

## SECTION ACTIVITIES UPDATE AND LEADERSHIP TEAM CHANGES

by Jo Haberstok

We started off this year with the announcement of our 2022 Section Leadership Team Officers and appointed positions. Happy, happy, joy, joy!

We completed our annual section report in January and submitted it to ASQ last month, ahead of schedule; the report summarizes our business plan and budget and how we did relative to meeting our planned goals for 2021. Good news - we met and/or exceeded all but one of our many goals, which included: communicating with members on a regular basis (via newsletters, our website, and our myASQ Community); sharing information about other meetings, conferences, webinars, etc. (opportunities to learn and to earn RUs); sharing articles about quality topics, requesting member ideas and feedback; and adhering to our budget for the year.

The only goal we were unable to meet was increasing our section membership. We were not too surprised about this, especially in light of the pandemic and being unable to hold in-person meetings. We also lost several members who retired or relocated from our area and decided to not renew or joined another section.

We are very optimistic for 2022. We again set a goal to increase section membership, and we hope that YOU will help us achieve that goal. Just think, if every current member were to talk to their friends and work colleagues about ASQ and encourage others to join - what a difference this could make! Information about ASQ membership and the many benefits of membership is available [here](#).

We've also had a few changes in our Section Leadership Team since last month. An unexpected and ever-increasing workload and other commitments resulted in limited time available for Trent Hartman to effectively continue to serve as Section Chair. Fortunately, we have an awesome team, and others stepped up to fill/backfill roles as needed.

Our new Section Chair is Denise Fast. Emily Wilson will serve as Treasurer. And Trent will serve as Nominations Chair, until another member offers to take on this role. Our full Leadership Team is here to support each other and to continue to work together to meet our section goals and member needs in 2022.

Onward and upward!

- Jo

*"The only way to make sense out of change is to plunge into it, move with it, and join the dance" (Alan Watts)*

## TALKING ABOUT... W. EDWARDS DEMING – AND THE FUTURE

by Steve Prevette, Section Audit Chair and Webmaster

For many years managers have jumped from one "new" leadership theory to another. At one time, W. Edwards Deming was preeminent in the field of quality, and in many circles, his principles are still highly regarded. In fact, the Deming Prize is still a major award for service and manufacturing quality in Japan.

The Deming Philosophy, known as Dr. Deming's "theory of management" and later his System of Profound Knowledge, represents a holistic approach to leadership and management. The philosophy brings together an understanding of variation, theory of knowledge, psychology and appreciation for a system. In short, the System of Profound Knowledge is a way for people and organizations to continually improve

As a follower of Dr. Deming's management philosophy, I have applied Human Performance, Safety Culture and performance metrics in my many years of work in the nuclear industry. I am currently teaching for Southern Illinois University at Carbondale, and recently expanded my work to include three courses. There is the applied statistics I've taught for several years now, which includes not only "traditional" statistics, but topics like the Truman - Dewey election (remember the headline "Dewey Wins?"), the Red Bead Experiment, and Statistical Process Control dashboards.

The students have really found Dr. Deming's theories and principles to be fascinating. Many students are starting their own businesses, and are applying those principles there. Several have applied them on their "day jobs". The two new courses for me are SQL (Structured Query Language) databases, and Python programming language. The Python course includes overviews of topics like Machine Learning, IBM Watson, and "Big Data".

I must admit I am NOT a fan of the current fad of throwing a computer at regression and trying thousands of fits and seeing which "fits the best". Many times, they are just fitting curves to random noise. But perhaps folks will learn.

Want to discuss further? Let's start a conversation on our section's [myASQ Community site](#).

## February 10, 2022 Virtual Meeting

**DATE:**

Thursday,  
February 10, 2022

## ASQ Membership XL: Level-up, Sustain the Gains, and Evolve

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

**Time:**

5:00 pm – 7:00 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  
Phoenix ASQ Section 0704,  
click [here](#).

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



**Daniel Zrymiak**  
Project Manager, RST Instruments Ltd  
ASQ Fellow, CMQ/OE, CSSBB, CSQE, CQE

The Phoenix meeting will begin with networking, followed by section business/announcements, and then the presenter will be introduced (at approximately 5:45 pm).

This presentation is intended to show how the ASQ Professional member can enhance their membership experience. Key topics to be covered:

- Increase Affiliations to gain targeted knowledge and networking opportunities
- Obtain Qualifications to enhance personal portfolio
- Pursue and Achieve ASQ Membership upgrades to Senior and Fellow
- Achieve Recognition and Mentor others toward similar pathways and levels of accomplishment

Using the theme of incremental levels, Daniel will share how these progressively build up from a Professional Membership (which is already pretty good), through the steps and stages of affiliations, qualifications, membership upgrades, recognitions, and mentorship.

*About the speaker: Daniel Zrymiak is a Project Manager at RST Instruments, based in Maple Ridge, British Columbia. He has over two decades of international experience in quality and project management, primarily in information technology, operational excellence, and consulting. Daniel holds a Bachelor's degree in Commerce with Honors in Marketing from the University of Saskatchewan in Saskatoon. He has been awarded ASQ's Feigenbaum and Crosby Medals and a Testimonial Award. He has also been certified by PMI as a PMP, and holds ITILv4 and PSM Scrum Master designations. Daniel is a Quality Press author and reviewer, committee chair for the ASQ Edwards Medal, and is active with the Quality Management Division as a member leader.*

**DATE:**

**Tuesday,  
February 22, 2022**

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

**Time:**

**6:00 pm – 7:30 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 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 ASQ Section 0408,  
click [here](#).

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

## People Before Process



**Jeff Griffiths, FCMC**  
**Co-Founder and Managing Director**  
**WorkForce Strategies International**

Quality is the key to success. Creating quality – that is, delivering what’s promised to the customer (and then some) the first time, every time should be the aim of every organization. But what drives quality? Is it the process? Technology? People? Something else?

People are important for success in a stable situation – but in times of unprecedented change and global crisis, they are absolutely the critical component.

In this informative 60-minute webinar, you will learn:

- ✓ The return on investment (ROI) on individual and collective competency
- ✓ The value of understanding “Whole Person Competency”
- ✓ How to document and develop team competencies to drive all your key metrics (safety, quality, productivity)

Process is important. But it’s the people who generate quality, with everything they do individually and collectively. If you want your quality metrics to improve, focus first on the human side of the operation. The results – and the ROI – will astound you.

*About the speaker: Jeff Griffiths is a leading practitioner in the optimization of the interface between individual competency and organizational design. He is the co-founder and Managing Director at WorkForce Strategies International, a Canadian-based workforce and organizational development consultancy that helps clients achieve extraordinary results by focusing on the competencies – both overt and hidden – within their business.*

*In addition to his role at Workforce Strategies, Jeff is a Fellow Certified Management Consultant (Institute of Certified Management Consultants of Alberta), a Senior Fellow at the Canada West Foundation, a member of the Workforce Council at the North American Strategy for Competitiveness (NASCO), and a member of the National Learning Network for the US Chamber of Commerce Foundation’s Talent Pipeline Management.*

# Invitation from ASQ Charleston Section February 22, 2022 Virtual Meeting

**DATE:**

**Tuesday,  
February 22, 2022**

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

**Time:**

**3:00 pm – 4:30 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 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  
Charleston ASQ Section 1122,  
click [here](#).

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

## Creating a Healthy Work Environment



### **Susan L. Johnson, PhD**

**Director of Health Promotion, Assistant Professor, College of  
Health Professions, Medical University of South Carolina**

The daily working environment is one of the most important factors influencing employees' levels of happiness and motivation in their jobs. As the pandemic pushed companies to address health and safety issues and reconfigure workplaces to prevent infection, they also grappled with how to address the pandemic's toll on employees' physical and mental health.

In addition, after spending months at home during the crisis, workers became more aware of what they want from their work and workplace. They have new expectations of their employers and workplaces, including more flexibility in where and how they will work.

For these reasons, many organizations are now understanding that the key to creating and sustaining a high-performing organization is establishing a healthy work environment. A healthy workplace is one where both employees and management work together to promote healthy actions and behaviors to keep everyone safe and well.

This presentation will share current trends and strategies to support a thriving workforce, regardless of the setting - with practical tips for staying healthy and well at work.

*About the speaker: Susan Johnson, PhD, is the Director of Health Promotion at the Medical University of South Carolina (MUSC). She received her undergraduate degree from UNC Charlotte, master's degree from The Citadel and Ph.D. from the University of South Carolina. She is also founder and CEO of Vimcity, LLC, a worksite wellness firm, and co-founder and director of the South Carolina Healthy Business Challenge. Prior to joining MUSC, Susan held faculty appointments at Duke University, Charleston Southern, and the Citadel. In her current position, she provides leadership in the development of a comprehensive and collaborative approach to promoting health to students, employees, patients, and the external community. Susan's work at MUSC has also been recognized through multiple prevention awards and publications, both locally and nationally.*

## FEBRUARY 2022 FREE MEMBER GIFTS FOCUS ON SUPPLY CHAIN QUALITY MANAGEMENT

Supply chain management (SCM) is the active management of supply chain activities to maximize customer value and achieve a sustainable competitive advantage. It represents a conscious effort by the supply chain firms to develop and run supply chains in the most effective and efficient ways possible. Supply chain activities cover everything from product development, sourcing, production, and logistics, as well as the information systems needed to coordinate these activities.

This month's free gift for ASQ members includes a great selection of resources to help you better understand supply chain management (SCM) tools and best practices to grow your skill set, better serve your customers, and increase your value to your organization as a quality professional.

Included are:

- **4 Free E-book Samplers** including a SCM primer, the newest Certified Supplier Quality Professional Handbook and other titles addressing supplier audits and supplier risk management
- **5 Hours of New Webinars** on a range of supplier chain management topics including preventing supplier issues, collaborating for innovation, conducting remote audits and managing risk
- **7 New Articles and Industry Reports** covering topics including FMEA for supply chain improvement, reducing risk with audits, post-COVID best practices, Monte Carlo simulations, and analytics best practices and trends
- **4 ASQTV Videos** on using a supplier rating tool, improving supplier relationships, applying supply chain best practices to service, and supplier social responsibility

Access your free gifts by clicking [here](#) before the end of February.

## AUTHORS NEEDED FOR QUALITY MANAGEMENT FORUM

ASQ's Quality Management Division (QMD) is seeking authors for their flagship publication, the *Quality Management Forum* (QMF).

Do you know about training and development? Is Quality your passion? Do you want to write about supplier audits or quality tools? Then do it!

They are looking for high-quality articles, independent of any organization or individual marketing efforts, on any quality management topic. Formatting guidelines and writing tips are available.

Learn more [here](#).

## UPCOMING CERTIFICATION EXAMS

Have you decided to add to your resume (and knowledge base) with an ASQ Certification? Good for you!

Certifications are a great way to help advance your career, improve your organization, and prepare you to be a more accomplished and effective quality-focused professional. And, if you are already an ASQ member, you can also save a little money, too, since one of the member benefits is \$100 off the usual (non-member) cost for each exam.

Applications are now being accepted for the following exams scheduled for April 1-30. The application deadline is March 5.

- CQA (Quality Auditor)
- CQE (Quality Engineer)
- CQIA (Quality Improvement Associate)
- CSQE (Software Quality Engineer)
- CSSGB (Six Sigma Green Belt)
- CQPA (Quality Process Analyst)
- CCT (Calibration Technician)
- CPGP (Pharmaceutical GMP Professional)

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

## THE EMOTIONALLY INTELLIGENT MANAGER: Essential Skills for Leading Others with Confidence

Free Webinar February 9 at 11:00 am PST

Did you know...?

- Emotional intelligence (EQ) is the single strongest predictor of performance
- 90% of top performers score high on emotional intelligence
- A UC Berkeley study found that emotional intelligence was 400% more powerful than IQ when predicting who would have success in their field

When it comes to defining intelligence, we typically think in terms of IQ or "intelligence quotient. A few decades ago, however, a new definition of intelligence began to take shape that had nothing to do with conventional notions of intellect. Emotional intelligence, or EQ, refers to our capacity for recognizing our own feelings and those of others, for motivating ourselves, and for managing emotions well in ourselves and others. Furthermore, research suggests that EQ is actually *more important* than IQ for success in jobs at all levels.

In this free one-hour webinar from HRDQ-U, led by Dr. Michael Brenner, you'll learn about the four critical dimensions of EI - self-awareness, self-management, social awareness, and relationship management - and how these competencies drive our behavior and impact our outcomes. You will also learn ways to strengthen your *own* EQ to better manage stress, build fruitful relationships, and achieve superior results at work.

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

## BIOFOULING, THE UNDERWATER BATTLE OF SCIENCE AND NATURE

Virtual ZOOM Presentation February 15 @ 5:00 pm PST

Biofouling is the unwanted accumulation of living organisms and organic matter on a wet surface, such as a boat hull or drain pipe. Scientists at Pacific Northwest National Laboratory (PNNL) are working to solve the “five C’s” of biofouling: costs, carbon, corrosion, continuity, and critters.

Biofouling increases fuel and maintenance costs, increases carbon emissions, accelerates corrosion, stops equipment from working, and transports invasive or disease-causing species.

One outcome of PNNL research is the invention of a non-toxic coating, called SLIC, that prevents organisms from attaching to surfaces.

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

## FROM SPIES TO SCIENCE: UNIVERSAL LESSONS ALL COMMUNICATORS CAN APPLY

February 16 PRSA Meeting from 12 pm to 1 pm PST

Regardless of our industry or position title, we are all communicators. And communicators can employ a universal set of strategies to get their message across.

In this virtual seminar from the Mid-Columbia Chapter of the Public Relations Society of America (PRSA), you will learn about:

- The most important aspect of any communications strategy
- The brand amplifier all organizations have and most overlook
- How to build connection through telling the right stories

Join Amanda Schoch, PNNL's new Communications Division Director, as she provides examples of universal communication techniques that can be used across various disciplines and sectors ranging from national security to scientific research.

Cost is \$10. For more information and to register, click [here](#).

## QUOTE OF THE MONTH

“If you don’t like something, change it. If you can’t change it, change your attitude.”

~ Maya Angelou

## DESIGNED EXPERIMENTS FOR PROCESS IMPROVEMENT

February 17 Spokane ASQ Section Meeting  
Webinar from ASQ Statistics Division

The featured presenter for the Spokane ASQ section's February meeting is Lally Marwah, President of SQS Solutions. Lally represents Canada in the governing body of ISO 9001 and has chaired the development of ISO standards on statistical techniques and on customer satisfaction. He has served on the Boards of industrial and academic institutions, including the University of Waterloo.

This free webinar shares a case-study demonstrating the successful application of a designed experiment to resolve a significant issue in a complex industrial process. Included are the broader family of highly efficient “factorial designs” that yield the maximum information with minimum resources. Equally simple and effective graphical methods for the analysis of experiment data will also be discussed. This methodology is applicable to product and process improvement in all sectors.

For more details, including the Zoom link and passcode for the meeting, email [Janet](#) at the Spokane section.

## USING QFD TO UNDERSTAND THE VOICE OF THE STUDENT

ASQ Educational Division Webinar  
February 17 at 2 pm PST

Quality function deployment (QFD) has been widely used in product and service development to translate the voice of the customer (VOC) into the design of a product or service. Just as customer requirements can change, workplace requirements also continually evolve to keep pace with the developing global market. To meet ever-increasing standards, educational institutions have been investigating methods to prepare students for future employment.

This presentation provides a detailed case study illustrating the use of QFD in Six Sigma education and training. The VOC was captured through a survey that documented the student’s learning style and course expectations. QFD was then utilized to modify the course design using the VOC. Course modifications were carefully considered to meet the requirements of all stakeholders, including those of the students, by providing a stronger overall learning experience that tailors the teaching methods to a student’s individual learning preferences. Results indicated the changes were beneficial to the students and helped their comprehension of the course material, while improving content retention and engagement.

This free webinar will be presented by Dr. Beth Cudney, Program Coordinator for Data Analytics in the John E. Simon School of Business at Maryville University. Dr. Cudney received the 2020 Walter E. Masing Book Prize from the International Academy for Quality for her book on Lean Six Sigma, and the ASQ Crosby Medal for her book on Design for Six Sigma. She is a certified Lean Six Sigma Master Black Belt and holds eight ASQ certifications.

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

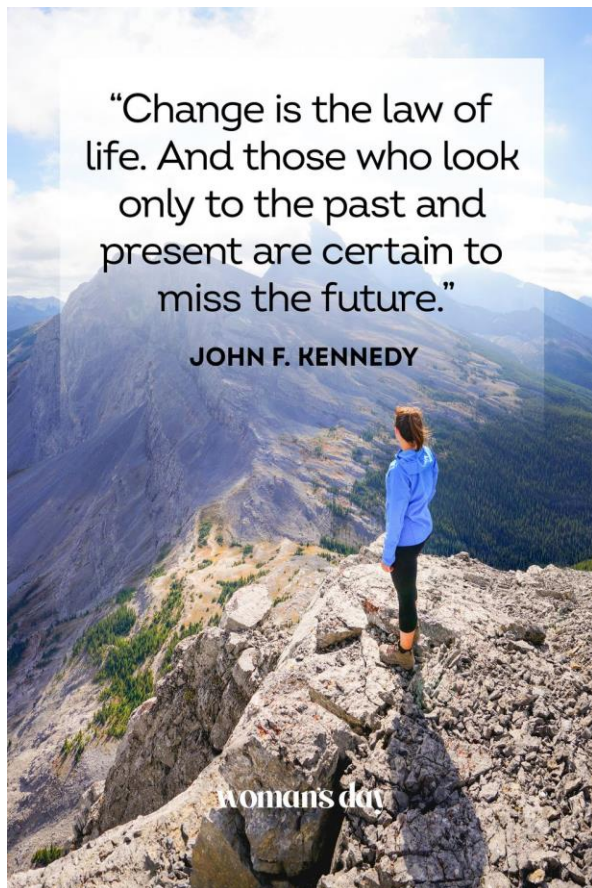
## CERTIFIED SUPPLIER QUALITY PROFESSIONAL (CSQP) PREP/REFRESHER COURSE

Six sessions – Saturdays, February 26 to April 2

The Certified Supplier Quality Professional (CSQP) works with an organization's supply chain and suppliers to continuously improve performance of key system components (increase lifecycle, reduce scrap, improve repair processes) by implementing process controls and developing quality assurance plans. They track data, identify improvement projects, and manage cross functional implementation to improve performance of key components and suppliers.

The CSQP understands the principles of product and service quality evaluation and control. This body of knowledge and applied technologies include, but are not limited to: development and operation of quality control systems, application and analysis of testing and inspection procedures, the ability to use metrology and statistical methods to diagnose and correct improper quality control practices, an understanding of human factors and motivation, familiarity with quality cost concepts and techniques, and the knowledge and ability to develop and administer management information systems and to audit quality systems for deficiency identification and correction.

The San Gabriel ASQ section (#0702) is offering preparatory training in six Saturday morning sessions, starting February 26. Cost is \$299 for ASQ members and non-members. Additional texts are required for the course. For more information about the course and to register, click [here](#).



## APRIL 5 - PMI COMMUNITY PROJECT EXCELLENCE SHOWCASE

Call for Submissions by March 13

The Columbia River Basin Chapter or the Project Management Institute (PMI) will be holding their annual Community Project Excellence Showcase on April 5. This year, the Showcase will feature videos of projects showcasing project management excellence.

This event recognizes, honors and publicizes project teams and their companies for superior performance and execution of exemplary project management for projects completed during 2021. Projects of any size, industry type and location within the Columbia River Basin Chapter region are encouraged and eligible to participate. PMI affiliation is not necessary.

If you or your company has completed a project you are proud of and would like to share with the rest of the community, this is a great opportunity to share your story of project management excellence,

The chapter is requesting submissions of a 2-to-5-minute video or PowerPoint that showcases your project and includes the following information:

- Introduction slide with 3-5 bullets which include the following:
  - A summary or scope of the project
  - The project highlights
  - The impact on team, stakeholders or community
- 8 to 20 pictures of your project

The chapter can also assemble submitted material into a video on your behalf. You will need to provide 8 to 20 pictures of your project along with a written summary or scope statement as well as its impacts or highlights.

Submissions must be received by March 13. For more information, contact [VP-PubRel@pmicrb.org](mailto:VP-PubRel@pmicrb.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.

## 2022 WORLD CONFERENCE ON QUALITY & IMPROVEMENT (WCQI)

May 15-18 in Anaheim, California

Early bird pricing ends March 15

Art and science are sometimes viewed as distinct disciplines, but when studied together, their mutual impact is clear. Just as considerable creativity is often required to accomplish scientific breakthroughs, art is frequently observed as an outcome of scientific knowledge.

WCQI 2022 will be a hybrid event this year. Educational sessions and keynote speakers will explore the symbiotic relationship between human and scientific aspects of quality management. Sessions addressing soft skills, cultural consciousness and leadership will be offered as well as practical presentations outlining leading-edge applications and technologies, helping to bridge the gap between emotional and scientific intelligence and advance the quality community's global standing as a comprehensive resource for progress, innovation, and excellence.

The Key Focus Areas for this year's event are:

- Leading through Excellence – The Master's Series
- Engineering an Enterprise-wide Quality Management System
- Framing Quality through a Technology Lens
- It's Elemental: Quality Basics for Beginners (and beyond)

Registration is now open. Cost for in-person attendance is \$1,199 for ASQ members who register by March 15. Cost for virtual attendance is \$399 for ASQ members. Additional discounts are available for ASQ member leaders and student members. For more information, 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.



## DONATE TO HELP OTHERS – TRI-CITY UNION GOSPEL MISSION

For almost 65 years, Tri-City Union Gospel Mission, located in Pasco, has been a safe place for those who could not provide for themselves, regardless of the reason. The Mission is 100% funded by community donations and receives NO government subsidies. All donations stay in the Tri-Cities.

But do you know what the Mission actually does and who they serve? They are the home of those without a home - the hot water, electricity, healthy meals, and the clean, warm beds that many do not have. They are the drug-free, crime-free release point for some loved ones returning from prison, and the safe and secure haven for many individuals fleeing domestic violence. They are the "timeout" for someone battling with an addiction or stronghold.

There are many ways you can help the Mission to help those in need. Please consider:

- Donating goods (bottled water, paper towels, clothing (all ages/sizes), bus tickets, etc.
- Donating time (volunteer opportunities in the kitchen and shelter areas)
- Donating money (\$2.05 can provide a meal, shelter and other essential services for a homeless person)

Download the full list of urgent and other needed donations [here](#). Donate online [here](#). To learn more about the Mission and all that they do, click [here](#).

### COLUMBIA BASIN ASQ

2022 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2022	
Section Chair	Denise Fast
Secretary	Denise Clements
Treasurer	Emily Wilson
Membership Chair	Robin Dowsett
Audit Chair	Steve Prevette
Nominating Chair	Trent Hartman
Webmaster	Steve Prevette
Newsletter Editor	Robert Boykin
Publicity Chair	Jo Haberstok
Programs Chair	Vacant
Voice of the Customer Chair	Vacant
Education Chair	Vacant
Social Media Chair	Vacant