



CHAIR'S CORNER – Welcome to Spring!

by Denise Clements

When I think about Spring, I think about new beginnings and cleaning. So, for me while working each day I review what would benefit from a “new beginning or refresh.” It

might be a past training article, a tool, or a data dashboard that we are using to help our project teams and leaders.

At my company we have Quarterly Themes and Monthly Quality Topics related to those themes. Each monthly topic then has three training sessions. We average 1,000 participants each month and have an average rating of 8.9 out of 10 from the participants - but I can always “clean” house and start new ways to improve.

These are topics where we have fallen down in the past or pose risks to the technical quality of our project services and deliverables in the future. And so, in my look at how I’m helping our teams to improve and take on new steps to eliminate risks and “clean-up” their processes, lessons learned always come to mind.

We evaluate and analyze (perform Root Cause Analysis) where we stumble and even look outside to where others in our industry have done similar things.

A recent example of this is independent design review services. These services may seem relatively easy but when we look at industry, there are quite a few scenarios that identify them as not so easy. For any of you who may have independent design review services at your company, take a look at the [FIU Bridge collapse](#) for some lessons learned and things to take a look at with your project teams.

I encourage you all to consider “cleaning house” and evaluating how you are doing or providing your services. Help remove old cobwebs from creeping into your current and future activities by conducting regular reviews of your data trends and also through online searches for industry lessons learned and examples.

Have a great start to your Spring!

- Denise

APRIL IS EARTH MONTH – Improving the Quality of Life for Everyone

by Jo Haberstock

In the decades leading up to the first officially designated Earth Day in 1970, Americans had been consuming vast amounts of leaded gas through massive and inefficient automobiles. Smoke and sludge were being emitted from manufacturing sites with little fear of the consequences from either the law or bad press. Air pollution was commonly accepted as inevitable. While much of the country remained largely oblivious to environmental concerns and how a polluted environment threatened human health, there were a few groups fighting individually against oil spills, polluting factories, raw sewage, pesticides, and the extinction of wildlife.

The foundation for Earth Day may have actually been laid in 1968. That’s when the US Public Health Service organized the Human Ecology Symposium, which invited students to come and listen to scientists talking about the impact of the deteriorating environment on human health.

There are many impacts of environmental degradation, and they are hazardous for both living organisms and the environment. These include the loss of biodiversity, human health issues, ozone layer depletion, scarcity of resources, loss of ecotourism and natural calamities or disasters.

How does all of this relate to quality? As quality professionals, we can help Mother Nature (and future generations) by learning more and promoting awareness in others about processes like avoiding deforestation, reducing consumption levels, reusing resources, recycling environmental products and waste management.

The social and cultural environments we saw back in the 70’s are rising up again today - a frustrated generation of younger individuals refusing to settle for platitudes and who are instead demanding a new way forward. Digital and social media are bringing these conversations, protests, strikes and mobilizations to a global audience, and motivating generations to join together to take on these and other challenges. Social media has allowed for more involvement, more diversity, more inclusion, and more voices to be heard.

As individuals, we have the power to make our voices heard – as voters, consumers, watchdogs. What each of us does, and how we do it, can have a huge ripple effect on our ecosystems and on corporate and government actions. We are responsible for holding business, governments, and others accountable and for supporting their efforts when they get it right.

As quality professionals, we can be agents for change, helping to transform processes, behaviors, and culture. And change starts with action.

Invitation from ASQ Palomar Section April 12, 2023 Hybrid Meeting

DATE:

Wednesday,
April 12, 2023

Predicting Loyalty via Customer Quality Perceptions

This is a hybrid meeting, held
in person/with dinner (in
Carlsbad, California) and
also via Zoom.

Time:

6:00 pm – 8:00 pm PDT

(opens for networking at
6:00 pm)

(check website to confirm times)

**Cost: No charge for
remote/Zoom attendance for
ASQ members and
non-members**

Join Zoom Meeting:

<https://us06web.zoom.us/j/84021012798>

Meeting ID: 840 2101 2798

Any questions? Send an [email](#).

**Attendance at this meeting
earns RUs toward ASQ
recertification.**

NOTE: Be sure to enter your
name and email address in the
chat when you join the meeting
to receive the RUs.

For more information about
Palomar ASQ Section 708, click
[here](#).

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



Alexander Edwards President of Strategic Vision

When it comes to measuring the customer's perception of Quality and the impact of their behavior, current measures and metrics are not enough to successfully predict future choices. Counting problems or measuring customer satisfaction is not enough to fully understand the quality perceptions and their impact on customer behavior.

Instead, by using Value Centered Psychology, which is connecting the rational and emotional reasons supporting customer perceptions and decision-making, the most effective way of judging quality and successfully predicating behavior can be modeled.

With accurate loyalty prediction models in place, the focus can then shift to addressing the quality areas that are most meaningful in increasing customer retention, rather than simply 'chasing gaps' where the lowest perceptions of quality occur.

This presentation will further explain Value Centered Psychology and will also provide examples in different categories, including automotive and healthcare.

About the speaker. Alexander Edwards is President of Strategic Vision, an international consulting and advisory service organization that provides identification of predictive measures that maximize customer advocacy, conquest, and loyalty. In addition to setting the overall course and direction of Strategic Vision, Alexander is a key architect of tools and software that measure decision making, human behavior, attitudes, and perceptions. He directs company operations and provides support for advanced clinical qualitative and quantitative studies. This includes large quantitative studies like the Mobile Experience Study (MxS) and the New Vehicle Experience Study (NVES).

Alexander is also very active in the local San Diego area, speaking and participating with local youth groups to encourage their active citizenship, supporting local schools by providing internships, and raising funds for school improvements.

Invitation from ASQ Columbia Basin Section April 19, 2023 Virtual Meeting

DATE:

Wednesday,
April 19, 2023

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

Time:

6:00 pm – 7:30 pm PDT

Welcome & Introductions will
begin at 6:00 pm, followed by
the presentation and Q&A

**Cost: Free for ASQ members
and non-members**

**To register for this
online/virtual meeting, please
RSVP with your name, email,
ASQ affiliation (member and
section, or non-member), to
[Denise](#) by April 17 for
planning purposes and to
receive RU credit following
the meeting.**

**Attendance at this meeting
earns RUs toward ASQ
recertification.**

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

Quality Matters! Building Places People Love



Larry Peterson Director Of Planning & Development Port of Kennewick

The Port of Kennewick, a government organization serving the citizens' economic interests in eastern Benton County, Washington since 1915, has identified **Placemaking**™ as a worthy pursuit. With community-based participation at its center, an effective placemaking process capitalizes on a community's assets, inspiration, and potential, and results in the creation of quality public spaces that contribute to the health, happiness, and well-being of the community.

On the surface the phrase "More is Better" seems to resonate with many people, but a growing contingent of citizens have supported the Port's efforts to embrace a slightly different concept: "*Better* is Better."

Efforts to create places people love have yielded noticeable results, as initially seen on Clover Island. Perceptions are now also beginning to change along the Columbia Drive corridor in Downtown Kennewick. The Vista Field Redevelopment project is intentionally different in every aspect, starting with the why, then transitioning into the what and how.

What is the universal element in this placemaking mission? It's Quality.

- Quality of Concept
- Quality Plans
- Quality of Design
- Quality of Construction
- Quality Experiences
- Quality of Life

Join us to learn more about these planned improvements and how they all tie together in our community.

About the speaker: Larry Peterson has served as Director of Planning & Development for the Port of Kennewick for over 18 years. During this time the Port has constructed multiple projects on Clover Island, initiated redevelopment efforts within the Downtown Kennewick area and the former Vista Field Airport in Central Kennewick, and facilitated private sector construction of 800,000+ sq. ft. of new office, retail, and warehouse buildings resulting in 1,200+ new or relocated jobs. These projects involved coordination and permitting efforts with the City of Kennewick, the State Departments of Fish & Wildlife and Ecology, the U.S. Army Corps of Engineers, the National Marine Fisheries Service, and the Confederated Tribes of the Umatilla Indian Reservation.

FREE MONTHLY GIFTS FOR ASQ MEMBERS

Be sure to check out your free Member Gifts this month! Each month, a different aspect of quality is highlighted, and the gifts include a variety of valuable resources, including e-books, videos, webinars and more.

You can also earn Recertification Units (RUs) for watching ASQ webinars and videos, etc. Be sure to [access](#) this month's free gifts before April 30.

UPCOMING ASQ CERTIFICATION EXAMS

Applications are now being accepted for the following exams scheduled for June 1-30. The application deadline is May 7.

- 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)

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 take \$100 off the usual (non-member) fee for each exam.

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

ARE YOU A PROUD ASQ MEMBER?

Let your friends and work colleagues know!

You can access and download your "Proud Member" logo from your account on [asq.org](#). Log in to the ASQ site, select "my account" (on the top bar), then under "membership & participation" click on "Proud Member Logos."

Add it to your profile pictures, Facebook, email signature, or business cards!

QUOTE OF THE MONTH

"Smart people learn from everything and everyone, average people from their experiences, stupid people already have all the answers."

~Socrates

EARTH MONTH / EARTH DAY 2023

(from the [almanac.com](#) website)

Earth Day is a celebration of the earth and our environment. It is a historical event that takes place every year. On Earth Day, we remember how closely we are connected to the earth and our responsibility to protect it.

Earth Day 2023 will mark the 53rd anniversary of this holiday; the theme is **"Invest in Our Planet."** The idea behind this year's theme is to encourage governments, corporations, and private citizens to take concrete steps toward following more sustainable practices, buying from greener companies, and taking more of an active role in the Earth's wellbeing.

Ever wonder how Earth Day began? The first Earth Day was held on April 22, 1970, when San Francisco activist John McConnell and Wisconsin Senator Gaylord Nelson separately asked Americans to join in a grassroots demonstration. Dealing with dangerously serious issues concerning toxic drinking water, air pollution, and the effects of pesticides, an impressive 20 million Americans - about 10% of the population - ventured outdoors and protested together.

President Richard Nixon led the nation in creating the Environmental Protection Agency in December of 1970, which followed with other successful laws including the Clean Air Act, the Clean Water Act, and the Endangered Species Act.

Today, Earth Day is intended to not just increase awareness of environmental problems, but it is also becoming a popular time for many communities to gather together to clean up litter, revamp parks, or to simply reflect on the beauty of nature.

Many groups across the country commemorate Earth Day by organizing local cleanups. Others plant trees. Earth Day can also be a time for people to just get out and enjoy the local flora and fauna.

What are *your* plans for Earth Day? (And, remember, it doesn't all have to be done on April 22 - you can celebrate Earth Month any time in April!)

Check out some great ideas for Earth Day/Month activities [here](#).



SPRING BREAK PARTY - BUILDING BRIDGES NETWORKING EVENT

April 6 from 4:00 pm to 6:00 pm PDT in Pasco

The Three Rivers Alliance of Chambers is hosting a networking event at the Hapo Center in Pasco on April 6. This is part of a community effort by the Benton City, West Richland, Pasco, and Tri-Cities Hispanic Chambers of Commerce. The event is open to everyone, and it is a great way to meet and make connections with other professionals in the area. This month's event will celebrate the joy of Spring, with food by CG Public House, door prizes, and networking opportunities.

There is no charge to participate, and reservations are not needed. Bring your business card. Bring a friend. Have fun!

REDUCE TESTING DOWNTIME THROUGH QUALITY MEASURES

ASQ Inspection Division Online Webinar

April 11 from 4:00 pm to 5:00 pm PDT

Materials testing is critical to ensuring materials and products perform as expected in their end use applications. Having a robust testing program is a vital part of any quality assurance process. Disruptions to your testing program can result in delayed shipments, lost revenue, and unhappy customers, challenges businesses aim to avoid. For these reasons, it is crucial to ensure that measures are taken to prevent system downtime when planning the introduction or evolution of a testing program.

In this webinar, presenter JJ Blenkhorn will identify the most important considerations when thinking about universal testing systems and testing system providers. He will discuss everything from performance expectations and platform usability to operator safety considerations. Attendees will gain insight into what the expectations should be around service and supportability of the testing system over the expected lifespan.

To register for this webinar, click [here](#).

DO YOU REALLY KNOW YOUR AUDIENCE?

April 12 Mid-Columbia PRSA Live Webinar

12:00 pm to 1:00 pm PDT

Would you like to learn how a little market research can go a long way to connecting with stakeholders, creating a communications strategy, and setting your brand apart?

This live webinar (via Zoom) features Aaron Welling, CEO of Sonar Insights, and Sonny Virakpanyou, COO of Sonar Insights. They will share information about the benefits of gathering customer data, including when and how to do it, and some case studies about companies that used research to create messaging that resonates with new demographics and elevates brand loyalty with current audiences.

Cost is \$10 for non-PRSA members. Click [here](#) for more information and to register.

FIVE QUALITY LANGUAGES – COMMUNICATING TO FACILITATE A COLLABORATIVE QUALITY CULTURE

ASQ Phoenix Virtual Meeting

April 13 from 6:00 pm to 8:00 pm PDT

Quality professionals often feel like no one in their organization understands them except for other quality professionals. The result is difficulty influencing the organization to adopt a culture of quality or act with urgency when needed. The cause may lie in differences in how people and organizations prefer to communicate.

In 1992, Gary Chapman published "The Five Love Languages: How to Express Heartfelt Commitment to Your Mate." It eventually landed on the NY Times Best Seller List for four years. Other versions have been published over time, applying the original concepts to different groups and situations (men, singles, teams, conflict, etc.). The basic premise is that everyone communicates, as both the sender and receiver, in different ways. It's natural to communicate to others in the way that we prefer to receive communication. The problem is that since others may have a different preference, your message may not be received as expected if not delivered in their preferred way.

Gary describes the five "love" languages as Acts of Service, Receiving Gifts, Quality Time, Words of Affirmation, and Physical Touch.

Presenter Steve Gompertz is a Quality Systems management leader with over 30 years of experience in the medical technology industry. He will apply Chapman's ideas to Quality Leadership by proposing five equivalent quality communication or engagement approaches: Encouragement, Face Time, Mentorship, Collaboration, and Empathy, with a focus on first understanding which ones are your strongest preferences, and how to determine the preferences of your audience.

Understanding both preferences will allow you to tailor your communications to what your audience needs or to recognize when the needed approach is not one of your strengths and warrants collaborating with someone else with that strength. The ultimate goal is to transform the Quality function from a hard-to-understand adversary to a valued partner and trusted voice.

There is no charge for this meeting. Click [here](#) to register.

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.

APRIL 14 IS INTERNATIONAL MOMENT OF LAUGHTER DAY - LAUGH IT UP!

(from Izzy Gesell's website)

When was the last time you gave yourself permission to laugh out loud in public or on a virtual call? Has it been a while?

Well, get ready to do it again, because April 14th has been set aside to do just that, according to "America's Humorologist" Izzy Gesell. To encourage more people to laugh, he invites America and the whole world to join in the fun on April 14th, the planet's International Moment of Laughter Day. You can celebrate by:

- Laughing out loud at the funny cards in a greeting card shop
- Calling a friend to share a funny story
- Buying a "laugh-box" in a joke shop and turning it on at work or at home
- Showing your baby pictures to someone who's never seen them
- Thinking up your own ways to get someone else to laugh with you
- Or just laughing for no apparent reason at all

Laughter lowers stress hormones and can help overcome stressful situations or anxiety. International Moment of Laughter Day is all about celebrating joy and happiness. Join in and have a good laugh! (Check out Izzy's website [here](#).)

BETTER TOGETHER –SOFTBALL TOURNAMENT IN RICHLAND

**April 14-16 Fundraiser sponsored by Elijah Family Homes
Horn Rapids Athletic Complex in Richland**

Elijah Family Homes (EFH), a 501(c)(3) organization that works to create an inclusive environment, believes all individuals are worthy, valuable, and deserving of respect and services. Their vision is to ensure that all families with children in Benton and Franklin Counties, regardless of substance abuse history, are given the opportunity to make unique and valuable contributions to the community while being self-sufficient and stably housed. EFH supports this through stable housing and case management services by administering two programs: Transition to Success, and the Parent-Child Assistance Program.

Everyone is invited to join in a weekend of entertainment and fun April 14-16, at the first Annual "Better Together" Non-Profit Softball Tournament. You can sign up with a non-profit team (\$350 registration fee per team) and play or just come out and support the teams, enjoy live music and concessions, and more. There are also sponsor opportunities available.

Entry to watch the tournament is free to the public, with an opportunity to make a donation if desired. All proceeds from entry donations will be split between all the non-profit teams participating in the tournament to fundraise as well as to raise awareness. For more information, click [here](#).

HEART OF HEALING GALA

Fundraiser for Cork's Place April 15 in Pasco

The team from Chaplaincy Health Care focuses on the entire person - their physical, emotional, and spiritual needs. They guide, comfort and care for those experiencing serious illness, crisis, loss and/or grief.

Cork's Place Kids Grief Center provides grief support to children, teens and families who have experienced the death of a loved one. At Cork's Place, kids receive peer support and expert guidance. Professional bereavement staff and specially trained volunteers facilitate conversations and activities that allow children and teens to express their emotions in a healthy way. Services are provided free of charge and are not covered by insurance. Grants, sponsorships, donations, and fundraisers, like Heart of Healing, make these services possible.

The April 15 fundraiser features dinner, entertainment, live and silent auctions, and original artwork by Cork's Place Kids. Cost is \$125/person or \$200/couple. More information is available [here](#).

POSITIVE SUMMIT WITH JON GORDON

Free Online Event April 19-23

Put the "Power of Positive" to work for you!

The 2023 Positive Summit includes over 30 leading experts who will share their ideas and strategies.

Learn from elite speakers that include bestselling authors, top leaders, professional and collegiate athletes and coaches, and more. Each speaker will share a short video message (5-10 minutes) that you can watch online. Messages include actionable advice to help you to stay positive, overcome challenges, and make a greater difference.

This year's speakers include Jon Gordon, Damian Lillard, Teddi Mellencamp, Pete Vargas, Octavia Goredema, Rachel Luna, Tiki Davis, Rary Vaden, Stephen Scoggins, and many others.

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



USING DELPHI METHODOLOGY TO CREATE A SOCIO-ECOLOGICAL MODEL

April 20 ASQ Statistics Division Webinar
10:00 am to 1:00 am PDT

This online webinar features Dr. Heidi Gilroy, Director of Professional Development, Magnet, and Research at Memorial Hermann the Woodlands Medical Center.

She will review Delphi methodology and its applicability in the healthcare sector to measure consensus. Included will be how to complete a Delphi study, some of the statistical measures that can be used, and an example of applying the Delphi methodology in practice to create a socio-ecological model.

Learning objectives:

- Overview of Delphi Methodology
- Qualitative and Quantitative Analysis for Consensus
- Research Case using the Methodology

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

VIRGIE ROBINSON MEMORIAL GOLF TOURNAMENT

Fundraising Events April 21 and 22 in Pasco

Virgie Robinson was born in 1919 to sharecroppers in Memphis, Tennessee. After moving to the Tri-Cities area during the early post World War II era, she became active with the community and the local school system, and in 1965 was hired as the first director of the Kurtzman Park Community Center. In 1965, Virgie was voted Washington State's Woman of Achievement for cities with over 12,000 residents. She later became even more active in the Pasco school system and in 1987 was appointed to the Washington State Council on Voluntary Action.

Virgie passed away in 2003. In 2005, the Pasco School District voted unanimously to name a new school in her honor, and Virgie Robinson Elementary School opened in August of 2005.

Virgie's children established a scholarship fund, a 501(c)(3), in her name, and the first scholarship was awarded in 2006. Since then, 23 additional scholarships have been awarded.

The ninth annual Virgie Robinson Scholarship Fund Spring Classic Golf Tournament will be held April 22 at Sun Willows Golf Course in Pasco. Golfers are invited to sign up for the tournament, which includes swag bags and prizes; cost is \$125 for an individual golfer or \$500 for a foursome. Event sponsorships start at \$300. There will also be a mixer and silent auction on April 21; cost is \$15/person. To purchase tickets or to donate to the fund, click [here](#).

PROCESS OPTIMIZATION THROUGH PREDICTIVE MODELING

April 26 ASQ Montreal Section Webinar
3:30 pm - 6:00 pm PDT

This online webinar features Vincent B  chard and Dominic St-Onge. The presentation will be based on a recent case study: implementation of an automated recommender system to proactively readjust the chemical characteristics of a critical process feed stream when there is a process upset.

The steps to implement operator tools to achieve this task will be described: along with selection of variables, building the soft-sensor model, and elaboration of tools and guidelines to decide the minimalistic process adjustments (heuristic rules and formal optimization solver). Recommendations to ensure the success of those types of projects will be shared with the audience.

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

2023 COLUMBIA BASIN ASQ

LEADERSHIP TEAM

January 1 - December 31, 2023

Section Chair	Denise Clements
Secretary	Marcus Aranda
Treasurer	Robert Boykin
Membership Chair	Eric Clements
Nominations Chair	Jo Haberstock
Newsletter Editor	Robert Boykin
Programs Chair	Eric Clements
Publicity Chair	Jo Haberstock
Webmaster	Steve Prevette
Voice of the Customer 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 26th of the month.