

CHAIR'S CORNER – MASTERING ESSENTIAL COMMUNICATION SKILLS

from Denise Fast

Communication skills are the abilities you use to exchange information, ideas, and feelings. They include listening, speaking, observing, and empathizing.

I recently read an article online from the Indeed Editorial Team on this topic. Here are some of the useful tips they provided.

- **Clarity** - Make it easy for others to understand your main ideas
- **Conciseness** - Get to the point without using extra words
- **Concreteness** - Use specific examples or explanations
- **Correctness** - Use the right information, grammar, and word choice
- **Coherence** - Present information in a logical order

Other communication skills:

- **Active listening** - Pay attention to what others are saying, beyond just hearing the words
- **Empathy** - Try to understand and share the emotions of others
- **Nonverbal communication** - Use body language, facial expressions, and tone of voice to enhance your spoken message
- **Oral communication** - Speak clearly, concisely, and without being misunderstood
- **Written communication** - Exchange information through written language, such as in emails or texts
- **Confidence** - Speak clearly, listen well, and get your message across

How To Improve Your Communication Skills?

With experience and practice, you can learn and improve communication skills. Start by identifying your strengths and then practice and develop those areas.

- **Ask a close friend or colleague for constructive criticism**
- **Practice improving communication habits**
- **Attend communication skills workshops or classes**
- **Seek opportunities to communicate**

Here is the [link](#) to the full article. It includes additional details and information about adapting your communication style to your audience and communicating effectively in the workplace.



LIONS AND LAMBS AND CHANGE ... OH MY!

by Jo Haberstok

We've probably all heard the saying "March comes in like a Lion and goes out like a Lamb," right? There are conflicting theories about the origin, but it most likely began as a reference to the position of the constellations Leo (a lion) and Aries (a ram or lamb) in the night sky. Then at some point it evolved into a fairly good summation of March's weather as the seasons change from winter to spring.

March is an interesting month, often beginning with (a lion's roar of) very chilly weather and (a lion's long, white teeth) winds so biting that we still need our down-filled parkas. By the end of the month, as temperatures rise and we see more of the sun every day, the weather feels softer, kinder, and more temperate, like the warmth of a lamb's fluffy white fleece.

This proverb has stood the test of time. It can be traced back to Thomas Fuller's 1732 compendium, "Gnomologia; Adagies and Proverbs; Wise Sentences and Witty Sayings, Ancient and Modern, Foreign and British." Along with other writings at the time, it contained a lot of weather folklore, intended to help people prepare for typical weather conditions that lay ahead, and often in relation to the planting and harvesting of crops. And a lot of the information was pretty accurate, due to expected winds and weather patterns.

As we begin the month of March, are you feeling more like a lion or a lamb? Are you dealing with changes not only in the weather but also in your professional and personal life in a positive way? We often tend to think of "change" as being something negative, but there are also a lot of positive changes. I have a friend from high school who is now retired and getting ready for a move to Portugal. The activities associated with making such a big change can be stressful, but she is excited about moving to a new place and starting new adventures.

How do we adapt to changes? Sometimes like a lion: brave, protective, willing to fight when needed, group (pride) members, but also sometimes loners in the bigger scheme of things. Sometimes like a lamb: hardworking, soft-hearted, feeling safer in the flock. Of course, there are many other characteristics of lions and sheep, and even some overlapping ones.

What's the best way to cope with change? Try to stay positive and be proactive. Refuse to be a "victim" of change; instead, acknowledge and then manage your feelings, get support if needed, create a strategy, and do whatever you can to be an active, contributing part of the change.

Some other strategies: 1) Acknowledge the change; 2) Plan ahead (if possible); 3) Reframe your thinking (an opportunity for growth); 4) Maintain some normalcy (some familiar routines and activities); and 5) Build a support system (friends/family to help you navigate through change – and thrive!).

March 11, 2025 Virtual Webinar

DATE:

Tuesday,
March 11, 2025

Artificial Intelligence for Business

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



TIME:

7:00 pm to 8:00 pm PDT

(check website to confirm time)

Kaleo Kuroda, COO
HawaiiUSA Federal Credit Union

Clyde Shiigi, (retired)
DataHouse

COST:

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

Generative AI is a subset of artificial intelligence that can create original content such as text, images, videos, audio, or software code in response to user prompts. This technology relies on sophisticated machine learning models, which simulate the learning and decision-making processes of the human brain. These models identify and encode patterns and relationships in vast amounts of data, enabling them to understand natural language requests and generate relevant new content.

Attendance at this meeting earns RU credit toward ASQ recertification.

Generative AI has uses across a wide range of industries. However, there are also concerns about the potential misuse of generative AI such as cybercrime, the use of fake news or deepfakes to deceive or manipulate people, and the potential replacement of human jobs.

More information about the Hawaii ASQ section is available [here](#).

The public release of ChatGPT in 2022 revolutionized the accessibility and application of generative AI for general purpose text-based tasks. The system's ability to engage in natural conversations, generate creative content, assist with coding, and perform various analytical tasks captured global attention and sparked widespread discussion about AI's potential impact on work, education, and creativity.

For more about our Columbia Basin ASQ section and other upcoming events, visit our [myASQ Community](#) or www.asq614.org/.

Generative AI, ChatGPT, and other tools are being used by just about everyone today. This presentation will focus on Generative AI and artificial intelligence, what it is, and examples of how to use it in business and other applications.

About the speakers: Kaleokalani Kuroda joined HawaiiUSA Federal Credit Union in 2006 and has served as Chief Operating Officer since 2023. A key aspect of his role there involves utilizing member feedback to connect work across the organization to improve satisfaction and embed learning into workflows. Kaleo also sponsors HawaiiUSA's Leadership Accelerator Program, an intensive leadership development cohort tailored for HawaiiUSA employees. He has been a Senior Examiner for the Malcolm Baldrige National Quality Awards since 2017.

Clyde Shiigi recently retired after over 12 years as Chief Innovation and Business Development Officer with DataHouse. As a strategy and innovation leader, he enjoys helping others by using his career experiences, natural curiosity, and innovative mindset to solve problems, find new ways of doing things, transform the status quo, and improve the lives of people.

Invitation from ASQ Lean Enterprise Division March 12, 2025 Virtual Webinar

DATE:

Wednesday,
March 12, 2025

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

TIME:

10:00 am to 12:00 pm PDT

(check website to confirm time)

COST:

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

Attendance at this webinar
earns RU credit toward ASQ
recertification.

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

For more about our Columbia
Basin ASQ section and other
upcoming events, visit our
[myASQ Community](#) or
www.asq614.org/.

How to Problem Solve Like a Magician



Stuart MacDonald

Continuous Improvement Keynote Speaker and Magician

Unlock the secrets to solving complex problems with the precision of a Master Magician!

In this engaging webinar, Stuart MacDonald - winner of North American and International Championships of Magic - will reveal how Lean and Continuous Improvement (CI) principles are not just for industry use but can also work wonders in the world of creative problem-solving.

Stuart will take you behind the curtain to explore how these methodologies helped him create complex magic effects and achieve championship performances. He will share how to apply the same principles to your own challenges, blending logic with imagination to create extraordinary solutions.

What you will learn:

- How Lean and CI principles can be applied to creative and complex challenges
- Techniques to approach problems like a magician, blending logic with imagination
- Real-world examples of how these methods lead to award-winning outcomes

About the speaker: For over 20 years, Stuart MacDonald has been performing his one-of-a-kind mind-bending magic for audiences all over the globe. His journey into magic began at the age of eight, when a Christmas gift from his uncle set him on a lifelong path. As fate would have it, Stuart's childhood home was just an hour away from the largest gathering of magicians held annually in Michigan, which became his training ground among some of the greatest magicians in the world.

Stuart's career highlights include fooling the legendary duo Penn and Teller on the hit show Fool Us, winning the People's Choice and North American Championships of Magic, and being invited to speak at TEDx Detroit, ASQ, and other events. What sets Stuart apart is his innovative use of Lean Principles and Continuous Improvement to build his award-winning act.

Invitation from Temecula ASQ Section March 19, 2025 Virtual Webinar

DATE:

Wednesday,
March 19, 2025

Six Sigma ASQ Green Belt – Part 1

This is a virtual/online
(Webex) webinar.

TIME:

6:00 pm to 8:00 pm PDT

(check website to confirm time)



Matthew Cameron, SSBB
Owner, Lean on Sigma

COST:

There is no charge for ASQ
members or non-members.

No advance registration is
required – just go to the
Webex link for the meeting.

Online Instructions:

Url: <https://asq.webex.com/asq/j.php?MTID=mc0c1de8e78fd9184741bd0d2d7665fb4>

Attendance at this meeting
earns RU credit toward ASQ
recertification.

For more information about
the Temecula ASQ section,
click [here](#).

For more about our Columbia
Basin ASQ section and other
upcoming events, visit our
[myASQ Community](#) or
www.asq614.org/.

At the project level, there are master black belts, black belts, green belts, yellow belts, and white belts. These individuals conduct projects and implement improvements. Six Sigma professionals exist at every level – each with a different role to play.

The Six Sigma Green Belt operates in support of or under the supervision of a Six Sigma Black Belt, analyzes and solves quality problems, and participates in quality improvement projects. A Green Belt is someone with at least three years of work experience who wants to demonstrate their knowledge of Six Sigma tools and processes.

ASQ certification is a formal recognition that an individual has demonstrated proficiency within, and comprehension of, a specific body of knowledge.

This presentation is “part 1” of a two-part series designed to provide a condensed yet comprehensive introduction to the core concepts required for the ASQ Green Belt certification exam. Over two, 2-hour sessions, participants will gain a foundational understanding of Six Sigma methodologies, including the DMAIC framework, critical quality tools, and their practical applications. The sessions will equip attendees with the knowledge and confidence needed to pursue Green Belt certification and implement process improvement projects more effectively.

Note: Part 2 will be presented later in the year.

About the Speaker: Matthew Cameron is a Lean Six Sigma business owner, manufacturing and management consultant, trainer, and business developer. He is an ASQ Six Sigma Black Belt, with extensive experience in quality management, process improvement, and teaching. Matthew holds a dual Executive MBA with honors from UCLA and the National University of Singapore, as well as a Bachelor of Science in Chemistry from the University of Tennessee. He currently serves as Publicity Chair for the Temecula ASQ section, where he focuses on fostering knowledge-sharing and professional development within the quality community.

FREE MONTHLY GIFTS FOR ASQ MEMBERS!

Be sure to check out the free ASQ Member Gifts this month!

Every month a different aspect of quality is highlighted, and the gifts include a variety of valuable resources.

The February gift (available through February 28) included access to risk management tools and 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 that will be offered May 1-31. The application deadline is April 14 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 (19 different certifications are offered), click [here](#).

QUOTE OF THE MONTH

"A leader's most powerful ally is his or her own example."

~ John Robert Wooden

HOW EMOTIONALLY INTELLIGENT LEADERS BUILD PSYCHOLOGICAL SAFETY AND INCLUSIVE WORK ENVIRONMENTS

HRDQ-U Virtual Webinar

March 4 from 11:00 am to 12:00 pm PST

Emotional intelligence is the ability to understand and manage your emotions as well as the emotions of those around you. It is the cornerstone for diverse work environments and helps to break down barriers and enhance inclusiveness.

Individuals bring their own set of ideas, skills, and personalities that diversify discussions within a team. Members of your team will be more willing to share their opinions and concerns when they have the confidence to know their voices will be heard, valued, and considered in all contexts when psychological safety is made a priority. Psychological safety occurs when individuals, teams, and organizations are comfortable and safe enough to be open and honest and effectively learn, grow, and perform together.

Presenters David Cory and Carlos Cadogan will discuss the foundations of building and sustaining a diverse, equitable, and inclusive organization through emotional and cultural intelligence.

This is a rebroadcast, based on popular demand. There is no charge, but [registration](#) is required.

CRAFTING, CASTING, AND CARRYING A COMPELLING VISION

PMI-CRB Hybrid Meeting

March 4 from 5:30 pm to 7:30 pm PST

(Virtual event starts at 6:30)

Vision provides clarity. Clarity is needed to know where you are going and to have a better idea of how to get there. Vision also compels us emotionally, as feelings such as freedom, joy and relief are powerful motivators to achieving success.

Leaders who conceive of and craft a powerful vision for the organization energize everyone in it, including themselves. That energy can be felt every day.

"In order to carry a positive action, we must develop here a positive vision." – The Dalai Lama

Presenter Paul D. Casey will share activities and principles to help you clarify where you are leading your team, sharing that destination with your team, and making it part of the culture.

This is a hybrid event; advance [registration](#) is required. Cost is \$30 for the in-person meeting (at CG Public House in Kennewick), or \$10 for the virtual option. More information is available [here](#).

GET “CRABBY” FOR A GOOD CAUSE

Crab Feed Fundraiser for Safe Harbort Support Center

March 8 in Pasco – doors open at 4:00 pm; dinner served from 5:00 pm to 7:00 pm PST

Since 1998, Safe Harbor Support Center has cared for thousands of children in the Tri-Cities, providing support when it was needed most for more than 2,000 families. They are committed to the prevention of child abuse and neglect by providing a safe and stable environment.

Originally a crisis nursery, the agency adapted to the needs of the community and changed their focus to trauma intervention and the prevention of child abuse and neglect through strengthening parenting skills and helping families form healthy, supportive connections to ensure the needs of their children are met.

Making an impact never tasted so good! Join Safe Harbor, family, friends, and the community on March 8 for their third annual Crab Feed, which will be held at the Pasco Eagles Lodge. Get your fill of crab and pasta, try your luck at the raffle table, and make a difference in the community.

Get your [tickets](#) now. All ages welcome. Casual dress code. Cost is \$75/person.

MEASUREMENT UNCERTAINTY: KNOWING THE UNKNOWN

ASQ Inspection Division Webinar

March 11 from 4:00 pm to 5:30 pm PDT

Calibration is often defined as “an act of measurement and/or adjustment.” Legal Metrology as well as Industrial Metrology are integral to business success, but without effective and timely calibration along with understanding the associated error sources that success will be compromised. Traceability and measurement uncertainty adds complexity to the process.

Every physical measurement in research and industry involves some degree of uncertainty. Even minor fluctuations in conditions can influence the measurement and lead to deviations that make the measurement result unreliable. Knowledge of the uncertainty pertaining to the results is essential in order to obtain meaningful measurement data.

Presenter Anish Shah will discuss these issues and more.

There is no charge for attendance, but [advance 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.

BUSINESS AFTER HOURS – NETWORKING EVENT

March 13 from 4:00 pm to 6:00 pm PDT in Kennewick

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 Jacobs and Rhodes, located at 4825 West Clearwater Avenue in Kennewick.

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

No reservations are required. It’s free to attend - bring a friend!

More information is available [here](#).

ASQ CERTIFIED MEDICAL DEVICE AUDITOR (CMDA) REFRESHER COURSE

Offered by San Gabriel ASQ

Saturdays - March 15 – May 24

The Certified Medical Device Auditor (CMDA) is a professional who understands the principles of standards, regulations, directives, and guidance for auditing a medical device system while using various tools and techniques to examine, question, evaluate, and report on that system’s adequacies and deficiencies.

A medical device auditor analyzes all elements of the system and reports on how well it adheres to the criteria for management and control of process safety.

This course with instructors Upen Patel, Vinay Goyal, Bob Mehta, George Phillips and Karen Grams will cover key topics related to ASQ’s Certified Medical Device Auditor (CMDA) body of knowledge through ten (10) Saturday sessions.

Topics to be covered include: Auditing Fundamentals, Auditing and Inspection Processes, US Laws: QSR: CFR Title 21, U.S. requirements (FD&C Act), QSR, EU MDR, Health Canada, Other International Agencies, International Standards, Validation, Risk Management, Restriction of Hazardous Substances (RoHS), Human Factors and Usability Engineering, Biological Evaluation, Packaging, Device Shelf Life, Controlled Environments and Utility Systems, Sterilization, Software Development and Maintenance, Quality Tools and Techniques, Process capability, Six Sigma, Lean Tools, Cost of Quality (COQ), and Sampling.

Cost is \$399 for ASQ members or non-members. View more details and register [here](#).

THE PEOPLE IMPLICATIONS OF INDUSTRY 4.0 AND ARTIFICIAL INTELLIGENCE

AME Virtual Workshop

March 17 from 1:00 pm to 2:00 pm PDT

Every manufacturer in the world is sensing a changing landscape. Technology shifts are driving a total rethink of how manufacturing should be performed. The pressure of a changing workforce skillset and a changing working environment force manufacturing leaders to constantly assess how to proceed.

This workshop with Dr. Dan Shunk will begin with a discussion of the implications of how to create value from advanced technologies such as artificial intelligence. The advancement of Generative AI allows us to do the job better. But what we have learned is that “to automate a mess remains a mess,” and the data integrity to drive success is the critical building block.

The presentation will also address the impact on the workforce. The #1 strategic core process at Intel is to “Educate, Attain and Retain” the knowledge worker. The advancement of technology can happen only if the talent is present. The workforce must lead technological transformation.

But who do you need? And what do they need to know? This launches the workshop portion of the session. The collective perception of skill gaps from the audience will be addressed using a state-of-the-art tool. This data collection will be presented to cluster leadership for future planning. The workshop will conclude with a discussion about what this all really means to manufacturers.

There is no charge for attendance. More information and the required registration form can be found [here](#).

ALWAYS BE YOUR BEST ... BE YOUR BEST ALWAYS!



PMI PMP/CAPM IN-PERSON CERTIFICATION BOOT CAMP

March 17 – 21 in Richland from 8:00 am to 5:00 pm daily

The local PMI Chapter is offering this PMI approved, ATP certified, in-person Boot Camp to help individuals prepare for Project Management Professional (PMP)/Certified Associate in Project Management (CAPM) and Agile Certified Professional (ACP) certifications.

In-person boot camps are a great way to learn, network, and grow. The instructor for this training will be Nate Crews, a senior project leader with expertise in delivering technological solutions for domestic and international projects.

You will learn how to:

- Master foundational project management principles
- Align projects with strategic business goals
- Deliver and evaluate project benefits and value
- Support and manage organizational change initiatives
- Establish effective project governance structures
- Ensure project compliance and adherence to standards
- Identify and engage key project stakeholders
- Build, empower, and support high-performing teams
- Plan, manage, and optimize project resources
- Execute, monitor, and close project phases effectively

Cost is \$1495/person. More information and registration can be found [here](#).

EMOTIONAL INTELLIGENCE: RELATIONSHIP MANAGEMENT

AME Virtual Webinar

March 26 from 10:00 am to 12:00 pm PDT

Learn about the pivotal role that relationship management in EI and how leaders can either contribute to the success or the detriment of their teams based on their EI proficiency.

Presenter Amanda Guthrie will discuss how we can learn to actively listen to others, receive criticism positively, and use it to develop the power to forgive, forget, and move on rationally.

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

THE FUTURE OF QUALITY IS NOW – AI AND BEYOND

STAREAST Conference
April 27 – May 2 in Orlando

Considered by many to be the leading event for software testers, STAREAST will feature over 75 talks - including keynotes, tutorials, and sessions - all in an engaging and interactive event experience. There are a variety of pass options to help you find the best fit for your learning needs and budget.

Keynote speakers include Dona Sarkar (Microsoft), Adam Auerbach (EPAM Systems), and Ronit Bohrer Hillel (Microsoft).

More information is available [here](#).

WCQI 2025 KEYNOTE SPEAKERS ANNOUNCED

May 4-7 in Denver

Many of the brightest minds in quality will unite at this year's World Conference on Quality & Improvement (WCQI) to push the limits of what's possible - developing innovative solutions, redefining best practices, and shaping the future of excellence.

ASQ recently announced keynote speakers for the conference:



Joel Hilchey, Executive Producer & CEO, Beanstalk Creative

“Fun by Design” - Fun is an undervalued resource for productivity, talent retention, and team culture. The truth is that we do better when we feel better. And there's research to prove it.

In this keynote, you'll learn:

- Trends that are reshaping the world of work
- The key to effective recognition, and three easy ideas to do it better
- Four practical tactics for team leaders to make boring meetings less painful



Eric Boles, Former NFL Wide Receiver, Authority on Leadership, Managing Change, Cultural Transformation and Peak Performance

“Moving to Great” - How can we be at our best more of the time? What qualities do peak performers have that allow them to perform at the next level? How do we align our goals and values to stay focused on our desired outcomes? Eric's message will focus on habits and attitudes to move to new levels.

Additional information about WCQI and registration is available [here](#).

2025 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2025	
Section Chair	Denise Fast
Secretary	Denise Clements
Treasurer	Cindy Taylor
Membership Chair	Jo Haberstock
Nominations Chair	Emily Wilson
Newsletter Editor	Robert Boykin
Publicity Chair	Jo Haberstock
Webmaster	Steve Prevette
Programs Chair	Vacant
Social Media Chair	Vacant
Voice of the Customer Chair	Vacant

Publication Information

This newsletter is published on a regular basis to inform members and potential members about Columbia Basin ASQ activities and other news/information that may be of value to quality professionals. To be considered for the next newsletter, input must be received by the 22nd of the month.

