

## APRIL IS EARTH MONTH – IMPROVING THE QUALITY OF LIFE

by Jo Haberstok

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

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

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

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

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

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

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

Stay safe and healthy.

-Jo

## EARTH MONTH / EARTH DAY 2022

(excerpted from the [almanac.com](http://almanac.com) website)

Earth Day 2022 will mark the 52nd anniversary of this holiday; the theme is “Invest in Our Planet.” The idea behind this year's theme is to encourage governments, corporations, and private citizens to take concrete steps toward following more sustainable practices, buying from greener companies, and taking more of an active role in the Earth's wellbeing.

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

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

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

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

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

Check out some great ideas for a number of activities [here](#).



# Invitation from ASQ Palomar Section April 13, 2022 Virtual Meeting

**DATE:**

Wednesday,  
April 13, 2022

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

**Time:**

6:30 pm – 8:00 pm PDT  
(Networking starts at 6:00 pm;  
check website to confirm times)

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

To register for this meeting and obtain the Zoom link and sign-in information, send an [email](#).

**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 Palomar ASQ Section 0708, click [here](#).

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

## Managing Cost of Quality for Quality 4.0 Using Software, Systems, and Data Quality Models



**Daniel Zrymiak**  
Project Manager, RST Instruments Ltd  
ASQ Fellow, CMQ/OE, CSSBB, CSQE, CQE

How can a cost of quality approach, already customized for software and information technology, be applied toward deployment and implementation of Quality 4.0 in an organization? This presentation will help you:

- Understand 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
- Identify and apply international models (ISO 25010: Systems and Software Quality Requirements and Evaluation; ISO 25012: Data Quality) to determine applicable quality characteristics
- 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
- Combine these practices, along with Cost of Quality metrics, to determine the return on investment and benefit to Quality of Quality 4.0 application and deployment

***About the speaker:** Daniel Zrymiak is a Project Manager at RST Instruments based in Maple Ridge, British Columbia. He has almost three decades of experience in international quality and risk management, spanning leadership, trusted advisor, and subject expert roles in software development and testing, operational excellence, management consulting, and manufacturing. Daniel holds a Bachelor's degree in Commerce with Honors in Marketing from the University of Saskatchewan in Saskatoon. He is an ASQ Fellow, was awarded ASQ's Feigenbaum and Crosby Medals, and is ASQ certified as a Quality and Organizational Excellence Manager, Six Sigma Black Belt, Software Quality Engineer, and Quality Engineer. Daniel is also credentialed in software engineering, ITIL v4 IT service management, and Scrum Master management. He is a prolific conference and webinar speaker and author and is active in multiple professional and fraternal organizations.*

# Invitation from ASQ Government Section April 19, 2022 Virtual Meeting

**DATE:**

Tuesday,  
April 19, 2022

## The ATF National Response Team: Using the ASQ/ANSI G1 Standard to Drive Excellence

This is a webinar. Log-in information will be provided on the registration confirmation email.

**Time:**

9:00 am –10:am PDT  
(check website to confirm time)

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

To register for this meeting and obtain the webinar link and sign-in information, 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 ASQ's Government Division, click [here](#).

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



### Robert F. Boland and Wayne G. Shelton Bureau of Alcohol, Tobacco and Firearms Quality Management and Training Units

This webinar presents the multi-year effort of the Bureau of Alcohol, Tobacco and Firearms (ATF) National Response Team (NRT) to use quality standards to formalize and measure the success of its programs. This has been an important part of their goal of achieving recognition as the premier fire and explosives forensics experts at the National and International levels - important for the agency as it has been the primary investigator at all major national emergency and terrorist events, including the 9/11/2001 terrorist events at the World Trade Center and the Pentagon.

The NRT was the first certified agency under the ISO/IEC Standard 17020:2012 (in 2019), recognizing its technical competence in the field of forensic inspection//scene documentation. The agency then adopted the ASQ/ANSI G1:2021 Standard, guidelines for evaluating the quality of government operations and services to better evaluate its individual system and process operational practices.

Join us for this free member webinar to hear the story of how NRT has enhanced its operations and achieved third-party validation of its recognized competence in performing its forensic service mission, as a part of its commitment to excellence and continued improvement.

*About the speakers: Robert F. Boland and Wayne G. Shelton lead the quality management and training units of ATF. Boland is an ASQ Certified Quality Improvement Associate and earned his bachelor's degree in Law Enforcement from George Mason University. He spent 32 years as a Special Agent and Supervisory Special Agent in Federal Law Enforcement, primarily with ATF, including four years as an active member of the ATF NRT, participating in national level incidents such as the Atlanta Olympics Bombing Case, and the TWA Flight 800 investigation. Shelton is a CQA and a Designated Examiner for the ANSI G1 standard. He has 21 years of experience with the United States Air Force as a Security Specialist and an Office of Special Investigations Special Agent. While in the Air Force, he was responsible for a wide variety of counterintelligence, investigative and anti-terrorism operations worldwide. His current assignment is as the Senior Curriculum Designer and Accreditation Specialist for the ATF National Center for Explosives Training and Research.*

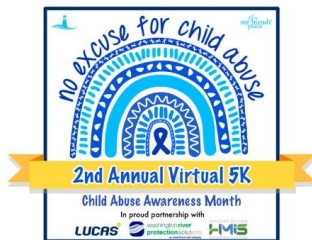
## APRIL FREE MEMBER GIFTS – TOOLS & TECHNIQUES FOR TEAM SUCCESS

Member Gifts are an exclusive benefit for all ASQ members. Each monthly gift bundle addresses a specific quality hot topic, method, or tool and can include dozens of valuable resources from ASQ's vast and ever-growing knowledge repository.

The focus this month is on tools and techniques for team success, and the gifts include:

- **Free E-book Samplers** including *Facilitation for Quality*, *Best Practice in Team Excellence*, *The Team Effectiveness Workbook*, and sections on teams from our newest *Certified Manager of Quality / Operational Excellence*
- **Webinars** on a range of topics including 12 Skills for Growing Teams, Social Performance Management, Facilitating Teams and Projects, and Improving Team Dynamics
- **Articles and Case Studies** covering topics including 5S for hybrid work environments, teams as problem solvers, building social connections, leading virtual teams

To access this month's gifts, click [here](#) by April 30.]



### MY FRIENDS PLACE CHILD ABUSE AWARENESS FUNDRAISER

My Friends Place is Southeastern Washington's first safe overnight sanctuary for homeless teens. First opened in 2011, they provide immediate basic human survival needs for youth on the streets (warm meals, showers, laundry, clothes, and school) ages 13 through 17.

Dedicated staff and volunteer mentors assist in accessing long-term solutions including family reconciliation services, transitional living arrangements, educational programs, and job training, as well as help with mental health or chemical dependency.

April is Child Abuse Awareness Month. Everyone is encouraged to challenge themselves and their friends to a 5K walk/jog/run in support of My Friends Place's fundraiser. All registered participants will receive a medal and information on how to make a difference for local teens trying to overcome abuse and neglect.

[Registration](#) is now open. For more about My Friends Place and their other needs, click [here](#).

I'M ATTENDING!



IT'S ALMOST TIME  
FOR WCQI!

### May 15-18 Hybrid (In-Person or Virtual) in Anaheim

ASQ's milestone annual conference returns to a live, in-person event this year, accompanied by virtual content that creates convenience and access to quality thought leaders around the world. The 2022 agenda offers insight into the soft skills and technical expertise necessary in today's quality community. Sessions offer real-world examples of processes and concepts that demonstrate innovative ways to sustain and support collaboration, change management, leadership, and a culture of inclusion.

The conference offers many opportunities to network with other quality professionals: Sunday's Welcome Reception, Tuesday's Networking Reception, and also during the exhibit show and all meals. This will be a fun time to reconnect with all the people onsite for WCQI.

Keynote speakers and topics include:

**Ugwem Eneyo:** Africa's Emerging Ecosystem

**Heather McGowan:** The Future Company: Culture and Capacity

**José Morey:** Leonardo Da Vinci and the New Technology Renaissance.

Registration is now open. The cost for in-person attendance is \$1,299 for ASQ members. This includes educational sessions, keynote presentations, lunches and networking opportunities and more. Cost for virtual attendance is \$399 for ASQ members, and includes a daily livestream agenda including sessions, keynotes, and interactive online networking opportunities. Additional discounts are available for ASQ member leaders and student members. For more information, click [here](#).

### FROM ASQ WORLD HEADQUARTERS

Excellence through quality is the shared mission of ASQ and ASQE.

Check out this short [video guide](#), which will take you through the complete connected journey between ASQ, ASQE, and ASQConnEx. Learn more about ASQConnEx [here](#).

Together we seek to inspire excellence, foster continuous improvement, and use data and best-in-class education to ensure that ASQ and ASQE members make an impact.

## A CENTURY OF QUALITY

### The Official Quarterly Journal of Delaware ASQ Section

Check this out – The Delaware ASQ section’s quarterly journal includes a lot of really interesting and educational information.

Included are the following:

- Improve your Process: Five Quality Management Leadership Principles
- Theranos: A Cautionary Tale for the Medical Device Sector
- Is the new Boeing 737 Max Safe to Fly?
- ASQ Membership and Member Value
- What Kaizen means in Japanese

Read – or download – the Journal from Delaware’s [myASQ webpage](#).

## MEDICAL DEVICE RULE MDR 2017: A HONEYCOMB OF STANDARDS

### April 12, Portland ASQ Virtual Meeting from 6:00 pm to 7:00 pm PDT

A frustrating development in the quality field is yet another regulation. At first glance, MDR (Medical Device Regulation) 2017, the EU’s medical device regulation, can seem like the worst of the worst. A key element of the MDR is the introduction of a European database in order to increase transparency, ensure traceability of medical devices, and to facilitate the flow of information between manufacturers and users of medical devices, Notified Bodies, EU member states and the European Commission.

The April 12 meeting of the Portland ASQ section features Marcia Weeden, owner of Quality Excellence Services, who has over 15 years of quality assurance experience. She will discuss the evolution of standards and how the MDR’s requirements are the epitome of a robust quality and risk management system utilizing the best of quality engineering tools.

Learn more about:

- How the many Industrial Revolutions drove the evolution of quality standards
- How standardization is a learning process and not kneejerk reactions
- The quality and risk management requirements of MDR 2017 and its relevant standards
- Where standardization is heading now and how the FDA is leaning more on MDR 2017

For more information and to register for the meeting, send an [email](#).

## DEVELOPING LEADERS FOR CONTINUOUS IMPROVEMENT: TOOLS + MINDSET = RESPECT FOR PEOPLE

### April 14 Seattle ASQ Virtual Meeting at 7:00 pm PDT

The classic tools of quality and improvement enable us to construct a workplace that provides maximum respect for people. But for that to actually happen we must have that intention from the outset.

Standard work, takt time (the rate at which you need to complete a product to meet customer demand), job tracking, and other methods can all be used to either impose control or to create a work environment that fosters thinking and learning.

The April 14 meeting features Mark Rosenthal, a consultant and well-known blogger in the Lean world. He will share some of the common tools and examine how they can be used to impose control on people or, conversely, to develop autonomous, competent teams.

For more information and to sign up for the meeting, email [Fred](#).

## CULTURAL TRANSFORMATION

### San Fernando and Channel Cities ASQ Virtual Meeting April 19 from 6:00 pm to 8:00 pm PDT

Is the culture at your company an asset or a liability? This presentation, featuring Lean Six Sigma Master Black Belt Carlos Conejo, takes a look at the DNA that is deeply embedded in team members’ assumptions, behaviors and attitudes. This is what makes every company unique.

When company culture aligns with company purpose, strategies and business goals, it accelerates growth, improves employee engagement, reduces risk and builds the brand. But when it does not align, team members will not feel as connected to their jobs. They will not be as productive or engaged. Your company can miss revenue targets, and transformation becomes more difficult, if not impossible.

Carlos will discuss what it takes to create experiences that prompt mindset shifts – sparking the desire to do things fundamentally differently, and how to sustain behavioral changes using technology. He will share techniques that help track cultural health and the factors that drive people’s behavior. When we get the culture right, everything else will follow.

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

## WOMEN IN QUALITY: MANAGING GENERATIONAL DIVERSITY

April 20 - Philadelphia ASQ Section Zoom Webinar  
From 3:30 pm – 5:00 pm PDT

This event is sure to be full of dynamic presentations and panel discussions! There will also be a Q&A session about the challenges women face managing generational diversity.

Featured speakers include:

**Heather Wade** - internationally recognized speaker and subject matter expert who holds ASQ certifications in calibration and auditing and has presented at multiple local, national, and international in-person and virtual conferences and webinars

**Lisabeth Wesely-Cassella** – Founder and CEO of L12 Services, which focuses on internal communications and organizational development; her work has contributed to successful project outcomes in federal health policy, international program development, and non-profit/association management

**Sharon Burton** – Global Quality Process Improvement Expert, speaker and CEO of S.L. Burton Consulting, LLC, with over 30 years of experience managing generational diversity.

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

## REBUILDING THE U.S. LABOR FORCE FOR RECOVERY

Complimentary Webcast April 21 at 9:00 am PDT

The US workforce is feeling the impacts of the COVID-19 pandemic and a historically tight labor market. To help understand the current and long-term trends shaping the workforce, join trustees, senior policy officials, and experts from the Committee for Economic Development, the public policy center of The Conference Board, for a Policy Watch roundtable webcast on April 21.

Among the key issues that will be addressed:

- **The pandemic's ongoing mark:** In what ways has COVID-19 changed the way employers approach the US workforce?
- **Looking ahead:** What are some long-term trends impacting the US workforce?
- **Increasing participation:** What are some strategies that business leaders can take to increase workforce participation and find the labor they need?
- **A policy approach:** What can policymakers and business leaders do to rebuild America's workforce and increase US global competitiveness?

Panel members include Rosalin Acosta, Paul Decker, Howard Fluhr, Camille A. Olson, and Jessica R. Nicholson. For more information and to register, click [here](#).

## GLOBAL LEAN DEPLOYMENT INITIATIVE – ANHEUSER-BUSCH

April 21 Spokane ASQ Section Virtual Meeting at 6:00 pm PDT

This meeting features a discussion about a project at Anheuser-Busch InBev in St Louis, Missouri. The objective was to study and understand how to improve the flexibility of production lines to handle multiple products, create more capacity and improve customer delivery. The team used Six Sigma and Lean through Kaizen.

For more information and to obtain the Zoom details, check the Spokane section [website](#) or send an [email](#).

## OVERCOMING UNNECESSARY LIMITATIONS: WHAT REALLY STALLS COACHING AND TEAMBUILDING, AND HOW TO FIX IT

Free HRDQ-U Live Webinar April 27 at 11:00 am PDT

Coaching, facilitating, and training can be powerful processes, producing substantive shifts in how leaders and managers function individually and engage with teams. But we know there are limits. As experienced practitioners, we've likely had clients or groups leave an engagement equipped and ready for real change, and then when the rubber meets the road... not much happens. Results evaporate, initiative falls flat, and at best only a small fraction of what seemed possible actually occurs. People are only so ready, change takes a certain amount of time, and any one person can only go so far, so fast.

In this one-hour webinar, bestselling author Ed Muzio will pull back the curtain on the real reason interventions often don't stick - the invisible systemic forces pulling folks back to their old habits and default approaches once they get back to work. Implementation falters and problems begin as soon as we throw a person back into the mix with their bosses, coworkers, and direct reports - or throw a team back into their broader organization. Why does this happen? And what can be done to prevent it?

In this webinar, you'll learn:

- The concept of a "role set" as it pertains to work groups and the pressures they exert on individuals
- How to compare and contrast role set relationships with those displayed through formal reporting and org chart structures
- How role set pressures form an invisible net that creates systemic pressure in favor of the status quo
- To create personal strategies to help adjust/improve your own approaches for better, faster results

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

## BUILDING TRUST, COMMUNICATION, AND RESPECT AT WORK: HOW TO THRIVE IN A MULTI-GENERATIONAL TEAM ENVIRONMENT

April 27 ASQ Quality Management Division Webinar at 3:00 pm PDT

Do you work with a diverse range of associates? Is there generational conflict at your workplace? Would you like to be part of the solution?

ASQ's Quality Management Division is dedicated to advancing quality management concepts and principles through their [myASQ website](#) and their quarterly peer-reviewed journal *The Quality Management Forum*.

Join presenters Zac Jarrard and Douglas C. Wood on April 27 for this interactive 45-minute webinar to learn more about:

- The strengths of each living generation in the workplace from the Silent Generation to Generation Alpha
- Tools for successfully leveraging multi-generational teams
- Emerging trends to stay relevant for future customers and employees

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

## STRATEGIC DECISION POINTS FOR CORPORATE INNOVATION

ASQ Innovation Division Webinar April 28 at 4:00 pm PDT

This complimentary talk, sponsored by ASQ's Innovation Division, features Andrew Sherwood, 2<sup>nd</sup> Vice President of Innovation Lab with Boston Mutual Life Insurance.

In developing a corporate innovation program, some important strategic questions need to be answered. Andrew made the mistake of ignoring these questions while establishing the Innovation Lab. Between correcting his mistakes and comparing notes with other corporate innovation program leaders, he was able to understand some of the pros and cons related to such strategic decisions and repositioned the Innovation Lab to best serve the company.

Andrew will discuss these decision points and will examine Boston Mutual as a case study for what to do and what not to do

To register, 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.

## THREE ORGANIZATIONS WIN 2021 BALDRIGE AWARDS FOR PERFORMANCE EXCELLENCE

For more than 30 years, the Baldrige Excellence Framework® has empowered organizations to accomplish their missions, improve results, and become more competitive. The Baldrige Excellence Framework includes the Criteria for Performance Excellence, core values and concepts, and guidelines for evaluating your processes and results. An independent panel of judges recommends the awardees based on a lengthy assessment process.

The 2021 winners were announced last month - the Charter School of San Diego, Mid-America Transplant and MidwayUSA. They are all repeat winners who have used the Baldrige Criteria for Performance Excellence to achieve sustained improvements.

**The Charter School of San Diego** (California) provides free, personalized education to students in grades 6-12 who are at risk of not graduating from high school through a hybrid in-person/online study program. Over the past five years, the school has increased the rate of students either graduating from high school or transitioning back to a traditional high school from 95.7% to 98.1%. It also maintained overall student and parent satisfaction levels of close to 100% from 2016 to 2021.

**Mid-America Transplant** (St. Louis, Missouri) is a private nonprofit that organizes organ transplants and serves as an eye and tissue bank for 84 counties in Missouri, Illinois and Arkansas. Adopting the Baldrige Framework in 2005 with the goal of saving more lives has helped it become one of the top-performing organ procurement organizations nationwide, with more than 125 organs transplanted annually per 1 million population since 2017. Between 2003 and 2020, the organization showed a 167% increase in organs transplanted and a 385% increase in tissue donors, saving and healing thousands of lives.

**MidwayUSA** (Columbia, Missouri) is a family-owned internet retailer offering products for shooting, hunting, fishing and the outdoors. It ranks in the top 3% of the best U.S. performers in customer satisfaction out of 3,500 internet retailers. Sales per full-time employee increased from about \$500,000 in 2014 to more than \$1 million in 2020. MidwayUSA outperforms the next-best online retail competitor in overall supplier and partner satisfaction with a 94% satisfaction rate in 2020 and 2021.

**Best Practice Awards:** The Baldrige judges also may recognize other organizations that are candidates for the Baldrige award but are not selected as winners. This year, the judges selected just one organization for this honor: **Adventist HealthCare**, headquartered in Gaithersburg, Maryland, was recognized for its role-model practices in leadership.

Learn more about the Baldrige performance Excellence Program, the 2021 recipients, and the Baldrige Excellence Framework (great for self-assessments!) [here](#).

## PROJECT MANAGEMENT FOR PERFORMANCE IMPROVEMENT TEAMS

Book by William s. Ruggles and H. James Harrington

This book provides practical guidance based on innovative concepts for project teams - especially Performance Improvement Teams (PITs) - and their Project Managers on how to successfully complete individual projects and programs using a scalable framework based on an innovative foundation that fuses together elements of Project Management, Innovation Management, and Continual Improvement.

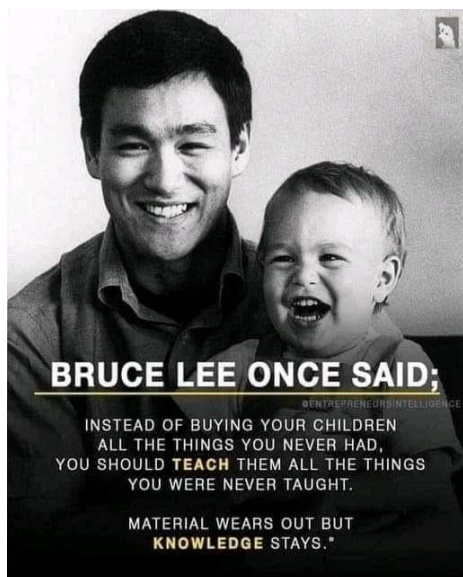
Included are insights about continual improvement and change and innovation, and why they are so important. The authors also examine the four types of work and workforce management in organizations (Strategic, Operations, Projects and Crises) using four common comparative variables (Proactive/Preventive versus Reactive/Corrective, Temporary/Unique versus Ongoing/Repetitive, Innovative versus Maintaining the Status Quo, and Schedule Focus: Fiscal Year versus Short Term versus Long Term). These comparisons set the stage for the uniqueness of the third type: Projects (and Programs) that are fundamentally change-driven.

Learn more about:

- Shortcomings of the traditional frameworks for Project Management and Continuous Improvement when applied to 21st-century performance excellence initiatives
- A contemporary framework for managing 21st-century projects through case studies for a non-profit healthcare program and a for-profit pharmaceutical company
- How to ensure a project is aligned with its Business Case throughout the life cycle to ensure the promised benefits are delivered in a cost-effective, timely fashion

The 185-page book is available [from ASQ](#) for \$29.95.

## QUOTE OF THE MONTH



## SECTION MEMBERS: ARE YOU ACTIVE IN myASQ?

The myASQ platform was designed and implemented to offer members accessible, timely and relevant solutions, meaningful networking, and interaction with like-minded quality professionals. It is a centralized, online resource designed to support members in learning and using quality tools.

If you have an ASQ.org account, you automatically have access to my.asq.org through the same log-in. On your first visit to my.asq.org, you will need to log in to be recognized.

At this time, less than half of our Columbia Basin ASQ members are currently members of the myASQ community.

If you have not already done so, please take a few minutes to log in, create a member profile, and explore. We have an active, public ASQ Community there – check it out [here](#). You can also access information about other ASQ sections, upcoming events (virtual and in-person meetings, webinars) and more.

One of the key 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.

2022 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2022	
Section Chair	Denise Fast
Secretary	Denise Clements
Treasurer	Emily Wilson
Membership Chair	Robin Dowsett
Audit Chair	Steve Prevette
Nominating Chair	Trent Hartman
Webmaster	Steve Prevette
Newsletter Editor	Robert Boykin
Publicity Chair	Jo Haberstock
Programs Chair	Vacant
Voice of the Customer Chair	Vacant
Education Chair	Vacant
Social Media Chair	Vacant

## Publication Information

This newsletter is published on a regular basis to inform members and potential members about Columbia Basin ASQ activities and other news/information that may be of value to quality professionals. To be considered for the next newsletter, input must be received by the 4th of the month.