

CHAIR'S CORNER - ISO 25010 for Software Maintenance

by Denise Fast

This month I want to share some information about ISO 25010, which may be helpful for anyone working with software products, including development, maintenance, and overall product quality. ISO 25010, titled "Systems and software Quality Requirements and Evaluation (SQuaRE) – System and software quality models," describes the models, consisting of characteristics and sub-characteristics, for both software product quality, and software quality in use together with practical guidance on the use of the quality models.

While several different standards can be used to determine which quality characteristics are to be included when evaluating a software product, I have chosen to look at ISO 25010 regarding maintenance of the software. The standard defines maintainability 'as the quality characteristic that represents the degree of effectiveness and efficiency with which a product or system can be modified to improve it, correct it or adapt it to changes in environment, and in requirements.'

A highly maintainable software solution/product must possess the following qualities:

- **Modularity** - The product is composed of discrete components such that a change to one component has minimal impact on other components.
- **Reusability** - The product makes use of assets that can be re-used in building other assets or in other systems.
- **Analyzability** - The impact of an intended change on the product, diagnosis of deficiencies, causes of failures or identification of the components that need to be changed can be analyzed effectively and efficiently.
- **Modifiability** - The product can be effectively and efficiently modified without introducing defects or degrading existing product quality.
- **Testability** - The test criteria can be established effectively and efficiently, and the product can be tested to determine whether those criteria have been met.

Ensuring that your software solution incorporates these qualities guarantees that you will be able to:

- Add new features or fix issues without introducing new bugs
- Improve performance or other attributes
- Adapt to a changed environment efficiently
- Onboard new developer quickly

Software quality reflects not only how well software conforms to the design but also how it meets non-functional requirements such as security or maintainability as described by the characteristics in ISO 25010.

WHO WILL STEP UP TO SERVE OUR SECTION IN 2023? The Benefits of Volunteering

by Jo Haberstk

It's that time of year again – time to elect/appoint members to serve on the all-important 2023 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 as seamless as possible.

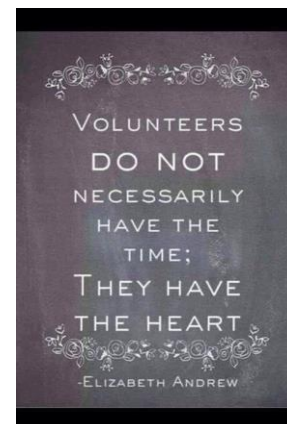
The positions that must be filled (per ASQ requirements) are Section Chair, Treasurer, Secretary, Membership, and Nominations. It would also be great to have volunteers to help with other section activities, including recruitment and retention of members, planning programs/meetings, site visits, workshops, and conferences, marketing/publicity, the newsletter, and more. We welcome new ideas!

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 any of our current leadership team members or send an [email](#) by September 20 if you are interested in any of the Section leadership team roles. We would be happy to provide more information. While you may feel that you do not have the time to commit to serving, it is important to note that most roles require no more than a few hours of time each month.



September 13, 2022 Virtual Meeting

DATE:

Tuesday,
September 13, 2022

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

Time:

4:30 pm – 6:00 pm PDT
(check website to confirm time)

Cost: \$10 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 Minnesota ASQ Section, click [here](#).

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

Expanding the Cognitive Horizon of Decision Makers for Better Management



Michael Scofield, MBA
Assistant Professor of Nursing, Loma Linda University

This presentation focuses not just upon raw data quality & data management, but the acquisition, screening, packaging, and presentation of information for strategic decision making. In particular, executive decision makers need to understand what threats are lurking outside their immediate cognition or “bubble.” Three kinds of “cognitive horizons” need to be considered - spatial-geographic, cultural, and economic, and time itself.

The concept of situation awareness is related to getting the “big picture” of reality, which involves seeking and using more data from external sources not previously known about.

Three kinds of situational awareness will be discussed in parallel - personal, enterprise, and nation-state. Information will be shared about how the intelligence community of a nation-state looks beyond its borders (and oceans) to understand the emerging threats to its interests at home and abroad. Similarly, executives (and knowledge-workers) need to cultivate new sources of information and insights about the market and changes in the culture and economy which may affect their success or survival. In addition, consideration must be given to the rapid rate of change in cultural and economic forces, e.g., 40 years ago, no one could have imagined how inexpensive solar panels could be in creating electricity.

The difference between data and information is important, and information for executive decision making must consider the audience’s numeracy, literacy, biases, and vocabulary. What we don’t know *can* hurt us.

About the speaker: Michael Scofield, MBA, is an Assistant Professor at Loma Linda University in Southern California. He has over 20 years of experience in data warehousing, data quality, data architecture, data management and data governance. For the past 24 years, he has spoken on these and related topics to professional audiences in the US, Canada, Australia, and London. Michael has published over 25 articles in professional journals and general publications.

DATE:

Monday,
September 19, 2022

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

Time:

7:00 pm – 8:30 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 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 Vancouver ASQ Section 0408, click [here](#)

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

Creativity: A Pathway Toward Continuous Improvement



Ruth Stanley
Author and Consultant



Dwight Powless
Author and Consultant

You probably want to change something. Most of us do.

You may be asking yourself: “Am I creative?” and “How do I know?” Whether you know it or not, you are capable of the most wonderful, original, and useful ideas. Creativity is very personal and can take on many forms.

The good news is that we are all creative. It is just a matter of finding our own way of achieving new ideas, new products, new processes, or new relationships.

As quality professionals, we can nurture both our own creativity and that of others in our collective journeys toward continuous improvement.

Join Ruth and Dwight on September 19 to explore ways of unlocking your own creative superpower and those of your team.

About the speakers:

Ruth Stanley is an author (A Different Type of Bombshell), podcaster, and the founder of Boann Consulting. She is also a former Regional Director for ASQ Canada Greenland Region. A long-time public servant from Ottawa, Ruth has always walked to the beat of her own drum. Coming from a creative family, she has looked for new ways of doing things and different ways of knowing. Her greatest pleasures are making words sing, data dance, and people grow.

Dwight Powless is an Indigenous lean practitioner and coauthor of A Path Forward / Mikan E'niigaanimok: Continuous Improvement through an Indigenous Lens. It advocates an approach to both professional and personal improvement based on universal human values - to help people work and live successfully together and to put people at the center of the business environment and treat profit as an outcome instead of the main goal.

DATE:

Friday,
September 23, 2022

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

Time:

9:00 am – 10:00 am 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 in order 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/

Why the 21st Century Requires Collaboration, Innovation and a New Style of Leadership



Bettina von Stamm **Founder, In Relentless Pursuit of Innovation**

The 21st century is nothing like we have experienced before. There is the still ongoing pandemic, increasing adverse climate and weather-related records, the sixth wave of mass extinction, and the economic crises that are expected as a consequence of all of these things.

To steer our planet toward a sustainable future path, incremental innovation is no longer enough. What is required is transformation and radical re-thinking about the way we do things.

This presentation will help meeting attendees:

- Gain a clear understanding of what has led us to where we are
- Learn why collaboration and a different leadership style are key to unlocking our future
- Leave with actionable starting points for moving forward

About the presenter: Bettina von Stamm has been a visionary thinker and doer in the field of innovation for over 25 years. She runs leadership seminars and workshops, speaks at conferences, coaches and mentors others, and teaches MBAs and executives. Bettina brings her contagious positive energy to bear to inspire and open minds. She enables individuals and teams to think differently about being creative, about applying that creativity to their business, and she enables highly diverse teams to work joyfully with each other - things that are more important than ever in this always changing world. Bettina's credibility arises from an approach that combines her deep insights with latest insights from scientific and social science research; her passion for and knowledge of her work make her fun and engaging to work with.

FREE SEPTEMBER MEMBER GIFTS – AUDITING FUNDAMENTALS TO QUALITY 4.0

Are you an ASQ member? If so, do you take advantage of all your membership benefits?

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.

This month's free resources are related to Auditing:

- Learn more about the three different types of auditing, the four phases of an audit cycle, and how to become a certified auditor
- Gain insights into ISO 9001:2015 and the benefits of ISO 9001
- View expert webcasts on Quality Auditing 101, the CQA Handbook, Advanced Quality Auditing, and more
- Enjoy e-book samplers, including *Musings on Internal Quality Audits*, *The ASQ Certified Quality Auditor*, and *Auditing Beyond Compliance*

Be sure to [access](#) your free gifts before September 30.

UPCOMING CERTIFICATION EXAMS

Applications are now being accepted for ASQ Certification exams scheduled November 1-30. The application deadline is October 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](#).

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.

CUSTOMER CENTRICITY: FIVE STRATEGIES FOR EVERYDAY LEADERS

Free Live HRDQ-U Webinar September 14 at 11:00 am PDT

In today's fast-paced and changing world, the need to understand those you serve continues to shift. The impact of your organization's success relies on how you meet these needs.

Presenters Judith Cardenas and Lauren Engle will share their journey at the Naval Acquisition Career Center, which started by understanding that they needed to focus on people, internally and externally. In this one-hour, live, interactive webinar, they will share insights and lessons in their journey toward customer-centricity.

Participants will learn:

- Actions to consider when shifting from customer service to a customer-centric organization
- The power of gathering data in a variety of ways
- How the voice of the customer can redirect your work and strengthen your strategy
- Steps everyday leaders can quickly implement in their workplace and create a shift in how they serve the changing needs of customers and stakeholders
- The power of organizational values in your culture

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

CALL FOR SPEAKERS - 2022 ASQ CANADA NATIONAL CONFERENCE ON QUALITY AND BUSINESS EXCELLENCE

Submittals due September 15

ASQ Vancouver is looking forward to receiving proposals for presentations for the 2022 ASQ Canada National Conference which will be held in Vancouver, British Columbia, on November 19.

The purpose of this year's conference is to create a platform for sharing leading-edge developments in the fields of Quality Management and Business Excellence.

They welcome proposals from industry experts, thought leaders, and business coaches who will inspire the conference audience to overcome adversities in their lives by finding strategies for moving forward.

For more information, possible topics, and the application process, click [here](#).

2022 JOINT ASQ INSPECTION DIVISION AND GREATER HOUSTON SECTION CONFERENCE

September 29-30 in Houston

All organizations depend on quality to control processes and judge performance. Information collected by quality professionals provides critical controls on key processes.

ASQ Houston's regional conference is becoming a national one this year, through a joint effort with ASQ's Inspection Division. This year's theme is "Quality – Then and Now." Keynote speakers include Wali Alam, Margaret Johnson, and Erin Urban.

In addition to great presentations, there will be opportunities for several tours in the Houston area, including Space Center Houston and the Lone Star Flight Museum.

Cost is \$249 for ASQ members or \$299 for non-members. Click [here](#) for more information and to register.

28TH ASQ AUDIT CONFERENCE

October 6-7 in Orlando

The theme for this year's Audit Conference is "Auditing in the Digital Age." There will be two days of opportunities for learning and networking.

Keynote speakers include Ann Jordan, ASQ CEO; Grace Duffy, ASQ Fellow; James Leonard, Quality Support Group; and Suzanne Gorveatte, President of Gorveatte Consulting.

Cost is \$1195. Click [here](#) for more information.



RIVERFEST – CELEBRATE OUR RIVERS

October 8 – 10-am to 3 pm PDT
Columbia Park/Kennewick

Businesses, community organizations and people of all walks of life throughout the region have joined together to host RiverFest 2022. RiverFest is a free, fun-filled, and educational family event, featuring exhibitors, vendors, and entertainment to showcase all the benefits of the Federal Columbia River Power System and highlight the four lower Snake River dams including navigation, irrigation, recreation, and power.

People of all ages will find something fun to do and learn about at RiverFest. For more information, click [here](#).

2022 ASQ PACIFIC REGION QUALITY CONFERENCE

Fostering a Strong Quality Culture as Companies Grow and Change by Embracing Organizational Growth, Generational Changes, and Digital Transformation

Virtual Event - November 5

ASQ's Pacific Region consists of approximately 8500 members distributed within 22 sections (now called Geographic Communities) in the states of California, Oregon, Washington (including our Columbia Basin section), Alaska, and Hawaii. It also includes the Tijuana, Mexico, geographic community.

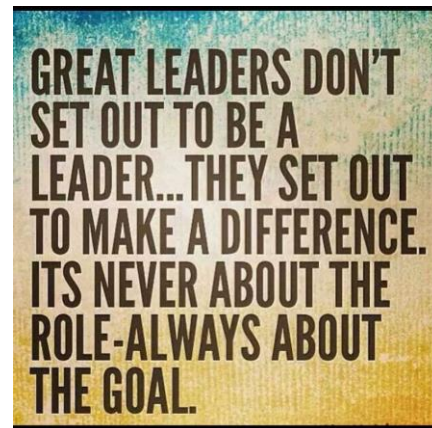
Everyone is invited to participate in this year's Pacific Region Quality Conference. The mission is to provide a forum for like-minded professionals to share their ideas and learn from workshops and presentations resulting in enhancements to personal development and business acumen, while building on the foundation of quality.

With an impressive slate of speakers and networking opportunities, there will be something for everyone, including:

- Embracing **organizational growth**: Understanding how organizations build a cultural foundation that encourages innovation, reduces risk, and creates enterprise-wide commitment to quality at every level.
- Generational **changes**: What quality tools and methodologies are helpful to make a successful career in Quality for Next-Gen professionals? Learn about the Quality Management System requirements for different industries and quality culture organizations through innovative approaches.
- Quality **unicorn**: Leading-edge approaches to quality program implementations and insight into how industry front-runners leverage best practices, emerging technologies, and advanced tools to enhance results.
- Digital **transformation**: Understanding and translating business process requirements into integrated, scalable, universally accessible, and light on resource needs is critical in today's Quality 4.0 environment.

Cost is only \$20 for ASQ members, or \$5 for student members. For more information and to register, click [here](#).

QUOTE OF THE MONTH



BEGGARS BANQUET – SAFE HARBOR FUNDRAISER

November 5 in Kennewick

Safe Harbor Support Center is committed to the prevention of child abuse and neglect by providing a safe and nurturing environment for children and teens when there are no other alternatives. They also provide outreach, support, and training to assist families in establishing a safe and stable environment. At My Friends Place, they provide 13- to 20-year-old homeless teenagers with a bed, meals, clothing, showers, laundry facilities, hygiene products, support services and individualized case management services. They also offer drop-in services to all youth in need in the community.

Safe Harbor's Annual Beggars Banquet is back and better than ever this year. This year's event will be held at the Benton County Fairgrounds in Kennewick on November 5. The fun-filled night features their famous Best Soup Cook-off, live and silent auctions, and more. This is a great opportunity to support the good work they do in our community.

General admission tickets are \$50 and provide access to the festivities and Soup Competition. Upgrade to a VIP 100 Bowls ticket (\$100) to get early admission, access to the VIP wine and hors d'oeuvres section, and a special hand-crafted souvenir bowl. For more information and to purchase tickets, click [here](#).

2022 ASQ CANADA NATIONAL CONFERENCE ON QUALITY AND BUSINESS EXCELLENCE

November 19 in Vancouver, BC

ASQ Vancouver Section 408 is hosting the 2022 ASQ Canada's National Conference on Quality and Business Excellence on Saturday, November 19th, 2022. The theme is "Overcoming Adversity: A Leap Forward."

This will be an interactive hybrid event for both physical and virtual attendees. With the exception of the first two morning sessions, all other sessions will be held in a hybrid format with speakers presenting in-person while participants can attend in-person or virtually. ASQ members can earn Recertification Units (RUs) for attendance.

For more information about the conference, click [here](#).

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.



WORKING IT: DISRUPTION RULES / FUTURE OF WORK - COVID EDITION

Book by Greg Hutchins

This book explores the Future of Work and how it is going to affect all of us in critical ways.

Greg Hutchins is the founder of Certified Enterprise Risk Manager Academy and the principal professional engineer at Quality + Engineering, an international supply and quality management firm. He has published books on risk-based thinking, supply chain and management, auditing, and more.

Take a look at "disruption rules" through the lens of paradigm shifts, disruptive forces, and Volatility, Uncertainty, Complexity, Ambiguity (VUCA). Learn more about what causes these changes, why it matters, how it impacts you and, most importantly, what you can learn and do as a result of these disruptions.

Then take into account COVID. This book addresses the world of work post-COVID with new rules of work, work boundaries, technologies, and tools.

Cost for the 2021 "Covid Edition" of this book is \$20 on [Amazon](#). There is also a 2019 (pre-Covid) version of the book available.

COLUMBIA BASIN ASQ

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