

CHAIR'S CORNER – The Hot Weather is Finally Here!

by Denise Fast

The summer of 2022 seems to have just arrived. Over the past week or so, we have seen the first summer-like temperatures in the area this year after months of cooler and wetter than-normal weather. We are not used to these temperatures yet, and we need to be diligent in watching for signs of heat-related illnesses.

Extreme heat can occur quickly and without any warning. It can be dangerous because extreme heat slows down evaporation and the body must work extra hard to maintain a normal temperature.

There are two important items to look for: 1) the individual's response to environment, and 2) monitoring environmental conditions that could have an impact on our activities.

Inadequate hydration is a primary risk factor contributing to heat-induced illness and injury. Heat stress is a heat-induced illness that occurs when your body cannot cool itself enough to maintain a healthy temperature.

Some of the effects of heat stress include:

- Inability to concentrate
- Muscle cramps
- Heat rash
- Severe thirst
- Fainting
- Heat exhaustion
- Heat stroke

Heat stress is a major health risk in sports, outdoor recreation, athletics, and outdoor labor activities. It is important to stay hydrated, dress appropriately, take breaks as needed, and be aware of your surroundings.

Be safe – and have a great summer!

- Denise



DOG DAYS OF SUMMER - WHAT DOES IT REALLY MEAN?

(from Miracle Stretch online blog)

What does the term “Dog Days” actually mean? We all know the modern definition of hot, humid sultry days in July and August. Days so hot that efforts seem to be at a minimum just to conserve energy. To some it is simply too hot to work, so why not just go on vacation?

Many people today use the phrase to mean something like that - but originally, the phrase had nothing to do with dogs, or even with the lazy days of summer. Instead, the dog days refer to the dog star, Sirius, and its position in the heavens.

To the Greeks and Romans, the “dog days” occurred around the day when Sirius appeared to rise just before the sun, in late July. They referred to these days as the hottest time of the year, a period that could bring fever, or even catastrophe.

The phrase “dog days” was translated from Latin to English about 500 years ago. Since then, it has taken on new meanings.

So, did the Greeks get it right? Are the dog days, around when Sirius rises, really the hottest days of the year? Well, no. Although July and August are generally known as the hottest months of the year in the Northern Hemisphere, the hottest period can vary from year to year. And, depending on your latitude, the astronomical dog days can come at different times. In Athens, for instance, Sirius will rise around the middle of August this year. But farther south, it happens earlier in the year; while farther north, it happens later.

There's another reason that the dog days don't correspond neatly with the heat: the stars in Earth's night sky shift independently of our calendar seasons. This means that the dog days of ancient Greece aren't the dog days of today. It also means that several millennia from now, this astrological event won't even occur during the summer.

So...It sounds like we can call them the dog days for any reason we want to. Maybe we can call them dog days because these are the final days of the summer and, like a dog, we should enjoy them in a carefree manner:

- Learn a new trick-and show it off.
- Greet people you see every day like you haven't seen them in years.
- Play with your best friend.
- Go exploring.
- Drink in the summer by the bowl-full.
- Be so excited about life you cannot help but jump up and down.

Live in the moment -- and own these dog days!

July 14, 2022 Virtual Meeting

DATE:

Thursday,
July 14, 2022

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

Time:

6:00 pm – 8:00 pm PDT
(check website to confirm times)

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 to receive the RUs. You must register for the event and join virtually to receive RUs.

For more information about the Phoenix ASQ Section 0704, click [here](#).

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

Quality for Tomorrow: The Synergy of Innovation Management with Quality Management



Peter Merrill
President, Quest Management
Author, Trainer, Consultant

Innovation has gained increasing attention because of the rapid changes the world has been experiencing. We innovate to respond to change and address new circumstances of risk and opportunity. Innovation Management is a natural evolution from Quality Management: Quality Management focuses on the needs of today's customers, while Innovation Management addresses the unmet needs of tomorrow's customers.

Innovation as a practice is not new and was first recorded in the work of Machiavelli in 1532. It is the *results* of innovation that are new. Many people think innovation is synonymous with new technology - and technology has frequently provided solutions to innovation challenges - but technology is only part of the story.

Innovation has a major human component. Generating new ideas, transforming them into new value, and creating new benefits for people is exciting and fulfilling, and there is a natural human desire to create. However, innovation is no accident, and successful innovation is the result of a clear process and strategy. Defining and understanding innovation is a foundation for efficient and effective innovating.

The early days of quality saw alternative definitions of quality such as 'fitness for purpose' and 'conformance to requirements.' These ultimately meant keeping our promise to the customer. Innovation focuses on *tomorrow's* customer and can be thought of as 'Quality for Tomorrow.' The successful innovator identifies an unmet need, which creates an opportunity, and then uses new information and knowledge to find creative solutions.

About the speaker: Peter Merrell, president of Quest, is a consultant and innovation speaker who has keynoted at numerous conferences in the America's, Asia, Europe, and the Middle East. His passion for innovation comes from lifelong practical experience. He is a well-known author and trainer; his books include 'Innovation Generation,' 'The Executive Guide to Innovation,' and 'Innovation Never Stops.'

Invitation from ASQ Innovation Division July 21, 2022

DATE:

Thursday,
July 21, 2022

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

Time:

4:00 pm – 5:00 pm PDT
(check website to confirm time)

Cost: Free for ASQ members and non-members

To register for this meeting and obtain the WebEx 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 to receive the RUs. You must register for the event and join virtually to receive RUs.

For more information about ASQ's Innovation Division, click [here](#).

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

Leading Innovation Culture Transformation



Brian W. Mattimore
Cofounder and “Chief Idea Guy”
Growth Engine Company

*“If strategy eats culture for breakfast’ (as management guru Peter Drucker once said)
...then have your company’s values for lunch!” -- Bryan Mattimore*

Changing the company’s culture to promote innovative thinking and risk taking is one of the greatest challenges an organization’s leadership can face. So, how do you do it? Well, it’s NOT by posting “inspirational” posters or slogans in the elevator, building special creativity rooms, subsidizing free food at the cafeteria, or setting up a ping-pong table in every department.

This presentation will highlight - after 25 years of consulting on scores of successful innovation culture change initiatives - two surprisingly simple innovation frameworks that have been shown to repeatedly bring innovation success and culture change to any organization.

First, it is important to agree to and evangelize - daily - the company’s values. Values are a concrete example of what is important in the company, giving permission to every employee, when combined with practical programs and tactics, to be more creative, take more risks, and adopt an innovative growth mindset. Second, it is vital to promote an innovation framework that encourages “pockets of passion,” where teams at all levels will be established and reinforced with real-world examples.

About the speaker: Bryan W. Mattimore is Cofounder and “Chief Idea Guy” of the Growth Engine Company, a 20-year old innovation and creativity training agency based in Connecticut. In his marketing consulting career, Bryan has managed over 200 successful innovation projects, leading to over \$3 billion in new sales for one-third of the Fortune 100 companies. Bryan’s three best-selling books on ideation and innovation process are Idea Stormers, How to Lead and Inspire Creative Breakthroughs and 21 Days to a Big Idea. A cum laude graduate of Dartmouth with a major in psychology, he is also an innovation and marketing instructor for Caltech.

OFFICIAL CALL FOR 2023 COLUMBIA BASIN ASQ OFFICER NOMINATIONS BY AUGUST 15

This serves as the official call for nominations for 2023 Columbia Basin ASQ Officers - Chair, Secretary and Treasurer. Other section positions that must also be filled are Membership, Audit, and Nominations.

Nominations are required for the Chair, Secretary and Treasurer positions. The section's Nominations Committee can make nominations of current members who meet the position requirements (usually Full, Senior or Fellow members). Any regular section member may also nominate another eligible member (or themselves) for one of these positions by submitting a nomination petition to the section Secretary or Nominations Committee. The minimum number of required petition signatures is the lower of 4% of regular members or 10 regular members, based on section size.

All positions must be filled, and names submitted to ASQ in order for our section to continue to operate in 2023. We would love to see more of our members become more active in future section activities. Please consider stepping up to serve in a leadership position!

For more information about the election process, the nomination process, or the duties of section positions, contact any current section leadership team member or send a message to our [email box](#).

HAVE YOU SIGNED UP FOR 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 [myASQ](#) through the same log-in; on your first visit, 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 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 several quality-related topics.



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.

Applications are now being accepted for ASQ Certification exams scheduled September 1-30. This gives you some time to study and prepare. The application deadline is August 5 for the following certifications:

- CQT (Quality Technician)
- CQI (Quality Inspector)
- CRE (Reliability Engineer)
- CFSQA (Food Safety and Quality Auditor)
- CMDA (Medical Device Auditor)
- CMQ/OE (Manager of Quality/Organizational Excellence)
- CSSBB (Six Sigma Black Belt)
- CSSYB (Six Sigma Yellow Belt)
- CSQP (Supplier Quality Professional)

You can apply [online](#) or you can download an exam application for mailing or faxing. You will need your resumé and credit card to complete the application. For more details about ASQ certifications (there are 18 different certifications offered), click [here](#).

FREE JULY MEMBER GIFTS

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.

At the time this newsletter was finalized, information was not yet available from ASQ about this month's member gifts, although the website states that the resources are to be available on the first business day of the month.

Here is the [link](#) to use to access your July gifts, which should be available soon.

PUTTING THE “IT” IN AUDIT

July 14 Wichita ASQ Section Online Event at 4:00 pm PDT

COVID-19 has changed how we operate, including how we conduct audits. With so much information and communication technology now, remote audits are effectively being conducted in place of traditional face-to-face audits, which is great, but they require effective preparation.

Join the Wichita Section on July 14 and learn about how to conduct value-added remote audits. Speaker Susan Gorveatte, a quality auditor, trainer and coach who works with businesses to implement ISO 9001 programs, will provide tips for staying on track and on schedule with remote audits.

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

SUSTAINABILITY SUMMIT: EMBEDDING SUSTAINABILITY IN CORPORATE DNA

July 14 & 15 in New York City

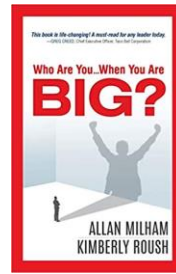
For years, sustainability executives have been working to integrate sustainability into business strategy and operations. The 2022 Sustainability Summit will address how sustainability leaders, corporate boards, CEOs, and other C-suite executives can take advantage of this historic opportunity to integrate sustainability deeper into the company to drive both business success and societal impact.

Here are just a few of the topics that will be discussed:

- Embedding Sustainability in the Corporate DNA: What Does Leading Practice Looks Like?
- Putting Purpose in Profit: How to Build Sustainability Solutions into Products and Services
- Telling your Sustainability Story: How Leaders are Differentiating Themselves by Communicating to Investors, Customers, and Employees
- Making Real Progress on and Setting Plans for Employee Engagement, Diversity, Equity, and Inclusion and Sustainability
- Making Sustainability Everyone’s Job: How Senior Executives and Business Lines Need to Drive Sustainability
- Extending the Culture of Sustainability Throughout the Supply Chain

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

WHO ARE YOU ... WHEN YOU ARE BIG?



Book by Allan Milham and Kimberly Roush

Who Are You... When You Are BIG? It’s a simple but essential question that can change your life and the way you lead. The authors are professional coaches who have worked with thousands of top performing leaders, from Fortune 100 executives to successful entrepreneurs. They have asked more than 1,500 leaders to answer the question and have witnessed its power to transform.

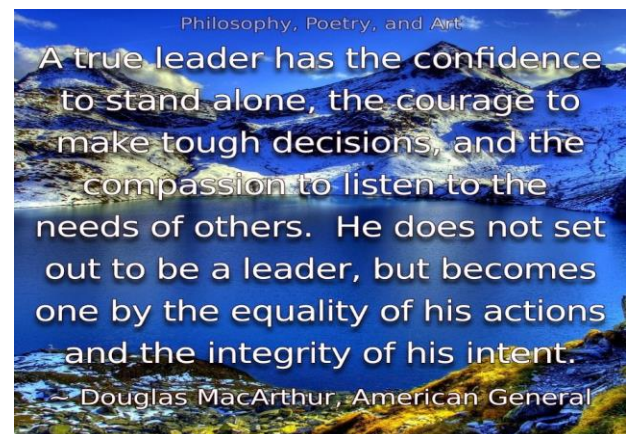
To be “BIG” isn’t about ego, title, or money. It’s about accessing your core inner values and strengths. When you are BIG, work becomes easy and effortless, even in the face of great challenges.

The book provides tools and resources to develop inner power and discover your own brand of authentic leadership - from the inside out. To be BIG, in short, is to be in your most resourceful state, and you can step into that state at any moment. It is a place of hope and possibility, where you can live and lead intentionally and courageously.

When you know who you are when you are BIG, you become the kind of leader who thrives instead of merely survives. And you will likely find that those around you are playing BIG, too. Soon you will be asking, together, “Who are WE when WE are BIG?” The power of this book goes far beyond the corporate suite. It ripples out to strengthen families and communities. This just might be the game changer you have yearned for in yourself and for all those who need your best leadership now.

Cost for the 188-page paperback is \$11.22. For more information, click [here](#).

QUOTE OF THE MONTH





SUPPORT THE EDITH BISHEL CENTER FOR THE BLIND AND VISUALLY IMPAIRED

Individuals who are visually impaired or blind often suffer from feelings of isolation and

insignificance, frequently resulting in depression.

The Edith Bishel Center for the Blind and Visually Impaired is a nonprofit organization dedicated to serving the blind and visually impaired of Southeastern Washington. The Center currently offers programs and services to all ages, and serves six counties: Benton, Franklin, Walla Walla, Columbia, Yakima, and Klickitat. These include:

- Optometric low-vision examinations
- Independent living and low-vision aids
- Personalized in-home independent living skills training
- Customized computer training and education services
- Social activities/events for adults and children with vision loss
- Support groups
- Workshops for family members of those with vision loss
- Low-vision iPhone/iPad training
- Reading assistance program

As a nonprofit organization, the Center has many needs. If you would like to help provide magnifiers, visual aids, low vision evaluations, in-home visits by an Independent Living Skills Instructor, or other items, please consider making a (tax-deductible) donation to the Center. More information is available [here](#).

LAUGH TRACK...



JULY 17 IS NATIONAL ICE CREAM DAY



(from the National Today website)

Need I say more? You scream, I scream - Let's celebrate!

Although some of the historical narrative varies, it is widely believed that National Ice Cream Day officially began in 1984, with then-president Ronald Reagan wanting to

commemorate a treat enjoyed by over 90 percent of folks in the United States.

So, who invented ice cream? Well, apparently there is no known "inventor." It's been said that ice cream like food was first consumed in China sometimes between 618-97 AD. The first dish was made from (are you ready?) flour, buffalo milk, and camphor. Over a thousand years later, Marco Polo returned from the Far East with a recipe for what we now know as sherbet. This likely developed into ice cream. It was in 1660 that the general public was presented with ice cream, when an Italian, Francesco Procopio Dei Coltelli decided to perfect a machine made by his grandfather which produced top-quality gelato in his café. This recipe blended milk, butter, eggs and cream. The first mention of ice cream in the United States was in a letter in 1774, followed by the first advertisement for ice cream, in 1777. Following the American Revolution, ice cream became super-popular here.

A 2019 survey determined the favorite ice cream flavors to depend on one's age. For those 14-17 years old, mint chocolate chip topped the list. The 18-24 crowd liked cookies 'n cream. Cookie dough was tops with those 25-34, with chocolate being the favorite for folks 35 and older. (Really? Just plain chocolate?)

Of course, there are different strokes for different folks, as with everything. In Japan, you can enjoy a nice scoop of squid ice cream. You can also purchase octopus and ox tongue flavor.

So, what's *your* favorite ice cream flavor? Whatever it is, have an extra scoop on the 17th!! If you'd like to learn even more about ice cream, 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 <https://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.

SUMMER WORD FUN

While you're chillaxing in your hammock this month, here's something fun to do.

As an added incentive, the first three (3) section members who respond by July 31 (to 0614asq@gmail.com) with all 10 correct answers will receive a Starbucks gift card.

Word Scramble – Rearrange the letters to spell words related to summertime.

1. cnaoe _____
2. nradeg _____
3. imgmswin _____
4. rezeeb _____
5. nigfhis _____
6. coesppli _____
7. ecssnuren _____
8. endelmao _____
9. etofbroa _____
10. ohsaesre _____

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 2nd of the month.



**NATIONAL NIGHT OUT
August 2**

Millions of neighbors take part in National Night Out across thousands of communities from all 50 states, U.S. territories and military bases

worldwide on the first Tuesday in August (Texas and select areas celebrate on the first Tuesday in October). Many neighborhoods host block parties, festivals, parades, cookouts and various other community events with safety demonstrations, seminars, youth events, visits from emergency personnel, exhibits and more.

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

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

