

SECTION NEWS AND VIEWS

by Jo Haberstok

Can you believe it's almost December already? It has been another exciting year for our Columbia Basin ASQ section.

We don't plan to hold a section meeting in December due to all the other family and holiday events and activities happening during the month. We encourage you to participate virtually in some of the events and opportunities offered by other ASQ divisions/sections this month.

Please welcome and congratulate our 2025 section leadership team, which includes both elected and appointed officers and team leads. A big "Thank You!" to everyone who stepped up to serve in these important roles:

Section Chair - Denise Fast

Secretary - Denise Clements

Treasurer - Cindy Taylor

Membership - Jo Haberstok

Nominations – Emily Wilson

Publicity - Jo Haberstok

Newsletter - Robert Boykin

Webmaster - Steve Prevette

Many thanks also to those who have served and continue to serve through the end of this year. The team's efforts resulted in all of our planned actions/goals being met and/or exceeded. Additional information about our 2024 activities can be found on page 5.

And, of course, thanks to **all of you** for being members of ASQ and our Columbia Basin Section! I hope that in the coming year more of you will choose to become active participants in our section. We need additional volunteers to help plan and organize meetings and site visits, to develop and execute member recruitment and retention plans, and to strategize for the future. Assistance is needed with programs (obtaining speakers, planning for and conducting virtual and in-person meetings and site visits), social media (sharing information on LinkedIn, Facebook, etc.), and community and member outreach. Our Membership and Nominations teams also welcome assistance with recruiting, mentoring, and succession planning in the coming year.

If you would like to help, please reach out to any of our leadership team members or send an [email](#).

HOLIDAY THOUGHTS ... SHARING A STORY

by Robert Boykin

It was December. The days had grown colder, and each appeared shorter in length, and the sun had scaled back its number of appearances in the sky. Being an outdoors person, I was disappointed in the weather and, quite frankly, a bit bored. Watching television did not appeal to me - and too much exercise, particularly indoors, wasn't good for my psyche.

During my self-imposed pity meandering, the doorbell sounded. It was a late Saturday afternoon and a chilly 28 degrees outside. I thought of not answering the door, but a family member or friend could be on the other side. When I looked through the peephole, my neighbor Jim was standing there with a huge grin on his face. Something was up.

Jim is the type of neighbor that everyone hopes to have. He would give you the shirt off his back and the last dollar in his pocket. He is also a prankster extraordinaire. So, caution was afoot. When I opened the door, Jim said "How ya doin', neighbor?" Something was definitely up. However, to my surprise, Jim invited me to join him in supporting the Salvation Army's Red Kettle Campaign as a bell ringer. Okay...I was a bit apprehensive, though. After all, this was neighbor Jim, prankster extraordinaire.

Jim told me that volunteer bell ringers help raise funds that sustain the Salvation Army's efforts all year long. When you volunteer to stand at a kettle, you're not just ringing a bell...you're changing lives. To make an almost long story short (which included many questions), the following Saturday I joined Jim in ringing a bell at a local department store, and I had a blast! The people entering and exiting the department store were friendly and in the holiday spirit, and the majority of them donated to the cause.

The significance of this story is that gloomy days can also be full of sunshine, good neighbors are truly a blessing, and spending an hour or two volunteering can be lots of fun.

Consider volunteering for a worthy cause this holiday season. If you don't already have a special activity to support, consider ringing a bell for the Salvation Army. [Register to Ring](#).



**Time spent helping others
is time well spent!**

December 11, 2024
Invitation from
ASQ Lean Enterprise Division
Virtual Webinar

DATE:

Friday
December 11, 2024

**Leveraging the Power of AI
in Your Daily Work**

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



Dr. Chad Laux **Dr. John Springer**
Purdue University

TIME:

10:00 - 11:00 a.m. PST
(check website to confirm time)

Artificial Intelligence (AI) has a long history, stretching back to the 1950s, with significant milestones nearly every decade. Starting in 2023 and continuing today, the advances in AI have been unprecedented. How this innovative technology may be incorporated is of great importance - and concern - to everyone.

**Cost: No charge for ASQ
members and non-members**

What are the AI capabilities that quality practitioners can use to their advantage?
What are some of the ethical considerations of AI adoption and usage?

**[Advance registration](#) is
required.**

This webinar will focus on how AI may assist you and your organization as an asset. Specific topics will include:

Attendance at this webinar
earns RU credit toward ASQ
recertification.

- Brief history of AI
- AI tool sets
- AI ethical concerns
- AI tasks

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

Following the presentation there will be time for Q&A and also to talk about how attendees can add AI as their fifth team member.

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

***About the speakers:** Dr. Chad Laux is an Associate Professor and Graduate Chair in Computer and Information Technology at Purdue University researching and teaching in Lean Six Sigma. He serves as co-lead of Purdue's Institute for Sustainable Futures Sustainable Community. Chad is Associate Editor of the Intl. Journal of Lean Six Sigma and a member of the ASQ Lean Enterprise Division. He is a recipient of the ASQ Crosby Medal, the IAQ Masing Book Prize, and ILSSI International Book Award.*

***Dr. John Springer** is a Professor in the Department of Computer and Information Technology (CIT) at Purdue University. His main research interests are in Data Science and Artificial Intelligence with recent focus on the application of machine and deep learning to Cybersecurity, and he serves as the leader of the Purdue DATA Laboratory. John serves in various leadership roles at Purdue including co-chair of Purdue's Integrative Data Science Initiative (IDSI) Curriculum Committee.*

December 13, 2024 Invitation from ASQ Innovation Division Virtual Webinar

DATE:

Friday
December 13, 2024

Continuous Improvement is a Mobius Strip

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



Time:

10:00 am – 11:00 am PST

(check website to confirm time)

Cost: No charge for ASQ members and non-members

[Advance registration](#) is required.

Attendance at this webinar earns RU credit toward ASQ recertification.

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

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

Grace Duffy

**CMBB, CMQ/OE, CQA, CQIA, CSSGB
President of Management and Performance Systems**

As quality professionals, we often work with the PDCA or DMAIC improvement cycles. These are excellent techniques. But working with them in a vacuum does not always get us to our goal.

The Mobius Strip illustrates the never-ending process of improvement. Activities associated with the Macro, Meso, Micro, and Individual "QI" levels are drivers along a Mobius Strip of continuous improvement. At the Macro level, a systems perspective guides senior leadership to define the mission and vision of the organization. Advanced quality tools enable strategic identification of internal and external requirements at the Meso level. The Meso level contains the program planning and deployment that translate strategic vision and long-range outcomes into local projects or activities for specific agency needs. The Micro level encompasses projects and programs instituted at the functional unit level.

Feedback at all levels enables agility in anticipating internal and external change. The constant folding in of feedback from macro, meso, micro, and individual activities gives government agencies valuable advanced intel to meet the changing needs of constituents.

Join us in discussing the value of aligning quality activities using feedback across all agency levels.

About the speaker: Grace Duffy provides services in organizational design, process improvement, leadership, and quality. She is the author of several books including "The Quality Improvement Handbook", "The Executive Guide to Improvement and Change", "Executive Focus: Your Life and Career," and "Modular Kaizen: Dealing with Disruption, Tools and Applications for Starting and Sustaining Healthy Teams."

Grace uses her experiences as President, CEO, and senior manager to assist organizations and individuals in performance excellence. She is a keynote and conference speaker and a coach and mentor to senior leaders in large corporations as well as entrepreneurs, focusing on strategic alignment of individual skills to organizational outcomes.

Grace is a member of ASQ, ATD, and ISPI. She is an ASQ Fellow, 2014 recipient of the ASQ Distinguished Service Medal, Quality Magazine's 2014 Quality Person of the Year, and the 2016 Milflora M. Gatchalian Medal for International Women of Quality recipient from the Asia Pacific Quality Organization.

January 15, 2025 ASQ Pacific Region and San Gabriel Valley ASQ Virtual Meeting

PACIFIC REGION EVENT

Hosted by San Gabriel
ASQ Section

DATE:

Wednesday
January 15, 2025

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

Time: 6:00 to 8:00 pm PST

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

Attendance at this meeting
earns RU credit toward ASQ
recertification.

More information about San
Gabriel Valley ASQ section
0702 is available [here](#).

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

Sustainable Change Management



Dr. Manu K. Vora Chairman & President, Business Excellence, Inc.

Business excellence is defined through the Baldrige Performance Excellence Criteria. It includes improving customer outcomes and increasing productivity through the organization's key processes and is driven by organizational leadership and management.

Sustainable organizational change requires being able to continuously adapt and improve processes in order to make lasting changes and maintain a competitive edge in the business market. This involves not only implementing proposed changes but also sustaining them for a lengthy period of time.

To take business productivity and growth to new heights, you'll need to apply a practical framework and proven approach for business excellence.

This presentation will focus on three pillars of successful change management:

Leadership – key to initiating change for the benefit of the organization

Talent Management – important to recruit and retain the right team members and to create a culture of continuous learning and development

Project Management – vital to successfully achieve goals

Dr. Vora will also share useful tips on how to lead sustainable change management across various domains.

About the speaker: Dr. Manu K. Vora is Chairman and President of Business Excellence, Inc., a global quality management firm with over 49 years of leadership experience in guiding Fortune 500 companies with the U.S. Baldrige Performance Excellence framework. For over 31 years as an Adjunct Faculty, he has taught Operations Management courses at business schools globally. He has contributed at 680 educational institutes in 36 countries across 5 continents. Since 2013, he has taught soft skills using technology to 1.2 million people.

Dr. Vora received his B.Tech. (Honors) in chemical engineering from Indian Institute of Technology (BHU), M.S. and Ph.D. in chemical engineering from Illinois Institute of Technology, Chicago, and MBA with Marketing Management from Keller Graduate School of Management, Chicago. He is a Past Vice President of ASQ and an ASQ Fellow. He is a sought-after speaker on business excellence and quality management with over 1,300 presentations globally and has over 75 scholarly publications. Dr. Vora has received numerous awards from institutions in the United States, United Kingdom, and India. Since 1989, he has served as Founding Director & President of Blind Foundation for India where his team has raised over \$6.5 million to serve two million blind people in India.

MEMBER BENEFIT – FREE GIFTS IN DECEMBER

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 including in-depth expert webcasts, complete Quality Press eBooks, journal articles, industry case studies and benchmarking reports, and downloadable templates.

November's focus (available through November 30) was on ASQ member benefits and resources.

Don't forget - 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 between December 1 and December 31.

NEW CERTIFICATION COMING SOON!

Certified Construction Quality Manager (CCQM)

ASQ is excited to launch their first certification specific to the construction industry.

The Certified Construction Quality Manager (CCQM) was developed in collaboration with leaders from the Design and Construction Division (DCD) with the goal of advancing safety, sustainability, and performance excellence in the construction industry.

The CCQM is a professional who ensures construction projects adhere to rigorous quality standards throughout their lifecycle. They oversee contract development, strategic quality planning, resource management, the design process, required documentation, and project closure. They apply principles of quality control, team building, project management best practices, risk management, environmental and social governance, and safety management to enhance construction project quality and achieve planned outcomes. Additionally, the CCQM utilizes statistical methods and quality tools to analyze and improve construction processes, ensuring that the final deliverables meet all stakeholder expectations and industry and quality standards.

For more information about this new certification which will be piloted in February 2025, download the [Construction Quality Manager Certification Body of Knowledge](#).

QUOTE OF THE MONTH

"Champions never complain, they are too busy getting better."

~ John Robert Wooden

UPCOMING ASQ CERTIFICATION EXAMS

Have you been thinking about applying for an ASQ certification? Why not stop thinking about it and just do it! As an ASQ member, you'll save \$100 off the usual (non-member) fee for each exam.

Applications are now being accepted for the following exams scheduled for February 1-28, 2025. The application deadline is January 12.

- CQA (Quality Auditor)
- CQE (Quality Engineer)
- CQIA (Quality Improvement Associate)
- CSQE (Software Quality Engineer)
- CSSGB (Six Sigma Green Belt)
- CQPA (Quality Process Analyst)
- CCT (Calibration Technician)
- CPGP (Pharmaceutical GMP Professional)

Click [here](#) to sign up or for more information.

SUMMARY OF KEY 2024 COLUMBIA BASIN ASQ SECTION ACTIVITIES

by Jo Haberstk

Our Columbia Basin Section is nearing completion of another successful year.

So... what did our section actually do in 2024? Here are some of the highlights (as of mid-November):

- Earned ASQ Silver Level Performance Excellence Program (PEP) recognition for 2023 achievements
- Held six virtual section meetings – with great speakers – and two in-person site visits
- Gained 14 new section members
- Shared information about over 60 ASQ section/division virtual meetings/events and encouraged everyone to participate
- Shared information about 50+ other (non-ASQ) meetings/events
- Shared information about over 40 quality-related resources (books, articles, networking opportunities)
- Communicated with members regularly via monthly newsletters, website, and our myASQ Community (50+ blogs and discussion items posted)
- Supported two local charitable organizations with monetary donations
- Completed actions on FY 2024 Business Plan – met or exceeded all goals
- Prepared and submitted FY 2025 Business and Budget Plans to ASQ HQ ahead of schedule

It was a very good year. Thank you all for your continued support and participation!

EMPLOYEE ENGAGEMENT THROUGH WORK STANDARDS

Seattle AME Virtual Webinar

December 11 from 9:00 am to 10:00 am PST

This webinar with Dr. Christoph Roser will address the question of what employee engagement really is. It will also distinguish it from related concepts like employee safety, happiness, satisfaction, and well-being.

The origins of Lean management will be explored, highlighting its roots in Toyota and the significant improvements it brought to the automotive industry. A major success story for employee engagement is the NUMMI joint venture between GM and Toyota, which transformed one of the worst-performing plants in the US into a model of productivity and quality. The key to employee engagement is focusing on safety, quality, people, and continuous improvement.

However, NUMMI also holds lessons for failure. GM messed this up when trying to spread Lean practices to other plants. They lacked a good understanding of Lean. Their improper implementation led to failures and their Lean approach fizzled out. Employee engagement suffered or was nonexistent.

So... how can you increase employee engagement in *your* workplace? One great tool to engage employees in the workplace is through work standards. Work standards describe the best practices known so far and are crucial for improving consistency, safety, quality, productivity, and cost. Work standards are best created by the front-line operators, and enabling the operators to change their own work increases employee engagement. Involving employees in the creation of standards helps ensure that they are not just imposed from above but instead are developed collaboratively.

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

BUSINESS AFTER HOURS – NETWORKING EVENT

December 12 from 4:00 pm - 6:00 pm PST in Richland

Here's another great opportunity for networking!

The Tri-City Regional Chamber offers monthly opportunities to meet and network with other business professionals at existing and new businesses in our area. Each month a different sponsor hosts the event and has the opportunity to showcase their goods and services amid a fun and social atmosphere.

This month's event is being hosted by The Lodge at Columbia Point at their establishment, located at 530 Columbia Point Drive in Richland.

There will be refreshments and beverages. Bring your business card to enter to win a door prize.

It's free to attend - bring a friend! More information is available [here](#).

KEY PERFORMANCE INDICATORS VS OBJECTIVES AND KEY RESULTS

Phoenix ASQ Virtual Meeting

December 12 from 5:00 pm to 7:00 pm PST

KPIs and OKRs are valuable tools for performance management, but they serve different purposes. KPIs provide ongoing metrics for monitoring overall performance, while OKRs are goal-setting frameworks designed to drive specific, measurable outcomes within defined timeframes. Some organizations use a combination of both to create a comprehensive performance management strategy.

Thinking of it another way, KPIs are like a business report card. They tell how well you are doing in hitting your goals. Keep the KPIs in check and you will know if you are on the right track. And OKRs are like a battle plan for the year. The objectives are your big, ambitious goals, and key results are the checkpoints along the way. Simply put, KPIs keep you on track day-to-day, and OKRs are your big goals to which you align efforts throughout your organization.

Want to learn more? Join presenter Joseph Paris for this rebroadcast of a special July 10 webinar co-sponsored with Southwest Alliance for Excellence.

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

A CASE FOR SERVANT LEADERSHIP

Ask the Experts Hybrid Event

December 17 from 3:00 pm to 4:30 pm PDT 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.

Servant Leaders sometimes get a bad rap. They may be thought of as weak, soft, or out of touch.

Hear from three area leaders about how servant leadership has transformed their organizations to improve culture, performance, and outcomes. Learn more about the characteristics of servant leadership and hear real examples and strategies to inspire and empower your own servant leadership journey.

This month's event features Michelle Holt (Benton-Franklin Council of Governments), Dr. Shannon Marie (Columbia Basin Hearing Center), and Brian Newberry (Girl Scouts of Eastern WA/Northern ID).

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. Register [here](#).

UTILIZING LEAN TO MINIMIZE WASTE WITHIN ESG INITIATIVES

2024 ASQE Insights on Excellence Focus Study

Since 2020, ASQE's Insights on Excellence® research has identified that organizations continue to struggle with poor operational processes and wasted resources, with respondents identifying these as ongoing quality issues. Waste reduction and optimizing processes are also central to sustainable development, translating into environmental, social and governance (ESG) metrics.

As new ESG regulations and standards emerge and global markets demand higher compliance in reducing waste and emissions, organizations can readily use Lean as the leading practice to address these issues and assist in achieving sustainability goals.

This IoE Focus Study features a deeper exploration of how Lean, one of the most universally used quality practices across most industries, is used to advance organizational performance in sustainability. Access it [here](#).

7 BUDGET-FRIENDLY TIPS TO KEEP YOUR HOME WARM THIS WINTER

(from the American Home Shield website)

Looking for ways to keep your house warmer in the winter months? In addition to being easy enough for most homeowners to tackle, these ideas won't cause your utility bills to flare up, even as the temperatures outside plunge.

- ✓ **Use a Space Heater** (do some research before you buy, and use it safely)
- ✓ **Wrap Up in an Electric Blanket** (remember to unplug when not in use)
- ✓ **Hang Heavy Drapes** (be sure they don't block radiators or floor registers)
- ✓ **Weatherstrip to prevent cold air from getting in**
- ✓ **Decorate Bare Walls** (cases full of books are especially effective at helping maintain a stable temperature)
- ✓ **Reverse Ceiling Fans** (clockwise rotation pushes hotter air down)
- ✓ **Insulate Your Water Heater if it's an older model**
- ✓ **Perform Manufacturer's Recommended Preventive Maintenance** (changing filters, etc.)

More budget-friendly tips on other topics can be found [here](#).

DOUBLE YOUR IMPACT IN DECEMBER

Support SIGN Fracture Care

The vision of SIGN Fracture Care is to create equality of fracture care throughout the world. Their mission is to give the injured poor access to fracture surgery by donating orthopaedic education and implant systems to surgeons in developing countries.

Did you know that more than half of the world lives on less than \$6.85 per day? Patients in these developing countries would have severe disabilities due to their fractures if their surgeons were not well-trained and have access to SIGN implants. These surgeons understand fracture principles and enthusiastically treat those in need using sophisticated equipment.

Donors are essential to the network as the number of SIGN programs and different implants increases. SIGN is a registered non-profit corporation.

In the holiday season and spirit of giving, all donations received through December 31 will be matched, up to a total of \$500,000. You can learn more about SIGN and make a donation [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.

DECEMBER REMINDERS

Don't just live through days;

make them count

You already have the

right person - you

Choose people that choose you

Nothing is too good for you

Growth is uncomfortable
but worth it

OurMindfulLife.com



DONATE TO HELP OTHERS – TRI-CITY UNION GOSPEL MISSION

For over 65 years, Tri-City Union Gospel Mission, located in Pasco, has been a safe place

for those who could not provide for themselves, regardless of the reason. The Mission is 100% funded by community donations and receives no government subsidies. All donations stay in the Tri-Cities.

But do you know what they actually do and who they serve? They are the home of those without a home - the hot water, electricity, healthy meals, and the clean, warm beds that many do not have. They are the drug-free, crime-free release point for some loved ones returning from prison and the safe and secure haven for many individuals fleeing domestic violence. They are the "timeout" for someone battling with an addiction or stronghold.

There are many ways you can help the Mission to help those in need. Please consider:

- Donating goods (paper towels, toilet paper, socks/clothing for all ages/sizes, shampoo, body soap, bus tickets, etc.
- Donating time (volunteer opportunities in the kitchen and shelter areas)
- Donating money (\$2.75 can provide a meal, shelter, and other essential services for a homeless person)

Download the full list of urgent and other needed donations [here](#). Donate online [here](#). To learn more about the Mission and all that they do, click [here](#)



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

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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 22nd of the month.