

CHAIR'S CORNER – How Does Your Garden Grow?

by Jo Haberstok

There's something about spring and summer. Maybe it's seeing the green grass pushing through after so much snow this past winter and recognizing all the wonders of nature. For me, I think it's seeing the bright colors of flowers in bloom... and the promise (or at least the hope) of a bountiful harvest from the garden...

But reaping the benefits and joy associated with all the positive things at this time of year requires quite a bit of work for those of us with flower beds and vegetable gardens and lawns that need to be planted, watered, fertilized, mowed, etc. We aren't likely to get the best yield of tomatoes or the biggest pumpkins or award-worthy roses and rhododendrons without some dedicated effort on our part.

It's a lot like life. Unless you happen to hit the right numbers in the lottery (or win the Publisher's Clearing House sweepstakes – every time the doorbell rings, I'm hopeful!), you must be willing to put in time and effort if you want to achieve much in life. And hitting the jackpot? Well, they say that money can't buy happiness. (And right now, someone reading this is probably thinking "That may be true, but I'd rather cry in a Corvette!")

I believe most people enjoy the feeling of achieving a goal that isn't superficial or overly easy to reach, but rather something they had to put some real thought and effort toward in order to attain the desired result. This applies to both our professional and personal lives and relationships. Just sitting on the porch with a glass of lemonade and waiting for flowers to plant themselves and then bloom prolifically is not likely to yield much success, is it?

You need to put on your gloves (and hat and sunscreen) and go outside. You need to prepare the soil, and then water, fertilize, and weed for your garden to grow well and reach its full potential. And when you see the fruits of your labor – the daffodils that bloom from the bulbs you planted in the fall, the colorful hanging baskets of flowers you personally picked out and arranged, and so many tomatoes and cucumbers that you have to take some to the local food bank – you get a special feeling of accomplishment ... and happiness!

Similarly, when you combine your talents and skills with others at work or in a professional or community organization and you see those efforts and the teamwork paying off – perhaps in the quality of speakers or site visits, an increase in section membership or the publication of the monthly newsletter and sharing of opportunities for professional growth – there's a very special feeling that comes from helping others.

Just something to think about as the weather continues to get even warmer...How well does YOUR garden (home or professional) grow??

- Jo

The Value of Teamwork in the Workplace

Excerpts taken from various articles on the subject of teamwork

submitted by Robert Boykin

A smart person once wrote, "To build a strong team you must see someone else's strength as a complement to your weakness, not a threat to your position or authority".

While a degree of friendly competition among staff members can be healthy, a business profits most when everyone is working together smoothly as a team. Emphasizing the value of teamwork and encouraging your staff to collaborate as they focus on a common team goal helps maximize their effectiveness.

To get some idea of the value of collaboration in the workplace, consider a team sport. To win a baseball game, the pitcher and the position players all have to excel in their roles. Traditionally, pitchers are not expected to be good hitters, but they certainly appreciate and encourage production from their teammates whose expertise is in swinging the bat.

The value of teamwork is recognized by all players as they work together toward something bigger – the common team goal of winning the game.

The workplace also requires recognizing and appreciating the value of teamwork, but getting the entire staff to come together and work toward a common, big-picture goal is sometimes easier said than done. Following are some suggestions for leaders to assist their teams in finding a better way to work together.

Stop Conflict Immediately - By cutting off the fight before it really gets going, you are sending a clear message to everyone that such behavior will not be tolerated in any form.

Find the Real Problem - By helping each person realize where their negativity is coming from, they can take steps to correct the negative impact it is having on their lives.

Build a Community - How you do this will vary based on who you work with, but some general ideas include rewarding them together, connecting them directly to one another through digital means or simply holding regular after work get-togethers to build camaraderie.

Maintain Accountability - Include a clear measure of accountability. For many, that is as simple as having due dates for everyone's projects. If certain employees fail to meet their deadlines, then they should be held accountable for their delays.

Keep Up the Feedback - Never keep your employees in the dark about how they are doing. Whether great or poorly, the better the feedback loop you have in place, the easier it will be for everyone to work together.

Another smart person wrote, "No one can whistle a symphony. It takes a whole orchestra to play it."

Be well and be safe.

- Robert

JULY MEMBER GIFTS – FAILURE MODES AND EFFECTS ANALYSIS

This month's free gifts for ASQ members include some great resources! The focus is on failure modes and effects analysis (FMEA) and the resources include a step-by-step approach for identifying all possible failures in a design, manufacturing or assembly process, or a product or service.

Included are:

- **Best-selling E-Book** – *Failure Mode and Effects Analysis (FMEA): Determining and Preventing What Can Go Wrong*
- **ASQTV videos** on *FMEA and Sensitivity Analysis, Risk Management, and Quality Tools - Intro to FMEA*
- **Expert webcasts** on tools that support the analysis and prioritizing of failure modes such as *Root Cause Analysis, Risk-Based CAPA Strategy, The Prioritization Matrix, etc.*
- **Practical examples** from multiple case studies and articles to help guide you

Access your gifts by July 31 by clicking [here](#).

CALL TO ACTION: 2020 SECTION ELECTIONS

Do you want to see our section grow in the coming year? Would you like to help plan programs and community outreach events?

Who wants to be part of our section's leadership team in 2020? We need members to help grow our section with new and innovative ideas!

Our section has had some great dinner meetings and a site visit in 2019 so far, and many others in years past. This has been due to the efforts of a small but dedicated cadre of volunteer leaders each year, many of whom have held more than one role on the leadership team to ensure Columbia Basin ASQ's continued success.

It's getting close to election time for the coming year – and we really need more members to step up. Most of the positions (Chair, Secretary, Treasurer, Membership, etc.) only require a time commitment of a few hours each month – but they are all needed to keep the section running.

For more information about the positions and/or to volunteer, please contact one of our current leadership team members.

OFFICIAL CALL FOR 2020 COLUMBIA BASIN ASQ OFFICER NOMINATIONS BY SEPTEMBER 1

This serves as the official call for nominations for 2020 Columbia Basin ASQ Officers (Chair, Secretary and Treasurer).

Any regular section member may nominate another eligible member (or themselves) for one of these positions by submitting a nomination petition to the section secretary no later than September 1. The minimum number of required petition signatures from regular section members is nine. Specific position requirements apply.

For more information about the election process, the nomination form/process, or about the duties of section positions, contact any of our current leadership team members.

CERTIFICATION NEWS

by Patrick Faulk, Certification/Recertification Chair

Wondering whether a professional development or continuing education program counts toward your recertification?

If a program is sufficiently rigorous and based in at least one area of your certification's Body of Knowledge (BOK) or is job-enhancing, you may count it for recertification units (RUs). The recertification journal explains how many RUs you receive for each activity you claim.

In the recertification journal "Professional Development" means any type of conference, seminar, workshop, symposium or forum you attend. "Student Courses" are sponsored by your company or by an accredited, outsourced training facility that teaches career-related techniques. Such courses may include computer classes, at-work people skills, other association training classes, and job function training. Also, classes offered by an accredited college qualify. And don't forget that attendance at local section meetings and activities also counts for RU credit!

The online recertification journal makes it very easy to keep track of RUs as they are earned. Any time you participate in an activity that qualifies for RUs, be sure to log into your journal and record the activity right away. You can upload any required documentation as a scanned image or native format file – so you won't have to worry about finding the documentation when it's time to file for recertification.

Click [here](#) for more information and to access your online recertification journal.

Upcoming exams

The following certifications will be testing September 6-22. The deadline for applications is August 9:

- CQT - Quality Technician
- CQI - Quality Inspector
- CRE - Reliability Engineer
- CNA - Biomedical Auditor
- CHA - HACCP (Food Safety) Auditor
- CMQ/OE - Manager of Quality/Organizational Excellence (*this exam will be piloting the new CMQ/OE BOK*)
- CSSBB - Six Sigma Black Belt
- CSSYB - Six Sigma Yellow Belt
- CSQP - Supplier Quality Professional

If you have questions about certification and/or recertification, please contact [me](#).

QUOTE OF THE MONTH

"Luck is a dividend of sweat. The more you sweat, the luckier you get."

-- Ray Kroc

WCQI 2019 HIGHLIGHTS

by Jo Haberstock

I'm really glad that I was able to participate in the ASQ World Conference on Quality & Improvement (WCQI) in Fort Worth, Texas in May.

A highlight of the member leader meetings/events on May 18 and 19 was getting to meet and talk with other quality professionals from our Pacific Region and also from other parts of the country – and the world! Some sessions included table activities, where we were asked to brainstorm and come up with ideas to increase membership, improve member benefits, etc. There were two enthusiastic student members at my table with some very innovative ideas. I really enjoyed talking with them, and they also invited me to stop by the university booth they were staffing in the exhibit hall. They are the future!

Every keynote speaker provided something of value. The presenter I especially enjoyed was Cheryl Cran, founder of NextMapping™/NextMapping.com and CEO, Synthesis at Work, Inc. She is recognized as the #1 Future of Work influencer by Analytica and is the author of seven books. Information about the use of technology in the workplace and her theme of 'people first' and digital second was easy to understand and apply to working more effectively with all generations – X, Y, and Zoomers. She even encouraged audience members to text her with questions during her talk – and she responded.

I attended a couple of International Team Excellence Award (ITEA) presentations, including the Shanghai Nuclear Engineering Research & Design Institutes from China. They used human factors engineering and other quality tools to provide nuclear energy in a better manner through the modification of the plant to bring light, warmth and green to the public in China. They were recognized with a Gold ITEA award.

One of my favorite educational sessions was *Lean for Communications: Less is More*, presented by Larry Edwards, which focused on meetings and how much time is spent (wasted?) in them. I believe he said that 55 million meetings are conducted every day in the United States, and \$1.4 trillion is spent annually on meetings (the time being spent by people in meetings, not including travel or other costs). And just 48 hours following a meeting, only about 17-25% is actually remembered. After two days, 75% is lost. Information was shared about attributes, tools and techniques designed for delivering more value in our communications through low tech and no tech by applying lean principles.

Another session that I really enjoyed was *Quality on Steroids: Leading Disruptive Change*, presented by Willy Vandenbrande. His style and use of humor were great. We are living in an age of high-speed change, driven by powerful information technologies like big data, the internet of things and artificial intelligence. What will this mean for quality professionals? We will all need a willingness to change, to unlearn some old habits and master new knowledge, and to show the desire and ambition to guide others to improved performance using disruptive technology.

Next year's WCQI will be held in Columbus, Ohio. I highly recommend it!

2020 ASQ WORLD CONFERENCE - CALL FOR REVIEWERS

Would you like to assist in reviewing proposals for the 2020 ASQ World Conference on Quality and Improvement (WCQI)? Volunteers are needed to review and provide feedback on proposals for workshops and educational sessions. To be considered, you must be an ASQ Senior Member or Fellow in good standing.

Reviews usually take place in early September. To submit, click [here](#). If you have other questions, contact [Jessica](#) at ASQ. The submission site closes on August 2.

ARE YOU SIGNED UP FOR myASQ?

If you have not yet signed up for myASQ, please take a few minutes in the near future to log in, create a profile, and start exploring the many communities, resources, events and more. If you have a regular ASQ account, you automatically have access to myasq.org through the same log-in; on your first visit to my.asq.org, you will need to log in to be recognized.

Our Columbia Basin ASQ Community will be going "public" soon. This will allow members to access information about upcoming events, newsletters and more, and to join discussion groups and provide ideas and feedback through communications via the site. Portions of our Community will also be accessible to the general public as well. Eventually, most likely before the end of this year, we will transition from our current public website to having everything available through our Community.

One of the main benefits of the myASQ community is the ability to expand your network and connect with others. The member directory and connections are exclusive member benefits. Other benefits include access to ASQ news and discussions on a number of quality-related topics. For more information about myASQ, check the FAQs page [here](#)

AUGMENTED AND VIRTUAL REALITY IN THE WORKPLACE - ASQTV

What's the difference between augmented reality (AR) and virtual reality (VR)? Check out [this episode](#) of ASQTV and learn more about AR and VR - what they are and how they are used in different applications and organizations.

Some companies are using AR to capture expertise of older workers by having them wear headsets as they make repairs around the facility, and then using the information as "how-to" videos for new employees. VR is also used for risk-free training, using a headset to immerse workers in a virtual version of the shop floor or other work areas. The episode includes a link to a full case study about the creation and use of a 360-degree virtual classroom that reduced the learning curve by a considerable amount.

SEMINAR: CREATING A POSITIVE CULTURE

August 1 in Kennewick

Would you like to learn how to care for, delight and recognize your team? Yes, your *team!* A positive company culture can make a huge difference in any organization – in innovation, productivity, customer satisfaction, and profits.

A big part of whether folks actually *want* to come to work every day is how leaders lead.

This half-day seminar (1 to 4 p.m.) on August 1 is being presented by Paul D. Casey of Growing Forward Services. He and featured guest speakers Greg Kettner and Matt Taubman will provide practical ideas on:

- Adding fun to the work atmosphere
- Learning what makes your team members unique
- Developing a habit of affirming and celebrating people

Cost is only \$75. For more information and to RSVP, click [here](#).

NATIONAL NIGHT OUT

August 6

Millions of neighbors take part in National Night Out across thousands of communities from all 50 states, U.S. territories and military bases worldwide on the first Tuesday in August (Texas and select areas celebrate on the first Tuesday in October). Many neighborhoods host block parties, festivals, parades, cookouts and various other community events with safety demonstrations, seminars, youth events, visits from emergency personnel, exhibits and much, much more.



National Night Out enhances the relationships between neighbors and law enforcement while bringing back a true sense of community. It also provides a great opportunity to bring police and neighbors together under positive circumstances.

Check with your city's police department or City Hall for details about events in your community. For more information about National Night Out or to get information to plan your own campaign, click [here](#).

CONTROL MY CALENDAR CHECKLIST

(It's Free and it's Great!)

Do you sometimes struggle to get your priorities completed? Plagued by procrastination on things that really matter? Are you always "running late" even when you tell yourself you'll be on time the next time?

Check out this offer for a [free checklist](#) from Paul D. Casey (aka "The Calendar Coach"). Take back your calendar and create a better rhythm so you can accomplish your goals, live by your values and experience satisfaction from getting things done.

2ND ANNUAL TRI-CITIES TECH SUMMIT: ORIGINS

September 11 & 12

Every technology, company and entrepreneur has a unique start. The Tri-Cities Tech Summit 2019: Origins will highlight those stories, allowing individuals to share their own origins as they educate and inspire others to learn, do, and invest in themselves, their ideas and their businesses.

This year's theme also coincides with the 75th anniversary of the Manhattan Project, a massive undertaking that helped a tiny community become globally recognized. Part of the Summit will highlight the technology that came about because of the Manhattan Project and its impact on the Tri-Cities.

Do you have a compelling story to share about how you started and grew your business, your department or your brand with technology being the catalyst for that growth? The Summit organizers are looking for individuals who are passionate about their origins to share what they have learned and to inspire others. Submit an application to be considered as a speaker for the 2019 Summit. Click [here](#) for more information.

15TH ANNUAL DINNER IN THE DARK

September 28 Fundraiser for Edith Bishel Center

The Edith Bishel Center for the Blind and Visually Impaired is a nonprofit organization dedicated to serving the blind and visually impaired of southeastern Washington. Founded in 1988 and officially incorporated in 1994, the center has been serving our community for 29 years. The center offers programs and services to all ages, and currently serves six southeastern Washington counties including Benton, Franklin, Walla Walla, Columbia, Yakima, and Klickitat.

The Annual Dinner in the Dark fundraiser will be held September 28 from 6 to 10 p.m. at the Red Lion Hotel in Pasco. Guests will be encouraged to wear blindfolds during the dinner to provide a brief glimpse into what it means to be blind. This event also presents an amazing opportunity for those "foodies" out there to appreciate culinary delights in a new way. There will be a no-host bar, silent auction, raffles and more. This year's event also features speaker Tommy Edison, a YouTuber, radio presenter and film critic known for his blindness and self-deprecating sense of humor.

Tickets are \$50 for adults and \$22 for children 10 and under. For more information, click [here](#) or call 509-735-0699.

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.

2019 ASQ AUDIT DIVISION CONFERENCE

October 17-18 in Orlando

ASQ's Audit Division provides a venue where members can network with people who do similar work and have a common interest in performance excellence. The primary objective of the Audit Division is to promote broader application and use of quality auditing principles for effective business management purposes. To achieve effective results, auditors are expected to influence managerial decision making with their audit findings.

This year's conference theme is "Audits: Guiding Business Excellence in the 21st Century." The conference fee of \$995 includes:

- Keynote Addresses presented by leaders in the quality profession
- Free access to all PowerPoint conference presentations
- Raffles & Giveaways
- Networking Opportunities
- Annual Audit Division Business Meeting

This conference focuses on the auditor's role in identifying quality system issues to improve performance and processes, revenue, and customer satisfaction, including management planning and the decision-making process. Pre-conference tutorials will also be offered October 14 through 16.

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

INFLUENCERS - PODCASTS

Trying to stay ahead of the game – in business dealings as well as life in general?

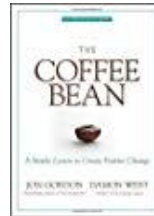
Check out *Influencers* – podcasts from The Conference Board Marketing and Communications Center. They feature interviews with experts, executives and others who may have dealt with the same kinds of issues you are currently grappling with.

[Diverse Voices: Profiles in Leadership](#) - This podcast features interviews with more than 40 top multicultural corporate and public relations agency leaders who share candid anecdotes about their successes, obstacles, and the lessons they've learned along the way.

[The Edelman Trust Barometer](#) - The Edelman Trust Barometer reports annually on the state of trust in the world's key institutions: business, government, non-governmental organizations, and media. In recent years, the research has revealed that businesses face some of the most challenging times in history in terms of the trust that the public has in them. This podcast discusses the 2019 results.

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 10th of the month.



THE COFFEE BEAN: A SIMPLE LESSON TO CREATE POSITIVE CHANGE

Book by Jon Gordon and Damon West

Life is not always easy. Sometimes it can be harsh and stressful, and at times you may feel like you are in a pot of boiling hot water. The

environments we find ourselves in can change, weaken, or harden us, and test who we truly are. We can be like the carrot that weakens in the pot or like the egg that hardens. Or, we can be like the coffee bean and discover the power inside us to transform our environment.

The Coffee Bean is an inspiring tale that follows Abe, a young man filled with stress and fear as he faces challenges and pressure at school and home. One day after class, his teacher shares with him the life-changing lesson of the coffee bean, and this powerful message changes the way he thinks, acts, and sees the world. Abe discovers that instead of letting his environment change him for the worse he can transform any environment he is in for the better. Equipped with this transformational truth, Abe embarks on an inspirational journey to live his life like the coffee bean. Wherever his life takes him, from school, to the military, to the business world, Abe demonstrates how this simple lesson can unleash the unstoppable power within each of us.

The Coffee Bean is purposely written and designed for readers of all ages so that everyone can benefit from this lesson. It's an illustrated fable and a quick read (112 pages) that can help readers transform their environment, overcome challenges, and create positive change. You just have to decide: are you a carrot, egg, or coffee bean?

For more information and/or to order, click [here](#)

Let's Have Some Fun, Just for the "Sun" of it!

Confidence is high that you will unscramble all the words. If you get stuck, drop [me](#) a line and I will dispatch the answers to you.

Summer Word Scramble

1. EALCSSTDNA _____
2. PAICGMN _____
3. ELVATR _____
4. OAANICVT _____
5. UYJL _____
6. SOSTHR _____
7. ESNNCRESU _____
8. MSWI _____
9. UTASGU _____
10. HTO _____
11. ALYP _____
12. CMERICEA _____
13. FNA _____
14. ALDSASN _____
15. BECAH _____
16. TMSIWSUI _____
17. EJNU _____
18. OLOP _____
19. NSU _____



SUMMER SAFETY SCAMS: DON'T LET CROOKS WRECK YOUR FAMILY TRAVEL PLANS

by Toni Birdsong

While our click-and-pay digital lifestyle makes accessing travel and entertainment more convenient, for every app or website we loop into our travel plans, crooks gain a potential pathway into our lives.

This summer, be mindful that while you intend to relax and unwind a little, cybercriminals are working overtime to catch consumers off guard. Here are just a few of the latest scams that could affect your family travel plans this summer and a few tips on how to amp your security.

5 Summer Scams to Look Out For

1. **Bogus booking sites.** If that flight, accommodation, or rental deal is too good to be true, pause before you purchase. According to a recent study, 30% of respondents have been defrauded by malicious travel deals.

Summer safety tip: Pause before you purchase and think before you click. Scammers will use fake websites, apps, or phishing emails to get you to purchase. These scams are designed to access your credit card, personal information, or to download malware onto your device. Unsure about a company's legitimacy? Check the Better Business Bureau for reviews from previous customers. Also, use a comprehensive security solution to help identify malicious websites.

2. **Unsecured wi-fi attacks.** If you are staying in a hotel and access its wi-fi for your family's entertainment or if you check your email or bank account from a coffee house (or any other public wi-fi) while on vacation, you are opening yourself and your family up to serious risk. Cyber thieves are like moths to a flame when it comes to public wi-fi. They can eavesdrop and grab personal data or access your devices.

Summer safety tip: In public? Connect with caution. Consider subscribing to a virtual private network (VPN) to encrypt your online activity and give your family secure internet access no matter where you are.

3. **Vacation phone/direct mail scams.** Haven't you heard the good news? You (or your child) have been chosen to travel free or be part of an exclusive student experience abroad. You may think you'd never fall for such a call, but people get lured in by super-friendly phone agents all the time pitching free or bargain vacations, camps, and tours. Be alert to offers promoted for a "Limited Time Only," or that require "Payment in Advance."

Summer safety tip: Never pay a company with a pre-paid debit card or by wiring the funds. If you do purchase, only do so with a credit card since credit card companies allow you to contest fraudulent charges.

4. **Device theft.** Distracted vacationers are the perfect target for thieves looking to steal devices, be it a phone, laptop, tablet, or game. Crooks hope to access your data or resell your hardware for fast cash.

Summer safety tip: Most lost devices get left behind by the owner, so keep your device close and secure at all times. Make sure the lock screen is enabled on your smartphone, that it is password-protected, and the Find My Phone app is on.

5. **Rideshare scams.** Rideshare apps like Uber and Lyft can be your only transportation while on a family vacation. Be on alert for several scams including fraudulent charges, phishing emails from the ride company asking you to reset your password and, of course, fake/criminal drivers.

Summer safety tip: Never change your password by clicking an email or text link. Always use the app itself or go directly to the company's website. Double-check your ride receipt for extra charges, and always confirm the name of your driver and make of the vehicle before getting inside.

If you've been a victim of any travel scam, you can report your experience to either or both of these places: BBB.org/ScamTracker, [FTC Complaint Assist](http://FTC.ComplaintAssist), or the [Internet Crime Complaint Center \(IC3\)](http://InternetCrimeComplaintCenter(IC3)) to help other consumers avoid falling prey to travel scams.

Toni Birdsong is a Family Safety Evangelist for McAfee. She is an author, speaker and cyber-savvy mom, who focuses on online safety. She is the co-owner of Birdsong Creative, a Nashville-based web design company. Read more of her articles [here](#).

COLUMBIA BASIN ASQ MEMBERSHIP

There are 89 members in Columbia Basin ASQ as of July 3.

2019 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2019	
Chair	Jo Haberstok
Secretary	Robert Boykin
Treasurer	Kent Ozkardesh
Audit	Stephen Pottle
Membership Chair	Sam Adams
Certification/Recertification	Patrick Faulk
Nominating Chair	Robert Kuhlman
Webmaster	Steve Prevette
Newsletter Editor	Robert Boykin
Publicity Chair (acting)	Jo Haberstok
Programs Chair (acting)	Jo Haberstok
Social Media Chair	Vacant
Education Chair	Vacant
Community Outreach Chair	Vacant