



# CONTACT

Newsletter of the International Academy for Quality

Dear Fellow-Academicians,

Meeting in Prague and no end. Last time I had to apologize for not reporting on an important meeting of Academicians with a cabinet minister organized by Acn Zaludova. The issue of CONTACT was out just a few days when I received a letter from Acn Almeida complaining that I had omitted to list him among those present at our meeting. True enough. Another apology! This time to my good friend Antônio. Seems that I do outlive my usefulness as editor of CONTACT.

But if you like to accept it, I could offer another explanation for my malfunction. Before the start of our meeting, my briefcase was taken away by somebody in an unattended moment, the venue being crowded by all kinds of people. Because of this, I may have been upset enough to forget other essentials. The briefcase contained the entire material of the IAQ project "Re-thinking Quality Cost" (working title) I wanted to discuss with the team members present. With great satisfaction and relief I can tell you that the briefcase was found later in a remote room, inspected but complete. What a disappointment for the thief, who had certainly expected more useful things than just paper! For me, the recovery of the material was a value above all. Thanks are due to all the nice people who helped: the police, the clerks of the Federal Standardization Office, but especially to Acn Zaludova. I am grateful also to acknowledge encouraging letters I received from team members urging me to continue despite my wish to abandon the project because of the loss of all previous work. I can report now that the final text is in its last stage, hopefully ready before year's end.

## Massachusetts to honor important citizen

This is what Acn Aune reports from Boston, where he is Visiting Professor:

Friday last week I was listening to Walter Hurd when he conducted a miniseminar on the Malcolm Baldrige award at Ernst & Young in Boston. Among other things he told the audience that Massachusetts would be the second state in the US to establish a State Quality Award and that it would be named after our friend Armand V. Feigenbaum. The official announcement should be made in a week or so.

I had the great pleasure 10 days ago to visit General Systems headquarters in Pittsfield, MA - 3 hours drive from here. Both I and my wife were taken very good care of by one of his senior people, and I had a long interesting talk with Val and his brother. None of them mentioned the award.

Well, let CONTACT do it, because I trust Walt's information. The "week or so" has passed by now. It is always a pleasure to see colleagues and friends decorated for services rendered to society at large, including that of Massachusetts.

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Mailing list proposed

Acn Zeller sends me the following idea that I am glad to bring to your attention and - hopefully - action:

Regularly at my desk arrive letters asking me for information on the Academy and for putting the senders on the mailing list of IAQ. I feel, the same is true for other board members, executives and academicians.

Such a mailing list hasn't been established up to now! But we need it for many purposes, e.g. publications on the Academy and its aims, on new editions of the IAQ Book Series or on publication of project results etc.

Since the IAQ Admin. Office or the publisher C. Hanser could mail these informations, all Academicians would be unloaded of this burden.

I would like to establish this list and ask you for your assistance: Please send me addresses of persons and organizations who may be interested in getting informed regularly of the activities of the IAQ.

I would appreciate to get your answer in the first half of January 1992.

Best regards and seasonal greetings to you and your family.

This should be another way to increase the visibility of the Academy. I endorse and support Hermann's proposal hoping that you do, too.

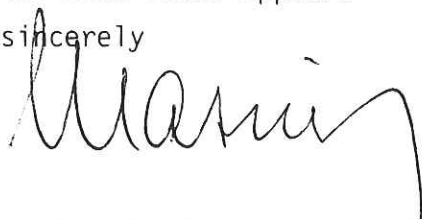
Academicians active (?)

You must have been really busy this fall, because I did not receive any news to report here. The only exception: Acn Gatchalian took time out to write a postcard from Toronto. She gave a paper there at the 8th congress of the Int'l Union of Food Scientists and Technologists. Acn Aune's being Visiting Professor in Boston was mentioned earlier in this issue.

As this year comes to its end soon, let me take this opportunity to send you all my best wishes for some days of rest after a hectic year (my God, what a year! Who could have dreamed just 2 or 3 years ago that my birthplace, that I have always refused to call Leningrad, would regain its original name of St. Petersburg?). May Health and Success be yours in the coming year 1992 and may it let us work in peace and may it spare us too unpleasant surprises!

Until the next issue appears

Yours sincerely



A prospectus about our book series "The Best on Quality" is added. Make use of it!



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Dear Fellow-Academicians,

this time I have to start with an apology: My report on IAQ activities in Prague in connection with the EOQ congress there was incomplete. Two, even three important events were missing. Here they are.

Acn Zaludova had arranged a visit with the cabinet minister of federal control, Dr. Korínková, by chairman Feigenbaum, president Harrington and Acns Hurd and Masing. She had opened the congress with an address to the delegates, frankly explaining the enormous problems the country has in transition from a centrally planned to a market economy. She expressed her opinion, however, that these problems will eventually be solved basing her optimism on the industrial past of the country, known for high quality products. The visitors underlined their willingness to be of assistance, whenever possible and useful. Options in this context were discussed.

This high-level meeting was a follow-up of a government level quality awareness workshop, well organized on June 18, 1991, by Acn Zaludova. Speakers were Acns Harrington, Hurd, and Masing. Their papers were well received.

Nana had taken further advantage of the presence of so many Academicians in Prague. She and Acns Burgess and Hromi even had to miss the IAQ meeting only because they took part in a function of the Czechoslovak Society for Quality, where they presented market-oriented quality ideas.

## Academicians busy in Eastern Europe

The CSFR is not the only country in eastern Europe experiencing great problems. Acn Burgess was in Warsaw on a EEC mission with the Danish Technological Institute to help improve quality management in Poland. Seminars with various topics were presented at the Warsaw Technical University and the Quality Research Institute. A party of 15 experts were invited to visit the UK later this year to help them understand western quality activities.

Having spent a good part of his boyhood in Estonia (and still having a working knowledge of Estonian) it was only natural for Acn Masing to follow invitations of the Estonian Management Institute in Tallinn and the University of Tartu to hold seminars there already in the past years. As a follow-up of these seminars, last year an Estonian Society for Quality was founded.

This years seminar coincided with the historical days in August, when Estonia regained the independence from the Soviet Union. In view of that incredible evolution, the seminar leader stopped proceedings every half hour to give the participants the chance to switch on their radios and listen to the latest developments.

There are unforgettable seminars among the mass of others. During a seminar in a hotel not more than a stone-throw from the Iron Fence that divided my country for almost 40 years, I was eyewitness of the demolition of this infernal structure. And now this seminar in Tallinn! Forgive me for having almost become emotional. There are events that overrun the routine of editing a newsletter...

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## Brazil interested in European Quality Matters

A series of 9 conferences and seminars given by Acn Chauvel in a number of Brazilian cities dealt (among others) with quality evolution and certification in Europe and consumerism and quality in Europe. A number of industry groups and various associations, among them ABCQ, acted as organizers.

Acn Aschner also is in Brazil. He sent me a card from Rio de Janeiro - where he presently works on a UN assignment - stating that "the quality of caipirinha is as good as ever before." Cheers!

## Academicians honoured

Two familiar faces looked at me from the pages of the July/August issue of the Newsletter of ASQC: Acn Golomski had received the Grant Award for his "lifelong efforts in developing new curricula and programs for education at all levels; special educational contributions to service organizations; government compliance efforts in foods and drugs; and other activities."

This year's Lancaster Award went to Acn Chauvel in recognition "of his leadership in the promotion of quality on the international level and his contributions as an author of books and papers."

The Academy can be proud to have colleagues of such caliber in its ranks.

## Calls for Papers

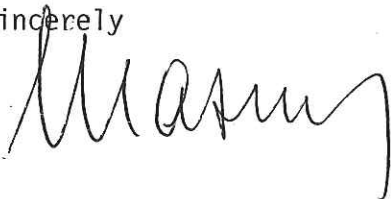
- \* from the Korean Standards Association organizing a conference on October 13-15, 1992 in Seoul/Korea. Contact address: KSA, 5-2 Soonhwa-dong, Chung-ku, Seoul 100-130. Korea.
- \* from the Israel Society for Quality Assurance, concerning their 9th Internat'l Conference on November 16-19, 1992, in Jerusalem, Acn Bester being Conference Chairman. Contact address: ISAS Internt'l Seminars, P.O.Box 574, Jerusalem 91004.

## Greetings

A message from Acn Gatchalian informed me that she was in Geneva/Switzerland for briefing to go to work as Chief Technical Adviser (UN) in Vietnam on QC, after having done research work in Japan (University of Tokyo). Her sabbatical year (June 91-May 92) is obviously too short for all she wants to do. There comes to mind that stern advice of a Big Boss to a newly-hired employee: "Remember! The day has 24 hours. If this is not enough, use some of the night!"

Until the next issue appears,

Yours sincerely





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Newsletter of the International Academy for Quality

Dear Fellow-Academicians,

this first quarter of 1991 was certainly not "Business as usual". This explains why I did receive only one letter containing - among other informations - personal news. I want you to know that I fully understand your preoccupation with other chores, but don't forget that I can report only what material you send me.

## Meeting in Milwaukee

President Harrington has made arrangements for IAQ to have a meeting in conjunction with the ASQC Annual Technical Congress in Milwaukee. It is due May 20 to 22. Our meeting will take place on Tuesday, May 21, from 9:00 to 2:00 hours, the room to be announced on site. He invites all our members to attend.

## "The Best on Quality"

You know that under the able editorship of Acn Zeller three issues of this series have been published as the major outlet of the results of our activities. Certain difficulties in marketing were overcome when ASQC accepted to act as exclusive distributor of the series in the United States. CONTACT 40 informed you about that last fall.

We are delighted about this development, but there are also obligations connected with it. In the next issues we must keep up the number and the level of our contributions and even increase both in order to not disappoint the market and ourselves as THE specialists of Q-Techniques and Q-Management. Our colleagues outside the IAQ are waiting for our leadership, and so does industry at large worldwide. We have the instrument in hand to show that our thinking and doing leads the way on a field that is at present very high on the priority list of all companies, if it does not command first rank.

Acn Zeller has agreed to act as editor at least for the tenure of his directorship in the Board of IAQ, that is for 3 years. I remind you that the series was never intended to be a series of yearbooks. Unfortunately, some publicity was made under this erroneous term. For the potential buyer/reader this would indicate an only temporary value of the content. You have read the first 3 books and you can testify that this is not true. Even though, we want to publish one issue every year in order to report on the most recent developments in our area of interest.

Acn Zeller has asked me to publish his renewed urgent call for co-operation. Don't let him down! It is in our common interest that we succeed.

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## Project Work

President Harrington has circulated guidelines defining project team leaders' responsibilities and activities. This was necessary as presently a number of projects are under way and the procedure was not entirely clear. This is especially true for the status reports and documentation of results.

If anyone of you plans to propose a new project, turn to our president in order to get a copy of these guidelines including the criteria for IAQ projects.

In this context, Vice-president Aune has a proposal:

### Third party certification

At least in Europe the question of third party certification is a "hot potato" for the time being. I have listened to presentations and read a number of papers and articles on the subject, but I miss the opinions of the big companies. I therefore question if one of you would volunteer as project leader for a project trying to investigate the opinion of a sample of big European companies on the question: To what extent will the companies really rely on a third party certificate when discussing a possible delivery from a new supplier? Any volunteers as project leader or members of a project team should contact me.

### A sabbatical year for Acn Aune

Academician Asbjørn Aune is doing his final planning for his sabbatical year 1991/92 which he will spend in the US. Most likely he will work at Babson College - A Business/Management College - outside Boston during the fall of 1991. When in Boston he will be in touch with a 1.5 year old Center for Quality Management and with people at MIT. The spring semester he plans to stay at Virginia Polytechnic Institute and State University in Blacksburg, Virginia where he was a visiting professor in 1984/85. His main occupation will be to write a textbook on Quality Management - in Norwegian - and to look into the relations between quality and productivity. He will not take leave from his duties as Vice President of IAQ.

In this context I am informed that Acn Aune has been appointed member of the Scientific Council Of Managers Academy for Quality in Prague, CSFR. The Academy was founded in remembrance of the late Dr. Egermayer. You will remember that he was a respected member of IAQ (Emeritus since 1985) until his untimely death.

### Pakistan Association for Reliability and Quality Assurance (PARQA)

I am indebted to Acn Sierra for informing about his contact with the newly founded organization in Pakistan. Anyone interested contact President Amjad Zaeem Rana, A-567, Block-L, North Nazimabad, Karachi 74700, Pakistan.

Until the next issue appears,  
sincerely yours

