

## CHAIR'S CORNER – Play More in 2020

by Jo Haberstk

As I work on this month's article, the ground outside is covered with snow. Yes, I know it's officially winter. And I have nothing against snow. When I was a child, I loved winter and especially loved when it snowed. Building forts and snow people, going to Tollgate and sledding...a lot of fun memories.

Now, as an adult who has had to deal with getting up in the wee hours to drive to work in icy conditions, contending with crazy drivers who don't seem to know what "drive carefully" and "slow down" mean – not so many fun thoughts about winter.

This reminiscing – and comparing – got me thinking.

We've probably all seen the posters with the quote from George Bernard Shaw: *"We don't stop playing because we grow old; we grow old because we stop playing."*

Does this mean we should all rush out and make snow angels? Well, that actually sounds kind of fun, doesn't it? Especially if there's a mug of hot chocolate (with marshmallows) waiting when we come back inside!

As adults, we have adult responsibilities. But that doesn't mean we can't take a little break from all that work and have some fun. It's important to not lose the childlike sense of life.

Children seem to be naturally curious and able to play without a worry. Just watch them for a while. Think about it.

They:

- Live in the present moment
- Aren't concerned about money or productivity, or looking/being cool
- Have no limits to their imagination, except what they've been exposed to
- Can lose themselves in play
- Create their own games and toys (sometimes from almost nothing)
- Are always curious, and ask lots of questions

I think we may lose some of those qualities as adults because of societal norms and systems that continually stress that we need to be more productive, more structured, more serious, more rigid. This is unfortunate.



Of course, we can't just abandon all responsibilities...but we can learn a lot from children and maybe try to be a little more like them in some ways.

Who's with me?

- Jo

## Why Do We Need Ethics?

*Well, what do you think?*

submitted by Robert Boykin

Is ethics important because basic principles of ethics can help us lead a more fulfilling life on a personal and/or professional level? Or, is practicing ethical behavior simply the best way to provide real and practical guidance to our lives? The answer is, of course, up to you because a commitment to act in accordance with sound ethical principles is often challenged because of pressures to do otherwise.

Ethics is about character -- the sum of qualities that defines a person. These qualities include a person's intellect, thoughts, ideas, motives, intentions, temperament, judgment, behavior, imagination, perception, emotions, loves, and hates. In ethics, integrity is all about what a well-intentioned person with good character would do. Character counts, as the saying goes, and it is the sum of who we are. It's what we stand for.

So...what would *you* do?

1. What if you could say a sentence that the world could hear – what would you say?
2. What if you had the chance to change an event in history – what would you change?
3. What if you were given three wishes – what would you wish for?
4. What if you were outside on a sunny day preparing to eat a hearty lunch and noticed a hungry homeless person looking at your food – would you share your lunch with her/him?
5. What if you found a suitcase containing \$1M dollars – what would you do?
6. If you could fix one problem in the world, what would it be?
7. Do you think the end or the means is more important?

It is said that we need to be ethical because it defines who we are individually and as a society. These are norms of behavior that everyone should follow. Our society might fall into chaos if we accept that each of us could pick and choose what the right thing to do is.

There is nothing wrong with pursuing one's own interests. However, an ethical person must be willing – at least sometimes – to place the interests of others ahead of self-interest, because of our responsibility to a civil society. This is the moral point of view.

*"Integrity is doing the right thing, even if nobody is watching."*

- Author Unknown

Be well and be safe.

- Robert

**DATE**

**Tuesday,  
February 11, 2020**

**Location:**

Joker's Event Center  
(aka Atomic Bowl/Comedy Club)  
624 Wellsian Way  
Richland, Washington

**Times:**

**5:30 p.m.** – Check-in/  
Networking (wine/beer available  
for purchase)

**5:45 p.m.** – Place dinner orders  
(everyone orders from the  
restaurant [menu](#) and pays  
individually)

**6:00 p.m.** – Dinner

**6:30 p.m.** – Presentation

**NOTE:** If planning to order food,  
please try to arrive by 5:45 to allow  
adequate time for everyone to be  
served and eat dinner prior to the  
presentation start time.

**Cost:**

No charge for ASQ members

\$5 for non-members

Please RSVP by February 5 for  
planning purposes.

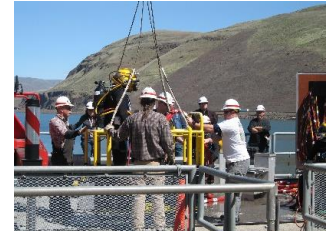
Email [0614asq@gmail.com](mailto:0614asq@gmail.com) with  
your name, contact information,  
and type of reservation (dinner  
and presentation, or just the  
presentation.

Attendance at this meeting  
earns 0.5 RUs toward ASQ  
recertification.

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

## Collaboration, Communication & Quality

### When the U.S. Navy Goes Diving for the U.S. Army Corps of Engineers



#### Jason Brustad

##### Performance Improvement Specialist Lucas Organizational Performance Training

The United States Navy is often called upon to assist other agencies, whether public or private, in working together to achieve a goal by resolving problems and providing solutions. Typically, these requests have followed major events such as aircraft accidents (TWA Flight 800, Challenger and Columbia Space Shuttles), civil disasters (Minnesota's I-35W Bridge collapse), geological catastrophes (Mt. Pinatubo) and historical challenges (USS Monitor, USS Mississinewa, recovery of POW's). Many organizations (maybe even yours) are familiar with the inherent challenges of working with others outside of the "fence line" in order to achieve a common goal.

But what happens when your organization has standards that others aren't aware of, haven't bought into, or aren't required to meet? How does quality assurance and the internal standards of each organization remain intact? Often, it depends on how driven each entity is to go beyond their own interests and seek to understand the boundaries of others, where their limitations exist, and more importantly, why they exist. This becomes an important point at which both parties can begin the process of working together to resolve the identified conflicts, in order to achieve a collective goal without sacrificing the standards or quality required of each, individual organization.

Presenter Jason Brustad will share some of the challenges encountered during his U.S. Navy diving career and how they were addressed, including the retrieval of a Vertical Barrier Screen from the intake side of a power turbine, located in 130 feet of water, on the upstream side of the John Day Dam. The success of this diving operation was vital to both the U.S. Army Corps of Engineers and the Bonneville Power Administration.

*About the speaker:* Jason M. Brustad is a retired U.S. Navy Master Diver with over 25 years of operational experience in underwater ship repair, maritime and aviation salvage, open-ocean towing, hyperbaric chamber operations and various projects involving national security interests. He has extensive experience working in high-risk training and mission critical environments involving complex open ocean platforms and vessels employing unique, state of the art underwater systems. His work with major U.S. Naval Shipyards and other Department of Defense entities resulted in highly productive and long-term relationships realized to this day. After retiring from active duty, Jason served as the Waterfront Operations Manager of the west coast's premier, Research, Development, Test and Evaluation (RDT&E) facility for the Department of the Navy. Prior to joining the Lucas Organizational Performance Training Team, Jason worked as an Event Investigator and Cause Analyst for a prime contractor to the Department of Energy at a major environmental restoration site. Jason holds an associate degree in Applied Marine Engineering and a bachelor's degree (Magna Cum Laude) in Administration and Business Management.

## INVITE A FRIEND OR COLLEAGUE TO THE FEBRUARY 11 MEETING

(and you might win a gift card)

We're offering a special incentive for our February dinner meeting. This meeting will likely be of interest to a lot of folks – not just current ASQ members. And we're always looking for new members. So...

All current Columbia Basin ASQ members who bring a guest/invite a friend to the February 11 dinner meeting, per the rules below, will be eligible to possibly win a gift card:

- The member or invited guest (non-ASQ member) must make a reservation prior to the February 5 deadline and must attend the full dinner meeting. Be sure that when the RSVP is made, it is noted that the individual is attending as *your* guest.
- All members with an invited guest(s) will be entered into the evening's drawing for a Starbucks gift card. One gift card will be awarded.
- There is no limit on the number of guests a member may invite - each guest will be considered another entry into the drawing.

Please share the meeting announcement (also posted on our website) with others, and invite them to join you for this meeting.

## YOUR CAREER IN THE DIGITAL WORKPLACE

### January Free Member Gifts

This month's ASQ member gifts include several resources to help you be successful in your career ambitions.

- **ASQ's always-popular 2019 Salary Survey** and Quality Progress' Salary Calculator
- **Bestselling e-books** - *We Move Our Own Cheese! A Business Fable About Championing Change, Communication: The Key to Effective Leadership*, and more.
- **NEW! Research study on Quality 4.0**, including *Quality 4.0 Takes More Than Technology* and *Winning the Race to Quality 4.0*
- **New benchmarking reports**, including *Skills for the Digital Workplace*, *How to Keep Top Talent and Customers*, *Millennials in the Workplace*, and more.

Click [here](#) to get your free gifts before January 31.

## QUOTE OF THE MONTH

"It is curious - curious that physical courage should be so common in the world, and moral courage so rare."

- Mark Twain

## UPCOMING ASQ CERTIFICATION EXAMS

ASQ Certifications are recognized as a mark of quality excellence in many industries. They are designed to help you advance your career, improve your organization, and prepare you to be a more accomplished and effective quality-focused professional.

Advantages of obtaining an ASQ Certification include increased income potential, a competitive advantage, and global recognition.

ASQ certification is a formal recognition by ASQ that an individual has demonstrated a proficiency within, and comprehension of, a specific body of knowledge. Nearly 250,000 certifications have been issued to dedicated professionals worldwide.

ASQ certification examinations are delivered by ASQ's testing partner, Prometric. The examination scheduling instructions in your eligibility letter will direct you to a section of Prometric's website, where you can select and schedule your examination date and location.

If you are interested in ASQ certification, be sure to apply by February 7, for the following exams:

- CQT - Quality Technician
- CQI - Quality Inspector
- CRE - Reliability Engineer
- CBA – Biomedical Auditor
- CFSQA - Food Safety and Quality Auditor
- CMQ/OE- Manager of Quality/Organizational Excellence
- CSSBB - Six Sigma Black Belt
- CSSYB - Six Sigma Yellow Belt
- CSQP - Supplier Quality Professional

The testing window for these certifications is March 6-22. For more information about ASQ certifications, click [here](#).

Ready to start preparing for an exam? Download a copy of [ASQ Certification Preparation Resources](#), a comprehensive guide to all ASQ certifications.

## WHY GOOD LEADERS MAKE YOU FEEL SAFE

### TEDTalk by Simon Sinek

What makes a great leader?

Management theorist Simon Sinek suggests a good leader is someone who makes their employees feel secure, who draws staffers into a circle of trust. But creating trust and safety - especially in an uneven economy - means taking on big responsibility. Leadership is a choice; it is not a rank.

Check out this free video [here](#).

## GET REGISTERED FOR WCQI NOW AND SAVE

May 3-6 in Columbus, Ohio

ASQ's annual World Conference on Quality and Improvement (WCQI) is sure to be another exciting, educational and fun time. Join thousands of quality professionals to network, learn from experts, and share quality practices and strategies.

This year's event will introduce two new focus areas:

**The Lighthouse Series:** Attendees will be invited to explore leading edge approaches to quality program implementation insight from industry front-runners into leveraging best practices, emerging technologies and advanced statistical tools to enhance results.

**Beyond Technical: Driving Quality through Soft Skills:** A series of sessions will be offered on soft skills including communications, upskilling, and team building. Discover how to break through performance barriers when teams struggle with such potential issues as unclear objectives, lack of teamwork and leadership, or gaps in skills required for transformative work. The sessions are intended to provide ideas to help unify your organization's quality strategy through positive teamwork, increased efficiency, and improved communications.

And, of course, there will be many of the same offerings past conference attendees have come to expect, with over 100 educational sessions, keynote speakers, networking events, and more.

Conference registration is \$1099 for ASQ members who sign up by March 30. Non-member cost is \$1299. Click [here](#) for more information about the conference and to register.

## PREDICTIVE ANALYTICS FOR EVERYONE: HOW AI & MACHINE LEARNING ENHANCE BUSINESS INTELLIGENCE

### Free On-Demand Webinar

Adopting predictive analytics is a top priority for today's enterprises – but complexity is still a challenge. Relying entirely on Artificial (or Augmented) Intelligence (AI) and machine learning algorithms from black-box models can be risky.

So how can you deliver the power of predictive insights to your decision-makers in a simple, interactive way? By integrating AI within a Business Intelligence (BI) platform that enhances human intuition.

Speakers from Qlik® and DataRobot discuss the following:

- Top business needs and applications for predictive analytics
- The importance of AI in BI
- How to unlock the true power of data science for every user
- The interactive integration between Qlik and models from DataRobot, R, and Python

To watch the 58-minute webinar, click [here](#). There are also other resources/handouts available on the website.

## CREATING A POSITIVE CULTURE: HOW TO CARE FOR, DELIGHT & RECOGNIZE YOUR TEAM

January 28 Seminar in Walla Walla

We all know the value of a positive culture in the workplace. Here's an opportunity to get some great tips for improving the atmosphere in *your* place of business.

International motivational speaker Greg Kettner will join author Paul Casey for this event. Attendees will learn practical ideas on:

- Adding fun to the work atmosphere
- Learning what makes employees unique
- Developing a habit of affirming and celebrating team members
- How to lower team member stress, increase productivity and increase your profits with humor

The seminar will be held at Hampton Inn & Suites in Walla Walla on January 28 from 8 am to 12 noon. Cost is \$69 per person. For more information and to register, click [here](#).

## TRI-CITIES WOMEN IN BUSINESS CONFERENCE

January 29 in Kennewick

The Tri-Cities Women in Business Conference is Eastern Washington's largest career and professional development event for women, drawing over 500 conference attendees, over 800 luncheon attendees and 40 show exhibitors. The inspiring experience brings together female leaders to share insights, exchange ideas and empower their careers.

The all-day conference will be held at the Three Rivers Convention Center in Kennewick from 8 am to 5 pm. There will be multiple keynote and breakout presentations featuring many well-known experts in their fields, as well as the ATHENA Awards luncheon, which honors two of the top women leaders in our community.

The luncheon keynote is [Women Shaping Washington](#), and will feature the unique stories of women at the peak of their careers discussing what it is like being a top female leader in Washington State.

Cost is \$159 for the full conference, or \$25 for just the luncheon. Click [here](#) for the full agenda and to register.

## CERTIFIED QUALITY AUDITOR (CQA)

Online Training Starts February 8

The San Gabriel Valley ASQ section is offering this online training in nine Saturday morning sessions, from February 8 through April 4.

It will cover: Certification Overview, Auditing Fundamentals, Auditor Competencies, Audit Preparation, Audit Performance, Audit Reporting, Audit Follow-up & Closure, Audit Business Applications, Quality Tools & Techniques, plus Tips & Strategies for taking the exam.

Cost is \$349. A reduced rate may be available for unemployed or student members. Participants will also need to purchase the CQA Primer with Solutions Text or The ASQ Auditing Handbook. For more information, click [here](#).

## CERTIFIED SUPPLIER QUALITY PROFESSIONAL (CSQP)

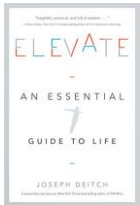
### Online Refresher Training Starts February 8

The Orange Empire and San Gabriel Valley ASQ sections are offering this online refresher training in six Saturday morning sessions, from February 8 through March 21. The training will run from 8:30 am to 10:30 am PST each Saturday. One additional session may also be scheduled.

It will be conducted as a live online webinar and will cover: Certification Overview, entire Body of Knowledge (i.e. Supplier Strategy, Risk Management, Supplier Selection and Part Qualification, Supplier Performance Monitoring and Improvement, Supplier Quality Management, Relationship Management, Business Governance, and Ethics and Compliance). There will be Practice Questions, plus Tips & Strategies for taking the exam.

Cost for the course is \$349. A reduced rate may be available for unemployed or student members. Participants will also need to purchase the CSQP Primer (\$70) and CSQP Solutions textbook (\$35).

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



## ELEVATE: AN ESSENTIAL GUIDE TO LIFE

### Book by Joseph Deitch

A modern world that is bursting with data can often make us feel even more lost as we struggle to find meaning and look for the answers to life's mysteries. Author Joseph Deitch shares his lifelong pursuit of wisdom and growth in an accessible, practical, down-to-earth gift to his readers. *Elevate* is a celebration of life and the potential that exists for all of us. It provides answers and insights as it links awareness and action, East and West, ancient and modern, spiritual and scientific. It offers a formula to help turn frustration into fascination and provides a universal framework for what works and why, what to do, and why we don't always do it.

Cost for the paperback book is \$11.51. Preview or purchase [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.

## THE 15 QUALITY BOOKS YOU SHOULD BE READING

(excerpt from an ASQ Communications article on LinkedIn)

These are the most popular books, selected by quality professionals around the world; the list is organized by topic. You may want to put them on your reading list for 2020.

### Culture

[The Journey](#) by Charles A. Clanfrani et al.

[Unleash Quality](#) by Arron S. Angle

[The Joy of Lean](#) by Dodd Starbird

### Problem Solving

[Root Cause Analysis, 2nd Edition](#) by Duke Okes

[Handbook of Investigation and Effective CAPA Systems, 2nd Edition](#) by José Rodríguez-Pérez, Ph.D.

[The ASQ Pocket Guide to Root Cause Analysis](#) by Bjørn Andersen and Tom Natland Fagerhaug

### Quality Management

[The Art of Integrating Strategic Planning, Process Metrics, Risk Mitigation, and Auditing](#) by J.B. Smith

[Performance Metrics](#) by Duke Okes

[Senior Management and Quality](#) by Fin Rooney

### Quality Tools

[The Art of Integrating Strategic Planning, Process Metrics, Risk Mitigation, and Auditing](#) by J.B. Smith

[Performance Metrics](#) by Duke Okes

[Senior Management and Quality](#) by Fin Rooney

### Technology

[Data Quality: Dimensions, Measurement, Strategy, Management, and Governance](#) by Rupa Mahanti, Ph.D.

[Quality Experience Telemetry](#) by Alka Jarvis et al.

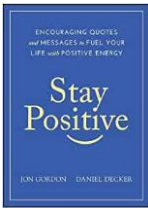
[Data Integrity and Compliance](#) by José Rodríguez-Pérez, Ph.D.

Happy Reading!

## MEANINGFUL CONVERSATIONS

Too often, a conversation results in wasted time — and nothing productive to show for it. Whether you've run into someone at a conference or you have a scheduled call, you can use specific tactics to have a more meaningful conversation. Here is the first of 13 ways to add meaning to your conversations. More to come in the future.

**Don't get too excited about your next thought.** People can tell when you aren't truly listening because you just can't wait to spit your next thought out. Before they've finished, you're already eager to tell them about an amazing experience you had. Make it a point to listen before you speak. If your story is interesting, it will still be interesting in five minutes.



## 11 QUOTES OF ENCOURAGEMENT

by Jon Gordon

I hope these 11 quotes will encourage you and others today. They are just a few of the over 300 quotes included in my new book [Stay Positive](#), which is now available.

- 1) Your plan may not be working perfectly but there is a perfect plan working in you.
- 2) Great leaders don't succeed because they are great. They succeed because they bring out the greatness in others.
- 3) Through adversity we have a choice. We can run away from each other or we can run towards each other. Remember, Connection breeds Commitment.
- 4) No one is perfect. Your past mistakes and failures don't have to define your future. They can refine you and help you become all that you were created to be. There is a plan for you. You have a purpose. Don't give up. Have faith and continue to get better.
- 5) There's nothing more powerful than a humble person with a warrior spirit who is driven by a bigger purpose.
- 6) We are positive, not because life is easy. We are positive because life can be hard. It's not Pollyanna. It's about trusting in a higher power, overcoming obstacles, finding a way forward, and believing the best is yet to come!
- 7) One person in pursuit of excellence raises the standards of everyone around them. And as they strive for greatness, they bring out the greatness in others. Be that one person today.
- 8) Everyone wants to be great but you can't be great without sacrifice. When you lose yourself in the service of a greater cause you find the greatness within you.
- 9) Don't chase success. Decide to get better every day, do great work, and success will find you.
- 10) True leaders don't lead to gain power. They lead to empower and give power away.
- 11) Abundance will flow into our life when gratitude flows out of our heart.

*Jon Gordon's best-selling books and talks have inspired readers and audiences around the world. Numerous NFL, NBA, and college coaches and teams, Fortune 500 companies, school districts, hospitals and non-profits have put his principles to the test. Ever since he wrote the mega bestseller *The Energy Bus*, Jon Gordon has been sharing inspirational messages and encouragement via his talks, books, and social media posts. After many requests to create a collection of his quotes, Jon teamed up with his long-time friend, Daniel Decker, to create *Stay Positive*. Check out his website at [www.JonGordon.com](http://www.JonGordon.com).*

## HPI FUNDAMENTALS, LEADERSHIP FUNDAMENTALS AND CAUSAL ANALYSIS

February 25-29 Workshop in Richland

The Lucas Organization is offering a 4-day workshop at their training facility in Richland on February 25-29, featuring industry leaders Joe Estey, Jim Schildknecht, Joe Estey Jr., and Jason Brustad.

### Human Performance Improvement (HPI) Fundamentals

February 25 & 26

- Understanding HPI model, mindset, means & methods
- Why we make mistakes
- Project and work planning
- Work execution
- The learning organization

### Leadership Fundamentals

November February 28

- Review HPI model, mindset, means & methods
- 5 key competencies of managing performance
- Improving motivation and ability
- Improving communication
- Project and work planning

### Causal Analysis

February 29

- Understanding HPI model, mindset, means & methods
- Issue identification
- Determining the level of effort
- Methodologies and techniques

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

## PROJECT MANAGEMENT PROFESSIONALS BOOT CAMP

March 2-5 in Olympia

The Olympia Chapter of the Project Management Institute, Inc. (PMI)® is sponsoring a 4-Day Boot Camp presented by industry-leading project management expert Steve Norton on March 2-5. It is designed to prepare individuals to take the PMP® / CAPM® exams and earn certifications.

The Boot Camp presents the best practices in project management with course materials based on the latest edition of the *Project Management Institute, A Guide to the Project Management Body of Knowledge, (PMBOK® Guide)*.

Early bird registration (by February 3) is \$1397. For more information, click [here](#).

## GLOBAL TAPROOT® SUMMIT

March 11 – 13 in Horseshoe Bay, Texas

TapRoot® Root Cause Analysis is used to improve performance by analyzing and fixing problems to prevent major accidents, quality issues, equipment failures, environmental damage, and production issues.

The Global TapRoot® Summit is an international event with world-renowned speakers and multiple tracks that share performance improvement success stories and root cause analysis best practices across industries and professions. There will be opportunities to network and benchmark with others from industry-leading companies and performance improvement experts from around the world.

Best practices and educational sessions include Improving Investigations, Achieving Excellence and Reliability, Safety and Managing Risk, Improving Human Performance and more. Keynote speaker include Frank Abagnale, Jr. (Catch Me if You Can), Don McMillan, Jim Wetherbee, Marcus Miller and Mark Paradies. Several Pre-Summit courses will be offered on March 9 and 10.

Cost for the Summit is \$1095. Discounts are available for companies registering three or more individuals. For more information and to register, click [here](#).

## NEW YEAR, NEW YOU

(from USA Today)

For the naysayers who believe it's impossible to stick to New Year's resolutions, listen up. It's all about one's mindset and, of course, motivation. Here's how to accomplish your New Year's resolutions, [according to the experts](#).

- **Craft an appropriate, measurable goal:** Instead of setting a broad objective, get specific.
- **Begin when you're actually ready:** New Year's Day does not need to be ground zero.
- **Make a habit of your resolution:** If your resolution is eating healthier, decide on a time for meal prep and anything else needed in advance.
- **Move on after slip-ups:** Appropriately assess a backslide for what it is and what it is not – it's a slip-up, not a flame-thrower to any and all future improvements.

## COLUMBIA BASIN ASQ MEMBERSHIP

There are 86 members in Columbia Basin ASQ as of January 3, 2020.

2020 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2020	
Section Chair	Jo Haberstk
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 Haberstk
Programs Chair (acting)	Jo Haberstk
Social Media Chair	Vacant
Education Chair	Vacant
Community Outreach 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 10th of the month.

