

## 2022 Section Elections – and The Benefits of Volunteering

It's that time of year again – time to elect/appoint members to serve on the all-important 2022 Columbia Basin ASQ Section leadership team. We would like to get the new team identified soon so they can start working with the current team members and to help make transitions in roles as seamless as possible.

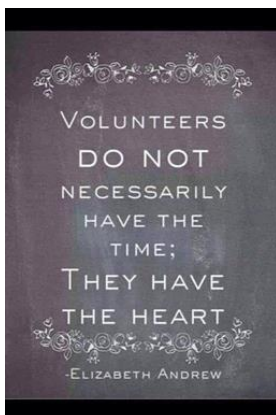
The positions that must be filled (per ASQ requirements) are: Section Chair, Treasurer, Secretary, Membership, Nominations and Audit. It would also be great to have additional volunteers to help with various activities, including recruitment and retention of members, planning programs, site visits, workshops, and conferences, marketing/publicity, the newsletter, website, and more.

Volunteering can be very rewarding and a lot of fun!

### How Can Volunteering Help You?

- ✓ Make a difference in your community
- ✓ Create a sense of belonging and a sense of purpose
- ✓ Build new skills and enhance current skills
- ✓ Increase self-confidence
- ✓ Meet new people and build your professional network
- ✓ Face new experiences and challenge yourself
- ✓ Volunteering helps counteract the effects of stress, anger and anxiety – it feels good to contribute to projects and organizations

Please contact one of our current leadership team members or send an [email](mailto:email) by September 1 if you are interested in any of the Section leadership team roles. We would be happy to provide more information. Some of you may feel that you don't have the time to commit to serving – but it is important to note that most roles require no more than a few hours of time each month.



## How Does Your Garden Grow?

by Jo Haberstok

There's something special 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 then watching as more and more bloom throughout the summer. And the promise of (or at least the hope for) a bountiful harvest from the garden...

But reaping the benefits and joys associated with flowers, fruits and veggies also requires quite a bit of work. Flower beds and vegetable gardens and lawns all need to be planted, watered, fertilized, mowed, etc. Without some dedicated effort, we aren't likely to get the best yield of tomatoes or the biggest pumpkins or award-worthy roses, are we?

When you think about it, 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), you have to be willing to put in some time and effort if you want to achieve much in life.

I believe most of us enjoy the feeling of achieving a goal that isn't superficial or overly easy to reach, but rather something we have to put real thought and effort toward in order to attain the desired result. This applies to our professional as well as our personal lives and relationships. Just sitting on the porch with a glass of lemonade (or perhaps wine?) 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 canna lilies 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 and onions that you have to take some to the local food bank – you get a special feeling of accomplishment ... and happiness!

Similarly, when you put in the time to 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 – a successful team project, meeting goals, improved communications, 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 warm summer weather continues at this time...How well does YOUR garden (home or professional) grow??

**DATE**

Tuesday, August 12, 2021

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

**Time:**

5:00pm – 7:00 PM PDT  
(check website to confirm time)

**Cost:**

Free for ASQ members and non-members

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

Attendance at this meeting earns 0.5 RUs toward ASQ recertification.

Note: Be sure to use the same email address to join the meeting as you use when registering in order to receive the RUs. You must register for the event and join virtually to receive RUs.

For more information about the Phoenix ASQ Section, click [here](#).

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

## Branding, Interviewing and Negotiating for your Career Advancement



**Linda J. Baugh**  
Chief Career Officer – ACE Executive Careers, LLC

What type of resume can get you interviews? What difference can a cover letter make?

Imagine seeing a posting for a job that seems to fit you perfectly. Feeling confident, you apply for the job. Days or even weeks go by, but you hear nothing back from the employer. You wonder why, because you thought you were a perfect fit for the job. Did the employer already have someone else selected?

The reality could be that you were one of 50, or 127, or even more than 500 applicants with a couple dozen or more who were (at least on paper) as qualified as you. And, if the employer or job site uses an applicant tracking system (ATS), the format of your resume could have kicked it out of the system.

What can you do with the content and format of your resume to improve your chances of being chosen from the crowd of possible candidates to be interviewed? What type of cover letter might increase your chances of getting that first interview?

Presenter Linda Baugh will share information about:

- Managing how you are perceived via your resume, cover letter, communications, social media and verbal positioning statements
- Interviewing – tactics and strategies - to get to the job offer
- Negotiating for salary, vacation, other perks – the when, what and how of getting the best offer

*About the speaker:* Linda Baugh is a job search and career management expert who has launched award-winning Arizona businesses resulting in professionals, executives, and recent college graduates achieving career success. A Senior Career Consultant and LinkedIn Subject Matter Expert with Lee Hecht Harrison (a global talent mobility company with offices in 71 countries), she works one-on-one with senior executives in developing their LinkedIn profiles. She conducts virtual training on Resume Development, Networking, Interviewing, Negotiating Job Offers, Job Search Communications, LinkedIn, and other career topics, for hundreds of people each month. Through ACE Executive Careers, LLC, Linda's private career and job search practice based in Scottsdale, she works one-on-one with individuals seeking new jobs, career advancement with present employers, and career shifts.

## ASQ FREE MEMBER GIFTS – ESSENTIAL QUALITY TOOLS AND RESOURCES

Seasoned quality professionals may have lots of advice to offer about how new professionals can succeed in the profession, but one thing they all agree on is the need to understand basic quality tools and the value they provide as the foundation for solving even the most complicated quality problems.

This month's free gifts for ASQ members includes resources to help you better understand and apply basic quality tools, including:

- **FREE e-books** and samplers including: *Quality Improvement Made Simple...and Fast!*, *The Process Monitoring and Improvement Handbook*, *The Quality Toolbox*, *Mistakes in Quality Statistics and How to Fix Them*, and *Mapping Work Processes*
- **24 Classic Quality Tools Webinars and Webcasts** including The Seven Quality Control Tools, The Seven Management and Planning Tools, The Seven Team Tools, Making the Quality Tools Connection, and The Basics of Root Cause Analysis
- **ASQTV videos** on Brainstorming, Root Cause Analysis, the Cause and Effect Diagram, Process Mapping, and New Applications of Basic Tools
- **10 articles and case studies** that provide introductions and new applications to classic tools including how to use them to innovate, better communicate, plan, pinpoint problems, eliminate rework and waste, and launch a quality initiative.

You have until August 31 to [access](#) these resources.

## NOW IS A GREAT TIME – TO RECRUIT NEW ASQ MEMBERS!

In case you missed the June newsletter article, our section is hoping to recruit several new ASQ members before the end of this year. And we are offering a fun incentive to help motivate everyone to get involved.

For every current section member who recruits one or more new full ASQ members, their name will be entered into a drawing – for a chance to win a \$50 Visa prepaid gift card.

Each full new member recruited will earn you one entry, and there is no limit to the number of entries possible. To earn entries, be sure to submit your information and the name of the new member to our section's [email](#).

We will probably do the first drawing in September – so start talking to your work colleagues, friends and neighbors. Everyone can benefit from learning more about quality tools and techniques, right?

## UPCOMING CERTIFICATION EXAMS

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

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

Applications are now being accepted for the following exams scheduled for October 1-31, 2021. The application deadline is September 3:

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

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

## CERTIFICATION REFRESHER / EXAM PREPARATION CLASS

### CSQP Course Begin September 11

ASQ Certifications are designed to help you advance your career. Advantages of obtaining an ASQ Certification often include increased income potential, a competitive advantage, and global recognition.

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

They also understand the principles of product and service quality evaluation and control. This includes, but is not limited to, development and operation of quality control systems, application and analysis of testing and inspection procedures, using metrology and statistical methods to diagnose and correct improper quality control practices, understanding of factors and motivation, being familiar with quality cost concepts and techniques, and having the knowledge and ability to develop and administer management information systems and to audit quality systems for deficiency identification/correction.

The San Gabriel and Orange Empire ASQ Sections are offering [Certified Supplier Quality Professional \(CSQP\)](#) Refresher/Prep starting Saturday, September 11, and running through October 16. Cost is \$299 for ASQ members and non-members. Special rates may be available for unemployed members.



## CULTURE IS EVERYTHING



## CULTURE IS EVERYTHING: HOW TO BECOME A TRUE CULTURE WARRIOR AND LEAD YOUR ORGANIZATION TO VICTORY

Book by Jeff Veyera

As organizational leaders and managers, we can successfully apply all of the Lean Six Sigma principles, quality ideas, and best practices we know and still fail because we have done so within a company culture utterly hostile to such endeavors.

In this book, Jeff Veyera shares how to diagnose your company's culture in terms of its suitability for your preferred quality improvement approach and then offers guidance on how to either tailor your approach to that culture or change the culture to better suit your approach.

If you've ever executed a brilliant initiative only to see it chewed up in the prevailing culture of the company, this book is your protection against such soul-crushing setbacks in the future.

You can [order](#) the book from ASQ for only \$26.60 (member discount price).

## PACIFIC REGION QUALITY CONFERENCE

August 14 Virtual Event

Have you registered for the upcoming ASQ Pacific Region Quality Conference (PRQC)? There will be two conferences this fall, one on August 14 and another on November 6, with each featuring different speakers and topics. The mission is to provide a forum for like-minded professionals to share ideas and learn from workshops and presentations resulting in enhancements to personal development and business acumen, all building on the foundation of quality.

The August 14 PRQC features:

- Dr. Tracy Brower: Thriving in the New World of (Hybrid) Work: Implications for Interactions, Innovation and Effectiveness
- Dr. Scott Sink: Operational Analytics 4.0: How to Build Improved Performance Measurement Systems for Organizations
- Jane Tierney: Unlocking the Power of Block Chain Technology
- Lisa Anderson: Data Intelligence/Global Supply Chain

There will also be networking opportunities and a sponsor showcase. Cost is only \$15. For more information and to register, click [here](#).

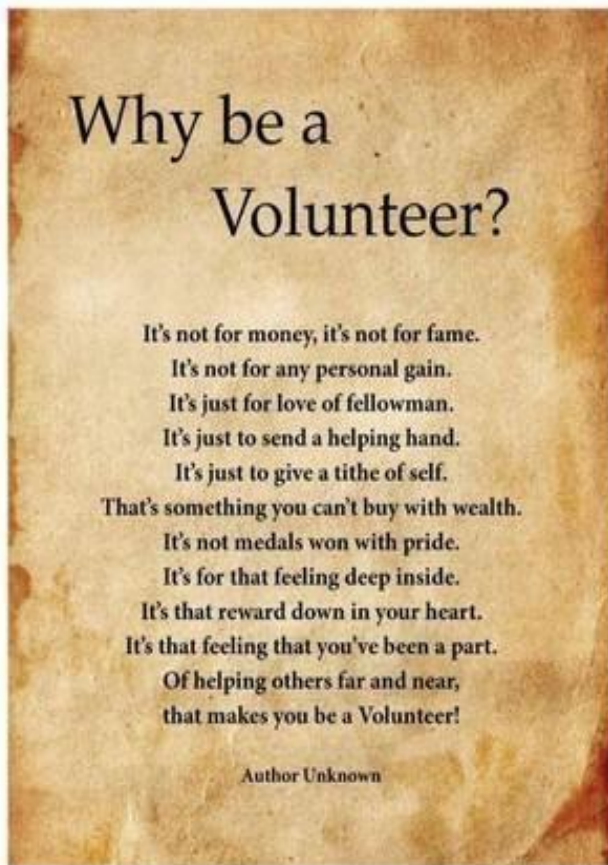
## CROSS-CULTURAL COMMUNICATION: HIGH-CONTEXT CULTURES VS. LOW-CONTEXT CULTURES

August 18 from 6:00 pm to 7:30 pm PDT

Understanding cross-cultural communication is important for any company that has a diverse workforce or wants to conduct global business. As a quality professional, it is important to understand the communication patterns of your organization, customers, suppliers, and other interested parties. Given that people from different cultures speak, communicate, and perceive the world around them differently, culturally and self-aware quality professionals who are willing to adjust their communication style as needed can improve the exchange of information, establish stronger relationships, and potentially reduce the number of communication-related quality issues. Language differences, high-context vs. low-context cultures, nonverbal differences, and power distance are major factors that can affect cross-cultural communication.

Susan Knowles-Berry will be the featured speaker at the August 18 virtual meeting of the San Gabriel ASQ section. Susan has over 30 years of experience as an QEHS professional working for a variety of companies in quality and/or EHS positions. She holds an MBA from the University of Texas. Her certifications include ASQ CQA, ASQ CQE, CPS (certified safety professional), and CPEA (certified professional environmental auditor) as well as credentials for auditing management systems (ISO 9001, AS9100D, ISO 14001, and ISO 45001).

There is no charge for this meeting. To register, click [here](#).



## STATISTICS OF INDUSTRY 4.0 FROM A NON-TECHNICAL PERSPECTIVE

Free ASQ Statistics Division Webinar August 25

The concepts of statistics and statistical process control (SPC) are often intimidating to those who do not have a good understanding of the value of statistical techniques. Many managers and professionals, especially those in service-related industries, do not believe there is a need for SPC in support processes. The misconception is that SPC is a complex quantitative and theoretical methodology for monitoring and controlling high volume production processes.

The actuality is that statistics is a basic quantitative method for analyzing data which can provide a fact-based assessment of how any process is performing. This requires applying an appropriate equation for analysis of raw data. Many organizations are already engaged in some form of data analysis and may even be unaware that they are applying basic statistical analysis.

ASQ's Statistics Division is offering this free webinar on August 25 from 10am to 12 noon PDT (check the link to confirm time). Presenter Dr. Milton Krivokuca is Chair Emeritus of the Master of Science Quality Assurance program at California State University Dominguez Hills, Carson, California. His advanced degrees include an MA, MBA, and a DBA. His professional certifications include: CMQ/OE, CQA, CQT, CQPA, CCT, CQE, CSSGB, and CSSBB.

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

## IMPLEMENTING A QMS – THE FIVE MOST COMMON MISTAKES

Free BSI Live Webinar

August 26 from 11:00 am to 12 noon PDT

Implementing a Quality Management System (or any other) can be a great asset to any organization if it's done well. It becomes a liability when it's done badly. If a management system implementation is done poorly, it will seem confusing to employees. If it is too detailed, it will add more work that doesn't add value. The recurring cost of maintaining 'less than useful' documentation can negatively impact the bottom line and can cost in terms of morale as well.

Join BSI (British Standards Institute) for a free live webinar on August 26 to learn more about the five most common mistakes in implementing a QMS:

1. Over-documenting your system
2. Choosing a document control system that complicates your management system
3. Worrying about what the auditor will want to see
4. Spending time and money on internal audits that don't add value
5. Skimping on resources to maintain and improve the management system

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

## NATIONAL SMALL BUSINESS WEEK VIRTUAL SUMMIT

September 13-15

SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. They have been doing this for more than 50 years.

Because their work is supported by the U.S. Small Business Administration (SBA), and thanks to a network of 10,000+ volunteers, SCORE is able to deliver services at no charge or at a very low cost.

There is no charge to attend this online event, where you can learn new business strategies, meet other business owners, and chat with industry experts. This 3-day, action-packed event will include educational webinars, updates on resources for small businesses, and a networking chat room for business owners and aspiring entrepreneurs.

For more information and to register for the summit, click [here](#). To learn more about SCORE and their mission, vision and values, click [here](#).

## SECOND HARVEST – MATCHING DONATIONS THROUGH AUGUST 31

With the economy still being impacted by the COVID-19 pandemic, families everywhere continue to face food budget strains.

Donations from caring community members make it possible for Second Harvest (a nonprofit 501(c)(3) charitable organization) to get fresh produce and other nutritious food to their network of food banks, meal sites and other programs that help families facing hunger throughout Eastern Washington and North Idaho.

A dedicated community partner, Coordinated Care, will help stretch gifts even more at this time; they have committed to match every dollar donated in August up to \$10,000. A donation of just \$25 will provide food for 125 meals. For more information or to make an online donation, click [here](#).

## QUOTE OF THE MONTH

"It is easier to fool people than to convince them that they have been fooled."

~ Mark Twain

## 11 THOUGHTS ABOUT TEAMWORK

by Jon Gordon

1. Teams rise and fall on culture, leadership, relationships, attitude and effort.

Great teams have a great culture driven by great leadership. Relationships are meaningful and teammates are connected.

2. It's all about teamwork. Sometimes you are the star and sometimes you help the star.

3. If want to be truly great you have to work as hard to be a great teammate as you do to be a great player.

When we work hard to be a great team member, we make everyone around us better.

4. Your team doesn't care if you are a superstar. They care if you are a super team member.

5. Three things you control every day are your attitude, your effort and your actions to be a great teammate.

It doesn't matter what is happening around you and who you think is being unfair. Every day you can focus on being positive, working hard and making others around you better.

6. One person can't make a team but one person can break a team. Stay positive!

Make sure you don't let energy vampires sabotage your team. Most importantly, decide to stay positive.

7. Great team members hold each other accountable to the high standards and excellence their culture expects and demands.

8. Team beats talent when talent isn't a team.

9. Great teams care more. They care more about their effort, their work and their team members.

10. We > me: Unity is the difference between a great team and an average team. United teams are connected and committed to each other. They are selfless instead of selfish. They put the team first and know that together they accomplish more.

11. You and your team face a fork in the road each day. You can settle for average and choose the path of mediocrity or you can take the road less traveled and chase greatness.

It's a choice you make each day. Which path will your team take?

*Jon Gordon's best-selling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous Fortune 500 companies, professional and college sports teams, school districts, hospitals, and non-profits. Jon is the author of 20 books including eight best-sellers: The Energy Bus, The Carpenter, Training Camp, You Win in the Locker Room First, The Power of Positive Leadership, The Power of a Positive Team, The Coffee Bean, and his latest, Stay Positive. For more information, click [here](#).*

## COLUMBIA BASIN ASQ MEMBERSHIP

There are currently 61 members in Columbia Basin ASQ.

<b>2021 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2021</b>	
<b>Section Chair</b>	Trent Hartman
<b>Secretary</b>	Denise Clements
<b>Treasurer</b>	Lyn Griswold
<b>Membership Chair</b>	Robin Dowsett
<b>Audit Chair</b>	Denise Fast
<b>Nominating Chair</b>	Emily Wilson
<b>Webmaster</b>	Steve Prevette
<b>Newsletter Editor (acting)</b>	Robert Boykin
<b>Publicity Chair (acting)</b>	Jo Haberstock
<b>Programs Chair</b>	Vacant
<b>Voice of the Customer Chair</b>	Vacant
<b>Education Chair</b>	Vacant
<b>Social Media Chair</b>	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 5th of the month.

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.