

## FOOD FOR THOUGHT... PERSPECTIVE-TAKING

(from The Prosperous Professional)

How would you behave if the following happened to you?

After many hours of hopelessly waiting to board a London-bound 747, the flight was eventually cancelled due to engine problems. Following the cancellation, all 400 passengers began pacing forward and back, muttering to themselves. "I'm going to miss my connecting flight!" "I'm going to miss my daughter's wedding!" "Forty people are counting on me to be in London, and now they'll have to postpone their leadership program!" Let's presume you are the individual that 40 people are counting on to lead their leadership program.

Moans, anger, and a general sense of panic filled the air. As the passengers neared the ticketing area for re-booking, there were only four people behind the counter, and without saying, it was going to be a long wait.

When your turn finally comes to talk to a booking agent, you are told, "I'm so sorry but I can't get you to London today." Just as you are about to start foaming at the mouth, you notice the fear in the agent's eyes. Would you give any thought to the day the booking agent has had? She might have been called back to work after heading home after a long shift or going to visit her ailing father in the hospital. Would you care about that, or would you tear into her without a second thought? I would like to believe that you would treat the individual the way you'd like to be treated if the roles were reversed.

According to the article, the act of putting ourselves in other people's shoes is called perspective-taking. It is related to but distinct from empathy; in that empathy involves experiencing others' emotions, and perspective-taking means imagining what others are thinking and feeling.

The bottom line, according to the article, is that if we want to create a better, more cooperative world, we could all stand to sharpen our perspective-taking skills. One tool we can use is what psychologist Richard Weissbourd calls "Zoom in, zoom out." In emotionally charged situations, start by "zooming in" on your perspective to understand it. Next, "zoom out" and consider the perspectives of others involved. The result could be a deeper appreciation of the situation and a calmer mindset. And for those of you seeking an extra boost, you could even try considering the other person's perspective first.

To paraphrase the late Stephen Covey, to be highly successful, we should strive to understand others before we try to be understood.

## RANDOM ACTS OF KINDNESS

by Jo Haberstok (with excerpts from the AARP website)

In today's environment, where everyone seems to have so many things to do, people to see, and places to go, it sometimes may feel like kindness and courtesy have taken a back seat. Acts of kindness may not be high on everyone's priority list.

I was getting in line at the only available checkout at the grocery store the other day, with just a handful of items. The fellow in front of me had a full shopping cart. He saw me, smiled, and invited me to go ahead of him. That small act of kindness made me feel really good.

When someone does something nice for another individual (without being asked), it usually improves the day for both of them. And if you happen to be feeling a little down or out of sorts, practicing random acts of kindness may help. A 2023 study from The Ohio State University found that people suffering from depression or anxiety may find relief in doing nice things for others. Another study from the University of Oxford found that performing acts of kindness over the course of a week boosted happiness.

The good news is that practicing kindness can be done in simple ways that don't take much time or effort but can pay off in big ways. Here are just a few ways you can start at almost any time.

- Check in with someone who may be lonely or has recently suffered a loss
- Pick up a few extra groceries/offer to shop for someone
- Find fun and unusual ways to reuse and recycle (some [ideas](#))
- Reward good service/businesses with complimentary reviews
- Tell a friend you care (send a card or email)
- Let someone go ahead of you in line (or pay for someone's coffee or meal)
- Donate items you don't need (some [ideas](#))
- Take a photo for someone (let them be in the picture)

Looking for more ideas? The Random Acts Foundation publishes [a free calendar](#) that lists ideas for daily acts of kindness.



**DATE:**

Tuesday,  
March 12, 2024

This is a HYBRID meeting, with the option for virtual attendance. Log-in information will be provided on the registration confirmation email.

**Time:**

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

In-person meeting registration/networking starts at 4:00, with dinner at 4:30, followed by the presentation at 5:00.

**Cost for Virtual Attendance:**

\$15 ASQ members  
\$30 non-members

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

Questions? Email [bbarath@memberleader.asq.org](mailto:bbarath@memberleader.asq.org)

Additional information about the Minnesota ASQ section is available [here](#).

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

## Calibration Risks and Opportunities



**Harry C. Spinks**

### ISO/IEC 17025 Calibration Accreditation Assessor and Calibration Management Consultant

Equipment calibration is a fundamental requirement for manufacturers and equipment service businesses. If your equipment is not calibrated to meet requirements, your product or service is at risk which could adversely affect your customers and your business.

How do you know if your equipment calibration meets your requirements?

In this presentation, you will learn what can go wrong and what to look for to prevent this from happening, including:

- Identifying calibration requirements
- ISO 17025 vs ISO 9001 suppliers
- Importance of measurement uncertainty
- Accuracy versus precision
- Traceability
- Documentation issues (calibration certificates)

This presentation will provide a high-level overview of strategic planning, illustrating the use of some common quality tools in non-typical applications. It is a basic overview of the tools vis-a-vis an in-depth tutorial.

*About the speaker:* Harry C. Spinks started his career in the Air Force, working mostly in calibration while also spending a few years working on A10 aircraft. After 20 years in the Air Force, he spent nearly 20 years in industry, working in calibration, information technology, project management, and supplier quality.

Harry became a self-employed consultant in 2015 and primarily works as an ISO/IEC 17025 Calibration Accreditation Assessor for A2LA and IAS. He holds seven ASQ certifications.

Harry's extensive background in metrology, calibration, supplier quality, and ISO 17025 assessments provide the foundation for helping manufacturers, their suppliers, and calibration laboratories to meet quality, and FDA and ISO requirements. This helps companies avoid customer complaints, product recalls, and regulatory nonconformances.

DATE:  
Wednesday,  
March 13, 2024

## Improving Culture: The Only True Secret to Sustained Improvement

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



**Chris Hayes**  
CEO of Impact Performance Solutions

Time:  
10:00 am – 11:00 am PDT  
(check website to confirm)

Cost: Free for ASQ members and non-members

[Registration](#) is required.

Attendance at this meeting earns RUs toward ASQ recertification.

More information about ASQ's Lean Enterprise Division is available [here](#).

For more information about our Columbia Basin ASQ section and other upcoming events: [www.asq614.org/](http://www.asq614.org/) or our [myASQ community site](#).

Many organizations have journeyed down the path of Lean since the term was defined over 30 years ago. Yet very few companies have been able to replicate the success that Toyota has enjoyed using Lean's principles.

The question always comes down to "Why?" One answer to that question, based on years of data, is a lack of the development of a sustainable culture of excellence.

This webinar will dive into the relationships between principles, systems, and tools in creating excellent and sustainable organizational results which are driven by excellent and sustainable behaviors. Discussions will include the difference between KPIs (key performance indicators) and KBIs (key behavioral indicators) and why both are important.

Attendees will be introduced to a "recipe" for cultural excellence and an outline of best practices and strategies for implementing it.

Join us to gain a different perspective toward sustaining your excellence journey.

*About the speaker:* As CEO of Impact Performance Solutions, Chris Hayes provides vision and strategic direction ensuring the customer's voice is always the loudest. She holds an MBA in Business Management and a BSBA in Project Management. Over her 30+ year career, she has worked in diverse industries including aerospace, healthcare, distribution, and medical devices.

Chris holds certifications in Lean Six Sigma Master Black Belt, Project Management Professional, Human Resource Professional, Quality Manager and Organization Excellence, Lead Auditor, Quality Engineer, and Supply Chain Professional. She has also served on the ASQ Board of Directors.

Chris is a proven business performance improvement leader, international speaker, and author of over 50 publications.

DATE:  
Wednesday,  
March 27, 2024

## Nuclear Quality Audits and Assessments: Sharing Resources = Quality Success

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

Time:  
6:00 pm – 7:30 pm PDT

Welcome & networking will begin at 6:00, followed by the presentation and Q&A.

Cost: Free for ASQ members and non-members

To register for this online/virtual meeting, please RSVP with your name, email, ASQ affiliation to [Denise](#) by March 24 for planning purposes and to receive RU credit following the meeting.

Attendance at this meeting earns RUs toward ASQ recertification.

For more information about our ASQ section and other upcoming events: [www.asq614.org/](http://www.asq614.org/) or our [myASQ community site](#).



**Katrina Anderson**

**NIAC Steering Committee Audit Checklist Chair  
Nuclear Quality Manager, AECOM**

The Nuclear Industry Assessment Committee (NIAC) was established in 1994 by nuclear industry quality professionals. Its goal was to share auditing services among members. In 2015, NIAC became the non-profit Nuclear Industry Assessment Corporation.

Membership is comprised of companies who supply safety related equipment and/or services to the nuclear industry. Members perform audit services at the highest industry performance standards while eliminating redundancy and costs associated with duplicate supplier audits.

Presenter Katrina Anderson will share information about how NIAC can help companies doing business in the nuclear quality realm, including marketing to larger nuclear businesses.

Join us on March 27 to learn more about:

- Purpose and History of NIAC
- NIAC Shared Audit Program
- How it Works – Conducting Audits and Sharing Results
- Membership Criteria – Must Meet or Exceed Specific Standards

*About the speaker:* Katrina Anderson has worked for AECOM for 20 years and is currently the Nuclear Quality Assurance Manager for AECOM's Design and Consulting Services business line. As a QA subject matter expert, she provides advice and technical assistance and programmatic quality management support to AECOM's Corporate QA Officer, Regional QA Managers, and local Quality staff. Her assignments include corporate projects for the Department of Energy (DOE) sites in New Mexico, Nevada and Washington and commercial nuclear clients in the United States.

*Katrina started her Quality career at the Los Alamos National laboratory in New Mexico working in mixed and TRU waste, the Dual-Axis Radiographic Hydrodynamic Test Facility (DARHT) and various special projects.*

*Katrina holds a Business degree from California State University-Fullerton and is an NQA-1 Lead Auditor and ISO Lead Auditor. She has served as the NIAC representative for AECOM since 2009 and has served on the NIAC steering committee since 2012 as the checklist chair and mentor for the DOE site members.*



## CHECK OUT YOUR FREE MONTHLY GIFTS!

Don't forget to log in to the ASQ site and get your free ASQ Member Gifts in March! The focus is on a different aspect of quality each month, and the gifts include a variety of valuable resources.

You can also earn Recertification Units (RUs) for watching ASQ webinars and videos, reading e-books, etc. Be sure to [access](#) this month's free gifts by March 31.

## UPCOMING ASQ CERTIFICATION EXAMS

ASQ Certification has impacted careers for decades with over 400,000 certifications issued worldwide. Offering independently accredited certifications with a proven track record, you can be confident that your certification will maintain its value throughout your career.

By achieving ASQ Certification, you join a proud legacy of quality professionals and demonstrate your pursuit of excellence through quality. Acquire the knowledge to position yourself and your organization ahead of the competition and get certified by ASQ today!

Applications are now being accepted for ASQ Certification exams scheduled May 1-31. The application deadline is April 7 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](#).

## QUOTE OF THE MONTH

"A successful man is one who can lay a firm foundation with the bricks others have thrown at him."

~ David Brinkley

## MSA & Cpk: THEIR SYMBIOTIC RELATIONSHIP

### ASQ Quality Management Division Webinar

March 13 from 4:30 pm to 5:30 pm PDT

Would you like to learn more about how Process Capability (Cpk) and Measurement System Analysis (MSA) are related to each other? This is especially important if you have critical measurements where you need to help teams to make the right decision.

This free webinar will provide a refresher on Cpk and MSA and show how they interact with each other.

This webinar is for you if you are someone who manages anything that might be rejected or someone who manages anything that gets measured.

This 60-minute talk with Jd Marhevko, Vice President of Quality at ZF Group, will:

- Be interactive (have a calculator/paper/pen handy)
- Provide a rapid, high-level overview of how process capability generally works
- Include a quick review of the variables portion of MSA from the Gage Repeatability & Reproducibility (GRR) perspective
- Connect the two from the %Tolerance aspect and how an effective process capability is needed in tandem with an effective gage study

Advance [registration](#) is required.



## TRI-CITIES POLAR PLUNGE

Fundraiser for Special Olympics  
Washington/Beyond Gold

March 16 – Columbia Point Marina  
Park/Richland

With your support, Special Olympics Washington continues to impact the lives of children and adults with intellectual and developmental disabilities (IDD). From year-round sports training and competitions to health and leadership programs, your participation will help empower athletes to shatter stereotypes and exceed their personal bests on and off the playing field.

Whether you take the plunge yourself, get a team together, or would prefer to just make a monetary donation, proceeds from the Polar Plunge will fuel Beyond Gold initiatives. Through this ambitious 5-year campaign, Beyond Gold will be able to offer more life-changing and inclusive programs and reach even more individuals with IDD in Washington. Learn more about Beyond Gold [here](#).

The Tri-Cities Plunge event on March 16 includes costume contests and awards, followed by the Plunge at 12 noon. [Sign up](#) to participate in this year's Plunge - or make a donation [here](#).

## MISTAKES LEADERS MAKE AND HOW TO AVOID THEM

**Ask the Experts Hybrid Event - in Kennewick or via Zoom  
March 19 from 3:00 pm to 4:30 pm PDT**

Ask the Experts is a series of monthly workshops hosted by the Tri-City Regional Chamber of Commerce and facilitated by Paul D. Casey of Growing Forward Services. It is aimed at educating people on crucial business topics. Each session features two or three local professionals who have demonstrated expertise in the featured monthly topic and are willing to share what they have learned, as well as answering questions from participants.

The March 19 event will focus on learning from leaders who have been there, done that, and won't do it again!

This month's panelists are:

- Marci Ballard, Director of Corporate Development, Christensen, Inc.
- Kristy Needham, CEO, Tri-Cities Community Health
- Avonte Jackson, Executive Director, Grace Clinic

Panelists will share how they have:

- Slayed the dragon of micromanagement
- Revived stagnant work environments
- Defined the delegation doom loop

The in-person event (along with light refreshments) will be held at the Tri-Cities Business and Visitor Center in Kennewick. It will also be offered via Zoom. There is no charge to participate, but [registration](#) is required.

## CULTIVATING ADAPTABILITY: NORMALIZE CHANGE

**Free HRDQ-U Webinar  
March 20 from 11:00 am to 12 noon PDT**

More and more, individuals, teams, and organizations are realizing they simply cannot stay the same, while at the same time they find change difficult to implement.

This live webinar with Ken Scott will discuss the need to normalize change to strive in these volatile times, and to begin to understand why our very own survival instincts can make this a challenging task. He will discuss how the hormones of stress keep us in familiar patterns of thinking and feeling and how these patterns often prevent us from exploring the unknown.

Participants will learn how they are uniquely designed to be creators and how we are all equipped with the capacity to make thought more real than anything else. Also discussed will be the need for self-regulatory techniques to move into a state of being that is open to change and better suited for exploring the unknown.

More information about the speaker and the registration page is available [here](#).

## ROOT CAUSE ANALYSIS – MINIMIZING NONCONFORMANCE COSTS

**BSI Webinar  
March 21 from 11:00 am to 12 noon PDT**

Recurring nonconformances have high costs associated with them, both tangible and intangible. By employing an effective root cause analysis, you'll identify the core causes of nonconformances, develop successful corrective action plans, and prevent recurrences.

What are the next steps if a nonconformance has been identified in your management system?

Acting without analysis could damage the credibility of your management system and create doubts about the organization's ability to correct nonconformances. Conducting an efficient root cause analysis will help you identify and correct the issues that allowed the nonconformance to occur. You are more likely to correct it and reduce future (extra) costs involved with a recurrence.

This free webinar, with presenter Jim Moran, will cover:

- The real costs of nonconformances – tangible and intangible
- How to perform an effective root cause analysis
- How to implement the "right" corrective action

Register [here](#) for the webinar.

## QUALITY 4.0: DON'T FEEL OVERWHELMED, FEEL MOTIVATED

**ASQ Quality Management Division Webinar  
March 27 from 4:30 pm to 5:30 pm PDT**

Quality 4.0 is a term that references the future of quality and organizational excellence within the context of Industry 4.0.

Quality professionals can play a vital role in leading their organizations to apply proven quality disciplines to new, digital, and disruptive technologies. To achieve excellence through quality is to embrace the future of quality.

This free webinar with quality management system data architect John Cachat will

- Engage participants in a thought-provoking discussion of Quality 4.0 impact on people, processes, and technology
- Better equip quality professionals to help organizations make the vital connection between a future Quality 4.0 and their ability to thrive in disruption, using quality principles to enable transformation and growth

[Registration](#) is required.

## INNOVATION, AI, AND THE LEGAL FIELD

### ASQ Innovation Division Meeting

March 28 from 4:00 pm to 5:00 pm PDT

Dive into the critical conversation where technology meets legal ethics in the age of AI. Unravel the complexities of AI in the legal domain with an expert who brings a wealth of knowledge from the fields of law, technology, and data privacy.

Presenter Shaun Jamison, JD, PhD, and Associate Dean of Purdue Global Law School, will discuss:

- Impact of AI and innovative technologies on legal practices
- Navigating the ethical challenges and responsibilities in the era of digital transformation
- The future of law in the face of rapidly evolving AI technologies

There is no charge, but [registration](#) is required.

## ATTENTION STUDENTS: APPLY FOR A TRI-CITIES DIVERSITY & INCLUSION COUNCIL SCHOLARSHIP!

### Applications due April 15

Tri Cities Diversity and Inclusion Council (TCD&IC) is dedicated to fostering a unified community, embracing cultures, and celebrating diversity through education, advocacy, and the promotion of cultural competence and compassion. The Council is a 501(c)(3) nonprofit organization.

The Council will be awarding four scholarships (\$2000+ each) to local students this year. To be considered, students must be a high school, college, or trade school student with a GPA of 2.0 or higher.

Applications may be submitted in the form of an essay, poem, art, videography, or another creative means.

Click [here](#) for more information and the application process or call (509) 713-7095. Applications must be received by April 15.

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.

## SAVE THE DATE! INTRODUCING ASQ GOVCONNECT QUARTERLY

### Gateway to Government Excellence

April 19 from 9:00 am to 10:00 am PDT

Join ASQ's Government Division for an exclusive rendezvous that will bring together the brilliant minds of ASQ members in the public sector. ASQ GovConnect Quarterly is intended to serve as a platform to share the Voice of the Customer, unearth invaluable insights, and ignite change within the ASQ Government ecosystem.

Share the Voice of the Customer: Your experiences, your challenges, your successes - they matter. At ASQ GovConnect, your voice takes center stage. Contribute to the conversation, exchange ideas, and let your perspectives shape the future of government excellence.

Recruit Talented Volunteers: Building a brighter future requires a stellar team. Connect with exceptional individuals who are passionate about driving change. ASQ GovConnect Quarterly is where you can be discovered and raise your hand as a talented volunteer ready to make a difference.

Explore the Government Ecosystem: Stay ahead of the curve. The quarterly gatherings are your window into the dynamic ASQ Government ecosystem. Stay informed about the latest developments, best practices, and innovations that are reshaping public service.

ASQ GovConnect Quarterly is going to be not just a meeting, but a catalyst for progress. Be part of the movement, be part of the solution. Be at the forefront of government excellence.

Mark your calendars and get ready to connect, collaborate, and change the future of government with ASQ GovConnect Quarterly! RSVP [here](#) for the April 19 event. More information about ASQ GovConnect is available [here](#).

## VIRGIE ROBINSON MEMORIAL GOLF TOURNAMENT AND AUCTION

### Fundraising Events April 19 and 20 in Pasco

Virgie Robinson was born in 1919 to sharecroppers in Memphis, Tennessee. She later moved to the Tri-Cities area, where she became active with the local school system. In 1965, she was voted Washington State's Woman of Achievement for cities with over 12,000 residents. In 2005, the Pasco School District voted unanimously to name a new school in her honor, and Virgie Robinson Elementary School opened in August of 2005.

Virgie's children established a scholarship fund, a 501(c)(3), in her name, and the first scholarship was awarded in 2006. Since then, 23 additional scholarships have been awarded.

The 10th annual Virgie Robinson Scholarship Fund Spring Classic Golf Tournament will be held April 20 at Sun Willows Golf Course in Pasco. Golfers are invited to [sign up](#) for the tournament, which includes swag bags and prizes. There will also be a mixer and silent auction on April 19; cost is \$15/person. To purchase tickets or to donate to the fund, click [here](#).



## WCQI KEYNOTE SPEAKERS ANNOUNCED

May 12-15 in San Diego

Exciting News! ASQ recently announced the Keynote Speakers for this year's World Conference on Quality & Improvement.

**Freddie Ravel** (Internationally acclaimed business success expert, virtual and live performer of Rockstar Keynotes and Grammy pianist to the stars) Freddie's presentation, "The Music of Leadership," will do a deep dive into the role of "melody" within music and its power as the central message to bring life to products and services.

**Duncan Wardle** (Creativity speaker and former Head of Innovation for Disney) Duncan's talk on "Working in Harmony with AI" will discuss the idea of embracing AI as a key to unlocking our true creative potential.

**Robyn Benincasa** (Leadership and teamwork motivational speaker, retired firefighter, adventure racing world champion, CNN hero, and bestselling author) Robyn's presentation, "Inspiring Greatness through G.R.I.T. (guts, respect, innovation, teamwork)," will focus on what inspires the resilience to chase hard to reach finish lines and achieve world class results in times of incredible challenge and change.

The conference includes 60 concurrent sessions, three keynote sessions, 10 case studies, six workshops, and "After 5" sessions. Cost is \$1,499 for ASQ members; \$1,699 for non-members; \$1,124 for member leaders; and \$199 for student members. More information and the registration form are available [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 24th of the month.



## 2024 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2024

Section Chair	Denise Clements
Secretary	Jill Connolly
Treasurer	Cindy Taylor
Membership Chair	Eric Clements
Nominations Chair	Emily Wilson
Newsletter Editor	Robert Boykin
Programs Chair	Eric Clements
Publicity Chair	Jo Haberstock
Webmaster	Steve Prevette
Voice of the Customer Chair	Vacant
Social Media Chair	Vacant
Education Chair	Vacant
Community Outreach Chair	Vacant

# 21 skills that will pay you forever

1. Ability to sell and negotiate.
2. Ability to convey what you think and feel.
3. Ability to break a process down into smaller steps.
4. Ability to shut up, listen and learn from others.
5. Ability to adapt, improvise and overcome obstacles.
6. Ability to read, understand and memorize.
7. Ability to walk away.
8. Ability to manage time effectively.
9. Ability to stay positive and optimistic.
10. Ability to make decisions based on facts not based on emotions.
11. Ability to speak in front of large audience.
12. Ability to keep trying even after failure.
13. Ability to invest money on own.
14. Ability to do things irrespective of situation.
15. Ability to self-analysis.
16. Ability to learn how to learn.
17. Ability to understand what others feel.
18. Ability to remain consistent.
19. Ability to master your thoughts.
20. Ability to write words to persuade and influence others.
21. Ability to ask for help.