consisted of tap-tap noises, not the usual boom-boom when workers came down the stairs. Jackson and the crew looked up and saw that the plant manager and president of the company were observing them. The president said he was in the plant when the announcement of the spill was made and came down to see what the crew was doing right. The crew appeared stunned. Never had the president nor the plant manager observed their work before, particularly at the bottom of the containment building.

The president asked the crew if they had all the materials needed to perform the work safely, and one brave soul said "No, sir." After the president was informed about the lack of overhead crane support to lower and raise the supplies, he thanked the crew for doing a good job and for performing work safely, turned, and was gone.

About 15 minutes later crane access hatches began to open. An operator appeared with two radios, handed one to Jackson, spoke into the other radio, and down came the basket. The operator asked Jackson to radio when ready and the basket would be hoisted to the top floor with all the tools and equipment on board. Needless to say, that single act by the company president was remembered by Jackson and the crew nearly 30 years later.

Now, top this story like I know you can. Go forth, build trust, and make a positive difference in the lives of others.

Be well and be safe.

– Robert

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 Prevetie
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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.

