

CHAIR'S CORNER – Ready for World Quality Month?

by Jo Haberstok

I hope you are all doing well and staying safe and healthy at this time.

Although I know it's not even Halloween yet, I wanted to be sure to share information about World Quality Month (November) and World Quality Day (November 12), so you'll have plenty of time to prepare and, hopefully, plan some fun activities to celebrate with others.

As quality professionals we probably don't really need an officially designated day or month to motivate us when it comes to focusing on quality. But it never hurts to have more resources. Here is some information I came across recently that may be of interest.

World Quality Day (WQD) is officially celebrated annually on the second Thursday in November. World Quality Day 2020 (and the whole month) is a great opportunity to shine the spotlight on individuals, teams and organizations that are deeply invested in creating and improving customer value.

Customer-focused organizations have a culture of creating value for their customers by innovating and improving products, services and processes. In a world of ever-increasing customer expectations, competition and technological change, businesses are striving to be seen as 'partners' in the eyes of their stakeholders.

The quality profession supports businesses to develop a customer-centric quality culture that will help them to:

- Recognize that it is the customer, not the company, that defines what quality means
- Understand product and service quality through their customers eyes
- Share their quality performance with customers
- Collaborate with customers to improve product/service quality and resolve problems

World Quality Day/Month provides an opportunity to highlight how quality can help to create customer-focused organizations.

How will you celebrate World Quality Day 2020? If you are interested in some ideas for your organization, check out this free [toolkit](#). For a short (5-minute) video that focuses on quality and customer value, click [here](#).

BTW, this would also be a great time to encourage work colleagues to join ASQ and get involved in our section!

Stay safe. Stay healthy. Stay positive. - Jo

Halloween and Quality – Our Favorite Things

submitted by Robert Boykin

When we were kids, our favorite thing about Halloween was probably the candy we got from all the houses we visited, or maybe it was deciding on our costumes each year... Now it's probably something a little different, right?



Well, it's that time of year again. For Halloween enthusiasts, it's time to begin decorating and planning parties. For others, it's really no big deal. Of course, there's plenty that separates Halloween from other holidays that can't be denied.

Things that make this season fascinating and a whole lot of fun.

Here's a few of some favorite things about Halloween, among many (excerpted from Halloween-web):

1) Beautiful Scenery

The visuals of the season are what make autumn and Halloween so popular. The phenomenon that makes the leaves turn to brilliant colors of red, yellow, and orange change the landscape as nature prepares for winter.

2) Cooler Temperatures

After a long, hot summer, autumn's cooler temperatures bring a welcome relief. Not everyone is enthusiastic about winter but it's nice to turn off the air conditioner and open the windows while you still can. Soon, you will hear the leaves blowing in the wind. For those in cooler climates, this signals that Halloween is just around the corner.

3) Decorations

Natural decorations such as pumpkins, gourds, and Indian corn have beautiful colors and help us appreciate the earth and celebrate autumn. But it's the Halloween decor and unique yard displays that add a mysterious atmosphere to the changing seasons. Witches and ghouls and spiders, oh my!

6) Halloween Candy

Halloween is a favorite day for those with a sweet tooth. A guilt-free day, sort of like a "free pass" to load up on sugar. Stores have a larger variety to choose from that's not available all year long. It's easy to mix and match your favorites, especially when they're on sale. Cross your fingers for leftovers after the last trick-or-treater has rung the bell.

10) Trick or Treating

It wouldn't be Halloween without trick-or-treating, a favorite tradition among children that allows them to show off their costumes and collect candy. Nowadays, many parents are opting to take their kids to planned parties or controlled trick-or-treating environments such as church parking lots. The tradition is evolving due to safety and health concerns, but there's still a chance that a few little ghosts or goblins will show up on your doorstep if you leave the porch light on. Make sure you have candy and a positive attitude ready to greet them.

Be well and be safe.

- Robert

DATE

**Thursday,
October 15, 2020**

**Managing Quality 4.0 Combining
ISO 25010 Criteria and ITIL Practices**

This is a virtual/online meeting.
Meeting information and
instruction for how to join the
meeting will be provided 24
hours before the event.



Time: 4:00 PM –6:15 PM PDT
(check registration site to be
sure)

Daniel Zrymiak, CMQ/QE, CSQE, CQE, CSSBB
Engagement Manager, Ultronauts

**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.**

ISO 25010 is a well-known reference for Quality Characteristics. Software Quality refers to technical needs of stakeholders and functional suitability, performance efficiency, compatibility, usability, reliability, security, maintainability and portability.

Information technology infrastructure library (ITIL) describes processes, procedures, tasks, and checklists which are neither organization-specific nor technology-specific, but can be applied by an organization toward strategy, delivering value, and maintaining a minimum level of competency.

In this informative presentation, you will learn:

- How Quality 4.0 applies proven quality practices to address several specific examples of Industry 4.0 including Additive Manufacturing, Artificial Intelligence, Digital Manufacturing, Cloud Computing, Blockchain, Big Data and Analytics, and the Internet of Things
- How to identify and apply international models (ISO 25010: Systems and Software Quality Requirements and Evaluation; ISO 25012: Data Quality) to determine applicable quality characteristics
- How to identify and apply ITIL practices for managing information and technology, with specific emphasis on Business Analysis, Change Enablement, Release Management, Deployment Management, Incident and Problem Management, and Continuous Improvement
- How to combine these practices, along with the Cost of Quality metrics, to determine the return on investment and benefit to Quality of Quality 4.0 application and deployment

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 Binghamton ASQ Section 205, click [here](#).

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

***About the speaker:** Daniel Zrymiak is an Engagement Manager at Ultronauts, based in Surrey, British Columbia. He holds a Bachelor's degree in commerce with honors in marketing from the University of Saskatchewan in Saskatoon. He is an ASQ Fellow and has been awarded ASQ's Feigenbaum and Crosby Medals. Dan is ASQ-certified as a CMQ/OE, CSQE, CQE, CSSBB, CQA, CFSQA, and CBA. He is a Quality Press author and reviewer, member leader, and active with the Quality Management Division as a Vice-Chair of Governance and Excellence.*

Invitation from ASQ San Gabriel Section October 21, 2020 Virtual Meeting

DATE:

**Wednesday,
October 21, 2020**

Creating Compelling and Engaging Process Maps that Drive Engagement and Improvement

This is a virtual/online meeting. Meeting information and instruction for how to join the meeting will be provided 24 hours before the event.



Time: 6:00 PM – 8:00 PM PDT

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 San Gabriel ASQ Section, click [here](#).

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

Steve Phinney Operations Consultant and ASQ Lean Six Sigma Black Belt

Many organizations document their processes, whether it is for continuous improvement, ISO or any other initiative. The main employee complaint of many organizations is the lack of processes and tools for them to perform their jobs. At one division of Microsoft, as with many organizations, processes are documented sporadically and at many levels of detail. Many of these processes are on a shared drive, but rarely used by employees and are difficult to read and understand.

At Microsoft, they deployed a mapping approach that not only engages employees to use them, while reducing variation in how work is performed. After documenting and validating the processes, they created a Process Library that allows individuals to access the process for the task they need to perform, walking them step by step through the process including all the supporting information and tools to complete the task.

This approach is leading them to phase two of the mapping projects, creating a continuous improvement function. As with many mapping efforts, they have identified several opportunities for improvements. Many are quick hit opportunities, while others are going to follow a PDSA/Kaizen approach to improving.

During this presentation, Steve will share the journey they are on and where they are going next as they mature in their process management efforts.

About the speaker: Steve Phinney is a motivated and results-focused operations consultant with more than 20 years of experience serving virtually all industries including technology, finance, logistics, healthcare, non-profit, government, medical devices and many others. This includes demonstrated client impact with \$500+ million in bottom-line and top-line efficiencies. He helps drive cultural change through deployment of customer-focused, Kaizen mindsets, along with the tools and skills for identifying and eliminating waste and solving problems at all levels of an organization.

Steve holds a Master's in Business Management from Golden State University, San Francisco; and a Bachelor's of Science in Finance from Seattle University. He is also an ASQ certified Lean Six Sigma Black Belt.

OCTOBER MEMBER GIFT – PROBLEM-SOLVING STRATEGIES

The free ASQ member gifts this month include resources and tools for problem solving. Studies have shown that quality professionals with adept problem-solving skills will be more likely to survive and thrive.

Resources available this month include:

- **Free E-Books and Samplers** including *Root Cause Analysis: The Core of Problem Solving* and *An Introduction to 8D Problem Solving*
- **Multiple Expert Webcasts** covering how to implement more effective RCA-CAPA using the Countermeasure Ladder assessment tool, how to write problem statements that assure clear communication in problem-solving teams and more
- **ASQTV Videos** including *Approaches to Root Cause Analysis*, *Sherlock Holmes and the Case of Quality Methods*, *Process Mapping Basics*, and *The Is/Is Not Comparative Method*
- **Downloadable Articles and Bonus Resources** covering a range of fundamental and advanced problem-solving methods and topics

Get your free gifts by October 31 by clicking [here](#).

UPCOMING 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.

Today there are 18 ASQ certifications ranging from quality auditing and management, to Six Sigma, to biomedical and pharmaceutical specialties. The 2019 Quality Progress Salary Survey showed that individuals with ASQ certifications enjoy a salary premium of 8.6% to as much as 20.6%.

Each ASQ certification exam is offered four times per year (except for Six Sigma Master Black Belt, which is twice per year). The next exam window is December 1-31, with applications due by November 6.

The following certification exams will be offered in December:

- 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)

Additional information about ASQ certification is available [here](#).

TRI-CITIES LEADER LAUNCHER - STARTING UP SOON

Wondering how you will keep filling your pipeline of leaders for your growing organization? Has your organization identified emerging leaders?

Leader Launcher (LL) is a Tri-Cities leadership development experience for growth-minded young professionals and those in, or aspiring to, new leadership positions in their organization. It's for those who want to "level up" their skillset and mindset to become more of a Tri-Cities influencer.

This is an ongoing dynamic program that meets monthly, live or by webinar, consisting of two-hour leadership development seminars that boost one leadership or personal growth competency each month.

Mission: To develop practical leadership skills and attitudes in early-to-mid-career professionals so they can add more value to their organizations and the Tri-Cities community.

Vision: All Tri-Cities young professionals understanding and mastering their leadership style, multiplying their positive impact to all who follow them.

The live sessions are held on the second Tuesday of each month from 3:30-5:30 p.m., where participants will learn from Growing Forward Services' leadership coach and trainer Paul Casey (or one of his colleagues) practical tools on a topic, and then make an action plan for application and discussion back at work. A brief time of creative networking will also be on the live agenda so that participants can form professional relationships with other advancing leaders in different industries. There will also be refreshments at each training—a different fun snack at each meeting.

The investment for growing the competence, creativity, and courage to lead for one or more team members at LL is \$399 per year, until November 1, then \$449/year afterward, and renewal subscriptions are \$349/year. And an added bonus, if the member is unable to attend one of the live sessions, he or she can send a substitute for no extra cost (only an RSVP is asked).

For more information and/or to begin the leadership development journey for your team members, click [here](#).

QUOTE OF THE MONTH

"I alone cannot change the world...but I can cast a stone across the waters to create many ripples."

~ Mother Teresa

RACE, EQUITY AND ENGAGED CITIZENSHIP – THE COMMUNITY CLASSROOM

Washington State University (WSU) Tri-Cities presents “The Community Classroom: Race, Equity and Engaged Citizenship” as a means for engaging with the local community in the important learning process of building racial literacy.

The goal is to become a community that is more empowered to lead anti-racist efforts by working together. WSU-TC commits to doing this by investing in establishing a shared understanding of who we have been and who we want to be around race relations in our community. Everyone is encouraged to learn from esteemed WSU faculty and friends of the university as we all go back to school to be better neighbors, leaders, and citizens and invest in developing a culture of anti-racism in the Tri-Cities and surrounding areas.

These upcoming sessions will be offered via Zoom:

[Digital Dissensus: Discovering Truth in an Era of Misinformation](#)

October 22 4:00 pm – 5:15 pm

[Dismantling Racism: The Game of Change](#)

October 29 11:00 am – 12:15 pm

The Community Classroom events are presented in partnership by the WSU Tri-Cities Diversity, Equity, and Inclusion Committee, and the WSU Tri-Cities MOSAIC Center for Student Inclusion. Classes are open to students, staff, faculty and the Tri-Cities community.

IT'S NOT ALL ABOUT MANUFACTURING

Free Webinar – October 14

ASQ'S Lean Enterprise Division is offering a free one-hour webinar on October 14 at 10 am PDT. Presenter Jerry Rosenthal is the author of "Small Doses: Common Sense to Common Practice. Jerry has spent most of his career in Healthcare and Legal Operations.

The early days of Lean were all about manufacturing. The evolution of Six Sigma was based on manufacturing. Most of the white papers and examples used in Lean Six Sigma training were all based on challenges and problems found in a manufacturing environment. And while this is an outstanding way to learn and become masterful with the tools of the trade, there is more to the story.

Some use the term “business systems” or “commercial operations” to describe the back-office processes which are needed to support the “engine”. But that engine is not necessarily making widgets. It could be as simple as improving the customer experience. And that customer might be a client for a law firm or a patient at a hospital. Or it might be as simple as the person sitting next to you in your office, the recipient of the output of your work product.

The session will start by discussing the basic tools of the quality trade and how they are relevant regardless of the industry. There will also be a review of a few examples from legal operations and healthcare to give the audience some ideas on how they might go back to their organizations to create more value.

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

DON'T JUST FOLLOW THE HERD – OBSERVE THE LANDSCAPE FIRST!

October 21 - Free Virtual Joint Meeting/Presentation

The Inland Empire (#0711) and Temecula Valley (#0713) ASQ sections are offering this free presentation/webinar on October 21 from 6:00 pm to 7:00 pm PDT.

The presentation will cover relationships between applying real solutions versus using herd mentality. A bigger picture scenario will be presented so participants will receive the benefits of a key concept seldom used: common sense!

Key discussion points will include:

- Why do we shoot-from-the-hip?
- Why we follow the leader – herd mentality?
- Quality System methodologies - which ones to pick?
- Benefits of analytical troubleshooting techniques – focus

Presenter Jack Dhuwalia is co-founder of JD Consulting, a firm specializing in the medical industry. He has over 30 years of experience in the industry in bringing new products to market, specializing in packaging, quality engineering, quality systems, regulatory requirements, and customer support.

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



MAKE A
DIFFERENCE DAY
NATIONAL DAY OF DOING GOOD

MAKE A DIFFERENCE DAY IS OCTOBER 24

What will YOU do?

Make A Difference Day was started in 1992, and it continues to impact communities around the country (and the world) every year. It shows that anyone, no matter their age or background, can take action to help improve their community. Big or small, every project makes a difference. Coming together to make a difference is a great way to not only improve our communities, but to also deepen ties to our neighbors and friends - and to have fun working together to do good!

Join tens of thousands of volunteers across the country on Saturday, October, 24, to unite with a common mission – to improve the lives of others through community-driven service projects. Especially now, volunteering and giving back can have a positive effect on your mental and physical health, help you build connections and strengthen your community.

NOTE: If you are looking for places to volunteer, check out the Points of Light [website](#). Enter your city in the “volunteer” area to get a listing of nearby opportunities. A quick look at opportunities for the Tri-Cities, Yakima, Walla Walla, and Pendleton areas showed several organizations with needs, including the Tri-City Union Gospel Mission, Habitat for Humanity, Domestic Violence Services, St. Vincent Centers, Catholic Charities, American Cancer Society and more.

MAINTAINING MOMENTUM – MCLDA VIRTUAL MEETING – OCTOBER 27

Our friends at Mid-Columbia Leadership Development Association (MCLDA) have invited our members and others to join them for their free virtual meeting on October 27 from 6:00 pm to 7:00 pm. PDT.

Social distancing is causing all sorts of stressors, both personal and professional. How can you maintain strong bonds with those you care about most? How can you ensure that you don't lose momentum in your career? More importantly, can you find opportunities in the current crisis?

Presenter Shari Storm spent almost 20 years as an executive at a Seattle financial institution. She is now the CEO of Category 6 Consulting. She speaks around the country on a variety of topics, most with a focus on enhancing interpersonal skills to build more successful teams.

Register [here](#) for this meeting, which will explore strategies for developing habits of agility and resilience that will help you be more successful today and tomorrow. Learn some ways to build stronger, long-lasting alliances with your teams, your superiors, and your friends.

POWER OF CONNECTION VIRTUAL EVENT

Columbia Basin College Foundation Fundraiser

October 29, 2020 @ 6:00PM — 8:00PM

The Columbia Basin College (CBC) Foundation delivers a comprehensive suite of services and support to CBC students, alumni, donors and friends. From scholarships, alumni relations and donations to planned giving and events, the Foundation helps everyone connect with the College in ways that are meaningful and last a lifetime.

Their annual "Power of Connection" event, being held virtually this year, raises much-needed funds for student scholarships for CBC students.

Tickets are \$100, and include virtual access to the event, silent and live auctions, and a complimentary gift. You do not need to buy a ticket in order to participate in the auction. But those who purchase tickets will receive access to the virtual event, silent and live auction bidding along with an event gift box which can be delivered or available for pick up at CG Public House in Kennewick the week of the event.

For more information, click [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.

PACIFIC REGIONAL QUALITY CONFERENCE – NOVEMBER 6 & 7

Update from last month – NO CHARGE!

Recover Stronger with Quality: *Surviving a drastic change while balancing organizational complexities using Innovation, Risk Management, Quality Principles, and Technology*

What a great opportunity for learning and networking! The Pacific Region Quality Conference (PRQC) will be held November 6 (workshops) and 7 (conference), from 8:00 am to 5:00 pm PDT each day. The mission is to provide a forum for like-minded professionals to share their ideas and learn from workshops and presentations resulting in enhancements to personal development and business acumen, building on the foundation of quality.

Spread the word among co-workers, friends, or anyone you know that might benefit from attending this event. With a selection of workshops on Friday, an impressive slate of speakers on Saturday, and networking opportunities throughout, there will be "take-a-ways" for everyone.

- **NextGen:** Quality tools and methodologies are helpful to a successful career in Quality. Learn how to utilize quality tools within your industry, understand the Quality Management System requirements for different industries and promote quality culture within your organization through innovative approaches.
- **Management Excellence:** Organizations can build a cultural foundation that encourages innovation, reduces risk, and creates an enterprise-wide commitment to quality at every level. Leverage proven techniques and practices that have made fellow quality professionals successful by using industry benchmarks, leadership skills and emotional intelligence.
- **The Enthusiasts:** Explore leading-edge approaches to quality program implementation and get insight into how industry frontrunners leverage best practices, emerging technologies, and advanced tools to enhance results.
- **Digital Disruptions:** Understand and translate the business process requirements into an integrated, scalable, universally accessible, and light on resource needs is critical in today's Quality environment. Get a taste for some of the leading IoT implementation options that aid in all aspects of business data and process management needs as well as how they help you claim conformance to industry standards.

There is no charge to participate, and attendance at the full day events earns 1.0 RU toward recertification. For more information and to get registered for the workshop, conference or both, click [here](#).

BRIDGING DIFFERENCES PLAYBOOK

Free Downloadable Guide

At UC Berkeley’s Greater Good Science Center (GGSC), they are mixing science and storytelling to both illuminate and support the important work of Bridge Builders across the country. Drawing on cutting-edge research and insights from trailblazing programs, their Bridging Differences initiative is highlighting the key skills and strategies for overcoming divides. The Bridging Differences Playbook shares lessons learned from their work.

Bridge Builders close the psychological gaps between “us” and “them,” encouraging others—and themselves—to recognize that their differences don’t need to define or divide them and that they can disagree with someone without dehumanizing them; instead, they work to promote empathy and understanding, find common ground when possible, and identify shared goals and values.

Under the GGSC’s Bridging Differences initiative, they have reviewed decades of scientific studies, interviewed dozens of leaders, and surveyed the landscape of relevant programs. From this work they have collected enduring wisdom and best practices for bridging political, racial, religious, or other divides. That information led them to identify a set of skills and strategies that support positive dialogue, relationships, and understanding between groups or individuals.

Check out the Bridging Differences Playbook [here](#). I think you will find a lot of good information and ideas about learning to better understand others, listening with compassion, communicating more effectively, as well as finding and working toward common goals.

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.

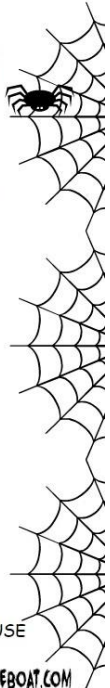


HALLOWEEN FUN - Time for a little Halloween-inspired fun!

For the first three (3) section members who respond back with all the correct words circled (scan or take a photo) to 0614asq@gmail.com by October 20, you will win a gift card.

HALLOWEEN WORDSEARCH

N E E W O L L A H R B R Q R N
 I Q H N R O C Y D N A C M G V
 E T T V W C O S T U M E A U R
 A Y X H F I C D X O M S R V E
 E F V I G M T C H M M P O S B
 Z Y M F Z I J C O R L O U P O
 S V M X E T R N H R B O N U T
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 A S R Y E T O Y E D F C W K B
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 W N Q H H U K W W L Q F I Y K



- GHOST
- PUMPKIN
- FRIGHT
- COB WEBS
- WITCH
- MONSTER
- HORROR
- CANDY CORN
- TRICK
- COSTUME
- SCREAM
- HALLOWEEN
- TREAT
- SPOOKY
- BOO
- OCTOBER
- CANDY
- SCARY
- MASKS
- HAUNTED HOUSE

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COLUMBIA BASIN ASQ MEMBERSHIP

There are 77 members in Columbia Basin ASQ as of October 2, 2020.

2020 COLUMBIA BASIN ASQ LEADERSHIP TEAM	
January 1 - December 31, 2020	
Section 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 Prevetie
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