

AS 2021 COMES TO A CLOSE ...

by Jo Haberstok

As the New Year approaches, we are pleased to announce our 2022 section leadership team, which includes both elected and appointed officers and team leads. Thank you to everyone who has stepped up to serve in these important roles next year:

Section Chair	Trent Hartman
Secretary	Denise Clements
Treasurer	Denise Fast
Membership	Robin Dowsett
Nominations	Emily Wilson
Audit	Steve Prevette
Publicity	Jo Haberstok
Newsletter	Robert Boykin
Webmaster	Steve Prevette

Many thanks also to those who served in 2021. Their efforts resulted in many key actions/goals being accomplished, even though we were not able to hold in-person meetings/events and relied primarily on Microsoft Teams and email for leadership meetings, SharePoint for document reviews, and our monthly newsletters for communicating with members.

And, of course, our thanks to all of you for being members of ASQ and our Columbia Basin Section! I hope that in the coming year many of you will decide to become more active in our section. We need more volunteers to help plan and organize meetings and site visits, develop and execute member recruitment and retention plans, and strategize for the future.

2021 has been another very interesting year. Hopefully, we have all continued to learn and grow throughout the year. So, what have *you* learned?

Among other things, I have learned that I'm more flexible and open to other options and ideas. I've also been actively promoting kindness. There are so many ways to be kind and to help others. Who doesn't appreciate a sincere compliment or knowing that someone cares? As you contemplate the coming year, here are a few "kind" ideas to consider:

- Ask someone how they are doing (and really listen to their answer)
- Pay it forward in the espresso or fast-food drive-through lane
- Help a neighbor (winter is coming and others may need help with shoveling snow or picking up an item from the store)

Wishing you all the best in 2022!

- Jo

SUMMARY OF KEY COLUMBIA BASIN SECTION ACTIVITIES IN 2021

by Jo Haberstok

Although our section has not been able to hold in-person meetings since March of 2020 due to the pandemic and ASQ restrictions, we have continued to work hard to communicate regularly with members through our monthly newsletters. We hope the information that we research and the resources we share each month help you to find virtual meetings, conferences, videos and books of interest and that you have been able to keep learning and growing throughout the year.

We have now just about completed another successful year. What did our section actually do in 2021? Here are some of the highlights:

- Shared information about several ASQ and other sections' virtual meetings and conferences and encouraged everyone to participate
- Provided information about upcoming ASQ certification exams and certification preparation courses offered by other sections
- Shared quality-related articles and information about other professional organizations' meetings and conferences
- Requested member input and ideas for future meetings, site visits and other section events
- Communicated with members via our monthly newsletters, website and myASQ Community
- Encouraged members to support several local charitable organizations through donations of time, goods and/or monetary contributions
- Section leadership team met quarterly to discuss actions toward meeting goals throughout the year; they also participated in monthly meetings with our Pacific Region Director and other sections in our region to share ideas and resources
- Completed 2022 section leadership team election process ahead of schedule
- Completed all actions on FY 2021 Business Plan; met or exceeded all but one established goal
- Business and Budget Plans for FY 2022 prepared and submitted to ASQ HQ ahead of schedule and approved

There's no denying that this year was definitely different. But it was a very good year.

Thank you all for your continued support and participation!

Invitation from ASQ Ann Arbor Section January 3, 2022 Virtual Meeting

DATE:

Monday, January 3, 2022

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

Time:

2:30pm – 5:30 PM PST
(check website to confirm time)

Cost:

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

**For more information and 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
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/.

Robust Design and Robust Engineering



Dr. Jianhua Zhou
ASQ Fellow, Consultant at JHZ Strategic QA

Robust design (quality engineering) was proposed by Dr. Genichi Taguchi in the 1970s. It is an approach to technical development, product design, process design, improvement, etc., that was conceptualized from the standpoint of engineering.

It was introduced to the Bell Laboratories early in the 1980s, and remarkable results were accomplished. In America, unique, superior features of robust design were recognized while in Japan engineers and researchers had a high opinion of robust design and introduced it to manufacturing industry as well as to the field of research and development.

In the United States, quality engineering is often called the “Taguchi Method” or “robust engineering” and has been enjoying greater recognition than in Japan. Quality engineering is said to have contributed substantially to defeating American technological stagnation in the 1980s.

It has expanded from Parameter Design, Tolerance Design and On-line Quality Control to Robust Engineering. It finds a wide range of applications in areas such as Failure Mode and Effect Analysis, Design Verification and Production Validation, Reliability Design and Analysis, Design for Six Sigma, and Engineering Education.

Dr. Zhou will discuss this progression and share several examples.

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 as 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.

DECEMBER MEMBER GIFT BUNDLE – YEAR-END RECAP

ASQ's annual recap gift bundle provides a great end-of-year bonus for members. This gives us all an extra month of access to the best resources from all of the 2020 monthly gift bundles, including more than 30 free e-books, over 20 expert webcasts, dozens of case studies and benchmarking reports, hundreds of additional resources on nearly a dozen topics ... and more!

- November 2021 — Root Cause Analysis Tools and Methods
- October 2021 — Advanced Auditing Techniques and Tools
- August 2021 — Essential Quality Tools and Resources
- July 2021 — Risk Management Resources and Tools
- June 2021 — Member Benefits and Resources
- May 2021 — Leading Organizational and Cultural Transformations
- April 2021 — Digital Transformation Guidance & Resources
- March 2021 — Lean & Six Sigma Tools
- February 2021 — Healthcare Quality Systems and Tools
- January 2021 — Critical Skills to Advance Your Career

Be sure to save these resources for quick and easy future reference. Click [here](#) to access by December 31.

SUBMITTAL OF 2022 SECTION BUSINESS AND BUDGET PLANS

by Jo Haberstock

Our Columbia Basin Section submitted our 2022 section Business Plan and Budget to ASQ and our Pacific Region Director in September, and both plans have been approved. The plans are very important because they provide direction - and motivation - to achieve bigger and better things every year.

If you are interested in becoming more actively involved in our section in the coming year, please contact any of our leadership team members, or send us an [email](#). We could really use assistance with planning future programs, recruiting new members, establishing student sections, and more.

2021 ASQ SALARY SURVEY RESULTS

For 35 years, ASQ's Quality Progress publication has been polling members about their salaries, researching information and compiling and sharing the results. Check out this [video](#), with links for more information, about the 2021 data collected from 5000 respondents.

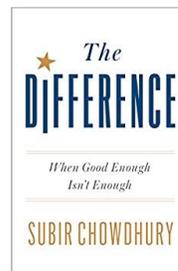
DR. DEMING'S LEGACY AND CONTINUED RELEVANCY FOR QUALITY PROFESSIONALS

ASQ Interview with Steve Prevette

W. Edward Deming's influence spans the 20th century. Educated initially as an electrical engineer and later specializing in mathematical physics, he helped develop the sampling techniques still used by the U.S. Department of the Census and the Bureau of Labor Statistics.

Deming was the author of *Quality Productivity and Competitive Position*, *Out of the Crisis*, *The New Economics for Industry, Government, Education*, and other books on statistics and sampling. In 1993, he founded the W. Edwards Deming Institute in Washington, DC, where the Deming Collection at the U.S. Library of Congress includes an extensive audiotape and videotape archive.

As you will see and hear from Steve Prevette, ASQ Fellow and college instructor, Dr. Deming's teachings are still invaluable today. Learn how Dr. Deming's ideas influenced Steve's career and how these methods are still important for quality professionals today - and tomorrow. Click [here](#) to access the video. (This is an ASQ member exclusive, so you will need to log in to view.)



THE DIFFERENCE

Book by Subir Chowdhury

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 it ultimately led him to a profound realization: that 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.

In his compelling new book, Chowdhury tackles an issue that has haunted him in his work 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, he explains, 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. He goes further, showing us why having a caring mindset outside of work is integral to both personal and professional success. A powerful guide to living a successful life and career, *The Difference* may inspire you to be the difference — at work or home.

For more information and to purchase (\$17), click [here](#).

END-OF-YEAR GIVING TO HELP THE COMMUNITY

For 50 years, Chaplaincy Health Care, based in Richland, has been committed to caring for all in need, regardless of a person's ability to pay. Whether caring for someone in hospice, supporting children and families after losing a loved one, or helping a community member experiencing a personal crisis, they stand alongside those in need and their families.

These past many months have been very challenging and, due to the ongoing impacts of COVID-19, Chaplaincy Health Care continues to be financially impacted. Community support has made it possible for them to continue their essential services during these unprecedented times.

For more information about the organization or to make a donation, click [here](#).

EIGHT STEPS TO CREATE A SUCCESSFUL VIRTUAL TRAINING STRATEGY

ASQ Quality Management Division Free On-Demand Webinar with Grace Duffy

Are you searching for a strategy to meet your organization's training goals without devoting a lot of resources to on-site instructors or printed learning materials?

This talk featuring Grace Duffy provides an approach for using virtual training to develop employee skill sets and align them with the organization's policies and procedures. Learn elements and techniques that offer the best return on your training investment.

In this informative 60-minute webinar, learn how to:

- Differentiate virtual training approaches from face-to-face learning techniques
- Identify various elements that should be present to implement an informative and engaging experience for employees.

View the one-hour webinar [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.

A HAPPIER YOU: WORK HABITS TO ENHANCE PERFORMANCE AND WELL-BEING

Free On-Demand HRDQ-U Webinar

Maya Angelou once said: "One must learn to care for oneself first, so that one can then dare to care for someone else." Being a high performer is no easy feat, and we seldom discuss the importance of avoiding burnout.

The research is clear - happier people perform better. Every outcome we can measure improves when human beings are in a good place emotionally. They are characterized by higher productivity, fewer fatigue symptoms, and they are even more resilient in times of change and complexity. Happy employees have been proven to outperform the competition by as much as 202 percent.

People who know how to cultivate positive emotion tap into an endless well of psychological capital - hope, optimism, confidence, resilience, and belief - that has the power to make you more successful, even in tough times. Participants will learn real, tangible and actionable steps to building "A Happier YOU."

- New ideas for boosting your own attitude and ways to increase productivity at work
- How positive psychology and social-emotional intelligence impacts your performance and health
- How to develop strategies for creating a positive culture at work
- How to improve working relationships
- Practical strategies for practicing happiness on a daily basis

You can access the video recording [here](#).

PRSA HOLIDAY PARTY

December 15 at 6:30 pm PST in Richland

The Mid-Columbia Public Relations Society of America (PRSA) Chapter has invited ASQ members to join them for their Holiday Event on December 15 at Tap & Barrel in Richland.

Enjoy beverages, food and good company with other PRSA professionals. This is a no-host event.

Donations will be accepted for Pet Over Population (POPP) Tri-Cities.

Reservations are not required – just show up! For more information about the event and about PRSA, click [here](#).

QUOTE OF THE MONTH

Surround yourself with people who talk about visions and ideas, not other people."

~ Author Unknown

WINTER ENERGY SAVINGS TIPS

from Point Zero Energy

With energy prices on the rise, Fall and Winter are the perfect times to make some simple adjustments that can save you money during the coldest months of the year.

These tips can reduce heating bills without compromising comfort. With all the holiday expenses this time of year, it's nice to have an area in your life that can actually save you money.

If you haven't already done so, conduct an [energy audit](#) to find out where you can save the most, and consider making a larger investment for long-term energy savings.

Let the Sunshine In: Open curtains on your south-facing windows during the day to allow sunlight to naturally heat your home, and close them at night to reduce the chill you may feel from cold windows.

Cover Your Windows: Install tight-fitting, insulating drapes or shades on windows that feel drafty after weatherizing. Consider storm windows or more efficient windows.

Turn Down the Heat: Adjust your thermostat to 68 degrees or below. This simple adjustment could save you \$30 a month on your energy bill. Note: Don't set the thermostat more than 5 degrees cooler than the normal rating when you're away because of the amount of energy you'll need to heat it back up.

Find and Seal Leaks: Seal air leaks around chimneys and recessed lights in insulated ceilings, and unfinished spaces behind cupboards and closets. Add caulk or weatherstripping to seal around leaky doors and windows.

Maintain Your Heating System: Seal and insulate duct work. Leaky ducts account for up to 40 percent of the air inside leaking out before it reaches your rooms. Seal loose joints with mastic duct sealant. Insulate ducts in crawl spaces, attics, and other unconditioned areas to keep the air inside warm and to prevent mold growth from condensation. Replace filters once a month or as needed.

Lower Your Water Heating Costs: Lower the water heater thermostat to 120 degrees. Higher settings cost more, increase the risk of scalding, and promote sediment buildup and corrosion in the heater's tank. Consider using cold(er) water to wash clothes to save money and preserve fabrics.

Lower Your Holiday Lighting Costs: Use LED holiday light strings to reduce the cost of decorating your home for the winter holidays. Wait until dark to turn on your Christmas lights, and turn them off before you go to bed. Six hours or less of daily use is a good goal to aim for. If you have trouble remembering to turn your lights on and off, set a timer, and forget about it.

Find more details about these tips [here](#).



10 INSPIRING QUOTES TO KICK OFF THE NEW YEAR

from the BVM website

Every new year brings hope and inspiration for what can be accomplished over the next twelve months. You never know exactly what this year might bring. Here are 10 motivational quotes to help you make 2022 the best year yet!

1. *"Take your victories, whatever they may be, cherish them, use them, but don't settle for them."* – Mia Hamm, American soccer player and two-time Olympic gold medalist
2. *"Our lives improve only when we take chances. And the first, most difficult risk that we can take is to be honest with ourselves."* – Walter Anderson, American painter and writer
3. *"The most difficult thing is the decision to act, the rest is merely tenacity."* – Amelia Earhart, first female aviator to fly solo across the Atlantic Ocean
4. *"Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work."* – Vince Lombardi, legendary football coach
5. *"Opportunity is missed by most people because it is dressed in overalls and looks like work."* – Thomas Edison, American inventor and businessman
6. *"Every strike brings me closer to the next home run."* – Babe Ruth, legendary baseball player
7. *"People often say that motivation doesn't last. Well, neither does bathing – that's why we recommend it daily."* – Zig Ziglar, American author, salesman and motivational speaker
8. *"Success is stumbling from failure to failure with no loss of enthusiasm."* – Winston Churchill, British statesman, army officer and writer
9. *"Alone we can do so little, together we can do so much."* – Helen Keller, author and disability rights advocate
10. *"Some people want it to happen, some wish it would happen, others make it happen."* – Michael Jordan, Hall of Fame basketball player and owner of the Charlotte Hornets

The next time you're feeling discouraged, remember these quotes and keep fighting. There will be new and unexpected challenges in the year ahead, but you can always get through them with enough determination and hard work. Here's to a year filled with big achievements and more success than you can imagine. Happy New Year!

Best Version Media (BVM) publications have been connecting local communities since 2007. Their community publications combine the best elements of social media and print by sharing positive, family-friendly stories with thousands of neighborhoods each month. BVM is committed to helping small businesses grow with the mission of bringing people together. Learn more about BVM [here](#).

PEOPLE-CENTRIC: TECHNICAL CREATIVITY, CUSTOMER SEGMENTATION & ELTV

**December 14 Charlotte ASQ Section Zoom Meeting
3:00 pm to 5:00 pm PST**

The Charlotte ASQ section's virtual Zoom meeting on December 14 features Vincent Burris, MSc, CQE, CSSBB. He is a business, quality and process consultant.

Participants will learn more about people practices, customer segmentation and the concept of employee lifetime value (ELTV), including:

- Gain an overview of the concept of people analytics and how technical creativity can be utilized within their current organizations to drive continuous improvement.
- Understand why people analytics are a cache asset for businesses and organizations
- Learn practical uses for people analytics

Click [here](#) for more information and to register for the meeting.

HOW TO MANAGE YOUR DIFFICULT STAR PERFORMERS AND OUT-INNOVATE THE COMPETITION

**December 16 at 4:00 pm PST
Free Webinar from ASQ Innovation Division**

Research shows that the very best leaders are those who can manage their difficult star performers. And innovation is tightly coupled with star performers.

In this presentation, Leslie Martinich will share new insights and opportunities to turn teams into innovation powerhouses. Participants will learn how to:

- Engage their star performers in solving a variety of problems
- Shift the focus from productivity to people
- Build a culture of focus and commitment

Leslie Martinich is a regular speaker at global and corporate events, inspiring technology and engineering professionals to improve innovation. She teaches engineering leadership, communication strategies, ethics, critical thinking, innovation management, negotiations, and diversity and inclusion.

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

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.

AWESOME POWERPOINT TECHNIQUES FOR EFFECTIVE PRESENTATIONS

Free HRDQ-U Webinar December 22 at 11:00 am PST

Why are most presentations so bad? And some truly terrible? They're too wordy, text-based, and generally dull. They don't tell stories that engage, excite, or inspire. And they generally do little to actually help people learn. They are linear and non-responsive, with no interaction. Pretty much everything you know doesn't work to convey information effectively. Few people enjoy creating, delivering, or watching PowerPoint presentations, so let's change that.

This webinar from HRDQ-U and presenter Richard Goring will explore techniques to create mind-blowing presentations.

Want to know how to create visual slides, manipulate images, master animations, make it interactive, and produce presentations that will astound your audience? This is a highly practical session that will look at techniques to create amazing slides that work effectively, apply them to real-life before and after examples, and look at how to use those skills on many other slides when you're developing your own presentations.

And, because it's all live in a single 60-minute session, you can see just how quick it is to create compelling visual presentation content - so there's no excuse for boring bullet point slides.

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

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	Robert Boykin
Publicity Chair	Jo Haberstock
Programs Chair	Vacant
Voice of the Customer Chair	Vacant
Education Chair	Vacant
Social Media Chair	Vacant