

WORLD QUALITY MONTH – Got Quality?

by Jo Haberstk

November is World Quality Month – a time to celebrate everything Quality!

I have been active in ASQ and in our local section for many years. But if not for that, I probably would not be aware of World Quality Month (or Week, or Day). Which makes me continually wonder why something as important as quality doesn't get more press ...

When you think of the word "quality," what comes to mind? Most of us think of something from our work life - a time when teamwork really paid off, or how a lack of communication resulted in something less than great occurring. Or you might remember something about your last vacation, like an exceptional hotel you stayed in or a really delicious meal you had. Perhaps you received outstanding service at a local establishment.

Quality is important in all aspects of our lives. We don't need to have "Quality" in our official job title to be aware of quality, use quality tools/techniques, or appreciate quality. Who doesn't notice and welcome good customer service and quality products? Conversely, who doesn't also notice right away when something *isn't* all that great? I read online recently that 95% of unhappy customers don't complain when they are not satisfied, but over 90% of upset customers do not return. Each unhappy customer will tell 10 others about their experience.

I have a little challenge for everyone reading this. Let's all plan to do at least one special thing in the month of November to celebrate Quality and to help promote Quality in our professional and/or personal lives. It doesn't have to be anything grandiose, just something to help improve a process at work, or in an organization you belong to, or to help out in some way in your local community.

Let's all make a commitment to participate in at least one *additional* quality-related activity in the month of November. This could be as simple as forwarding this newsletter to a work colleague, reading a book, or participating in an ASQ event to improve your own skills.

Happy Quality Month!

- Jo

WHAT IS GRATITUDE AND WHY IS IT SO IMPORTANT?

(from an article by Courtney E. Ackerman)

Many of us express gratitude by saying "thank you" to someone who has helped us or given us a gift. From a scientific perspective, however, gratitude is not just an action: it is also a positive emotion that serves a biological purpose. Positive psychology defines gratitude in a way where scientists can measure its effects, and thus argue that gratitude is more than feeling thankful: it is a deeper appreciation for someone (or something) that produces longer lasting positivity.

Gratitude is an emotion similar to appreciation, and positive psychology research has found neurological reasons why so many people can benefit from this general practice of expressing thanks for our lives, even in times of challenge and change.

Purpose of this Emotion: People can use gratitude to form new social relations or to strengthen current ones. Acts of gratitude can be used to apologize, make amends, and help solve other problems. Alternatively, people may feel gracious because it can be an intrinsically rewarding process. Simply being grateful for being alive is a great way to motivate oneself to seize the day. The idea that tomorrow is not guaranteed is a strong motivator for some people to be their "best self" today.

Why Gratitude Works: Gratitude is a selfless act. Acts are done unconditionally to show people that they are appreciated. "A gift that is freely given" is one way to understand what these acts are like. For example, if someone is sad and you write them a note of appreciation, you are likely not asking for something in return from this person; instead, you are reminding them of their value and expressing gratitude for their existence. At the moment, you are not waiting for a "return note" from this person.

Even when we do not expect a return, sometimes they happen. Gratitude can be contagious, in a good way. In the previous example, maybe when you are feeling down, this person will write you a note or send you a card.

The Effects of Gratitude: In a study by McCraty and colleagues, 45 adults were taught to "cultivate appreciation and other positive emotions." The results of this study showed that there was a mean 23% reduction in the stress hormone cortisol after the intervention period. During the use of the techniques, 80% of the participants exhibited an increased coherence in heart rate variability patterns, indicating reduced stress. In other words, these findings suggest that people with an "attitude of gratitude" experience lower levels of stress.

Next time you have a free moment, try practicing some gratitude. You might just be surprised by the benefits it brings you.

Courtney E. Ackerman is a research scientist at the Mental Health Services Oversight & Accountability Commission. She has written over 100 articles on well-being, resilience, and other positive psychology topics, and is the author of eight books. Check out her [webpage](#), which includes links to similar articles.

**NOTE SPECIAL DATE,
LOCATION AND TIME!**

Friday, November 8, 2024

There is no charge for the tour,
but **space is limited**, so sign up
soon.

TIME:

1:50 p.m. PST - Check in
2:00 p.m. PST - Tour Starts

**Reservations MUST be
received by November 1.**

Send an email to
denise.clements@aecom.com
with your name, ASQ
membership status, and contact
information.

NOTE LOCATION:

**Lampson International
Operations Facility
Port of Pasco
2250 E. Crane Street
Pasco, Washington**

Contact # (for directions):
(509) 308-8880

**NOTE SAFETY
REQUIREMENTS:**

**This is an industrial area, with
possible uneven footing, etc.
Appropriate cool weather
clothing, including long pants
and closed toe shoes are
required.**

Attendance at this event earns
0.5 RUs toward ASQ
recertification.

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

Lampson International



Operations Facility

2250 E. Crane Street, Pasco Washington

Lampson International is committed to providing the highest possible customer satisfaction through excellence in service, equipment reliability, and professional personnel.

Bruce Stemp, Lampson International Special Projects Senior Manager, will lead the tour and share information about their products and services as well as their quality standards and philosophy.

Lampson has been a worldwide leader in the Heavy Lift and Transport industry for over 70 years. Originally started as a small drayage company, they quickly grew into one of the most innovative and respected providers of equipment and full-service rigging services in the United States and abroad.

As the need for cranes with larger capacities, higher hook heights, and increased lift radii were required, Neil F. Lampson proposed the construction of a 1000 US ton lift crane that not only had the needed capacity, but also retained all the functionality of a conventional mobile crane. In 1978, they engineered, manufactured, assembled, and tested their first Transi-Lift® for use at a nuclear construction site in the United States. Using the already industry-tested crawler transporter as a mobile foundation and equipped with multi-drum hoists, the Transi-Lift® started work on a nuclear project and exceeded all expectations.

In addition to crawler transporters and the Transi-Lift® mobile crane, Lampson International fields a fleet of over 350 major pieces of equipment including RT and AT hydraulic cranes, lattice boom truck cranes, and conventional crawler cranes. Some equipment is rented to the general construction industry, both operated and maintained, and under bare lease agreements. They also offer several lines of both towable and self-propelled platform trailers.

As an adjunct to its proprietary lift and transport equipment manufacturing capabilities, the company also designs and builds custom heavy lift rigging gear for its own use and for sale to the construction industry. With its manufacturing capabilities and experience in heavy rigging and engineering, Lampson offers lift and transport solutions to a wide variety of clients worldwide.

Lampson's highly trained, expert teams are selected specifically for each client and are empowered to use ingenuity to solve problems creatively. The company strives to meet the needs of the world today without jeopardizing the needs of the world tomorrow.

Invitation from San Gabriel Valley ASQ November 9 & 16, 2024 Workshop

DATE:

Saturday,
November 9, 2024
AND
November 16, 2024

This is a two-part virtual live
webinar held on two
consecutive Saturdays.

Time:

9:00 am – 12:00 pm PST

(check website to confirm times)

**Cost: \$100 for ASQ and
non-ASQ members**

Register [here](#).

Join-in information will be
provided on registration
confirmation email.

**Attendance at this workshop
earns 1.0 RU toward ASQ
recertification.**

**Attendance also earns 3
credits from the Altshuller
Institute (applicable toward 10
credits needed to take the
TRIZ Associate certificate
exam)**

NOTE: Be sure to enter your
name and email address in the
chat when you join the meeting
to receive the RUs.

Additional information about
San Gabriel Valley ASQ (702)
can be found [here](#).

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

Structured Innovation: Applying the Concepts of TRIZ to Accelerate Innovation



Akhilesh Gulati



Richard Langevin

The Theory of Inventive Problem Solving (TRIZ) relies on the study of the patterns of problems and solutions, not on the spontaneous and intuitive creativity of individuals or groups. In the formulation of TRIZ methodology, more than 3 million patents have been analyzed to decipher the patterns that predict breakthrough solutions to problems.

TRIZ is spreading into corporate use by several parallel paths. It is increasingly common in Six Sigma processes, in project management and risk management systems, and in organizational innovation initiatives.

TRIZ users range from international giants like Samsung, HP, Intel, Coca-Cola, Johnson & Johnson, Medtronic, Ford, 3M, Procter & Gamble, Cummins, Boeing, Daimler Chrysler, LG Electronics, Motorola, Siemens, and Samsung, to entrepreneurial start-ups. These organizations have discovered TRIZ's time saving and powerful structured methodology, helping them create breakthroughs and making them more competitive.

This workshop will include:

- TRIZ techniques that can be applied immediately to your innovation challenges in service/product development and in quality improvement for systems, services, and products
- How to solve real problems, to be able to share with your organization the methodology and a relevant case study

Additional information about the topics that will be covered in the workshop is available [online](#).

*About the speakers: **Akhilesh Gulati** has over 30 years of experience in the field of Quality and has published articles in ASQ's Quality Digest. A Six Sigma Master Black Belt, Akhilesh is also an experienced trainer/leader in Lean, Kaizen, reengineering, benchmarking, waste reduction and strategy execution, and TRIZ. He leads strategy development sessions, including Rapid Strategic Planning. Akhilesh created 'Coffee & TRIZ' meetups to further the day-to-day adoption of Inventive Problem Solving. He holds an MS in Naval Architecture & Marine Engineering and an MBA from UCLA.*

***Richard Langevin** is the Executive Director of Altshuller Institute for TRIZ Studies, Inc., and Owner and CEO Technical Innovation Center, Inc. (TIC), a publishing company that prints and distributes books on TRIZ. He was recognized with the TRIZ Champion Award 2019 for his many contributions to TRIZ proliferation throughout the world.*

DATE:

Wednesday,
November 20, 2024

This is a virtual/online
(Webex) event. Log-in
information will be provided
with registration confirmation.

Time: 3:30 to 4:30 pm PST
(check website to confirm time)

Cost: No charge for ASQ
members or non-members

[Registration](#) is required.

Attendance at this event earns
RUs toward ASQ recertification.

For more information about
Philadelphia ASQ (505) is
available [here](#).

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

Leveraging AI for Quality Managers



Manny Veloso
Principal Consulting Services, LLC

Do you ever stare at the blinking cursor on a blank page - wondering how to get started on a customer response?

Would you like to be able to get more work done in a shorter amount of time?

This presentation is for busy Quality Managers and anyone else who would like to learn how to make better use of their time by utilizing the power of AI and to also make creative work easier.

Explore AI tools for in-depth data analysis, automation, and predictive quality control. Discover a new dimension to traditional Lean Six Sigma practices.

Learn how to get more work completed faster, like creating a corrective and preventive action (CAPA) response for a customer or designing a sampling worksheet to record inspection results.

Through real-world examples and actionable strategies, Manny will discuss how to apply these advancements for enhanced decision-making, operational efficiency, and competitive advantage. The use of AI-driven tools can empower teams to streamline the time required to stay current with projects and meet deadlines.

About the speaker: Manny Veloso's hands-on approach has provided practical, real-world solutions for countless companies. He is an experienced change manager and has trained over 700 people in Continuous Improvement certification programs to date. Manny holds a Master's Degree in Business Administration from Rider University and a BS in Industrial Engineering from Penn State. He has a Master Black Belt certification and has been a guest lecturer at Holy Family University and Temple University and has presented at industry conferences. Manny is also a national instructor for ASQ in a variety of Six Sigma and Lean topics.

BE SURE TO ACCESS YOUR FREE MEMBER GIFTS

ASQ Member Gifts are an exclusive benefit for all ASQ members.

Each monthly gift bundle addresses a specific quality hot topic, method, or tool and usually includes dozens of valuable resources from ASQ's vast and ever-growing knowledge repository including in-depth expert webcasts, complete Quality Press eBooks, journal articles, industry case studies and benchmarking reports, and downloadable templates.

October's focus (available through October 31) was on creating a culture of quality and continuous improvement.

Don't forget - You can also earn Recertification Units (RUs) for watching ASQ webinars and videos, reading e-books, etc.

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 that will be offered January 1-31, 2025. The application deadline is December 8 for the following:

- 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 (18 different certifications are offered), click [here](#).



myASQ VOLUNTEER HUB

Are you interested in becoming more active in ASQ?

If so, please consider volunteering to serve on our Columbia Basin section's leadership team. This is a great opportunity to share your skills and to help grow our section and meet our members' needs in the future. Contact any of our current leadership team members for more information.

If you are interested in getting involved with an ASQ division or other ASQ entity, check out the myASQ Volunteer Hub online. You can get started by logging in to myASQ and completing a [Volunteer Profile](#). This will let ASQ know what kind of volunteer opportunities you are interested in. A [guide](#) is available if you need help setting up your profile.

Once you have completed your profile, you will be able to review the [Volunteer Opportunities List](#) and consider volunteering for one of the opportunities listed. Going forward, you may receive email alerts from ASQ when there is a possible good fit for a new volunteer opportunity.

BUILDING A BETTER CASE FOR QUALITY INVESTMENTS

Free Online webinar from ETQ

A typical manufacturing organization receives annual benefits of \$665k or more per year and a 330% three-year ROI after implementing an enterprise quality management system in their organization.

Learn how to maximize the impact of automated quality management with quality experts who will discuss how to build a business case for quality management by highlighting the return on investment (ROI) to key stakeholders. This webinar also shares:

- Strategies to effectively communicate the value of quality initiatives
- How to present compelling business cases that highlight the ROI
- Techniques to quantify the impact of quality on key performance indicators such as revenue growth, operational efficiency, and customer retention

The 25-minute webinar can be accessed [here](#).

LIVE YOUR BEST LIFE

Fundraiser for Cork's Place Kids Grief Center

November 6 from 11:30 am to 1:00 pm PST in Kennewick

For over 50 years, Tri-Cities Chaplaincy has been a cornerstone of care for individuals in Benton and Franklin counties.

Cork's Place is the only grief support facility in the Tri-Cities that is specifically designed for children, teens, and families. It provides a safe and supportive environment where kids and their grown-ups are empowered to process their grief and lead productive lives. One-day workshops and five-week-long programs are offered for kids and adults who are grieving the death of a loved one. During sessions, kids participate in hands-on activities related to grief. Adult caregivers participate in a separate grief group that meets simultaneously.

The keynote speaker for the November 6 luncheon will be Faith Martin, local radio host, teacher, and a recent Golden Bachelor contestant. There is no cost to attend, but all donations will help children and grieving families.

[Reserve](#) your seats today to be part of this complimentary event. If you'd just like to make a donation, click [here](#).

AUTUMN AFFAIR

Fundraiser for Tri-Cities Cancer Center

November 9 from 5:30 pm to midnight PST in Kennewick

The Tri-Cities Cancer Center Foundation is a local 501(c)3 charitable organization which supports the needs of the Kadlec Tri-Cities Cancer Center. Donations made to the Foundation stay in our community and provide resources for patient-focused support services.

This year's gala includes appetizers, a meal, unlimited wine, silent and live auction items, and a band. White attire is encouraged. Cost is \$150/person. Additional information is available [here](#).

QUOTE OF THE MONTH

"The first step towards getting somewhere is to decide that you are not going to stay where you are."

~ J. P. Morgan

TRANSFORMING CLASSROOMS: BEST PRACTICES FOR YOUR NEXT LIVE OR ONLINE EVENT

ASQ Lean Enterprise Division Webinar

November 13 from 10:00 am to 11:00 am PST

In today's fast-paced world of Lean Six Sigma (LSS) training, engaging participants is more essential than ever. This interactive webinar with CJ Bawa and Manny Veloso will dive deep into how LSS trainers can design and deliver classroom exercises that maximize engagement and retention for learners.

Learn practical, hands-on methods that will energize your sessions, creating an environment where learners are not just passive listeners but active participants. Topics covered will include the psychology of engagement, tools for interactive exercises, and how to tailor activities to diverse learning styles.

Highlights:

- Why interactive exercises are key to a successful LSS training session
- Proven strategies to make your classroom fun, engaging, and effective
- Tools and techniques that elevate participant involvement and retention
- Collecting feedback from the group before the class ends

The session will include a live Q&A, offering opportunities to discuss best practices and challenges in your own training environment.

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

ISO 56001:2024 FOR INNOVATION MANAGEMENT CERTIFICATION

Video of Peter Merrill Webinar

Peter Merrill, the project leader ISO 56001 certification, provides a structured framework for helping organizations manage innovation effectively, enhancing their competitiveness and reputation. Key points include:

- Fundamentals of ISO 56001 and benefits for your organization
- Overview of the Innovation Management System (IMS) Standards
- Key principles underpinning ISO 56001
- Integration of ISO 56001 with ISO 56002 and ISO 9001
- Structure of an IMS, including context, leadership, planning, support, operation, performance, and improvement
- Indicators for monitoring and measuring innovation performance

If you missed the ASQ Innovation Division's event in October, here is a link to a [YouTube video](#) of the webinar.

THE SANTA SYSTEM: NORTH POLE STRATEGIES FOR ORGANIZATIONAL SUCCESS

Live HRDQ-U Webinar

November 13 from 11:00 am to 12:00 pm PST

Unlock the secrets of Santa's workshop and transform your organization! Imagine an organization that serves billions of children all over the world. The person in charge must know which of those children are nice and which toys each nice child wants. And they must deliver the right toys to the right child, in the right home, in just one night. From a business perspective, the leadership, employees, processes, and organizational effectiveness required for such success boggles the mind.

Though it may seem too good to be true, that organization exists. It's Santa's Workshop, and Lenn Millbower, The Mouse Man™ and former Disney training leader, visited it at the North Pole. Santa's team, led by Merri Claus, gave him a behind-the-scenes look at the methodology that delivers Santa's success.

In this webinar, Lenn will unwrap those secret strategies so you can deliver your own organizational magic. The presentation will focus on five critical areas that give Santa success:

Purpose – Gaining a deeper understanding of how harnessing emotion motivates and inspires team members to soar to new heights

Priorities – Avoiding the naughty and embracing the nice through effective decision-making filters that align with organizational purpose and values

People – Uncovering the true North Pole behaviors expected of leaders and team members to create an organizational culture of excellence and accountability

Performance – Learning how to protect the organization's image and align it and its team members with public perception

Process – Helping transform the organization into a lean, efficient, and ever-improving machine through continuous improvement methodology

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

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.

OPPORTUNITIES FOR QUALITY INNOVATION PROFESSIONALS IN INDUSTRY 4.0 AND 5.0

ASQ Innovation Division Webinar

November 15 from 9:00 am to 10:00 am PST

What is the "digital" era? Many consider industry 4.0 to be a new industrial revolution.

What does this mean for Quality professionals? Digital technologies are ushering in a new era, by transforming economies, creating jobs, and improving the lives of even the most vulnerable and remote populations.

As technology transforms many aspects of our lives, the definition of "Quality" may also be changing. Developing new areas of expertise in digital management is mandatory for quality professionals navigating in today's business landscape.

Embracing digitalization is no longer a choice. It's a necessity. The critical services that support development - like schools, hospitals, energy infrastructure, and agriculture - all run on connectivity and data.

This webinar with Zubair Anwar will delve deeper into this, with the following learning objectives:

- Recognizing the transformation of the Quality profession in the digital era
- Identifying the Innovation opportunities and joining the mainstream of Industry 4.0 and 5.0.
- Knowing the strategies for repositioning individual professionals and organizations.

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

AI INSIGHTS @ PNNL

Free Newsletter

Over the past couple of years, the arrival and widespread use of generative artificial intelligence like OpenAI's ChatGPT and Anthropic's Claude has raised awareness of AI systems around the world. The scientists at Pacific Northwest National Laboratory (PNNL) have been working on AI for decades.

In December of 2023, they launched the [Center for AI @ PNNL](#), a virtual research hub to coordinate these efforts in a bid to keep the United States at the forefront of science and security. The Center plays a pivotal role in coordinating institutional AI partnerships and outreach, integration, and communications.

Sign up [here](#) for their free monthly newsletter and more information about their work related to using AI and coordinating AI partnerships and outreach.

TRANSFORMING THE ORGANIZATION TO ACHIEVE STRATEGIC OPERATIONAL EXCELLENCE

Seattle AME Virtual Webinar

November 18 from 1:00 pm to 2:00 pm PST

Twenty years ago, Dr. Michael Porter recognized that to achieve competitive advantage a company must ensure two things:

- Rapid Product (and Service) Development
- Operational Excellence (OpEx)

How do you design an organization, and all of its parts, so that it achieves OpEx? – to be able to transform itself with competencies into whatever the new situation requires? Strategically, OpEx is capability, changeability, and leverage. A company must be able to leverage organizational assets to create a different organization, different distribution logistics, different production capability, different innovation capability, different set of resources, different product design, different service strategy, or a different approach to anything.

OpEx is the foundation of this required agility. To have strategic core processes that are incredibly responsive to changing customer demands is mandatory. To have strategic core competencies that support improving today's processes while simultaneously looking at what they "should be" tomorrow is mandatory. And to have a dynamic organization willing to make change happen is critical.

This webinar will address how to view the enterprise from a strategic core process perspective and a strategic core competency perspective in order to achieve the agility needed. A strategic assessment instrument will be used to identify the biggest organizational gaps from the Seattle - Tacoma cluster companies. This data will be used to address the roadmap to strategic OpEx.

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

5 SECRETS TO FASTER PROCESS CHANGE

Dayton ASQ Section Virtual Meeting

November 19 from 3:00 pm to 4:00 pm PST

As ASQ members, we may often find ourselves in the business of improving processes for our businesses or clients. "Improving" a process is just a code-word for "Changing" a process. While quality professionals frequently design and drive those changes, we also want to be sure to consider the people on the receiving end of the change.

There are several proactive things we can do to ensure our next improvements are accepted and implemented as fast as possible. We can also use these same tactics ourselves to turbo-charge our productivity by personally bouncing back quickly from any changes we may encounter.

Presenter Jeff Cole will discuss these things and more, including five "secret weapons" we can implement immediately to drive change.

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

LEVELING UP YOUR BUSINESS: EMPLOYMENT, TAX, AND EXPANSION ISSUES TO BE AWARE OF

Ask the Experts Hybrid Event

November 19 from 3:00 pm to 4:30 pm PST in Kennewick

Ask the Experts is a series of monthly workshops that provide information on crucial business topics, offered free of charge to the Tri-Cities business community through the Tri-City Regional Chamber of Commerce and funded by STCU. 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 answer questions from participants.

This session will address critical matters you should be aware of as you expand to hire employees, move into multiple locations, and more. The panel of experts will discuss key topics including differentiating between contractors and employees, wage and hour tips to avoid costly claims, and understanding vital tax matters. This session will equip attendees with the insights needed to make informed decisions as they expand and optimize their businesses.

This month's featured experts are Josh Bam (Managing Attorney, Albatross GC) and George Cicotte (Managing Partner, The Cicotte Law Firm).

Ask the Experts is offered in hybrid format - in-person at the Tri-Cities Business and Visitor Center building in Kennewick (with light refreshments), as well as live on Zoom. There is no charge, but [registration](#) is required.

DEBUNKING THE TOP 5 MYTHS OF AI IN TESTING

TechWell Webinar

November 21 from 11:00 am to 12:00 pm PST

AI is undoubtedly here to stay and is growing in prominence every day. As AI continues to permeate the software testing space, misconceptions about its capabilities and impact abound.

Would you like to gain a clearer understanding of the true capabilities of AI and how to position yourself for success in an AI-augmented testing environment?

In this live webinar, presenter Clinton Sprauve will debunk the five biggest myths about AI in testing and uncover its real potential for the future of software quality.

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

FESTIVAL OF TREES GALA & AUCTION

United Way Fundraiser

November 23 starting at 5:30 pm PST in Kennewick

United Way of Benton and Franklin Counties collaborates to support a foundation for the well-being, safety, and academic success of children, from birth to middle school. Their vision is a community where all children have an opportunity to learn and thrive - where barriers such as hunger, homelessness, abuse, and social status have been removed.

The 7th Annual Festival of Trees event will include dinner, drinks, a dessert dash, silent auction, and 10 beautiful Christmas trees featured in a live auction.

Join in the holiday spirit and help raise funds to better the futures of local children. Cost is \$150/person or \$300/couple. More information is available [here](#).

HEART-BASED & COACHING-DRIVEN LEADERSHIP: TRANSFORMING WORKPLACE CULTURE

Seattle AME Virtual Webinar

November 25 from 1:00 pm to 2:00 pm PST

Ready to redefine leadership? Explore how combining heart-based principles with a coaching mindset is reshaping success at Cambridge Air Solutions.

Unlike traditional power-driven models, this session highlights how empathy, compassion, and coaching can build trust, strengthen connections, and boost performance.

Attendees will learn how compassionate leaders inspire engagement and create an environment where employees feel valued.

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

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 23rd of the month.

NOVEMBER 30 IS COMPUTER SECURITY DAY

Computer security affects everything from where we bank and how we spend our money to who we elect to public office.

We certainly don't want a replay of MyDoom, the worst email virus in history, which caused \$38.5 billion in damage, or any of the similar incidents that have occurred in the past.

"Computer Security Day" serves as an important reminder to us all about safeguarding our information.

Here are some tips from Diana Kelley, a board member of the organization WiCys (Women in Cybersecurity).

Get Creative with Security Questions: *What city were you born in? What's the name of your favorite pet?* These are common prompts, but the answers may already be on your social media. Populate such responses with made-up answers that only you know.

Turn on Multifactor Authentication (MFA): MFA takes digital protection up a notch by requiring additional information. This could be a one-time code sent to your phone or a fingerprint or face scan.

Use Strong Passwords or Passphrases: Replace any simple passwords with random letters, numbers, and characters, or use strings of words such as "insidecontentouttakeschicken."

2024 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2024	
Section Chair	Denise Clements
Secretary	Jo Haberstok
Treasurer	Cindy Taylor
Membership Chair	Eric Clements
Nominations Chair	Emily Wilson
Newsletter Editor	Robert Boykin
Programs Chair	Eric Clements
Publicity Chair	Jo Haberstok
Webmaster	Steve Prevette
Voice of the Customer Chair	Vacant
Social Media Chair	Vacant
Education Chair	Vacant
Community Outreach Chair	Vacant