

CHAIR'S CORNER - RANSOMWARE

from Denise Fast

In today's world, where everyone's digital lives are woven into almost every aspect of their daily routines, the threat of ransomware looms larger than ever.

According to a Sophos State of Ransomware survey of 5,000 IT and cybersecurity leaders released in April of 2024, 59% of organizations were hit by a ransomware attack in 2023. Of those victims, 56% paid a ransom to get their data back. Exploited vulnerabilities were the most commonly identified root cause of an attack, impacting 32% of organizations. This was closely followed by compromised credentials (29%) and malicious emails (23%).

Ransomware is a security threat that can come in many forms. Most commonly, it is hosted as malicious software on websites that users visit with their computers or smartphones. It locks up their files and the hackers then demand a ransom to unlock them. It also comes in the form of phishing attacks that contain links or attachments that are designed to download a type of malicious software on a user's computer, which can then lock up their files and display a message demanding payment for release. This is a nightmare that has become all too real for millions.

Some best practices

- Don't open suspicious files or links
- Keep software updated (especially operating systems and browsers)
- Use multi-factor authentication for all online accounts (Google accounts, online banking, social media platforms, etc.)
- Use unique, secure passwords
- Back up data regularly and encrypt files to prevent them from falling into hackers' hands

Educating yourself, family, and friends about suspicious links and emails can also help prevent attacks. Phishing attempts often trick users into clicking malicious attachments or links.

Awareness is key in avoiding such traps. Stay vigilant.

APRIL IS EARTH MONTH – IMPROVING THE QUALITY OF LIFE

by Jo Haberstok

In the decades leading up to the first officially designated Earth Day in 1970, Americans had been consuming vast amounts of leaded gas through massive and inefficient automobiles. Smoke and sludge were being emitted from manufacturing sites with little fear of the consequences from either the law or bad press. Air pollution was commonly accepted as inevitable. While much of the country remained largely oblivious to environmental concerns and how a polluted environment threatened human health, there were a few groups fighting individually against oil spills, polluting factories, raw sewage, pesticides, and the extinction of wildlife.

The foundation for Earth Day may have actually been laid in 1968. That's when the US Public Health Service organized the Human Ecology Symposium, which invited students to come and listen to scientists talking about the impact of the deteriorating environment on human health.

There are many impacts of environmental degradation, and they are hazardous for both living organisms and the environment. These include the loss of biodiversity, human health issues, ozone layer depletion, scarcity of resources, loss of ecotourism and natural calamities or disasters.

How does all of this relate to quality? As quality professionals, we can help Mother Nature (and future generations) by learning more and promoting awareness in others about processes like avoiding deforestation, reducing consumption levels, reusing resources, recycling environmental products, and waste management.

The social and cultural environments we saw back in the 70's are rising up again today - a frustrated generation of younger individuals refusing to settle for platitudes and who are instead demanding a new way forward. Digital and social media are bringing these conversations, protests, strikes and mobilizations to a global audience, and motivating generations to join together to take on these and other challenges. Social media has allowed for more involvement, more diversity, more inclusion, and more voices to be heard.

As individuals, we have power to make our voices heard – as voters, consumers, watchdogs. What each of us does and how we do it can have a huge ripple effect on our ecosystems and on corporate and government actions. We are responsible for holding business, governments, and others accountable and for supporting their efforts when they get it right.

The theme for the 55th anniversary of Earth Day, which is officially celebrated on April 22, is [Our Power, Our Planet](#). As quality professionals, we can be agents for change, helping to transform processes, behaviors and culture. Change starts with action.

April 7, 2025
Invitation from Ann Arbor ASQ
Virtual Meeting

DATE:

Monday,
April 7, 2025

**Power of the Pitch: How to Pitch Your
Ideas to Get the Resources You Need**

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



Barbara A. Bolt

Principal at Boldt Global
Executive Communication Skills Coach

TIME:

2:30 pm to 5:00 pm PDT

(check website to confirm time)

Welcome & networking will begin at 2:30, followed by the presentation at around 3:00.

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

[Advance registration](#) is required for planning purposes and to receive RU credit following the meeting.

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

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

Anyone can come up with an idea. And then what? How do you sell that idea to others, get their buy-in, and obtain the needed resources to make something happen?

Between 80-90% of leadership communication is about engaging people, enrolling them in your ideas, and getting them to come along with you. This is your “pitch” - a short, persuasive presentation that explains what you have to offer and why someone should buy your product or service.

The term “pitch” can have a negative connotation. Some people equate it with manipulation, but it actually refers to a persuasive message. Participants in this webinar will learn the foundational elements necessary to create an effective and convincing pitch.

The session will cover:

- Understanding your audience
- How to craft the “heart” of the pitch
- Problem/Solution/Transformation (the most essential part of any pitch)
- The importance of storytelling

Barbara’s language-centered approach will equip participants with the tools needed to craft impactful pitches that resonate with their audiences and get them the resources required to be successful.

About the speaker: Barbara A. Boldt, Principal at Boldt Global, is a transformative communication coach who empowers introverted leaders to become authentic, impactful communicators. Through her unique approach, she combines anxiety-reduction techniques with strategic communication skills training to help clients move from feeling unseen to confidently representing themselves and their organizations.

Drawing from 20+ years of experience working internationally with professionals from over 35 countries, Barbara has an extraordinary ability to identify why a message is not connecting. Whether it is due to unclear language, structural issues, or delivery flaws, she helps her clients reshape how they communicate so their messages resonate.

April 8, 2025 Invitation from Baltimore ASQ Virtual Webinar

DATE:

Tuesday,
April 8, 2025

Ethics, Empathy, and AI and Tutorial/Workshop: AI-Enhanced Process Mapping for Root Cause Analysis

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



TIME:

3:00 pm to 5:30 pm PDT

(check website to confirm time)

Welcome & networking will begin at 3:00, followed by the presentation at around 3:30.

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

[Advance registration](#) is required for planning purposes and to receive RU credit following the meeting.

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

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

David B. Newman **Lisa Hammer**
Co-Founders and Principals, Leadership Techniques, LLC

How can we harness the power of Artificial Intelligence for the benefit of humanity while preventing it from being used as a destructive force? How do we apply empathy and ethics to support our goals and achieve outcomes that optimize human experience?

Presentation Learning Objectives:

- Examine the relationship between Ethics, Empathy, and Artificial Intelligence
- Understand the role of Artificial Intelligence as a Quality Management tool
- Appreciate the critical importance of compassion and happiness in the workplace

A tutorial will also be presented: "AI-Enhanced Process Mapping for Root Cause Analysis (RCA)." This will explore how AI enhances traditional process mapping for RCA, improving efficiency, accuracy, and predictive capabilities.

Tutorial Learning Objectives:

- Understand the fundamentals of process mapping and its role in RCA
- Learn how AI enhances process mapping through automation, predictive analytics, and real-time optimization
- Explore ethical considerations and best practices for integrating AI-driven process mapping into quality management

About the speakers: David B. Newman and Lisa Hammer are co-founders and principals of Leadership Techniques, LLC, and are Authorized Training Partners (ATPs) with the Project Management Institute (PMI). They each hold several certifications. They are part of an elite group of instructors selected to deliver multiple courses for PMI's PMI Training®, a series of professional seminars held monthly across the country and virtually. Additionally, they were selected to present a session on Artificial Intelligence at the PMI Global Conference on Artificial Intelligence in 2024.

April 10, 2025 Invitation from Phoenix ASQ Virtual Webinar

DATE:

Thursday,
April 10, 2025

Climate Change-ISO 9001 and Management System Standards (MSS): What Comes Next?

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



TIME:

5:00 pm to 7:00 pm PDT

(check website to confirm time)

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

**Advance registration is
required for planning purposes
and to receive RU credit
following the meeting.**

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

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

Roderick A. Munro ASQ Fellow, CMQ/OE, CQE, CQA

If your organization is currently registered to any of the ISO Management System Standards (MSS), you are now required to consider “climate change” within your management system.

This presentation will explore potential customer requirements that may be coming as the result of changes to the ISO MSS. It is intended to help individuals and organizations be prepared for registrar questions and potential customer demands related to climate change.

Areas to be covered include:

- Potential impacts of new requirements
- Understanding the current wording and what is NOT being said
- How to prepare for questions
- How to answer/What to say to your registrar
- Use of existing registrations to preempt future demands

Join us for this informative session to gain insights to help address related requirements.

About the speaker: Rod Munro brings extensive depth and breadth of experience working domestically and internationally as a Coach/Facilitator/Instructor/Consultant/Mentor; Systems Evaluator; Safety & Health, Environmental, Quality (SHEQ) Risk Advisor; Project Manager; and Human Performance Technologist with high performing organizations. He leverages his Integrated Management System expertise, collaboration skills and a bias for results to yield millions of dollars of benefits to the bottom line for his employers and clients. Rod's primary focus is on strategic deployment and execution of organizational SHEQ Continual improvement methodologies, incorporating simplification and risk-based thinking aspects with an emphasis on the application of Performance Improvement. Rod was named the 2022 Auditor of the Year for LRQA North America and was an ASQ Philip Crosby Mentalist in 2017.

FREE MONTHLY GIFTS FOR ASQ MEMBERS!

Be sure to check out the free ASQ Member Gifts this month! Every month the focus is on a different aspect of quality, and the gifts include a variety of valuable resources.

The March gifts (available through March 31) focused on strategic quality 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 April 30.

ASQ CERTIFICATIONS – UPCOMING 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 fee for each exam.

Applications are now being accepted for the following exams scheduled for June 1-30. The application deadline is May 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)
- CCQM (Construction Quality Manager)

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

LEAN: THE KEY TO PREVENTING BURNOUT IN HEALTHCARE

Seattle AME Virtual Webinar

April 8 from 9:00 am to 10:00 am PDT

Clinician burnout is a key contributor to many challenges in healthcare including patient frustrations, access, staffing shortages, and financial underperformance. Many healthcare organizations offer resilience support to their clinicians. Yet clinicians are known to be some of the most resilient people in the workforce. Few organizations engage in changes that address the root cause drivers of burnout.

In this webinar, Dr. Paul DeChant, MD, MBA, will provide an overview of the root cause drivers of burnout and how Lean systems and redesign activities can change healthcare organization cultures, empowering and aligning clinicians, and leading to the transformational change that is key to improving healthcare for all stakeholders.

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

STRIKE THE RIGHT CHORD: A BOLD ROADMAP FOR EMERGING LEADERS

Virtual Webinar from HRDQ-U

April 9 from 11:00 am to 12:00 pm PDT

Discover a fresh perspective on leadership development.

Based upon his book, "Strike the Right Chord: The Emerging Leader's Guide to Exceptional Performance," Dr. Michael Brenner shows how the art of music can be combined with the science of leadership for tangible results. The CHORDS Model™ is a framework designed to help leaders cultivate the key traits that lead to extraordinary team performance. The session is aimed at emerging leaders and anyone interested in fostering a culture of high performance within their organization.

Each "note" of the CHORDS Model™ represents an essential component of leadership. In this segment, Dr. Brenner will delve into the six key elements - communication, harmony, ownership, respect, direction, and support - and explain why they are crucial for leaders looking to optimize their performance and achieve long-term success.

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

AI ADOPTION JOURNEY: GOVERNANCE, CHALLENGES, AND STRATEGIES

ASQ Quality Management Division Webinar

April 9 from 3:00 pm to 4:00 pm PDT

Are you interested in learning more about the process of integrating artificial intelligence (AI) into operations, products, or services?

AI adoption involves using a range of AI products and systems to support workflows, from streamlining tasks to strategic decision-making.

This webinar is for you if you are at any stage of your AI journey and:

- Eager to adopt AI at the individual/team/enterprise level
- Looking to harness AI for improving processes

Join presenter Shruti Patil to delve into critical aspects of AI governance, uncover the potential challenges organizations face, and learn about effective strategies for successful AI integration. Whether you are a business leader, IT professional, or simply curious about AI, this session will provide valuable insights to help you navigate the complexities of AI implementation.

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

BRIDGING PARTNERSHIPS: SMALL BUSINESS SYMPOSIUM

April 9 and 10 in Kennewick

The 18th Annual Bridging Partnerships Small Business Symposium will be held at the Three Rivers Convention Center in Kennewick. The symposium strives to pave the way for increased procurement and diverse business opportunities for small and large enterprises.

Attendees can anticipate an enriching experience where professionals from both small and large businesses will converge, fostering connections, gaining valuable insights, and cultivating relationships. Guest speakers, including DOE officials and local industry leaders will present concepts important to small business development. Topics include "Navigating Government Solicitations and Negotiations." A bus tour of the Hanford Site will be offered on April 9 (requires advance registration).

The keynote luncheon speaker will be Matthew Schoonover, founder and managing member of Schoonover & Moriarty LLC. Matt counsels clients in understanding acquisition regulations and contract provisions, and ensuring compliance with regulations relating to small business and socioeconomic program eligibility.

Cost for the symposium is \$225. More information is available [here](#).

UNLOCKING EMPLOYEE ENGAGEMENT: PROVEN STRATEGIES FOR RETENTION AND REDUCING TURNOVER

Ask the Experts Hybrid Event

April 15 from 3:00 pm to 4:30 pm PDT in Kennewick (or via Zoom)

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 month's focus is practical strategies to boost employee engagement, build strong relationships, and create a supportive environment where talent feels valued. Learn how to attract, engage, and keep top performers to drive long-term growth.

The panelists are Chris Bartlett and Stacey Benningfield (Adams Enterprises), Cheri Montee (Columbia Ability Alliance), and Shannon Novakovich (Novawerx, LLC).

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

THE FLEXIBLE LEADER'S PLAYBOOK: LEADING EFFECTIVELY NOW

Virtual Webinar from HRDQ-U

April 16 from 11:00 am to 12:00 pm PDT

Doing things the same way might get you consistent results, but are those results what you need in a world of constant change? If you keep doing the same things the same way, nothing will change – including your results.

The best athletes and teams have playbooks to help them navigate the various situations they will face during a game. While leadership isn't a game, having a leadership playbook of strategies to apply in different situations makes leaders more confident and effective. If you like the idea of a playbook to help you lead with greater adaptability and impact, check out this webinar.

Leadership expert Kevin Eikenberry, author of the upcoming book "Flexible Leadership: Navigate Uncertainty and Lead with Confidence," will provide an outline for a leadership playbook – and a way to custom build that playbook for personal success. Gain new ways to flex your leadership approach based on the situation you face rather than relying on your natural reactions or past experience alone.

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



GIVING FEEDBACK CONSTRUCTIVELY

Webinar Wednesday with Growing Forward Services

April 16 at 4:00 PDT on Zoom

When you hear the word feedback, what's the first thing that comes to mind? For many individuals, feedback conversations can be anxiety-ridden because it is often assumed that the feedback will be negative. But feedback is usually intended to help. Everyone makes mistakes and we are all capable of growth and improvement.

Webinar Wednesday is a complimentary monthly leadership training session offered by Paul D. Casey, focused on enhancing a specific skill to help individuals lead their teams with more effectiveness. This month's session will focus on the challenge of giving feedback constructively.

Additional information and registration can be found [here](#).

BUSINESS ANALYSIS REFLECTIVE MODEL FOR THE TECHNOLOGY WORLD WITH A FOCUS ON QUALITY CONSIDERATIONS

San Gabriel ASQ Virtual Meeting

April 16 from 6:00 pm to 8:00 pm PDT

The Business Analysis Reflective Model (BARM) serves as a robust framework for navigating the complexities of the technology-driven business landscape while ensuring a strong focus on quality. By blending traditional and agile methodologies, BARM promotes innovation, strategic alignment, and reflective practices that empower business analysts to create impactful and sustainable solutions. Its quality-focused approach leverages tools such as scenario modeling, iterative feedback loops, and impact measurement to adapt to evolving business needs while addressing sustainability, scalability, and compliance challenges.

Through clear documentation and effective communication, BARM enables individuals to deliver actionable insights that align with organizational goals and stakeholder expectations, fostering value creation and excellence in a rapidly changing environment.

Presenter Narges Aminimoghaddam, author of six books, will discuss BARM and share insights into its various applications.

Check the [San Gabriel myASQ Community](#) for additional details and the registration link.

ASQ CERTIFIED QUALITY AUDITOR (CQA) REFRESHER/EXAM PREP COURSE

Offered by San Gabriel ASQ

Saturdays – April 19 – June 21

Instructors Upen Patel, Vinay Goyal, Bob Mehta, and others will cover key topics related to ASQ's Certified Quality Auditor (CQA) body of knowledge through nine (9) Saturday sessions.

Topics include Audit Fundamentals, Audit Process (Preparation, Performance, Reporting, Follow-Up and Closure); Auditor Competencies, Audit Program Management, Quality Tools and Techniques, and associated Lean Six Sigma Methods and Tools.

Cost is \$299 for ASQ members or non-members. View additional details and register [here](#).

QUOTE OF THE MONTH

"I am not a product of my circumstances. I am a product of my decisions."

~ Stephen Covey

CAVALCADE OF AUTHORS – READ, WRITE, IMAGINE

April 19 from 9:00 am to 3:45 pm PDT in Richland

Started in 2009 by a local middle school librarian, Cavalcade of Authors is an event held every spring to celebrate reading and writing. It is open *only* to students in grades 6 through 12.

With a staff of volunteer librarians, teachers, and parents, the event begins with a kick-off at Barnes and Noble and ends with a dynamic workshop style conference at WSU Tri-Cities in Richland. Over 1000 students have attended the conference yearly to participate in workshops by award-winning authors.

Authors also visit local schools and businesses throughout their stay to further promote the love of reading and writing.

While the conference itself is open to middle and high school students, elementary schools in the region are also offered educational and engaging visits by featured authors at a greatly reduced cost. In addition, they are committed to providing multiple author visits each year at no cost to schools unable to allocate funds for author visits. Through these school visits and the conference itself, the goal is to place invited authors in front of as many students as possible during their stay and to encourage reading, writing, and creativity.

Featured authors at this year's event will be Josh Allen, Adi Alsaid, Kendare Blake, Sarah Beth Durst, Guadalupe Garcia McCall, Tricia Levenseller, Lish McBride, Lisa McMann, Matt McMann, Brittney Morris, Eliot Schrefer, and Will Taylor.

The fiscal sponsor for the Cavalcade is Three Rivers Foundation, a 501(C)3 nonprofit organization, and contributions are tax-deductible as allowed by law.

Cost is \$30 for the April 19 conference. Learn more about the event and authors [here](#). For details about the pre-conference activities, to register, or if you are interested in donating, contact [Wendy](#) or [Angela](#).



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.

DEVELOPING LEADERSHIP SKILLS TO ENGAGE EMPLOYEES FOR HIGH FUNCTIONING TEAMS

Seattle AME Virtual Webinar

April 21 from 1:00 pm to 2:00 pm PDT

Trust in leadership is the cornerstone of team success. When a leader builds trust, they establish an environment where team members feel both empowered and secure. Such an environment encourages open communication, collaboration, and creativity.

In teams where trust is strong, individuals are more willing to share ideas, voice concerns, and take risks without fear of judgment. This level of openness strengthens relationships and enhances collective problem-solving abilities. A leader who demonstrates honesty, empathy, and consistent behavior sets the foundation for trust.

Furthermore, trust enables the delegation of responsibilities with confidence. Team members are not only more engaged, but they also take ownership of their tasks, resulting in higher productivity and improved overall performance. In times of uncertainty or crisis, a trusting team can rely on each other and their leader to navigate difficulties with resilience and determination. They are more likely to work together cohesively, support one another, and adapt to new challenges. Moreover, a culture rooted in trust fosters continuous development; regular feedback is received constructively, and challenges are viewed as opportunities to learn and grow.

Presenter Dave Hyem will discuss practical actions a leader can take to build trust and strengthen their relationships with team members and others in organizations aimed at building high functioning teams.

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

CELEBRATE YOUR PET MONTH IN APRIL

Help Seniors Take Care of Their Pets

This is a major event for the seniors in the Meals on Wheels program because for many, their pets are their only companions. Many individuals will give up their own food so their pets can eat or use the limited funds they have on their pets instead of on things for themselves.

Donations are being accepted through the end of April to be delivered in May. Here are some ways you can help:

- Purchase items that are needed or requested most, including dog and cat food, blankets, collars, leashes, kitty litter, pet beds, toys, grooming supplies, and gift cards
- Make a monetary donation online – and someone else will shop for you, or it can be used for veterinary care or grooming
- Purchase items from the [Amazon Wishlist](#) (to be delivered to the Meals on Wheels office)

Items can be delivered to the [Meals on Wheels](#) office located at 1824 Fowler Street in Richland. All contributions (monetary or new items) are appreciated. For more information call (509)-735-1911. Help make tails wag and hearts happy!

QUALITY IMPACT FORUM: CIRCULAR ECONOMY (A PATHWAY TO SUSTAINABLE EXCELLENCE)

Virtual ASQ Event

April 22 from 6:30 am to 11:00 am PDT

Organizations across the globe are discovering the power of the Circular Economy. At this year's forum, ASQ hopes to connect participants to sustainability leaders and enthusiasts embarking on this transformative journey.

Delve into closing the loop with durable, reusable, and recyclable products, overcoming waste reduction challenges, and optimizing sustainable supply chains. Scheduled speakers include James Wells, Freddie More Franco Pablo, and John Holm.

Focus areas:

- Closing the Loop with Quality: Ensuring Durability, Reusability, and Recyclability for a Thriving Circular Economy
- Ensuring Product Quality in a Circular Economy: Overcoming Challenges in Waste Reduction
- Optimizing Supply Chains for a Circular Economy: Insights on Successfully Implementing Sustainable Systems

Cost is \$79 for ASQ members and \$99 for non-members. Register or view additional information [here](#).

VIRGIE ROBINSON MEMORIAL GOLF TOURNAMENT AND MIXER/AUCTION

Fundraising Event April 26 in Pasco

Virgie Robinson was born in 1919 to sharecroppers in Memphis, Tennessee. After moving to the Tri-Cities area during the early post-World War II era, she became active with the community and the local school system and in 1965 was hired as the first director of the Kurtzman Park Community Center. In 1965, Virgie was voted Washington State's Woman of Achievement for cities with over 12,000 residents. She later became even more active in the Pasco school system and in 1987 was appointed to the Washington State Council on Voluntary Action. Virgie passed away in 2003. 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, 27 additional scholarships have been awarded.

The 11th Annual Virgie Robinson Scholarship Fund Spring Classic Golf Tournament will be held April 26 at Sun Willows Golf Course in Pasco. Golfers are invited to sign up for the tournament, which includes swag bags and prizes; cost is \$125 for an individual golfer or \$500 for a foursome. Event sponsorships start at \$300.

There will also be a Meet & Greet Mixer and Silent Auction on April 26 starting at 11:00 am at Sun Willows. The public is invited. To purchase tickets or to donate to the fund, click [here](#).

LIFE COACHING: PREPARING FOR YOUR NEXT MAJOR LIFE TRANSITION

Tidewater ASQ Virtual Meeting

April 24 from 2:30 pm to 4:00 pm PDT

When some people think about a major transition (e.g., a new job, relocation, retirement), they are excited about the opportunities ahead while others may become anxious and fearful.

Taking some time to explore who you are can take the vague idea of such a transition and prepare you better mentally, emotionally, and socially for it - understanding the phases of a transition and activities to help you navigate it in a way that honors you. Everyone wants to know that they matter and have value.

Presenter Sandra Menzies will share information and encourage reflection on one's personal and professional journey while exploring what the next chapter of life could look like.

Learning objectives:

- Define the stages of a transition and how it can impact you
- Explore how you see yourself now and once you reach your next chapter

Cost is \$10 for ASQ members and non-members; register [here](#).

QUALITY 101 – ASQ ONLINE COURSE

Live Virtual Training

May 19-20

Kickstart your quality journey with ASQ's Quality 101 course!

Instructor Debra Owen, CMQ/OE, CQIA, will share information about essential tools like PDCA, improvement teams, and the seven basic quality tools to elevate your organization's operational efficiency.

Who should attend? Those new to quality, process leader practitioners, and those who support the practice of business excellence and would benefit from formal training on the fundamentals of quality and process improvement will benefit most from this course.

The discounted cost for ASQ members is \$799 if you register by April 19. More information is 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 22nd of the month.

GET READY – FOR THE 2025 WORLD CONFERENCE ON QUALITY & IMPROVEMENT (WCQI)

May 4-7 in Denver

For decades, the ASQ World Conference on Quality and Improvement (WCQI) has empowered quality professionals to elevate their organizations, teams, and careers.

Here are just a few reasons why participating in WCQI is a smart move:

- Stay ahead of the curve with insights into cutting-edge technologies like AI and machine learning for quality processes
- Learn best-in-class strategies to improve team performance, motivation, and cross-functional collaboration
- Refine your skills in process mapping, KPI development, and data-driven decision-making
- Grow your network with thousands of quality professionals from diverse industries
- Take inspiration home with over 70 sessions, workshops, and keynotes presented by industry leaders

Join other quality professionals at WCQI to deepen the knowledge you have already gained and build on strategies that work. This is a great opportunity to discover fresh solutions, integrate timeless principles with innovative practices, and further impact your organization's success – and your own success as well.

Cost is \$1599 for ASQ members or \$1699 for non-members. Special pricing is offered for ASQ member leaders and students. Explore the agenda, view the keynote speaker bios, and register [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
Newsletter Editor	Robert Boykin
Publicity Chair	Jo Haberstock
Webmaster	Steve Prevette
Nominations Chair	Vacant
Programs Chair	Vacant
Social Media Chair	Vacant
Voice of the Customer Chair	Vacant