



CONTACT

Newsletter of the International Academy for Quality

Dear Fellow Academicians,

Those of us living in the midwestern United States have just passed from fall and into winter. While the winter solstice remains a few weeks away we already have complete snow cover. And that reminds me that this is the time to extend to each of you and your families a wish for a joyous holiday season and a prosperous new year. I hope each of you will make a new year's resolution to make a contribution to *CONTACT* in the upcoming year. Thanks to several members who provided input, this issue will include the following:

- A Message from IAQ President Kondo
- Academicians in Print
- New Journal of EOQ: *EUROPEAN QUALITY*
- Burgess Speaks Out on Quality Management Certification
- Bester Forms New Company
- Center for Quality and Applied Statistics Named for Hromi
- Malcolm Baldrige Award Update
- Discussing IAQ-Japan Objectives
- Mark Your Calendar
- Deceased Academicians: Clifford and Hamaker

A MESSAGE FROM THE PRESIDENT

Acn. Kondo writes:



"It is my great pleasure and honor to be nominated to the IAQ presidency for the term of 1994 through 1996, during which ICQC '96 Yokohama (not Tokyo) will be held Oct. 15-17, 1996. Mr. **Bester**, Mr. **Golomski**, and Mr. **Seitscheck** will be vice president for publications, conferences, and relationship; for membership and education; and for technical activities, respectively.

"As our former president, Dr. **Harrington**, emphasized in Helsinki last June, IAQ is not a "Hall of Fame," but an opportunity to work together on an international basis to improve quality through research, development, and implementation of advanced quality theory, techniques, and technology. IAQ projects are the lifeblood of our academy. In the last three

A MESSAGE FROM THE PRESIDENT (cont.)

years, eight projects were completed and many projects are ongoing or under consideration. Some of them should be rearranged and restarted. New ideas born from our mutual discussion should be introduced.

"When we consider the present basic trend of quality activities, two directions are clearly observed. One is the upstream direction and another is the expansion of activities. Concerning the upstream direction, it is well known, for example, that the causes of problems are found in the upstream and standardization imposed in order to prevent recurrences. This idea can also be applied to the software industries. The so-called just-in-time system is of great help in detecting problems upstream and in confirming prevention or recurrences. We know very well, on the other hand, that the concept and methods of quality management are being successfully applied in the fields of software industries and service industries, including health care, education, business of public sectors, etc. Indeed, the coming 21st century will be challenging century of quality.

"At the same time, we see that the rate of increase on GNP per capita in developing countries is accelerated. This economic development is tightly linked to quality development. People in these countries started to concentrate their efforts on products in order to replace imported products with domestic products and to export them to foreign countries. Thus, the importance of quality assurance activities is being emphasized more.

"Establishing the education and training network with and among developing countries, and carrying out various kinds of international cooperation in this field will become more and more important.

"In order to prepare for this global trend, what should we do? What kind of IAQ projects should be started? The executive committee is looking forward to receiving your constructive criticism and excellent positive ideas to cope with these present and future problems.

"Recently, the number of academicians exceeded 60 and the teamwork and cooperation among us are the first prerequisites for the academy to achieve the aims clearly written in Article 2 of the IAQ Constitution. Your cooperation is welcomed and expected."

Sincerely yours,


Yoshio Kondo

ACADEMICIANS IN PRINT

At the request of several Academicians, this section captures some of the more recent published works by IAQ members. Currently, the only means for identifying these efforts is through the review of a limited number of journals that cross my desk. To ensure that your work is recognized, please send me a copy of the article. If the article was not published in English, please also provide an English title, a short abstract, and the name of the publication in which it appeared or the publisher. Thank you.

● *QUALITY MANAGEMENT JOURNAL*, ASQC, October 1993.

As reported in the last issue of *CONTACT*, this is a new ASQC journal. Acn. **Golomski** is founding editor. Four of the six featured articles in this, the premier issue of the journal, are under the authorship of IAQ members, namely Acns. **Cole**, **Fuchs**, **Godfrey**, and **Bester**.

Robert E. Cole, "Learning from Learning Theory: Implications for Quality Improvement Turnover, Use of Contingent Workers, and Job Rotation Policies," pp. 7-25. In this article, the author examines alternative courses of action to be taken by firms seeking quality improvement when faced with the reality of high employee turnover.

Edward Fuchs, "Total Quality Management from the Future: Practices and Paradigms," pp. 26-34. The author examines the issues that stand as roadblocks to the use of TQM for competitive advantage. Two root causes are identified: (a) lack of focus on strategic planning and core competencies and (b) obsolete, outdated cultures. Analysis of the issues and root causes leads to a prescribed approach that can serve as an effective countermeasure.

A. Blanton Godfrey, "Ten Areas for Future Research in Total Quality Management," pp. 47-70. Godfrey identifies 10 emerging quality management trends, namely, revolutionary rates of improvement; expansion to all industries and functions; product design and process engineering; intense education and training; information systems and technology; self-directing work teams; partnering; self-assessment and benchmarking; customer focus; and strategic quality management. Several research opportunities for each emerging trend are identified.

Yossi Bester, "Net-Value Productivity: Rethinking the Cost-of-Quality Approach," pp. 71-76. This article deals with quality and productivity measurement as one entity, despite the one-on-one relationship between them. This has brought about the necessity to rethink the approach to the cost-of-quality measurement.

ACADEMICIANS IN PRINT (cont.)

- *EOQ QUALITY*, European Organization for Quality, No. 3, September 1993.

Alain-Michel Chauvel, "Quality in Europe: Towards the Year 2000," pp. 4-7. The author reports on his consultation and survey of European quality professionals on what is happening in the quality sector in Europe. The focus of the study was "certification, companies and quality, methods and aids, and quality teaching." Chauvel raises the question, "Should we continue along the well-trodden paths, or change direction?"

Dr. A. H. Zaludova, "Reassessment of the Role of EOQ Glossary Committee," pp. 29-31. Zaludova's excellent report covers past, present, and future perspectives related to quality terminology, and the coordination between the EOQ Glossary Committee and other world quality bodies.

EUROPEAN QUALITY--A NEW EOQ JOURNAL

The publication of *EOQ Quality*, No. 4, 1993, will bring down the curtain on the 85th issue (17 years) of this important journal. Beginning in January 1994, the European Organization for Quality will produce a more professional new journal called *European Quality*, a high-level management publication focused on quality in all aspects. With contributions from authoritative figures chosen from industry and the academic world, as well as case histories of companies in Europe and other continents, the new journal aims to promote EOQ initiatives and spread the quality message to a wide and influential audience. The subscription will cover six issues per year plus the traditional EOQ Annual Report/Handbook. *European Quality* will replace *EOQ Quality* as the official journal of EOQ.

European Quality will provide a high quality combination of news, digest, information, features, opinion, and case histories. In addition to news from full member organizations and EOQ committees and sections, the journal will include features on quality around the world, benchmarking, the EOQ report, financial issues, viewpoint, consultant's desk, and research developments.

A special showcase edition of the new journal was produced and distributed to participants at the EOQ World Quality Congress in Helsinki in June 1993. The contributors and interviewees featured in this special edition are outstanding representatives of high-quality thinking and achievement in the world of international business and management practice. Europeans appear alongside those from the United States and Japan, giving a global perspective on quality.

EUROPEAN QUALITY--A NEW EOQ JOURNAL (cont.)

Contributors to the special showcase edition included Acns. Conti, Feigenbaum, Seghezzi, Kondo, Harrington, and Murphy.

But one special edition can only tick a tiny proportion of names on the roll of distinguished quality professionals and organizations. Many eminent names who were unable to appear in the showcase edition have agreed to contribute in the future. Subscribers to *European Quality* have a lot to look forward to and members of the EOQ have the opportunity to contribute to a journal that will become the benchmark for quality publications.

Companies or Individuals who are members of an EOQ full member organization will benefit from a special subscription rate. Details are available from the national full member organizations.

ACN. BURGESS ADDRESSES QUALITY MANAGEMENT CERTIFICATION

"Encouraged by the interesting contribution from Eugene Grant in the last issue of *CONTACT*, I would like to offer to academicians some similar observations on another contemporary problem area. I refer to quality management certification.

"Academicians will know that the initiation of this new phenomenon, using the systems given in the ISO 9000 series, can be levelled at the United Kingdom. What they may not know is that since the first assessment of quality systems by third parties almost 20 years ago, the issue has now gotten out of hand. Many U.K. companies have developed quality systems for certification purposes only and, equally, many purchasers call up system certification as a condition of contract. Whilst this seems quite logical at first, it has led, in the United Kingdom and other countries, to the development of quality management for the wrong reasons. Commercialism is now leading to a lack of credibility for many of the activities associated with such quality systems and with registration.

"At the World Quality Congress in Helsinki, I was able at the IAQ seminar to give some statistics relating to the U.K. situation. For example, there are now well over 20,000 companies registered to ISO 9000 (or its U.K. equivalent). There are 4,300 registered assessors (auditors) and you can imagine the variables that this produces. Further, I identified some 40 registration bodies, of which 27 are accredited quite properly by our accreditation body, the NACCB. Of course, the consultant community has grown in parallel, encouraged by government funding schemes. Academicians can imagine the different interpretations put upon the subject of quality in so many hands, not least the supplier himself!

ACN. BURGESS ADDRESSES QUALITY MANAGEMENT CERTIFICATION

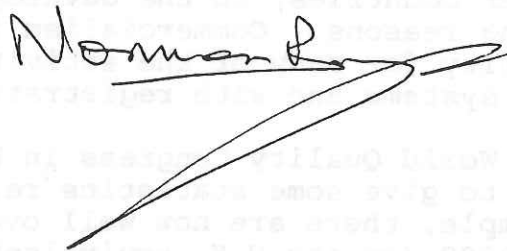
"All this (sometimes misguided) activity has led to concerns about value, short-term rather than long-term improvement, unfairness, different levels of achievement, and sometimes about the whole concept of system certification.

"To many, certification has become an end in itself! Originally intended as a mark of distinction, it is in danger of becoming a shallow approach to quality achievement.

"Fortunately, the situation in the rest of Europe is developing much more slowly, associated perhaps with EC directives and the need to create an infrastructure involving accreditation systems, certification or registration bodies, a pool of qualified assessors, trainers, and consultants specifically prepared for quality system certification.

"I now read and hear of expectations in the United States that may lead to a situation whereby some 500,000 firms are expected to seek registration. If this is true, then we must be ready for the reaction that will surely follow. In the United Kingdom a special conference was set up in April 1993 dealing with 'Quality Management Strategy--The Future.' At the invitation of the organizers, representatives from the major user groups and the quality 'establishment' attended. The result is that a quality infrastructure task force (including the writer) has been set up and is meeting with a range of purchasing bodies in September, prior to making a case for change to the establishment bodies involved in quality system certification.

"A research study, sponsored by the Royal Society and the Academy of Engineers, is taking place in parallel, so one can judge the serious nature of the project. Academicians will be kept informed via *CONTACT* with progress of the work."



ACN. BESTER FORMS NEW COMPANY

After twenty-seven years at ELBIT, a major Israeli electronics corporation, Acn. **Bester** has formed his own company, Prime Institute. The main objective of this new company is to coach organizations for total excellence in management and operations. Its six primary fields of activity include quality and productivity, human management, strategy, organization, operations management, and miscellaneous consulting services.

ACN. BESTER FORMS NEW COMPANY (cont.)

A prospectus for the company lists Acn. Bester and IAQ Chairman of the Board **Harrington**, as key personnel. Acn. Bester writes: "Although it has been a very short period since the announcement of the new entity, I am extremely busy with customers, mostly as an outcome of the recent high attention to quality and better management in Israel--1994 has been declared the quality year."

I am sure all members of the Academy join me in wishing Acn. Bester good luck and lots of success in this new venture. He has asked that following information be provided for your updated records: Yossi Bester, President, Prime Institute, 2 Yehuda Gur St., Haifa, 34987 ISRAEL, Phone: 972-425-2750, Fax: 972-434-0494.

JOHN D. HROMI CENTER OR QUALITY AND APPLIED STATISTICS

On Friday, Nov. 19, 1993, the board of trustees of the Rochester Institute of Technology in Rochester, NY, recognized the work of Acn. **Hromi** at the Institute. The board resolved "that in appreciation for and acknowledgement of his many contributions, the Center for the Quality and Applied Statistics program shall be named the **John D. Hromi Center for Quality and Applied Statistics.**" Congratulations John!

MALCOLM BALDRIGE NATIONAL QUALITY AWARD UPDATE

I know some of you have an interest in the Baldrige Award and that many more have an interest in national quality award efforts in general. I thought you might find the following of interest.

- Two Companies Win 1993 Baldrige Award. President Clinton has named Eastman Chemical Co. and Ames Rubber Corp. winners of the 1993 Malcolm Baldrige National Quality Award.

Eastman Chemical Co. is a \$4 billion company that manufactures over 400 chemicals, fibers, and plastics worldwide. A division of the Eastman Kodak Co., the company is the 10th largest chemical company in the United States and the 34th in the world. It employs 17,750 workers at its headquarters in Kingsport, TN, and at manufacturing plants in Arkansas, New York, South Carolina, and Texas and in Canada and the United Kingdom.

Ames Rubber Corp. of Hamburg, NJ, employs 445 people at four New Jersey sites. It makes rubber rollers used in office machines such as copiers, printers, and typewriters. The company is the largest manufacturer in the world of rollers for mid- to large-size copiers. The company also produces highly specialized parts to protect the transaxle of front-wheel-drive vehicles.

MALCOLM BALDRIGE NATIONAL QUALITY AWARD UPDATE (cont.)

● Investment In Baldrige Award Winners Yields 89.2% Gain.

Skeptics continually raise questions about post-performance records of past Baldrige Award winners. Recently, *Business Week* (Oct. 18, 1993, pp. 7- 8), with the help of Associates for Improvement Management consulting firm in Peach Tree, GA, ran the numbers and reported their findings.

Business Week hypothetically invested \$1,000 in each of the publicly traded Baldrige Award-winning companies on the day each was announced as an award winner. Those companies yielded a cumulative 89.2% gain. IBM (62.8 % loss) and Westinghouse (47.5% loss) were more than offset by Motorola (442.3% gain) and Solectron (321.2% gain). The same amount of money invested on the award date in the Standard & Poor's 500-stock index delivered a 33.1% gain.

● Baldrige Award or ISO 9000: What's the Difference? A report by the National Institute of Standards and Technology (NIST), "The Malcolm Baldrige National Quality Award and ISO 9000 Registration: Understanding Their Important Differences," cites market globalization, increasing quality requirements, and tough fast-pace, price-sensitive competition as having lead to two quality thrusts: the Baldrige Award and the ISO 9000 standards.

Confusion between the Baldrige Award and ISO 9000 registration has resulted in two common misimpressions, namely, that they cover the same requirements and focus on improvement—both being forms of recognition and relying on high quality results, say the report's authors, Curt W. Reimann and Harry S. Hertz, of the NIST's Office of Quality Programs. Because of these misimpressions, many conclude that the two are equivalent and the choice of one or the other makes no difference.

That conclusion is incorrect, say the report's authors. The Baldrige Award and ISO 9000 registration differ fundamentally in focus, purpose, and content. For example:

◆ The Baldrige Award's focus is to enhance competitiveness. Its criteria reflect two key competitiveness thrusts: delivering ever improving value to the customer and improving overall operational performance. Its purpose is to educate—encouraging the sharing of competitive learning to drive and create an evolving national body of knowledge.

◆ ISO 9000's focus is on conformity to practices specified in a registrant's own quality systems. Its purpose is to enhance and facilitate trade.

(Editor's note: The full report appears in the November 1993 issue of *ASTM Standardization News*.)

DISCUSSING IAQ-JAPAN OBJECTIVES

Acn. **Asao** reports that the "IAQ Japan meeting was held on Dec. 3 at Hakone Kowakuen Hotel to discuss this year's report and next year's schedule. In attendance were Acns. **Imaizumi, Kano, Kusaba, Kondo,** and **Shimizu** and Acn. Emeritus **Kogure**. Three local academicians were absent: **Akao, Asao** and **Kume**."

MARK YOUR CALENDAR

1994 EOQ "First European Forum on Self Assessment." March 3-4, Milan, Italy.
ASQC-Annual Quality Congress, May 23-26, Las Vegas, NV, U.S.A.
EOQ Congress, June 13-17, Lisbon, Portugal.

DECEASED ACADEMICIANS: DRS. PAUL CLIFFORD AND HUGO HAMAKER

It is with deepest regret that I report the death of Acns. **Clifford** and **Hamaker**. I have put off preparing this item for *CONTACT* until the very last. I agonized as to where in this issue these recollections should appear and decided to close this issue with these final words. As we all get older, I am reminded that "life is short, and death is sure, only the hour of death remains obscure." May they rest in peace.

● Dr. Paul C. Clifford, 1911-1993, a professor of mathematics and a pioneer in the use of statistical equations for industrial quality control died Wednesday, Oct. 13, 1993, at Newark Beth Israel Medical Center. He was 82 and lived in Montclair, N.J. The cause was complications from Alzheimer's disease, his family said.

Dr. Clifford was a professor of mathematics for 41 years at Montclair State College where he was chairman of the mathematics department for several years. He was best know for his application of statistics to manufacturing, which he began to advocate during World War II when he worked for Wright Aeronautical Company in Paterson N.J.

In 1952, he took leave from the College and, at the request of the United Nations, traveled to India teaching industries there how to use statistical controls. From 1954 to 1955 he taught the same methods in France for the Organization for Economic Cooperation and Development, which was formed under the MarshallPlan. He also worked for the United Nations and the U.S. Agency for International Development in Spain, Mexico, and Peru.

In a meeting in Paris in 1956 sponsored by the European Productivity Agency, Dr. Clifford and other leading quality

DECEASED ACADEMICIANS (cont.)

experts formed the European Organization for Quality Control (now EOQ). The purpose of this "roof organization" was to promulgate by any and all means the use of quality control to improve quality, reliability, reduce costs, and increase productivity. From 1961 to 1962, he also taught college-level math on Sunday mornings on the NBC-TV series, "Continental Classroom". In 1965, ASQC presented Dr. Clifford with its highest award, the Shewhart Medal.

He was born in Bismark, ND, and was educated at Columbia University, where he received a bachelor's and master's degrees in mathematics. He is survived by his wife of 57 years, two daughters, five sons and six grandchildren.

● Dr. Hugo Christiann Hamaker, 1905-1993. On Aug. 7, 1993, I wrote Dr. Hamaker inviting him, (as one two honorary members of IAQ, Dr. Grant being the other) to write an article for this issue of *CONTACT*. In September I received word that he had passed away on Sept. 7, 1993, at the age of 88. I got to meet Dr. Hamaker at the IAQ/EQOC meeting in the Netherlands and, subsequently, through correspondence that resulted in my acquiring some old, classic quality books from his library. As to the circumstances of his death, his family writes:

"He spent the last years in remarkable vitality, playing a bit of tennis once a week and recovering from a severe operation two years ago remarkably well (his doctor called him 'a medical miracle,' in which he took great pride). Starting this summer, he gradually became less energetic and lost his appetite for life. He died quietly after two weeks in the hospital."

The following information on Dr. Hamaker has been selectively abstracted from *Langmuir*, 1991, 7.

Dr. Hamaker was born in 1905 into a Dutch family that included many scientists, doctors, lawyers, and teachers. He went through conventional education as a good, sometimes excellent, student and obtained a master's degree (doctorrandus) in physics at the University of Utrecht.

After obtaining his doctorate in 1934 he accepted a position at the Phillips Research Laboratory in Eindhoven. There he developed a simple and successful method of high voltage electrodeposition of powders used on the parts to produce radio tubes. This phenomenon of flocculation is often considered the central subject of colloid science and there hardly appears an article in this field that does not mention a Hamaker constant (or coefficient). It honors Dr. Hamaker who published a series of papers on the subject between 1936 and 1940 while at Phillips.

DECEASED ACADEMICIANS (cont.)

In 1946, Dr. Hamaker single-handedly started a program in statistics involving both research and stimulation of the use of statistical approaches within the Phillips organization. The problems he attacked were the use of sampling inspection in the quality control of mass production and the design and analysis of experiments in which several factors are varied simultaneously.

Outside of Phillips, Dr. Hamaker participated in many conferences and published over 40 papers in the quality science field. While he had offers from several Dutch universities, he preferred to stay with Phillips but accepted, on a part-time only basis, a chair at the Eindhoven Technical University. He retired from Phillips in 1967 and from the University in 1970.

Internationally, ASQC awarded him the Shewhart Medal in 1979, for "outstanding leadership in the field of quality control" and JUSE awarded him, in 1982, the W. Edwards Deming Medal "in acknowledgement of his many contributions to the science and application of statistics."

SHARE YOUR THOUGHTS

If you would like to share your comments, you may use the space below. My name and address are printed on the back of this page so that you can detach the page, write your comments on it, fold it (so that your comments are inside and the address is outside), affix postage, and send it back to me. You can also fax your comments to me at (414) 784-0898.



CONTACT

Newsletter of the International Academy for Quality

Dear Fellow Academicians:

The summer of 1993 in the midwestern United States has been wet, with heavy flooding. A "100-year flood" is how this summer events are being recorded for history. This editor has not been flooded with news items from academicians. But thanks to a few members of the Academy, there has not been a total drought of incoming news. In this issue, we will cover the following subjects:

- IAQ Triennial Meeting in Helsinki, by Acn. Masing
- Academicians at World Quality Congress, by Acn. Masing
- On the Best On Quality, by Acn. Hromi
- Product Liability Today, by Acn. Grant
- IAQ Contact 1993 Survey
- Acn. Stephens Begins Career IV
- Discussing IAQ-Europe Objectives in Munich
- Keeping Up Your Address Files
- Mark Your Calendar

Reports from Helsinki, Finland: As soon as the meetings in Helsinki were over, Acn. Masing was kind enough to send the following two reports to be shared with the readers of CONTACT. (I suspect Walter is so conditioned from preparing 50 previous issues of CONTACT, that reporting events in a timely manner is an automatic reaction for him.)

IAQ 1993 TRIENNIAL MEETING, HELSINKI

June 18, 1993, was a fruitful and happy day for the Academy. Welcoming 34 Academicians at 8:00 in the morning at the Grand Marina Congress Center in Helsinki was the task of Chairman Feigenbaum. After the order of the day was explained, the morning was devoted to working in three groups. Each group addressed a specific topic. Group one, moderated by Acns. Feigenbaum and Harrington, discussed "What Should IAQ's Role Be in International Quality Movement?" Group two, moderated by Acns. Masing and Golomski, discussed the subject of "Quality Education." Acns. Sandholm and Conti led the third group in a discussion of "Quality Trends Around the World." After two hours of profound and lively discussion, the moderators presented the results to the plenum. A highly interesting first for an Academy meeting.

IAQ 1993 Triennial (cont.)

The minutes of the business meeting will be distributed in due time. Here are the highlights only:

- President's report: Eight projects are finished with good results.
- The financial position of the Academy has stabilized, but a modest increase in annual dues of about \$10.00 annually, beginning January 1, 1995, is inevitable.
- Acn. Masing was recognized with a special gift for having written and published the first 50 issues of CONTACT.
- Acn. Bertin reported that the evolution of new members into the Academy is proceeding satisfactorily but needs further effort.
- Special reports were presented by Acns. Bester (QWL in Israel), Hurd (Pacific Region), and Godfrey (Health Care).
- Election of IAQ Officers for 1994-1996: President, Acn. Kando; Vice Presidents, Acns. Golomski, Bester, and Seitchek; Board of Directors, Acns. Harrington (Chair), Feigenbaum, Bertin, Zeller, Aune; and Special Advisor to the Board, Acn. Masing. All decisions and elections were unanimous.
- Introductory speeches were presented by new Academicians (in order of presentation) Hutchins, Kano, Luther, Mangelsdorf, and Murphy, with questions and remarks from the plenum.

The meeting was adjourned by the Chairman at 16:00. The meeting will be well remembered.

ACADEMICIANS AT WORLD QUALITY CONGRESS 1993

This triennial function was organized in Helsinki on June 14-17, 1993, under the auspices of EOQ. It was the first time that IAQ had a special presentation the day before the opening of the Congress. The chairman of the session, Acn. Aune, welcomed some 60 participants who paid an extra fee, part of which went to IAQ. Speakers were Acns. Golomski, Burgess, Grocock, Chauvel, Akao, Bertin, and Fuchs.

The Congress was opened by EOQ President Acn. Conti. In attendance were about 1,100 delegates plus some 250 accompanying persons, a record number for an EOQ Congress. During the awards

World Quality Congress (cont.)

ceremony, EOQ Vice President Acn. **Murphy** presented the "EQ-Awards" for best papers to the 1993 laureates.

The host organization, the Finnish Society for Quality, had taken advantage of the presence of a large number of IAQ Academicians, 30 of whom were listed as participants, and invited many of them to give papers. Acn. **Seghezzi** and Acn. **Feigenbaum** made presentations in the opening and closing plenary sessions, respectively. In addition, papers were presented by Acns. **Hansen, Godfrey, Hutchins, Zaludova, Golomski, Chauvel, Akao, Kando, Burgess, Kano, Harrington, and Sörensson**. Acn. **Hurd** was the after-dinner speaker at the closing banquet.

A special feature of the congress was "the Baltic connection." Some 120 delegates, among them Acns. **Conti, Fuchs, Hansen, Hutchins, Kano, Masing, Murphy, Sandholm, and Zeller** (forgive the reporter if he has overlooked anyone) crossed the Finnish Gulf by hydrofoil to Tallinn, the Capital of Estonia, to spend a day there in congress with about 200 Estonians. This was the first opportunity after Estonia regained independence from the USSR following 40-plus years of occupation for the Estonians to be in physical contact with quality experts from all over the world. It was a moving experience for all. Acn. **Conti**, in his capacity of EOQ President, officially welcomed the Estonian Association for Quality as the newest member of EOQ. The technical program saw Acns. **Kano** and **Sandholm** chairing one session each, while Acn. **Masing**, the first speaker, expressed in fluent Estonian his pleasure at being again in the country where he had spent his boyhood. Among other speakers was Acn. **Sandholm**, who had stepped in at moment's notice for a scheduled speaker who was absent.

ON THE "BEST ON QUALITY"

Acn. **Hromi** writes:

"In May 1993, I received from Acn. **Conti** an accumulation of papers concerning national and international quality awards as output from the IAQ project that he headed. These were shared with ASQC's Quality Press personnel on July 1. At that time, a schedule was developed of activities that needed to be taken to result in publication of the next volume of Best On Quality as early as next January. The volume on national and international quality awards is time-sensitive, in view of the fact that there will be an EOQ conference with the same theme in Milan on March 3-4, 1994. The review of articles has begun.

"Additional articles dealing with awards have been received and others are pending. Forwarded to Ms. Cardinal, project editor, ASQC Quality Press are papers dealing with the Australian Quality Prize, the Australian Quality Award, the Florida State Governor's

"Best on Quality" (cont.)

Award, and the Finnish Quality Award. Expected to be received before August 31 are materials from the Sweden and Israel. At this point, the outlook for timely publication looks good--but only if we meet the milestones that have been set. Cooperation of academicians is appreciated.

"Papers that were submitted to Acn. Zeller will go out for review in October. Those that survive the review process will comprise the next volume of Best On Quality, tentatively scheduled for publication by mid-1994. Additional articles from academicians are welcome."

PRODUCT LIABILITY TODAY--A MANUSCRIPT BY ACN. GRANT

To My Fellow Academicians:

Ray Wachniak asked me for some comments about current aspects of quality control as viewed from the perspective of my advanced age (96). My overall impression is that progress is excellent. Nevertheless, I am very disturbed about one change that has taken place during the last 20 years or so: the rapid growth of litigation about product liability, both in the numbers of cases and in the size of awards.

This growth has been particularly rapid in the United States because of three aspects of our legal system in which we differ from most of the rest of the world. First, we permit lawyers to take cases on a contingency-fee basis--that is, the lawyer's compensation is a percentage (often 50%) of the award, if any, made to the plaintiff. Second, we permit the award of punitive damages in addition to actual damages sustained by the plaintiff. A third difference is that product liability cases are usually tried by juries. Because punitive damages are permissible, jury awards in such cases occasionally may be extremely high. A recent product liability suit against an automobile manufacturer that was related to a motor vehicle accident resulted in an award of \$105 million to the plaintiff.

Such extremely high awards are unpredictable. They seem to occur at random and to depend more on the composition of the jury and the skill of the plaintiff's lawyer than on the merits of the case. These days in the United States it is common for manufacturers to carry product liability insurance. In part, at least, because of the hazard of high punitive damages, insurance companies settle many such cases out of court. When there are many good out-of-court settlements, ~~trial~~ lawyers are stimulated to hunt for more such suits on a contingency-fee basis. These lawyers realize there is a good chance that they can get their 50% fees without the trouble and expense of going to trial. It

(cont. on page 6)

IAQ CONTACT 1993 SURVEY

I found the results of this survey interesting. Overall satisfaction with CONTACT was: Very Satisfied 48%, Satisfied 51%, and Indifferent 1%. Fifty-two percent of the Academicians returned their surveys.

Actions taken by Academicians as a result of reading CONTACT included contacting other members, noting new members, and being reminded of their obligation to pay annual membership.

CONTACT is a very private newsletter. Academicians do not share the document with others. Ninety-nine percent save back issues for reference. At least five academicians indicate that they have all 50 past issues on file.

As for hobbies, it is clear that reading and travel are two of the most popular with academicians. Trailing a short distance behind are creative writing, collecting, gardening, and listening to music. Some of the "others" listed included amateur radio, wine tasting, farming, flying, mountain hiking, improving teaching strategies, and walking.

Question 7 asked respondents to rate the importance of topics appearing in CONTACT. The results were as follows:

- 96% News of academicians
- 95% Reports of official and unofficial IAQ meetings
- 86% Message from IAQ President
- 85% IAQ Projects, Best On Quality, etc.
- 83% Special honors and academician recognition
- 80% Unique accomplishments by individuals
- 78% IAQ administrative information, dues, etc.
- 77% IAQ projects sponsored by others
- 76% Reports on regional group activities
- 68% Current travelogues of academicians

This survey indicates that academicians want to hear from and about other academicians. It seems to me that each member of the Academy should contribute to keeping the dialogue alive. I call your attention to Acn. Grant, who responded to an invitation to address academicians with a special issue that concerns him (see page 4). Your comments about his remarks are welcome. Again, thank you for participating in the 1993 survey.

ACN STEPHENS BEGINS CAREER IV

In addition to providing feedback on CONTACT No. 51, Acn. Stephens indicates he will be embarking on yet another career opportunity. In the fall of 1993 he will join the faculty of Southern College of Technology, Marietta, Georgia. He will be in the Department of Industrial Engineering Technology and indicates

Stephens (cont.)

he will probably contribute to the school's companion program offered by the Center of Quality Excellence of Southern Tech. He also supplies this information:

"My home telephone number is (404) 325-4205. My business phone (direct) is (404) 528-3169, or to reach the department Secretary, (404) 528-7243. My business address is: Industrial Engineering Technology Department, Southern TECH, 1100 South Marietta Parkway, Marietta, Georgia 30060-2896. This can be used immediately, as I am visiting the campus once a week during the summer in preparing my office and notes for teaching three courses in the Fall."

Good luck, Ken, on Career number IV!

DISCUSSING IAQ EUROPE OBJECTIVES IN MUNICH

In Helsinki, "External Objectives of the European Group of IAQ" had emerged as a topic worth looking into in more depth. Acn. Mangelsdorf had volunteered to convene a group of German-speaking Academicians to take up the matter. On July 21, Acns. Hansen, Masing, and Zeller met with him in Munich. (Acn. Seitschek had to excuse himself at the last moment.) The three-hour meeting was held in Acn. Mangelsdorf's office at Siemens and was followed by a business lunch. Nobody had hoped to come to definite conclusions in this meeting. However, it was a first step in the right direction. A memo will be written to inform our chairman and our president as a basis for further actions.

Product Liability (cont. from page 4)

seems to be a vicious circle. The more often there are out-of-court settlements, the more attractive it is to promote lawsuits.

A direct consequence of all this is to increase the prices of many products manufactured in the United States. The costs associated with product liability constitute one group of costs that, in the long run, must be recovered from customers if a manufacturer is to stay in business.

The rapid growth of medical malpractice litigation in the United States has been due to the same unique features of our legal system that have encouraged litigation about product liability, namely, contingency-fee lawsuits, punitive damages, and jury trials. Just as the costs of manufactured product have been increased because of the operation of our unique legal system, so also has the cost of medical care been considerably increased. The physician who pays \$100,000 a year for medical malpractice insurance must recover this in the fees charged to patients.

Product Liability (cont.)

Moreover, I understand that costly tests sometimes are made chiefly because they may be needed as evidence in case there should be a malpractice suit. In our voluminous literature about rising costs of health services, I have seen very little about the growth of the direct and indirect costs related to medical malpractice litigation.

My advice to my fellow academicians outside the United States is to oppose any proposals to have their countries follow the example of the United States in permitting contingency-fee lawsuits and punitive damages. In contrast to the foregoing simple advice, any advice to my colleagues in the United States needs to be fairly complicated. We already have these special aspects of our legal system that promote product liability and medical malpractice litigation; the question is what, if anything, ought to be changed.

It was 18 years or so ago when I first discovered that the United States differed from most other countries in permitting contingency-fee lawsuits and in allowing unlimited punitive damages in certain circumstances. (Incidentally, I discovered these characteristics of our legal system from Canadian and European sources; I have not yet seen any published book or article in the United States that discusses these matters.) Over the past 18 years I have talked with a good many friends about this subject. A fair number of these friends have been lawyers, although of course the non-lawyers have been much more numerous. Without exception, the lawyers have been aware that our legal system is unique in these matters. In contrast, very few non-lawyers knew this.

If I were a dictator who was able to stipulate a change and cause it to take place, I would put a cap on punitive damages. This might be a dollar cap or it might be a percentage cap somehow related to the actual damages demonstrated to have been sustained. Unlimited punitive damages seem to be the least defensible of the special aspects of our legal systems that I have mentioned. The very large awards seem to occur at random without much, if any, relationship to the cases involved. Nevertheless, the possibility of such awards stimulates a great deal of litigation, much of which should not take place at all. Moreover, 50% of these awards typically goes to lawyers rather than to damaged parties, if any. The fact that such awards exist raises the cost of manufactured product and of health services throughout the country.

Of course there is no dictator who can stipulate such changes in our laws. For such changes to be made, actions must be taken by state and national legislative bodies, generally supported by state governors and our president. I see two different types of obstacles in the way of such legislative and executive action.

Product Liability (cont.)

One type deals with the general public, the voters who elect the legislatures and executives. The other has to do with possible bias on the part of elected legislators and executives.

If the public were well informed, I think many people would share my views on these matters. But, as I have explained, it seems that most people who are not lawyers are unaware of these differences between our legal systems and those of other countries. Much work needs to be done in spreading this information.

As is well known, members of the legal profession tend to be active in politics. Thus, many lawyers become members of state and federal legislative bodies; they also become state and federal executives. This does not necessarily mean that changes in the rules about punitive damages will be impossible to secure. A number of my lawyer friends believe such changes are desirable; I feel confident that their views will be shared by many lawyers throughout the country. Nevertheless, for obvious reasons, it seems probable that any such proposal for change will have the determined opposition of many trial lawyers.

July 18, 1993



KEEPING UP YOUR ADDRESS FILES

New ZIP Code System in Germany. As of July 1, 1993, the German mail system introduced a five-digit ZIP code for all cities. As a consequence, the addresses of our colleagues residing in Germany have changed. Please note the following:

- Dr. Wolfgang Hansen, Lärchenstrasse 4, D-82152 Krailing
- Dietmar Mangelsdorf, Haydnewg 23a, D-82538 Gerrettsried
- Dr. Walter Masing, Danziger Straase 19, D-64711 Erbach
- Pre-Ake Sorenson, Schulstraase 2, D-38536 Meinersen
- Hermann Zeller, Albert-Meyer-Straase 3, D-82194 Groebenzell
- IAQ Administrative Office: P.O. Box 50 07 63, D-60395 Frankfurt am Main

Telephone and FAX numbers are unchanged. The "D" in the above ZIP number is international coding for Germany. Additional address changes include the following:

Acn. Almedia Correct address & ZIP
Rua António Saude 5, 5.º
1500 Lisboa, Portugal

Acn. Bester Correct FAX No. ((72) 4-5-550317

Acn. Stephens (see update for Acn. Stephens cited earlier)

MAIL YOUR COMMENTS

1991 ARGENT-ARG, May 11-24, Los Vegas, Nevada
1991 ARGENT-ARG, June 11-17, Madison, Wisconsin

1991 ARGENT-ARG, May 13-24, Cincinnati, Ohio
1991 ARGENT-ARG, Baltimore, Maryland

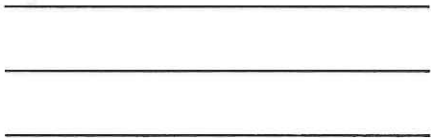
1991 ARGENT-ARG, May 13-17, Chicago, Illinois
1991 ARGENT-ARG, Germany

1991 ARGENT-ARG, October 15-17, Toronto, Canada (Post 1991)

REPLY YOUR COMMENTS

If you would like to respond or anything in this issue of CONTACT
(or on anything else), you may use the space below. If you can
address the person who has sent it to a page so that you can
forward the page, write your name on it. Fold it (so that you
know it is yours) and the editor will send it to you.
Send it back to me. If you have any questions, write to me at
414-124-1244

fold



Raymond Wachniak, Editor
IAQ CONTACT
1170 Winston Park Court
Brookfield, WI 53045-2817
USA



CONTACT

Newsletter of the International Academy for Quality

Dear Fellow-Academicians,

sitting down at the typewriter to edit this golden 50th issue of our newsletter I experience what one might call "mixed feelings". Happy to hand over a self-imposed task to a good friend and superbly suited comrade-in -arms, Acn Ray Wachniak, who has volunteered to edit CONTACT in the future, is the bright side of the coin. The other: I will most certainly miss the opportunity of being in close personal contact by letter and/or telephone with all the Academicians who supplied copy to our newsletter. True enough, by far not all our colleagues have ever seen fit to inform me about their travels and work. Often enough I found their names and deeds published in all sorts of periodicals. Sometimes the news were transmitted by some other Academician. But whatever the source, it was always good to learn about a Fellow-Academician's achievements. Therefore, I'm exceptionally pleased to inform you about a very exceptional honour, bestowed on one of us.

Acn Golomski ASQC Honorary Member

Our most cordial gratulation! To become an ASQC Honorary Member, an unanimous vote of the entire Board is necessary. Small wonder that in face of the very demanding criteria the ASQC has in its 47 years history only 14 individuals so honoured. We are happy to know that now 2 of them belong to the Academy. As you know, the other is our chairman Acn Feigenbaum.

Fifty Issues of CONTACT

While preparing this last issue under my editorship, I skimmed leisurely through the pages of the past. I'd like to share with you some of my impressions from a dozen plus years.

NEWS OF OUR MEMBERS

It has always been my highly esteemed privilege to introduce our new colleagues to you. I would have welcomed the opportunity to end my tenure by introducing three individuals, but while I know that they have passed the nominating procedure with flying colours, the final confirmation is not yet in my hands. So it will be a headstart for the new editor in Nr. 51 to introduce them.

About 40 curricula of new members have been published since CONTACT Nr. 1 appeared in December 1979. But of course, it was my sad duty to inform you also about the death of Academicians, too. The first one was Acn Shearman, Managing Director of ASQC, in 1979, followed by Acn Lancaster, the never tiring first secretary of IAQ, in 1980. Another member of our IAQ-preparing crew, the "Six-Man Board" (1966: Look up the short history of IAQ in Nr. 22, /85) left us in 1982: Acn Borel, followed, in 1984, by a "Founding Father" (as the first members, nominated by ASQC, ENQC and JUSE were called) Acn de Fremery. Another

IAQ Summer No. 88, April 1988, page 2

Founding Father, Acn Jonson, passed away in 1988. We remember with great respect Acn Thoday and our Honorary Member, Acn Ishikawa, who both left us in 1989. Also in 1989 we were saddened by the deceise of Acn Freund, the able contact person between IAQ and ISO. Acn Mizuno, again a Founding Father, died in 1990 and our last great loss was Acn Cantarelli last year. I have always been proud having known these fine men and worked with them for our good cause. I had even the honour calling quite a few of them a close personal friend.

Resquiescant in pace!

MEETINGS

The bulk of information was - thank heavens! - of lighter stuff. There were IAQ meetings to announce, official and inofficial ones in all parts of the globe. Here again a look back into the old issues is interesting for someone who has been to the majority of them. Wonderful events come to mind. Just a few shall be listed here: Houston 1979 or Frankfurt 1980, San Francisco 1981 and again 1990 when we had the opportunity to see the Californian countryside at its best, London 1984, where we convened in the tradition-filled auditorium of the Royal Institution, Stockholm 1986 and Tokyo 1987 with unforgettable memories of our meeting in Kyoto 1978: The "March of Ages"! We met in Buenos Aires/Rio de Janeiro in 1989 and in Prague 1991, and most lately in Manila 1992. But of course, all the other meetings would be worth mentioning with all the preparatory work that had to be done by our Fellow-Academicians. Especially the pre-CONTACT meetings should not be forgotten: Washington and Venice (!) for example.

Here I should pause to direct your attention once again to our upcoming meetings in Boston (inofficial) in conjunction with the congress of ASQC there May 22 - 26, but most important

IAQ Triennial Meeting in Helsinki

It is scheduled for Friday, June 18, 1993 at 12:45 in the Marina Congress Center, Helsinki, Finnland. A formal invitation is in your hands. This is only a reminder. We hope for a great turnout!

The business meeting is following a working session that starts at 8:00 the same day. The participants will be divided in groups to tackle special problems.

MEETINGS (ct'd)

While the emphasis was certainly on IAQ meetings, IAQ-sponsored events got also publicity. Individual Academicians appeared there to elaborate on topics of general interest, usually followed by lively discussions.

Other events were not sponsored by IAQ, but organized and managed by Academicians. Events of this kind found also space in CONTACT. My idea here was that this would enhance the visibility of the Academy worldwide. I think that this practice should be continued. If an Academician is involved in whatever activity outside his/her proper area of work, we should know about that and try to help as best we can.

CONTACT has been approached by many outsiders to give publicity to their endeavours. In such cases our policy was to be wary. Therefore only a very small number of requests from outside the Academy was actually honored.

Other Activities

Well, congresses and conferences are only part, if an important one, of today's activities on the quality scene. Much work is done outside the lecture halls. CONTACT has put you abreast of IAQ's projects, if there was a tangible result like our book series "The Best on Quality" (Acn Zeller), or if a project team submitted a report ready for print. CONTACT took notice of project Nr.3: "Education on Quality" and "New Quality Technologies and Methodologies required to meet the Social and Industrial Needs of the 90s". Most lately the project "Considerations concerning Quality-related Cost" was reported finished (1992).

Attention found also IAQ-projects that were sponsored by UNIDO and/or the governments of countries like Turkey (Acn Turello) and Hungary (Acn Aschner). It is not easy to assess the lasting effect of such projects, but one thing is clear: The Academy got much visibility in government circles there because of the caliber of the Academicians involved.

Regional Groups

Always interesting copy made the activities of regional groups like the Scandinavian University Group (Acns Aune, Hartz, Jönson, Sandholm) or our colleagues in South America (Acns Bertin, Garcia with assistance from Europe and the USA) and in the Philippines (Acn Gatchalian et al.) Such a group was also to some extent the German language group that worked on the project "New Q-Technologies..." already mentioned (Acns Hansen, Kofoed, Masing, Seghezzi, Schwander, Zeller). I would have liked to report on more groups like that. They are comparatively easy to convene, there are no language barriers. That makes for high efficiency. I can't see any reason, why there are so few of them.

Individual Work

Work of individual Academicians was mentioned, if and when I came to know it. I'm sorry to say that this was not too often the case. Even though: Under the heading "Academicians on the Road" there was literally no coin on the globe not visited. CONTACT 11 reported on Acn Kondo having conquered as a first the top of Mt. Gang Ben Chen, well over 7000 m high, in Central Tibet. Look for more exploits of this nature in CONTACT 24. If I make a guess from the small sample in CONTACT on the unknown population of travel of our colleagues, the total mileage travelled by them must be the distance from here to the moon.

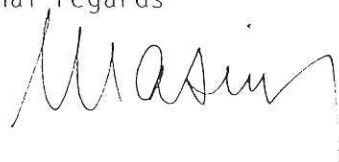
What else?

Administrative matters like the names of new officers and board members, amendments of our Constitution and RoP, infos from our managing office including its transfer from Geneva to Frankfurt, and changes of address or business affiliation occupied some space. From time to time, our address list is updated, but in between it is important for any organization to be à jour in this respect.

CONCLUDING

Taken in toto, I look back to that long time period I was able to serve the Academy and its members from CONTACT Nr. 1 to Nr. 50, I do so with pleasure and a certain amount of satisfaction. May a good wind help my successor so he can feel, at issue Nr. 100, the same as I do today. My best wishes are with him, and with you, dear Fellow-Academicians!

Best personal regards



Why shouldn't I use this space to reprint (with some editing) the "Short History of IAQ" mentioned on page 1? Here is the text.

Back in 1966, ASQC, EOQC and JUSE, aware that Quality philosophy, technology and improvement were international problems rather than national ones, began to think of closer cooperation. Because an official cooperation of well-staffed, large organizations with different structures and interests would be difficult to achieve, it was felt that a group of dedicated individuals from those 3 organizations, operating in a clublike manner, would serve the purpose better than elaborate contracts with emphasis on formalities. To come to this conclusion, leading and highly respected men in all three organizations had to do missionary work. Instrumental were men like Dr. Feigenbaum and Jack Lancaster in the USA, Drs de Fremery (Secretary-General of EOQC) in Europe and professor Ishikawa in Japan.

So a preparatory committee was set up, consisting of 2 prominent representatives of each body: Dr. Feigenbaum (chairman) and Jack Lancaster (secretary) from ASQC, Georges Borel and Frank Nixon from EOQC and Kaoru Ishikawa and professor Kogure from JUSE. In just 2 years, this group worked out a draft constitution and a mode of operation of a body to be called "The International Academy for Quality". They recommended the nomination of 5 additional well-known personalities from each founding organization to form a nucleus before members were elected according to the future procedure set up by the constitution, still to be accepted.

This was done. The "World Quality Congress" in Tokyo 1969 was selected for the first official meeting of the so-called "Founding Fathers" of IAQ. The constitution was accepted, targets for the number of Academicians set and officers elected. Dr. Feigenbaum was elected president, Jack Lancaster secretary. Here are the names of the "Founding Fathers", 6 of them already members of the so-called "Six-Man-Board", the original preparatory group:

From ASQC: Acns Bass, Bicking, Feigenbaum, Fisher, McClure, McDermott, Lancaster.
 From EOQC: Acns Borel, de Fremery, Jonson, Masing, Nixon, Turello, Ms Zaludova
 From JUSE: Acns Asaka, Inonue, Ishikawa, Itoh, Kogure, Mizuno, Yamaguchi.

Now 21 enthusiastic personalities put their energy and their connections behind the scheme. But IAQ was still not fully operational on the occasion of the Triennial Meeting in Washington 1972. This was only the case at the Triennial in Venice 1975. From there on we were on our own and paying our own way. President was still Acn Feigenbaum, secretary Acn Lancaster, but the Board was enlarged by a "Senior Moderator", Acn Masing, whose duty was to oversee the procedure of election of new members. Masing became president for the next term of office, starting with the Triennial in Kyoto 1978, while Acn Feigenbaum occupied the newly created office of chairman of the board. The next Triennial at San Francisco saw Acn Ishikawa as president, Acn Masing as chairman. In Brighton/London Acn Liebmann was elected president, Acn Ishikawa chairman. The following president was Acn Zeller. Because Acn Liebman was unable to continue as chairman, Acn Feigenbaum took the chair again and stayed on in this capacity (with Acn Zeller as vice-chairman), while Acn Harrington became president.

The next term of office begins 1994. The elections take place in Helsinki, June 1993.



NR. 51 June 1993

CONTACT

Newsletter of the International Academy for Quality

Dear Fellow Academicians,

After 50 issues of Contact, changing style and format seems out of place. Rather than learning to master the desk top publishing features of this computer I have elected to continue the format. In so doing I can also keep the publication schedule on target. In this issue CONTACT covers the following subjects:

- * A Salute to Acn/Editor Masing
- * Welcome to four new Academicians
- * Newly created IAQ Membership Status
- * IAQ Shares Major Roles at Quality Congresses
- * IAQ Unofficial Meeting, Boston, MA
- * Acn Freund International Scholarship Established
- * IAQ Receives ASQC Support for CONTACT
- * Acn's Recognized for Best Papers
- * Acn Golomski Named Editor of New ASQC Journal
- * World Directory of Quality Related Institutions

IAQ SALUTES EDITOR MASING

While there have been several public and many private acknowledgements for Dr. Masing tireless efforts in publishing the first 50 issues of CONTACT, it is impossible to publish issue 51 with out adding our own words of thanks. Many of you be may familiar with the expression "the buck stops here". That expression really does apply to the editor of CONTACT. While some input comes from Academicians, for the most part it comes from carefully reviewing other newsletters, journals and the like. It is this later effort that the creative talents of Acn Masing came to fill the pages of our newsletter. Dr. Masing we salute you, and again say, Thank you.

WELCOME TO OUR NEWEST ACADEMICIANS

One of this editors great pleasure in preparing this, my first issue of CONTACT is to congratulate the newest members to the Academy. This is a double pleasure when you learn that these new academicians are people you know and respect for their quality perspicacity and professionalism. Here, in alphabetical order, are:

New Academicians (cont.)

Acn NORIAKI KANO. (53) obtained his doctorate in Engineering from Tokyo University in 1970. His career's center is academia, where he worked his way up from lecturer to full professorship. During his academic tenure he has published often and has spoken at many conferences. A list of titles alone fill twenty pages. No less impressive is the list of companies that have used his services as consultant. Acn Kano has expressed his desire to turn some of his experiences and energies to the work of the Academy. We are happy to have in our ranks.

Address: 1-3 Kagurazaka, Shinjuku, Tokyo 162, Japan

Acn DAVID LUTHER (57) is Senior Vice President Quality of Corning Inc. Corning NY. He has his MBA from Syracuse University. During his working career he held many managerial roles in a number of Corning plants. While very active in local civic and national affairs he still finds time to write and make many speeches. It was my pleasure to serve with David as a judge for the Malcolm Baldrige National Quality Award. He has played a leadership role in the creation and implementation of the State of New York's Quality award. A Senior member of ASQC, he is the current President elect of the Society. A real doer who gets things done. His talents will contribute to IAQ well being.

Address: 22 Overbrook Rd. Painted Post, NY 14870 U.S.A.

Acn JOHN A. MURPHY is Executive Secretary of the Irish Quality Association and its representative to EOQ. Before assuming this role in 1980 he held various positions in the dairy industry. His field of study was microbiology ending with a degree in M. Sc. from Trinity College, Dublin. Acn Murphy has developed a range of courses in QC and QA and serves as guest lecturer at the College. His publication are many. Welcome aboard John, we look forward to a lot of input from you.

Address: 26 Leopardstown Gardens, Blackrock, Dublin Ireland

Acn SPENCER HUTCHENS Jr. is Senior Vice President of Intertek Services Corporation, Rolling Hills, CA. Prior to joining Intertek he held a number of positions with the federal government. Acn Hutchens has a BS degree in electronic Engineering from American Institute of Technology and his MBA from Pepperdine University. An ASQC Fellow, he is a past president and chairman of the board. Always active, we can expect a lot of input from our new colleague.

Address: 4175 Punta Alta Dr. Los Angeles, CA 90008 U.S.A.

ACN BALL RETIRES FROM ACADEMY

The first to take advantage of the newly created IAQ membership status, "Retired" is Acn Leslie W. Ball. Dr. Ball has submitted his retirement from the Academy citing his age as being in part the reason for his actions. A member of the Academy since 1977 he has expressed a desire to continue receiving CONTACT. And intends to keep in touch with his many friends in the Academy.

ACADEMICIANS SHARE MAJOR ROLES AT TWO QUALITY CONGRESSES.

A quick look at the programs for ASQC's 47th and EOQ 36th Quality Congresses tells you the IAQ is well represented in helping share the latest information on the quality worldwide

At the Boston Congress, May 24-26, Chairman of IAQ Board FEIGENBAUM addressed a special session following the Annual Business meeting. His address focused on American Competitiveness- The New International Challenge. New academicians DAVID LUTHER and SPENCER HUCTCHENS provided the financial picture and chaired the Awards luncheon respectively.

By a required unanimous vote of the ASQC's Board of Directors, Honorary member status was bestowed of BILL GOLOMSKI. Bill is a past president of ASQC, (1966-1967) was the 1975 Edwards medalist and received the Societies Grant Award in 1990. He is only the 14th member so recognized by ASQC (current membership 117,000) and joins company with others so honored like Walter Shewhart, W. Edwards Deming, Joseph Juran, Harold Dodge, Harry Romig and fellow academicians FEIGENBAUM, GRANT and ISHIKAWA. I am sure all of you will join me in extending our congratulations to Acn GOLOMSKI on this highest of high quality honors.

Among 19 new ASQC Fellows was YOSEPH BESTER. Acn Bester was sponsored by the International Chapter and was recognized for his contributions and leadership role promoting quality in Israel. Our congratulations are also in order for Mr. Bester

A Technical session providing an "International View of Things to Come" was presented by a panel of IAQ members, namely YOSEPH BESTER, WALTER MASING, A. BLANTON GODFREY and WALTER HURD. In another technical session Acn JOHN HROMI dealt with the "Role of Statistical Thinking in Management".

The Helsinki Congress, June 14-18, appears to be yet another opportunity for the members of the Academy to share their points of view. A quick review of the program indicates the leadership role to be played by Acn CONTI and KOIUULA, And scheduled presentations by AKAO, BURGESS, CHAUVEL, GOLOMSKI, HANSEN HARRINGTON, HURD, KANO, KANDO, KUME and SEGHEZZI. And sharing the remarks at the closing plenary session is Dr. FEIGENBAUM. (My apologies to any others I may have missed.)

IAQ UNOFFICIAL MEETING, BOSTON, MA. MAY 24, 199

The ASQC AQC in Boston provided an opportunity for an unofficial meeting of the Academy. Presiding was Chairman of the Board FEIGENBAUM. Academicians in attendance included BESTER, GODFREY, GOLOMSKI, HARRINGTON, HROMI, HUTCHENS, HURD, IMAIZUMI, LUTHER, and WACHNIAK.

Acn Feigenbaum extended welcomes and congratulations to new academicians Huchthens and Luther and recognized Golomski for the Honorary membership bestowed upon him. He recapped the aims and objectives of IAQ, touching on the Academy's contribution to quality cooperation in Latin America, Pacific South East etc.

President Harrington presented his report, mainly with a focus for the upcoming meeting in Helsinki, and reported a favorable, though modest, positive balance in our treasury. Credit for trimming some expenses were given to Acn ZELLER.

Also cited was the larger role to be played by the new Executive Board. The chairman pointed out that this role will be a more disciplined role with a clear distribution of responsibilities.

This was followed by a vice president report and a round table report of academicians activities

Acn Hromi indicated that arrangements are being finalized with Quality Press to publish and distribute, "The Best on Quality", worldwide. Peer review will be required, academicians, other than authors, will be asked to participate in these reviews. Other points covered included the need to establish a budget for Best on Quality, Search out good papers by non-academicians and select "Evergreen" from the past. And the need to have a central theme for future volumes.

Acn Bester touch on the work going on in Israel regarding the broadest approach to quality, including quality of life and health care. A more comprehensive report will be given in Helsinki.

Acn Hurd indicated that he will be doing a special presentation as a dinner speaker at EOQ - Helsinki Congress.

Acn Masing addressed the focus of work in Germany indicating the integration of environmental control and solid waste management under the broader umbrella of Quality of Life.

Acn. Imaizumi reported on his work as Chair for their national committee for ISO 9000. He has published a textbook on the 9000 series. On QC Circle activity he reported that during the period 1963 thru April 1993, 3000 Conventions on Circle has occurred. The ICQC 96 will be held in Yokohama Oct. 15-17 1996.

Unofficial IAQ Meeting Boston, MA (cont.)

The chairman request additional details covering ICQC be provided by any of the Japanese Academicians attending Helsinki meeting.

Acn Wachniak outline his vision and mission as to the continuation of IAQ CONTACT. A special projects will be to capture and list books edited or author by academicians. A suitable library will be identified to house copies of these works. Also reported was the news that ASQC has agreed to support, both financially and in the publication of CONTACT.

Acn Feigenbaum requested that news that your new Editor will be made a National Honorary Life Member of an organization called the Vocational Industrial Clubs of America. This organization is made up of some 300,000 students, (high school and community colleges, who studies are in the industrial and technology fields), teachers and school administrators. My work was to provide leadership in developing a Total Quality Management curriculum. Any one interest in greater detail please address your inquires directly to this writer.

The Chairman issued some closing remarks and expressed his eagerness to seeing as many academicians as possible in Helsinki.

RICHARD A. FREUND INTERNATIONAL SCHOLARSHIP ESTABLISHED

At the 47th ASQC-AQC, Robert Caine, Chairman of the Board announced the establishment of this international scholarship fund honoring the memory Dick Freund, a past president of ASQC and a member of the Academy. Dick was also known and respected internationally for contributions to quality, international goodwill and tireless scholarship.

This first ASQC scholarship, available to competitors worldwide, is for graduate study of the theory and application of quality control, quality assurance, and total quality management, It covers the engineering, statistical, managerial and behavioral foundations of those fields.

The scholarship was made possible by a sizeable endowment from Mrs. Valerie Freund. Awarding of the first scholarship is planned for the Fall semester 1993.

IAQ RECEIVES ASQC SUPPORT for CONTACT

This Editor is please to report that ASQC has responded positively to a request for support to prepare and distribute CONTACT. On behalf of the Academy I wish to express our thanks to

ASQC Support for CONTACT (CONT.)

the Society, President Charles Aubrey II, and Executive Director

THE BEST OF THE "BEST ON QUALITY"

The selection committee has identified winners of best paper awards contributed to the "Best on Quality". To be recognized at IAQ Triennial meeting in Helsinki are:

For Volume 1 and 2

Wachniak, Raymond, Forming Quality Improvement Partnership-A National Issue, IAQ Book Series Vol.2 1989 p 211-226

For Volume 3

Akao, Yoji, History of Quality Function Deployment in Japan, IAQ Book Series Vol. 3, 1990 p 183-196

For Volume 4

Godfrey, A. Blanton, Information Quality- A Key Challenge for the 1990s, IAQ Book Series Vol.4, 1991 p 31-48

My congratulations to Acn Akao and Godfrey. And we thank the Academy for giving us the opportunity to have our work published.

ACN GOLOMSKI NAMED EDITOR OF NEW ASQC JOURNAL

Editor of a new ASQC publication, the Quality Management Journal is the latest challenge accepted by Acn GOLOMSKI. Premiering in October, 1993 the new Journal will be a peer-reviewed periodical published quarterly by ASQC.

The design objective for the Quality Management Journal is to promote dialogue between quality practitioners and academia. The publication will encourage pioneering research in the field of quality management by providing a forum for communicating and discussing research findings. The 38 member editorial review board includes Academicians, AUNE, BERTIN, BESTER, CASE, CONTI, FUCHS, GATAHALIAN, GODFREY, GROOCOCK, KANO, LUTHER, and MASING.

World Directory of Quality Related Institutions

A special thanks to Acn Sierra for the Export Quality Report 34, International Trade Center, UNCTAD/GATT. The report, 34 pages, carries the names, addresses, telephone/telefax numbers for 508 organizations, including 32 Regional and 61 International Organizations. The full title is World Directory of Standardization and Quality Assurance Related Institutions. If you don't have one you might want to request one from Acn Sierra, Int'l Trade Center, Palais des Nations, CH-1211 Geneva 10 Switzerland.

Academicians want to hear from you. Please keep me posted. Until issue Nr 52 appears, cordially yours

Wachniak