

LAST CALL FOR 2026 SECTION LEADERSHIP TEAM MEMBERS

Your help is needed! Please consider volunteering to serve in a section leadership role in 2026.

The following positions **must** be filled by **October 30** in order to continue operations: **Chair, Treasurer, Secretary, Membership,** and Nominations. The time commitment is usually no more than a few hours each month. Help is also needed with other section activities including recruiting, programs, publicity, and section outreach.

If no one steps up to serve in 2026, we will have to start the process to dissolve our ASQ section. If you care about Quality, don't let this happen.

If you are interested in keeping the section going, or if you would like more information about any of the positions, please contact [Steve](#) or any of our current leadership team members, or send an [email](#).

BENEFITS OF VOLUNTEERING

For You	For Your Community
Do Something you care about	Improves lives
Make a positive difference	Connect to others in the community
Build new relationships	Make positive changes
Gain knowledge and skills which will improve future career prospects	Others may be inspired by your actions and also volunteer
Utilize/share your experience and skills	Promote worthwhile causes and special events
The "feel good" factor	Strengthen relationships

Nothing gets done by one person alone, which means we have to band together to make the changes we want to see in the world. Volunteering your time, skills, and resources is one of the most powerful ways to make a difference, to help others and, as it turns out, to enhance your own wellbeing.

If you are on the fence about diving into a new volunteer experience or have doubts about whether or not volunteering is right for you, you might find yourself surprised at just how much you can gain from taking the plunge.

CONGRATULATIONS TO VOLUNTEERS COUNT AWARD RECIPIENT – JO HABERSTOK

With the support of KXLY4 News, Apple Valley News Now (KAPP-KVEW), and community members, STCU and their Volunteers Count program identifies and honors volunteers in their viewing areas who faithfully dedicate their energy, time, and resources to serving nonprofit organizations in their communities.

We join in congratulating the most recent recipient of this well-deserved recognition: Jo Haberstok.

For more than 30 years, Jo has dedicated countless hours and skills to advancing quality practices locally, regionally, and nationally. Currently serving as our section's Membership Chair and Publicity Chair as well as actively contributing articles to our monthly newsletters, she has served in other section leadership team roles in the past as well, including Chair, Vice Chair, Secretary, and Nominations Chair. At the regional and national level, Jo has contributed her knowledge and skills as a judge for ASQ's International Team Excellence Awards program and as a World Conference on Quality & Improvement technical reviewer.

Her tireless commitment and many volunteer hours have contributed to the continued success of our Columbia Basin ASQ section, resulting in several Performance Excellence Program awards over the years.

Thank you, Jo, for your outstanding contributions and unwavering passion for quality.



Jessica Jalal, Apple Valley News; Jo Haberstok; and Jessica Crudup, STCU)

October 14, 2025
Inland Empire and Temecula ASQ
Virtual Webinar

DATE:

Wednesday,
October 15, 2025

**Thinking Different: The TRIZ Approach to
Solving the Right Problem**

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

Time: 6:00 pm - 8:00 pm PDT

(check website to confirm time)

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

**Registration is required for
planning purposes and to
receive RU credit following
the event.**

**More information about Inland
Empire ASQ 711 section is
available [here](#).**

**Information about Temecula
ASQ 713 section can be found
[here](#).**

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



Akhilesh Gulati, SSMBB
Founder & Principal, PIVOT Management Consultants

Hey there, curious minds! Join us for an online event where we will delve into the fascinating world of TRIZ.

TRIZ (Theory of Inventive Problem Solving) is a systematic problem-solving methodology developed by Russian engineer and scientist Genrich Altshuller in the mid-20th century. Grounded in the analysis of patents across various fields, TRIZ aims to generate innovative solutions to technical problems by identifying and applying patterns known as the "laws of technical systems evolution."

The core principle of TRIZ is that inventive solutions follow recognizable patterns. By leveraging these patterns, TRIZ offers a structured approach to problem-solving through a suite of principles, methods, and techniques.

Widely applied across various industries, TRIZ offers a structured framework for overcoming obstacles and fostering innovative solutions. To remain competitive, organizations must align product quality and manufacturing processes with evolving demands for value, efficiency, and reliability. The complexity of products and processes, coupled with conflicting objectives, presents challenges in optimization. The efficacy of TRIZ hinges on pinpointing and solving the root problem rather than addressing symptoms.

Akhilesh will discuss all of this in more detail and will shed light on problem selection, emphasizing the importance of identifying the core issue for effective solution development.

About the speaker: Akhilesh Gulati has 30+ years of experience in the field of Quality and has published articles in ASQ's Quality Digest. A Six Sigma Master Black Belt, he 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. He is a past California Quality Award Examiner and former ASQ Section chair.

October 27, 2025 Invitation from Philadelphia ASQ September 17, 2025 Virtual Webinar

DATE:

Monday,
October 27, 2025

Unlock Better Communication with DiSC

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

Time: 9:00 am - 10:00 am PDT

(check website to confirm time)

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

**Registration is required for
planning purposes and to
receive RU credit following
the event.**

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

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[myASQ community site](#).**



Manny Veloso, LSSMBB Principal, CI Consulting Services, LLC

Join Manny Veloso, Principal and Master Six Sigma Black Belt at CI Consulting Services, LLC, and Philadelphia ASQ for this interactive webinar on the DiSC model – a powerful tool that explains how people’s natural preferences shape the way they communicate, lead, and respond to conflict.

DiSC breaks behavior into four styles: Direct, Influencing, Steady, and Conscientious.

By understanding your style (and those of others), you’ll see why some conversations feel effortless while others feel like a struggle – and learn how to adapt for better results.

During this session, you will:

- Fill out your own DiSC survey and discover your personal style
- Explore the strengths and blind spots of each style
- Learn practical ways to flex your approach for clearer communication, stronger teamwork, and more effective leadership

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 individuals in Continuous Improvement certification programs to date. Manny holds a Masters 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 has also been a national instructor for ASQ in a variety of Six Sigma and Lean topics.

FREE GIFTS FOR ASQ MEMBERS!

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 can include dozens of valuable resources from ASQ's vast and ever-growing knowledge repository including in-depth expert webcasts, Quality Press eBook samplers, journal articles, industry case studies and benchmarking reports, and downloadable templates.

The September gifts (available through September 30) focused on leadership and inspiring, aligning, and guiding collaborative teams.

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

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 December 1-31. The application deadline is November 10.

- 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.

NEW ASQ PODCAST EPISODE

How is today's workplace reshaping leadership and teamwork?

On 'All Things Quality,' Natalia Brattan, CIA, CRMA, explores three transformative trends every quality professional should know:

- Shifting from time management to energy and attention management
- The growing role of AI in productivity
- New demands on leaders and teams

Whether you lead a team or are part of one, this conversation will provide some practical strategies and a fresh perspective on navigating today's workplace transformations. [Check it out!](#)

ASQ OFFERS EARLY QUALITY PROFESSIONAL MEMBERSHIP DISCOUNT

Great Opportunity for NextGen Quality Professionals

ASQ recently announced a reduced membership offer. The Early Quality Professional (EQP) discount has been created to make joining ASQ more accessible – and to grow the next generation of quality leaders.

It is hoped that lowering the cost of entry will make it easier for early career professionals – those who may be new to quality, just finishing school, or just starting their careers – to connect with ASQ, discover resources that will support their growth, and build meaningful relationships within the ASQ community. Current student members also have the option to upgrade to EQP and continue their journey seamlessly.

About the EQP membership discount:

- \$99 per year, with this rate guaranteed for two years
- Available to professionals 40 and younger (born in 1985 or later)
- Open to new members only (except current student members, who may upgrade)
- Easy to join - complete the [Connect With ASQ form](#) and select "Early Career Stage"

If you know someone (work colleague, friend, family member) who meets the criteria, please share this information and encourage them to join ASQ.

Fresh perspectives keep ASQ vibrant and relevant. By sharing this opportunity, you are not just recruiting members (which is great!), you are also helping ensure the future of the quality profession is innovative, inclusive, and connected.

Early career professionals bring new energy, ideas, and skills that will strengthen our Society for years to come.

ASQ SPEAKER DIRECTORY

Do you have knowledge or experience in quality that others could benefit from?

Consider adding yourself to ASQ's Speaker Directory!

This directory helps fellow members across ASQ find speakers on a variety of quality-related topics. Whether you enjoy presenting in person or virtually, it's a great way to share your expertise, support your peers, and help advance the practice of quality.

Interested? Just take a few minutes to [fill out your speaker profile here](#). Make sure to toggle the "Show my Speaker Profile in search results?" to Yes.

You'll be able to list your topic areas, preferred locations, and past presentation topics - and others can then reach out when there's a good fit.

GENERATIVE AI ESSENTIALS: WORKPLACE AND ETHICAL USE

WSU-Tri-Cities Workshop

October 2 from 9:00 am to 12:00 pm PDT in Richland

Unlock the potential of generative AI tools like Microsoft CoPilot and ChatGPT in your everyday work.

This hands-on workshop will explore practical, real-world applications of generative AI in areas such as marketing, customer service, communication, research, and project management - while reinforcing ethical boundaries and responsible use.

Whether you're an early adopter or just curious, this session will empower you with the foundational knowledge to use AI effectively and ethically.

By the end of the session, participants will be equipped to:

- Evaluate and select appropriate AI tools based on functionality, reliability, and organizational needs
- Navigate ethical dilemmas and apply cybersecurity best practices to safeguard data and privacy
- Apply effective prompt engineering techniques to improve the relevance and accuracy of AI-generated outputs
- Leverage AI responsibly while maintaining data integrity and compliance standards
- Develop a personalized or team-based AI code of conduct to guide responsible and sustainable use within your workplace

Cost is \$149 for this workshop, which will be held at the WSU-TC campus in Richland. Computers will be provided, or you can bring your own device. [Advance registration](#) is required. Additional information can be found [here](#).

QUOTE OF THE MONTH

"The happiest of people don't necessarily have the best of everything; they just make the most of everything that comes their way."

~ Douglas Clegg

HARVEST MOON BENEFIT CONCERT WITH TREY TAYLOR

October 3 from 6:30 pm to 9:00 pm PDT in Richland
Fundraiser for Big Bro Joe Foundation and The Arts Center Task Force

Join with friends and family members for a fun evening of country music under a harvest sky At Michele's (the restaurant), featuring Nashville recording artist Trey Taylor. The opening act will be Tri-Cities' favorite Kate Turner.

Proceeds from this event will benefit the Big Bro Joe Foundation and the Arts Center Task Force.

Along with great entertainment, At Michele's staff will be serving up great food and drinks from their popular menu. The restaurant will be open for pre-event dining for ticket holders only, beginning at 5:00 pm. Doors for the main event will open at 6:00 pm, and the show will begin at 6:30 pm.

General admission tickets are \$45; youth tickets (ages 9-18) are \$15.00. Additional information can be found [here](#).

The Big Bro Joe Foundation is a 501(c)3 organization in the Tri-Cities that seeks to offer young males positive role models that can assist with a helping hand, inspiration, guidance, and motivation while establishing healthy relationships with adult male mentors. This is done by facilitating mentor relationships, activities and programs, sports and team-building activities, and introductions to educational and personal development resources. The goal is to equip young men throughout the area with the mental, emotional, physical, and educational tools needed to become well-adjusted, productive members of society.

The Arts Center Task Force is a nonprofit 501(c)3 organization working to build the Mid-Columbia Performing Arts Center, an 800-seat, state-of-the-art venue and gathering space that will provide a home for the numerous arts organizations already active in our community and to advance the cultural and economic vitality of the Tri-Cities.

RIVERFEST – OUR RIVERS, OUR LIFE

Community Event

October 4 from 10:00 am to 3:00 pm PDT in Kennewick

Looking for a fun and free family event? Check out RiverFest on October 4 in Columbia Park.

Businesses, community organizations and people from all walks of life throughout the region join together each year to host RiverFest.

This is a FREE, fun, and educational family event, featuring exhibitors, vendors, and entertainment to showcase all the benefits of the Federal Columbia River Power System and highlight the four lower Snake River dams including navigation, irrigation, recreation, and power.

Individuals of all ages will find something fun to do and learn about at RiverFest. There will be food vendors, entertainment, and hands-on educational and learning experiences. Additional information can be found [here](#).

FUTURE-PROOFING YOUR CAREER FOR THE NEW WORKPLACE

ASQ Pacific Region Webinar

October 8 from 6:00 pm to 7:30 pm PDT

The workplace is transforming faster than ever. Traditional degrees and rigid career paths no longer guarantee relevance.

What matters now is the ability to adapt, reskill, and turn quality expertise into business impact.

The focus of this webinar with Rosemarie Christopher is to empower quality professionals to thrive in the era of AI, automation, and constant change. By mastering AI literacy, conflict resolution, innovative thinking, and solution-focused approaches, participants will learn to expand their influence, secure their future, and lead with purpose.

Key takeaways:

- Be a strategic partner and trusted advisor
- Use AI tools to boost efficiency while adding human judgment it can't replace
- Turn disagreements into collaboration and shared purpose
- Look beyond checklists to uncover root causes and drive improvement
- Link quality to outcomes, efficiency, risk reduction, and growth
- Competence, collaboration, and autonomy make you an influencer of authority

There is no charge. [Register NOW](#) to receive a copy of the presentation slides.

BUSINESS AFTER HOURS – NETWORKING EVENT

October 9 from 4:00 pm to 6:00 pm PDT in Richland

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 WSU Tri-Cities, located at 2710 Crimson Way in Richland.

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](#).

HEALTHCARE QUALITY MANAGEMENT SYSTEM

Baltimore ASQ Section Virtual Meeting and Tutorial

October 14 from 3:00 pm to 5:30 pm PDT

This 45-minute program with presenter Grace L. Duffy will introduce ANSI TR4, the U.S. healthcare Quality Management System (QMS) technical report and discuss the scope of the QMS model.

The tutorial will review and discuss the use of three quality tools used by the authors of the ASQ Healthcare QMS monograph series:

- Hoshin Kanri X-matrix for strategic planning
- System of Alignment and Accountability Template
- Tri-Metric Matrix: Thunder Bay District Health Unit (TBDHU)

There is no charge, but [advance registration](#) is required by October 11.

NAVIGATING LEADERSHIP: FOSTERING CONTINUOUS IMPROVEMENT AND TOTAL QUALITY MANAGEMENT TO DRIVE ORGANIZATIONAL EXCELLENCE

ASQ Government Division Webinar

October 16 from 4:00 pm to 5:00 pm PDT

In today's fast-paced environment, the ability to foster a culture of continuous improvement and implement Total Quality Management (TQM) practices is essential for achieving organizational excellence.

This webinar with presenter Jennifer Mascioli-Tudor will explore how effective leadership can inspire and guide teams toward operational efficiency, quality excellence, and sustainable growth.

Attendees will gain insights into best practices for integrating continuous innovation and improvement strategies into their leadership approach, driving both short- and long-term success.

Discussion topics will include how to empower teams, enhance processes, and instill a proactive mindset that leads to lasting organizational transformation.

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

AVOIDING HUMAN AND ORGANIZATIONAL PERFORMANCE DEPLOYMENT ERRORS

Community of Human and Organizational Learning Webinar

October 22 from 8:00 am to 9:00 am PDT

Over 400 organizations aren't wrong! Too many organizations that "try" Human and Organizational Performance (HOP) or "are doing HOP" do not go far enough in ensuring that what they are doing is both effective over the long term and sustainable.

Organizations need to understand the differences and the importance of Education (people need to learn new things), Integration (the concepts need to be built into your programs and processes), and Sustainability (it becomes how we do business).

Join presenter Rob Fisher for an exciting session. He will reveal why over 400 organizations have leaned on a proven approach to HOP and how education, integration, and sustainability can transform HOP from a short-term initiative into a lasting way of doing business.

There is no charge but [advance registration](#) is required. Information about the Community of Human and Organizational Learning is available [here](#).

REVIEW AND COMMENT ON ISO / DIS 9001

Comments due October 24

The draft international standard (DIS) for the revision of ISO 9001 has just been made available by ISO. This is an opportunity for the public to provide comments.

Individuals interested in reviewing and commenting on ISO DIS 9001 should enter comments in the [ISO Comment Template](#) and send them to standards@asq.org by October 24. The formatting of this Word document and text (including no strikethroughs, underlines, color, highlighting, etc.) should not be altered and should be submitted in Word format - other formats will not be accepted.

Additional information is available [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.

VIBE-O-WEEN BASH

Fundraiser for TCDEI Youth Scholarship Fund

October 25 from 7:00 pm to 10:00 pm PDT in Pasco

The Tri-Cities Diversity and Inclusion Council is dedicated to fostering a unified community, embracing cultures, and celebrating diversity through education, advocacy, and the promotion of cultural competence and compassion.

Through donations and fundraising events, they endeavor to offer a few scholarships every year. This year, three will be awarded to high school seniors and one to a college or trade school student.

Join the fun (and fundraising) at the Vibe-o-Ween bash on October 25. There will be music, costumes, food, and free bingo fun.

Tickets are \$40 online or \$45 at the door. Additional information is available [here](#). Every ticket purchased directly supports scholarships for youth in our community. Party with purpose this Halloween!

WALK OF... LIFE, LEADERSHIP AND LEGACY

by Izabela Lundberg

It starts by embracing every step. Each experience, whether good or bad, shapes who we are.

Embrace the lessons learned along the way.

Life

- Practice continuous growth.
- Commit to lifelong learning and self-improvement.
- Overcoming challenges builds strength and character.

Leadership

- Lead by example, as actions speak louder than words.
- Inspire and empower others through your behavior.
- Lift others and foster a culture of collaboration and innovation.

Legacy

- Focus on the positive impact on others professionally and personally.
- Invest time in mentoring and developing future leaders.
- Live and lead honestly, ensuring your actions reflect your core values.

Let's walk this journey purposefully, lead with integrity, and leave a legacy that inspires future generations.

Izabela Lundberg is a trainer, facilitator, and keynote speaker. She is the founder of Legacy Leaders Institute and a strategic advisor. Izabela partners with global leaders to transform organizations by improving their culture and leadership performance while creating sustainable and impactful organizations. View her LinkedIn profile [here](#).

2025 ASQ PACIFIC REGION QUALITY CONFERENCE

Virtual Event – November 1 from 8:00 am to 4:00 pm PDT

The theme for this year's virtual Pacific Region Conference is "Beyond 2025: Forging and Paving a Reliable Future" and "Building Dependability and Resilience in the Face of Disruption."

The conference is intended to provide a forum for like-minded professionals to share their ideas and learn from workshops and presentations, resulting in enhancements to personal development and business acumen, all building on the foundation of quality.

There will also be many opportunities for networking with others.

Conference Focus Areas

Cyber Security and Risk Management: Protecting systems, data, and operations through robust cybersecurity measures and proactive risk management strategies to ensure business continuity and trust.

Data Driven Decision Making: Leveraging real time data analytics and insights to make smarter, faster, and more strategic decisions that drive sustainable growth and innovation.

Supply Chain Resilience: Building an agile, transparent, and diversified supply chain that can withstand disruptions and ensure consistent delivery of goods and services.

Mental Health and Wellness: Fostering a culture that prioritizes mental health, resilience, and overall wellbeing to enhance employee engagement, innovation, and long-term organizational success.

Key Speakers

Neetu Choudhary – "Neuroscience of Leadership: Leading with the Brain in Mind"

Tina Strobel – Data: "Your New Superpower for Safer, Smarter Quality"

Sanath Hegde - "Accelerating Compliance, Empowering Employees, and Unleashing Productivity with AI"

Janice Litvin – "Banish Burnout: Move from Stress to Success"

Ashot Sargsyan – "LA Community Safety & Quality Impact Based on LA International Events"

Cost is \$20 for ASQ members and non-members, or \$10 for currently enrolled students. Registration is open through October 31. For more information, check their [website](#).

2025 COLUMBIA BASIN ASQ LEADERSHIP TEAM January 1 - December 31, 2025

Section Chair	Denise Fast
Secretary	Denise Clements
Treasurer	Robert Boykin
Membership Chair	Jo Haberstk
Nominations Chair	Steve Prevette
Newsletter Editor	Robert Boykin
Publicity Chair	Jo Haberstk
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 21st of the month.

SOME FUN CHUCKLES...

