



# CONTACT

Newsletter of the International Academy for Quality

Dear Fellow academicians,

once again at my desk I want to bring you up-to-date concerning IAQ matters. In the last issue I had promised to do this in October, but unfortunately my many assignments kept me away from home longer than expected. Please accept my apologies.

To my greatest regret I have first to bring to you attention:

## Acn em. Olle Jonson passed away

Sad news were received from Sweden. Acn Sandholm informs me that our dear friend and Founding Father of IAQ, Olle Jonson, succumbed after long illness on September 17, 1988.

IAQ will always be grateful for his services as Member of the 3x6-man Founding Body (1969) with the many inputs our then fledgling Academy got from him. He was also active in other QC organizations, e.g. EOQC. He served as its president for the term 1967/68. He was granted Emeritus status in 1985. We all will remember Olle for his dedication to our good cause, his open mind and his cheerful personality.

May he rest in peace!

## IAQ Office moves

The Board has decided to give the green light to our Executive's proposal to transfer the IAQ office from Berne to Frankfurt. There is one main reason to do so. Our office in Berne, ATAG, able as it was to keep flawlessly our bank accounts and financial records, was never willing to act as secretariat in the proper sense of the term. But we must and do step up our activities. It is virtually impossible to keep up our present division of tasks among our officers under the constraints of today. The Secretary-General is over-taxed, if he has to handle all business correspondence including invoices, memos etc. without the proper infrastructure in his office.

- over -

IAQ Office moves (Ct'd)

Our new caretaker is the headquarter of the German Society for Quality (DGQ). It offers on a professional basis all the services we need. Acn Hansen is its president, our president, Acn Zeller a member of its board, and Acn Masing its Honorary president. Therefore, we are sure to get even a little more than what we pay for. After all, DGQ has paid for printing and postage of CONTACT from its first issue till today.

This move will also eliminate once and for all the fiscal problems which up to now have been threatening our finances (and officers!). Being incorporated as a "Registered Society" according to German law, tax-exemption is a fact. IAQ may then publish books, accept donations, handle projects where money is involved; all this was dangerous for the officers in the past, because the legal status of IAQ was never totally clear as far as the internal revenue office was concerned. So the officers could be held personally responsible.

You will be informed in detail, as they become available.

Address: International Academy for Quality  
c/o Deutsche Gesellschaft für Qualität  
Postbox 50 10 62  
D-6000 Frankfurt am Main 50  
Fed. Rep. of Germany  
Tel: 069- 53 09 03 Telex 4189464 dgq

Project 3 (Education in Quality) revitalized

This project was the first to be successfully completed under the able leadership of Acn Gogue. Without doubt, it has had impact on the academic world, even if this is difficult to quantify. Now the project leader deplores the way some universities are handling the subject. He writes in a letter to the members of the project group (inter alia): "Some QC education projects involve new professors and new lectures, while the behaviour of the other professors, teaching traditional matters, does not change. QC is taught only as a set of techniques... The matter is patched on the present course curricula... A change in the universities' culture, planned and led by the Board of Directors, is necessary" He goes on to say:

I think that it's an urgent task for the IAQ to prepare a recommendation for the university top management in order to plan and to accomplish a complete transformation of the teaching style by the QC philosophy.

I bring this to attention of the entire Academy, because this is a matter which needs the combined effort of all of us. After all: It takes some doing to teach an elephant to dance. In any case, Acn Gogue will be happy to receive whatever help he can get from you.

Our Immediate Past-President in China

The ranks of Academicians actively helping the Chinese to come to grips with Quality have got a notable addendum: Acn Liebman sends me the following info:

"For the last month (I) have lectured extensively in P.R. China and Inner Mongolia at the invitation of the Chinese Government...My lectures covered many technical and management subjects related to QA. As a result of the excellent reception of the lecture series I have been asked to put on extensive series of lectures next year during the summer months... I would like to be contacted by Academicians who would like to participate (a golden opportunity for an expense free trip to a fabulous country and to make a contribution for progress in quality of products and services). Subjects will include: Probabilistic Design Concepts, Use of Computer Programs for Design Optimization, Reliability Engineering, Taguchi Method, Statistics for Engineers"

As for the "fabulous country": It is!

### Quality & Productivity Education Center

It was already made known that Acn's Harrington and Hurd - with other QC-specialists) have formed a consulting firm. With the Rieker Management Systems as a second division they operate under the name of "Quality and Productivity International". I received a catalogue of 32 pages to show what they have been doing in the past 9 months. It seems that our Fellows are well on their way.

To the miles-long list of honours Acn Hurd has collected in a lifetime, a new item was recently added, the Honorary Membership of the Chinese Society for QC, Taiwan. Not to be outdone, Acn Harrington came home from South-America with the Honorary Directorship of the Colombian Society for QC and with the Honorary Membership of the Argentine Society for QC in his suitcase.

Congratulations!

### More Honours

Turning the pages of ASQC Internat'l Chapter's newsletter "Q-World" I came across some news which neither Acn Cantarelli nor Acn Kondo have made known to me. The latter was promoted to the rank of Fellow, ASQC, during its last congress; the former received the E.J.Lancaster-Award at the same occasion.

Again: Congratulations!

By the way: The list of former recipients of the Award, as given in that issue of Q-World, reads like an excerpt of our membership-list: A.V. Feigenbaum (81), P.C. Clifford (82), W.L. Hurd (83), W. Masing (84), R.A. Freund (85), U. Turullo (86) and now V. Cantarelli (87).

### Academicians on the Road

Messages were received from Acn Gatchalian who was on a consulting visit in Indonesia under the auspices of UN-ILO, and from Acn Aschner, once again in Nigeria, working on a UNIDO project. Furthermore, Acn Kusaba reports from Mexico, where he attended the 4th Japan-Mexico QC-Circle Joint Conference in March. He presented a paper on "The role of Mgt for CWQC" to an audience of 200, including 25 from Japan. He also has produced a video tape titled: "Education and Promotion of CWQC" (in Japanese). He tells me that this is the first trial for documental presentation using actual enterprise activities.

Ships that meet...(almost)

Acn Stephens, now working out of Peking, has been busy in Chengdu, Shanghai and Nanjing, even in Vietnam (!) addressing large audiences and being received "enthusiastically", as he tells me in his last letter. The same carried an invitation to his office, if and when I should happen to be in his vicinity. And lo and behold! On September 27 I found myself stranded at Peking airport, coming from Shenyang and Dalian en-route to Hongkong. My ticket was "O.k", but that did not impress anyone: "Solly, flight canceled. Next flight tomorrow, but already booked full". To be next to Acn Stephens with his UN backing, was a comforting thought, but, alas! Precisely at that time he was visiting some 1000 kilometers away in the province. Well, an old China hand like myself knows how to handle a situation like that. I got onto the "cancelled" flight after some tense moments and arrived in time to catch my plane for home.

Pratique des Plans D'Experiences - Methodologie Taguchi

From a message of Acn Vigier to our president, Acn Zeller I understand that he has published a book under the above title. It meets with considerable interest in France and is heading for a great success. Keep going!

Handbuch der Qualitätssicherung

Well, talking about books, I might just as well bring to your attention the appearance on the market of the second edition of the German language Handbook of Quality Control, about 1000 pages, quite a volume. Editor Acn Masing. The first edition was in 1980 and became a hit with the German-speaking industry in Central Europe. Among the 52 authors are all 4 Academicians whose mother tongue is German: Acn's Hansen, Masing, Seghezzi and Zeller. Of course, IAQ is duly described among the "Important QC Organizations, worldwide".

Northern Ireland

As there is some space left, I'd like to inform you about a conference held already in January this year in Northern Ireland. There they have established a semi-governmental agency called "Industry Matters". It had invited delegates from industry, commerce, academia and local government to discuss ways and means to increase viable industrial output in that region, especially in view of 1992, the year all tariff barriers are bound to disappear in Europe in order to create the Great European Common Market. Takes some doing, though. Not surprisingly they had pinpointed inadequate quality of products and processes as the main cause of their difficulties to compete. This made them think of someone from outside the U.K., and I was asked to deliver the keynote paper. I elaborated on "What is TQ, and what does a quality strategy entail". It was a well-organized event. Quite a few participants told me that it marked a turning point in N.I's attitude towards quality. It remains to be seen whether the results will confirm this euphoric statement.

Until the next issue appears, sincerely yours





# CONTACT

Newsletter of the International Academy for Quality

Dear Fellow-Academicians,

I've spent again one month in Shanghai teaching General Management in a Sino-German Management Training Center. Therefore, this issue is somewhat overdue, the more so as important news are waiting to be distributed.

The most important item is always the welcoming of a new member to the Academy, and here he is:

## Acn Edward Fuchs

born 1935 in New York, he got his BEE in Electrical Engineering from the Polytechnical Institute of Brooklyn and a Master's degree from New York University. He continued at Rutgers University to study for a PhD degree. Acn Fuchs' career as a quality professional started at AT&T after 10 years of work in Computer Communications Research & Systems Engineering with the same firm. He is presently Director, QA Center at AT&T BL with an impressive number of duties, too long to be reproduced here. His many professional memberships include ASQC and IEEE, and he is - among other commitments - chairman of ACM Data Communications Group.

May I express on behalf of all Academicians the hope for a long and successful cooperation with our new member, Acn Fuchs!

Address: 16 Deal Lake Point Road, Ocean Township, NJ 07755, U.S.A.

## IAQ Annual Meeting in Moscow 1988/06/13

This year the Academy met in connection with the 32nd EOQC congress. 25 members attended the meeting which was chaired by Acn Feigenbaum, chairman of the Board. Formal proceedings will be sent to all Academicians. Important decisions were taken. The following short summary was prepared by Acn Zeller, president.

"...The organizers had prepared an excellent venue in the International Trade Center...Chairman Feigenbaum welcomed all participants. Then president Zeller welcomed Mr Fuchs (AT&T) as a new member and presented his diploma to him. He also welcomed Acn Mattana who attended an IAQ meeting for the first time (The curriculum appeared in CONTACT Nr. 28).

Among the items discussed was the new IAQ-Yearbook, well accepted by all, as a new milestone in the history of IAQ. The next edition will follow in February 1989; preparations are well under way.

The president explained the necessity to move the IAQ Administrative Office to Frankfurt. As both the Executive and the Board had examined the move very thoroughly and recommended it, the vote was unanimous in favour. It was the common feeling that this would improve the activities of IAQ, as the present facilities were no longer adequate for our increasing business.

### IAQ Annual Meeting in Moscow, cont'd

To absorb the rising costs of all these activities, the chairman explained and supported the proposal of the Executive to increase the annual fee to \$ 120.00, beginning with our fiscal year 1989. Nobody disagreed.

Acn Harrington, vice-president, then gave a lively report of the state of all IAQ projects, finalized, actual and proposed. Some of them were discussed in detail.

Another discussion centered on a special award to be established by IAQ. Acn Knowles had already designed a procedure for this complete with cost estimation. The assembly was unanimously in favour of such an award and the Executive was charged with implementing it.

The meeting was closed by the president late in the afternoon. He thanked the Academicians for their most valuable contributions. Before the adjournment Acn Musi invited everybody to attend the forthcoming International Conference on QC to be held in Buenos Aires and Rio de Janeiro October 23 to 27, 1989 (see following item).

### Our next Annual Meeting

Mention was made in the last issue of CONTACT of the decision to support officially the forthcoming South American Conference on Quality, scheduled for October 23 to 27, 1989 in Buenos Aires and Rio de Janeiro. In the meantime another decision has been taken to hold the Annual Meeting of IAQ in connection with that event. This makes it even more important for all of us to prepare for a trip to South America next fall.

The following is an excerpt from the First Announcement:

The General Theme is "Quality, the Language for the Future". Papers relating to virtually all aspects of quality and quality control are welcome. Abstracts in English, 250 words, should be submitted to reach the Secretariat either in Argentina or Brazil not later than October 31, 1988. A short biographical sketch and a portrait photo (50x50 mm) of the author should be attached. The authors will be advised by January 30, 1989, concerning acceptance of their papers. Final papers, typed in English on format paper provided by the Secretariat should be submitted by June 30, 1989. The working languages of the conference will be English, Portuguese and Spanish with simultaneous interpretation. The authors should indicate where they wish to present their papers, either in Buenos Aires or Rio de Janeiro, since the program will not be the same in both cities.

Adresses: IACC Instituto Argentino de Control de la Calidad, Carlos Calvo, 1551, 1102 Buenos Aires/Argentina

ABCQ Associacao Brasileira de Controle da Qualidade. Ernesto Pelosini, Sala 220, 09770 Sao Bernardo do Campo/Brazil

It would be an encouraging move for our colleagues from Latin America if a sizeable number of Academicians would show their support by submitting papers or at least by indicating their willingness to participate. I did already and I do hope to see many Fellow-Academicians there.

IAQ CONTACT Nr. 52, July 1988, page 5

## Project Work revitalized

From the last issue of CONTACT you know already that Acns Harrington and Hurd had formed a new company. While it would have been perfectly understandable that both our highly esteemed colleagues now concentrate on their new chores to such an extent that IAQ would play second fiddle, I was confident enough to write "from what we see so far we need not worry". Indeed, we don't. Jim, in his capacity of vice-president, has really begun to revitalize our project business. A new format has been created which was already used in Moscow for his presentation (see this issue's item 2). No less than 12 new potential areas of project work were suggested. Our constitution stipulates that every Academician should participate in active projects; however there are exemptions, now established as follows:

1. President or Chairman of the Board (not receiving a salary) of a recognized international or national non-profit organization concerned with Q-tasks
2. Officer or member of the Board of IAQ
3. Editor of IAQ CONTACT, Yearbook or IRIS (themselves projects of IAQ)
4. Conducting significant activities to further the concepts and principles of quality under the IAQ umbrella
5. Written exemption by the president of IAQ
6. Emeritus or Honorary member of IAQ

Good work, Jim! Keep on like that and we'll soon see results. We now have an important outlet for the results, the IAQ Yearbook, hungry for worthwhile copy.

This gives me the welcome opportunity to bring to your attention a most unusual honour, lately bestowed on our vice-president: He has been nominated "Official Adviser" to the China QC Association of the China State Economic Commission. Being by now an old China hand myself with 5 month' of teaching there (well: General Management, but what's this without a hefty chunk of Quality Management?) I can perhaps appreciate that honour better than many of our colleagues, not, of course, Acns Aune, Ishikawa, Hansen, Kondo or Sandholm, who are well acquainted from own experiences with the problems of that vast and interesting country.

## ITC-Publications on Quality

Under the auspices of the International Trade Centre (UNCTAD/GATT), Acn Sierra has compiled a new "World Directory of QC Associations", comprising 54 organizations. IAQ is listed via president Zeller's address. The issue is meant as a service to exporters and QC-related bodies in developing countries. Anyone interested should contact Acn Sierra using his office address: Mr. E. Sierra, Senior Adviser, Int'l Trade Centre, Palais de Nations, 1211 Genève 10, Switzerland.

Also submitted to me by Acn Sierra: a book titled "TQC at Enterprise Level: A Requisite for Successful Export Trade of Developing Countries" (141 pages, A4, machine-typed, 54 figures) The author: Acn Sandholm, drawing on his wide experience in teaching TQC in developing countries. The book was issued as part of ITC's activities to upgrade the quality of exports from developing countries. It was financed by a grant to ITC from the Government of Denmark.

## World Quality Perspective

After a somewhat embarrassing start this bi-monthly series in the ASQC periodical Quality Progress, sponsored and edited by IAQ, seems to have now managed to steer into clear waters. The contributions of Acns Feigenbaum (April) and Gatchalian (June) make good reading. All Academicians are asked to contribute. Coordinator is Acn Harrington.

## Two Academicians retire

but plan to stay active: Acn Burt writes: "I am writing to inform you that I shall be retiring from the Standards Association of Australia in early July 1988. I also take the opportunity to express my appreciation and pleasure at having been able to cooperate and work with you during the past years. It is my intention upon retiring to move into the consultancy field and hence I would hope that my retirement does not signal a complete severance of our cooperation and future relationship. If there is any way in which you feel I may be of assistance, please do not hesitate to let me know."

Acn Burt goes on to indicate that he would like to have his mail sent to his private address: Mr. R M Burt, 10 Clanalpine Street, Eastwood NSW 2122, Australia.

A similar note from Acn Fiaschetti was in the mail of our president, who sent it to me for publication. The message: "...The purpose of this note is to inform you that I have retired from Rockwell International completing a 47 year industrial career divided half and half between commercial and aerospace.... As Walter put it so well, I am becoming a type 2 consultant..."

Dear colleagues Burt and Fiaschetti, I'm firmly convinced that once the load of everyday's business is off your shoulders, you will put in an extra effort via IAQ to foster our good cause.

## The next issue

will appear in October, because I have once again to travel to China for at least 3 weeks in September. Please see to it that I find enough copy on my desk to warrant the effort of putting together another issue of our Newsletter. I do it with pleasure, but I need your contributions ( and from time to time an encouraging word, too).

Until the next issue appears , sincerely yours

*Walter Masun*