



CONTACT

A Newsletter of the International Academy for Quality

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Dear Fellow Academicians,

Well the summer here in the Midwestern United States has certainly left its mark for being one of the most deadliest. Here in Milwaukee more than 70 people died from heat exposure. While in Chicago the death toll was over 600. The deaths were the aftermath of extreme temperatures, over 100 degrees Fahrenheit, and relative humidity in the nineties, and dew point in the high eighties. Every one is looking and hoping for cooler weather and less humidity.

In this issue you will find a summary report on our IAQ annual meeting in Lausanne. Also look for the announcement and introduction of four of the newest Academicians, as well as a report on the passing of Acn. Roy Knowles, at age 76. There is an interesting reference to an empirical study on TQM vs. QM. Regular features report on the activities of members of the Academy, their most recent publications and their activities.

Do you want to be an Associate Editor? Looking ahead to the next issue of *CONTACT*, that is December 1995, you will find an invitation to once again become an associate editor. (See *page 12*). I hope we can equal or surpass the thirty plus members who responded to our invitation last year.

IAQ 1995 OFFICIAL MEETING - LAUSANNE, SWITZERLAND

The formal meeting of the Academy was a full-day-meeting in Lausanne, Switzerland on Friday June 16, 1995. Twenty-one members of the Academy attended the meeting, they were:

Bester	Hansen	Seitschek	Sierra	Bertin
Zeller	Seghezzi	Kondo*	Hromi	Conti
Gatchalian	Kano	Masing*	Hutchens	Aune
Godfrey	Fuchs	Almeida	Golomski	Luther
Zaludova				

* Acn. Kondo could not attend the meeting because of an unexpected illness and Acn Masing had to return to Germany.

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IAQ 1995 FORMAL MEETING.....continued from page 1

FINANCIAL REPORT. The 1994 financial report was reviewed and approved. President Kondo will prepare the budget for 1996. **NOTE: Dues will not be increased. Academicians with dues in arrears more than one year will be dropped from the membership listing. Inactive academicians will be invited to actively participate or resign from the Academy.**

CHAIRMAN OF THE BOARD REPORT. Acn Harrington reported on a number of items including a very active and world wide promotion of IAQ at conferences and appearances on radio and television.

Action Item. Chairman Harrington reminded members of the Academy of the duties and rights of active academicians He asks,

"I would like each academician to develop and complete, a minimum of one personal goal related to the support and under the aegis of IAQ before our triennial meeting in Yokohama, Japan in 1996."

Typical goals suggested included, but are not limited to: Sponsor a new member; complete a project; start a new project involving other academicians; be involved in setting up a conference that IAQ co-sponsors; coordinate setting up and IAQ stream at a major conference or a pre-conference educational program; turn in an article for the "BEST ON QUALITY"

VICE-PRESIDENTS REPORTS. Reports were submitted by Membership & Education Chairman Golomski, Conferences, Publications & Relationships Chairman Bester, and Technical Activities Chairman Seitschek. See minutes for their full written reports.

NOMINATIONS. Four newly elected academicians included:

Prof. Liu Yuanzhang Liu from China
Prof. Samuel Wang from Taiwan
Mr. Dan Victor Illescu from France
Mr. Juhani Antilla from Finland.

A brief biographical sketch of the new academicians is included in this issue of **CONTACT**.

ACADEMICIANS REPORTS. The following reports were also file concerning: **BEST ON QUALITY; CONTACT:** Scandinavian University Group; Research; Preconference Training Sessions; the European Quality Award; IPACE, (a professional society) and FUNDECE (a CEO's organization) in Argentina. See minutes for full details.

IAQ VISION, MISSION & OBJECTIVES REVIEWED IN DEPTH.

WELCOME TO NEW MEMBERS OF THE ACADEMY

I am sure all of you join with me in expressing our congratulations and extending a warm welcome to our four newly elected Academicians: Mr. Antilla of Finland; Mr. Illescu of France; Professor Wang of Taiwan and Professor Liu of China.

Mr. Antilla sponsored
by Academicians
Godfrey and Golomski

Mr. Juhani Antilla (b.1940) graduated 1967 as diploma engineer (telephone and electronics) at Helsinki Technical University. He was a laboratory operator and training instructor at Helsinki Telephone Co., 1965-88, a laboratory assistant and special topic lecturer at Helsinki and Tampere Technical University, 1965-74. In 1968 he joined the Telecommunications Administrations of Finland and was manager of switching systems laboratory, 1968-87 and R&D manager of data services, 1987-90. Since 1991 he has been the director of corporate quality improvement at Telecom Finland Ltd. Other professional affiliations included membership on national and international standardization committees. He was program chair for EOQ'93 Helsinki World Quality Congress. He has made many contributions in professional periodicals, conferences, seminars, etc in the fields of telecommunications and quality/reliability. He is married and lives in Helsinki, Finland.

Mr. Illescu sponsored
by Academicians
Golomski, Hromi and
Zaludova

Mr. Dan Victor Illescu (b.1943) was born in Bucharest, Rumania and currently lives with his wife, Eleanora in Rouen, France. He graduated in 1966 with an M.S. in Oil and Gas Fields Engineering. He was a Senior Research Worker and Consultant in Quality and applied statistics at the Center of Mathematical Statistics at the Romanian Academy of Sciences, 1968-85. In 1985 he was a guest researcher at the Management Center of the Bradford University and the British Standards Institution in London. In 1987-88 he worked as a quality engineer and 1991-94 as quality manager Aqualon France, a Division of Hercules Incorporated, U.S. In 1994 he established his own consulting company in the organization of management systems, *INTRA-SYSTEMS*. He has authored two books, and a large number of pamphlets, articles and manuscripts.

Professor Liu
sponsored by Acns.
Gatchalian, Kondo,
Harrington and
Sandholm.

Professor Yuanzhang Liu (b.1925) is affiliated with the Institute of Systems Science, Academia Sinica in Beijing China. He is a graduate of Nagasaki Industrial Management College and Kyoto University. His graduate work was also done at Kyoto University and the University of California, Berkeley, USA. His experience includes several different positions at the Academia Sinica, namely: assistant professor in the institute of Mechanics; professor in the Institute of Mathematics; professor and Deputy Director at the Institute of Systems Science. Professor Liu has authored eight books and more than 100 technical articles and reports in various Chinese publications. He also has two video lecture series. "Total Quality Control", (1981) and "Total Quality Management in Service Industry" (1987). He is married to Ning Zhang, has two children, and lives in Beijing, China.

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WELCOME NEW MEMBERS....continued from page 3

Professor Wang
sponsored by
Academicians Kano,
Kondo and Seitschek

Professor Huang-San Samuel Wang (b.1941) is Dean of Engineering at Chung Yuan Christian University, Chungli, Taiwan, ROC. And is President of the Chinese Society for Quality Control. Professor Wang has a B.S. in Electrical Engineering, and an M.S. in Electronics from Universities in Taiwan, an M.S. in Industrial Engineering and a Ph.D. In Applied Statistics, both from the University of Alabama, USA. He has experience as an Electronics Engineer, Manager of Quality and Reliability, Production Manager at Phillips EBEI (Taiwan) and Head of the Departments of Industrial Engineering and Information & Computer Engineering, Secretary General, and Dean of General Affairs and his present position at Chung Yuan Christian University. He has received many honors and awards. He was a Fulbright Exchange Scholar in 1983 and is a Certified Quality Engineer ASQC. He has authored some 13 Books and numerous articles and conference proceedings. Professor Wang is married to Violet T.L. Wang. They have three children and live in Chungli, Taiwan, ROC.

Once again, a warm welcome to our newest academicians. We look forward to your active participation in promoting the objectives of the Academy. And, selfishly, I hope you will also make contribution to our publication *IAQ CONTACT*.

ACN. ROY KNOWLES, DEAD AT AGE 76

Perhaps not all of you are aware of the death of Roy on May 27, 1995. This Editor received the following correspondence from Mrs. Christina Knowles.

"You have the bones of Roy's life in the "snapshot" he sent you last December. I am enclosing a copy of the address given at the service of thanksgiving for his life which was held at our parish church, June 8th.

He was a very special man, I guess that's what all wives say. I know that he derived a great deal from the International Academy for Quality, and always enjoyed meeting up with other members. To be a member of such an August body was a source of great pride.

I personally, have always received a welcome from members when I have been able to accompany Roy to meetings. My sincere greetings to all."

signed by Christina Knowles

The following has been abstracted from the address cited above:

"...Born in Furham, Roy did not have an easy life but soon discovered that electrical engineering was not for him, so he became a student apprentice at British Thompson Houston. He graduated early in the war and upon completion of his apprenticeship he joined the Army and was commissioned into the RAOC. He was posted to Singapore and was there at its fall when he became a prisoner of war. Roy was involved in the trek to Burma and working on the railway in Siam."

"It is however of the stature of the man that

eventually he was able to lecture in Japanese Universities and hold in great affection and respect his Japanese colleagues. On his release from being a POW, Roy stayed in the service until he retired in 1974 with the rank of Brigadier.

On leaving the Army he became Secretary General of the Institute of Quality Assurance and remained in that position for 13 ½ years."

† May he rest in peace.

UPDATING NEWS FROM ACADEMICIANS

Acn. Walter Masing. On its "dies academicus" (University Day), held June 10, 1995 the renowned Swiss Business University, St. Gallen, bestowed, in a very solemn ceremony, witnessed by an academic audience of several hundred, the conferring of the degree of Doctor oeconomiae honoris causa (Dr.oec.h.c.) on Acn. Walter Masing, a Founding Father and Past-President of IAQ.

St. Gallen's Institute for Management of Technology, an Institute founded by Acn. Seghezzi, has become the hub of all academic activities in this field with a wide influence in industry.

To his great disappointment, he could not attend the official meeting official meeting of IAQ in Lausanne, having to leave the EOQ conference early because of an urgent family matter. A well-wishing message commemorating his 80th birthday, signed by IAQ members in Lausanne, was received and was greatly appreciated.

Acn. Gabor Aschner. In his latest communication Gabor writes: "I would like to inform you that my repatriation procedure from UNIDO has started. After August 15, 1995 I will be staying in Budapest, Hungary.

In my final days in Brazil I prepared course materials and booklets on how to elaborate Quality System Procedures and on the subject of flow charting. I also prepared exhaustive course material for the ISO 9000 family of documents, taking into consideration of all the changes introduced in 1994. As ISO 9000 series requires the existence of documented Quality System Procedures, I had prepared models for each requirement to assist companies participating in UNIDO projects before I left Brazil. Please pass on my new address. Thank you." (See Acn Aschner's new address with other listings.)

Acn. William Golomski. Bill writes to inform us that he has sold his home in Illinois and has moved his family to Wisconsin. Bill will maintain his business and office in Chicago. *Welcome to Wisconsin Bill, and good luck on this move.*

Acn. Masumasa Imaizumi. A recent report of activities from Acn. Imaizumi reveals that he has been extremely active presenting lectures and by being the keynote speaker at several Conferences around the world. These conferences included the 16th National Conference on QC Circles in Tsinan and the 5th National QC Circle Conference in Mexico City.

UPDATING NEWS FROM ACADEMICIANS *Continued from page 5*

Acn. Wolfgang Hansen. Recently Dr. Hansen wrote: "...this time I would like to ask for any support (from IAQ Academicians) in a special subject I am working on, namely the application of TQM in law firms. In Germany there exist some public discussion about this subject. I am hopeful to get more information or at least some references.

Editors Note: When I received this letter from Dr. Hansen I decided to visit ASQC Headquarters, just a short distance from my home, there, I interrogated their newly launched Quality Information data bank for the key words "TQM" and "Legal or Law". The result of a search of over 4600 records revealed several articles on product liability and only one record based on the search terms. That was disappointing, and certainly would not help Dr. Hansen very much.

Then I remembered that my grand-daughter, a fourth year student at Marquette University, also here in the city, worked in the Law Library. I asked her to do a search on the same keywords, "TQM + Legal or Law". Her search resulted in a "goldmine" of material, a total of 134 citations. There is an important lesson learned in this exercise, that is, don't just focus on the obvious, namely ASQC's data bank, but be sure to look "out side the box", like the Law Library in this instance. I have passed the information on to Dr. Hansen and I will be glad to send this list to any one interested in this subject. In the mean time, however, if you can supply any information to Dr. Hansen, I am sure he would appreciate it very much.

AN EMPIRICAL STUDY OF THE DIFFERENCES BETWEEN TQM vs. QM

About the time I had the note from Dr. Hansen I came upon a very interesting article in ASQC's *QUALITY MANAGEMENT JOURNAL*. (Spring 1995, pp 24-37). The differences between total quality management (TQM) and quality management (QM) have not been clearly defined. This article reports on the result of research to show the differences using an empirical analysis of the two literatures. Abstracts, titles, and subject listings of 538 TQM and 592 QM articles were content analyzed for evidence of 86 business topics. The results showed that the TQM and QM literatures place distinctly different emphasis on many of the topics.

It is shown that when the terms *total quality* occurs in an article, the likelihood that it includes a discussion of implementation, philosophy, teamwork, empowerment and continuous improvement more than doubles, and the difference is highly statistically significant. On the other hand, the specific business functions of finance, marketing, research, and sales show statistically significant decrease in occurrence frequency in TQM literature. Certain other topics, even those emphasized by leaders in the quality field, show little change.

As a custodian of quality related literature, this Editor found the research reported in this article most interesting and would recommend it to your attention.

1995- IAQ ACADEMICIAN SNAPSHOT

Name _____

Occupation _____

Birthday _____

Birth Place _____

Current Home _____

Marital Status _____

Children _____

Working On _____

The last good Book on Quality I read _____

Favorite Meal _____

Favorite Hobby _____

Favorite Performer(s) _____

Best Childhood memory _____

Prized Possession _____

The best part of my work _____

The worst part of my work _____

The best time of my life _____

If I learned one thing in life, it is _____

My best Published Paper(s) _____

My most interesting organization(s) _____

My most interesting accomplishment(s) _____

Three words that best described me are _____

My vision for IAQ-year 2000 _____

A special message Fellow Academician(s) _____

ACADEMICIANS IN PRINT

William A. Golomski. "Reliability & Quality in Design" *IEEE TRANSACTIONS ON RELIABILITY*, Vol.44, No.2. 1995 June. Designers are not immune to improvements even though they treasure independence and autonomy. The article makes the point that there be both a strategic and annual reliability and quality improvement plan for the way designing is done as well as the design itself.

Yoshio Kondo. COMPANYWIDE QUALITY CONTROL: Its Background and Development. (In English). This book was first published in 1992 in Japanese. It was honored by the receipt of the 1993 Nikkei QC Literature Prize. The contents of the book include: Quality; Control; The birth and Development of Modern QC; CWQC After the Energy Crises; Policy Management; Quality Assurance and New-product Development; Motivation and a Summary and the Future of CWQC.

"Fostering Workers Abilities" *EUROPEAN QUALITY*, Vol 2 No. 4 July/August 1995 p 26-7. In this article Professor Kondo discusses how participative work structures are used in Japan to nurture the creative abilities of employees that are essential to success in competitive markets.

"Discussion with Deming Prize Winning Company- How Important the Deming Prize is to Survive Global Market Competitiveness" *Societās Quālitātis* (JUSE) Vol 8 No.6 Jan/Feb 1995. This article reports on an interview conducted by Dr. Kondo with the Vice President and CEO, Andrew M. Guarriello and Quality Director, Sutya P. Sharma of AT&T Power Systems, winner of the 1994 Deming Application Prize. This is an interesting exchange of questions and answers. For example:

Prof. Kondo: "I'm asking you, first question. Why- instead of Malcolm Baldrige?"

Mr. Guarriello: "I think the Baldrige Award focuses mainly on customer satisfaction, while the Deming focuses on systems, process and control of process. And I think to be truly competitive in a global environment you have to do both, and you have to really focus on having your process and your system really the best you can make them.

The Deming Prize is recognized around the world as a true mark of having accomplished a great deal of TQC, and that is why we chose the Deming Prize."

ACADEMICIANS IN PRINT....Continued from page 7

Yoshio Kondo. "The JUSE QC Symposium", Reports of STATISTICAL APPLICATION RESEARCH, JUSE, Vol 40, No.4 1993 p 20-5. The JUSE QC Symposium was started in 1965 aiming at clarifying the facing problems and developing new directions for future QC activities. Reflecting current times and events over the last forty years, various themes were chosen and discussed at the Symposium. The results of these sessions have been helpful to develop and clarify the major directions of QC activities in Japan: upstream orientation and expansion of QC activities.

Yoji Akao. "QFD Toward Development Management". *Societas Quālitātis*, (JUSE) Vol.9 No.1 Mar/Apr 1995. In this extraction, Prof. Akao reports on the INTERNATIONAL SYMPOSIUM ON QUALITY FUNCTION DEPLOYMENT (QFD), the first International QFD held on March, 1995. This was a most welcomed event in that it promises, through an exchange of research Function Deployment (QFD) into something even more useful in new product development.

PROFESSIONAL SOCIETY NEWS

European Quality Week. While the European community have been enthusiastic supporters of World Quality Day ever since it was established, this year World Quality Day will be celebrated throughout the region as part of the first European Quality Week. This European Union initiative is designed to recognize achievements and promote the further development and understanding of quality in Europe.

European Quality Week will begin on Monday November 6, 1995. It is a joint effort on behalf of the European Union by EOQ and the EFQM.

UROP is the EOQ's Unit for the Registration/Certification of Quality Personnel. Led by a steering committee, (Acn. Seitschek is a member of the committee) the unit is responsible for the elaboration of the Harmonized Scheme for the Registration/certification of Quality Professionals, Quality System Managers and Quality Auditors. The scheme exists primarily to harmonize the qualification levels and registration systems for quality personnel through education and training programs in the member organizations. When conformity with the requirements is reached, quality personnel with a national certificate may obtain the EOQ diploma.

The first EOQ certificates were awarded by the Swiss Association for the Promotion of Quality (SAQ) in July 1994, followed by the Deutsche Gesellschaft für Qualität (DGQ) in Germany. As of April, 1995, the EOQ has issued 170 certificates to SAQ and 3,259 to DGQ.

PROFESSIONAL SOCIETY NEWS....Continued from page 8

....**UROP** A breakdown of the 3,429 (DGQ) certificates issued shows that 1,304 were awarded to quality auditors, 193 to quality professionals, and 1,932 to quality system managers.

ASQC CERTIFIED QUALITY MANAGERS REQUIREMENTS. A certification program for the position of quality manager has been established by ASQC. The program joins other functional certification programs for quality & reliability engineers, quality auditors, quality technicians and mechanical inspectors.

Each candidate must have at least ten years *education and/or experience* in one or more areas of the Certified Quality Manager Body of Knowledge. *Proof of professionalism* must be demonstrated in one of three ways. Each certification candidate is required to pass a *written examination*. And meet *minimum expectations* in a number of areas.

The following is an outline of the topics that constitute the Body of Knowledge for Quality Manager.

- I. QUALITY STANDARDS (8 questions)
- II. ORGANIZATIONS AND THEIR FUNCTIONS (12 questions)
- III. QUALITY NEEDS AND OVERALL STRATEGIC PLANS (18 questions)
- IV. CUSTOMER SATISFACTION AND FOCUS (30 questions)
- V. PROJECT MANAGEMENT (30 questions)
- VI. CONTINUOUS IMPROVEMENT (22 questions)
- VII. HUMAN RESOURCE MANAGEMENT (15 questions)
- VIII. TRAINING AND EDUCATION (15 questions)

ASQC'S BULLETIN BOARD SYSTEM AND INTERNET ACCESS

Beginning in July 1995, ASQC began offering a new service that allows members to communicate with other members through electronic mail, participate in on-line discussions, post questions in forums, and gain access to other quality information. The new service is ASQC's on-line bulletin board system (BBS) made available to ASQC members only.

What You Will Need. In order to connect with the BBS, you will need a PC or computer terminal with a modem and communications software, unless you already have full Internet access. If you choose the BBS-only or the BBS-plus Internet option, an instruction packet on gaining access is provided prior to your start date. Remember this service started July 1, 1995.

How to Sign Up. You may sign up for either option by calling ASQC (414) 272 8575 or (800) 248 1946 and charging the order to your credit card.

Editors Note: My E-Mail address on Internet is WACIINI@ASQCNET.ORG

CYBERSPACE-A WHOLE NEW WORLD OF QUALITY INFORMATION

Do you suffer from techno phobia? It's a fact. Nearly half of U. S. White-collar workers admit they are "cyberphobic," resistant to new technology, according to an MCI-sponsored Gallup survey. Respondents were most fearful of losing privacy (56%), being overwhelmed with information (38%), losing face-to-face contact with others (38%), and having to continually learn new skills (35%). Unfortunately people who fear this new technology, or chose to ignore it, are missing out on important benchmarking, productivity and personal-networking opportunities.

In a recent article "Cruising the Internet"¹ it stated

"The Internet is more than just a haven for scientists, academics, agoraphobic, techno heads or people who purchase pocket protectors by the gross. More and more, its becoming *the* place to go for professionals who want or need to communicate with other professionals.

Look at the name *Internet*. As a quality professional, you network on a personal basis as a normal part of the job. You talk to professionals in other business to see how they tackle quality issues: you talk to consultants to answer your ISO 9000 questions: you benchmark other companies' best practices to improve the performance of your own. Imagine that same type of networking but with a world wide scope. That's the power of the Internet and similar resources for the quality professional."

It has been estimated that about 20 percent of quality professional make sporadic use of the online resources. And another 40 to 50 percent who want to use it but are afraid to ask the right questions or get help. Three quality-related resources available to you using a computer and a modem include a BBS, (bulletin-board-service) groups of people who have a common interest, who call in with their computers to a central computer and leave messages, read messages or chat with each other: An on line service company, such as America On Line, CompuServe, Delphi, Eworld, Genie, MCI Mail, and Prodigy. (And as of July 1, 1995 ASQC for members only). And a listserv, usually, a Internet-connected, automated mail-handling system: a bulletin board that receives and automatically sends postings from and to listserv members.

If you would like to gain more information on Internet quality related resource you can contact *Quality Digest* and request a photocopy of the article "Cruising the Internet". The e-mail address is qualitydig@aol.com, the FAX number is (916) 527 6983 or write to *Quality Digest*, P.O. Box 882, Red Bluff, CA 96080.

Editor's Note: If you would like to see a listing of e-mail address for Academicians, please send me your e-mail address, WACHNIAK.R.33763@ASQCNET.ORG

¹ From QUALITY DIGEST, Vol. 15 No. 3 March 1995

INVITATION:

Once again I would like to invite all members of the academy to share in the next issue of *CONTACT*, that is the December 1995. as an Associate Editor. Last year when this invitation was extended I was delighted and my wife and I thoroughly enjoyed reading the *snapshots* you sent in. Many of you commented that, through the publication of some 35 associate editors, we learned more about IAQ members than we had ever known previously. For example, with sadness in recalling their passing, did you know that Walt Hurd and Roy Knowles were born just one day apart in the year 1919?

I remind you that the timing and publication of the December issue is an excellent way for you to express your holiday and season greetings to all members of the Academy, in a single crack.

In harmony with the forthcoming holiday season, I would like to invite you to tell us about Christmas and Holiday traditions in your country. For example: What special menu is served in your country at Christmas time? Here in the U.S.A., that special visitor that brings gifts for children is called Santa Clause, Who is "Jultomten", "Agios- St. Vasilis". Is Christmas in Japan more of a festival rather than a religious celebration? Do Japanese fathers come home early on Christmas eve with decorated cakes for the children? Perhaps we can learn more of the important tradition of the Holy Crib in Italy. How is Christmas celebrated in China? In our polish tradition, we share "oplatki" before the evening meal on Christmas Eve. What was your most memorable Christmas, ever? I hope you agree that this sharing of Christmas and Holiday traditions, customs and experiences, from around the world, would be most interesting and that you will share yours with others members of the Academy.

Well there you have one suggested theme for the next issue of *CONTACT*. Or perhaps you would like to contribute one of your most remembered quality related experiences? Or if you didn't send in a snapshot last year perhaps you may want to take the time and make that your annual contribution as an associate editor. I am enclosing a blank form for that purpose.

I hope we can beat the number of last years contributing associate editors, thirty-five. **I respectfully request your contribution by November 15, 1995.**
LOOKING FORWARD TO YOUR CONTRIBUTION.

Sincerely



Raymond Wachniak, Editor, IAQ CONTACT



CONTACT

A Newsletter of the International Academy for Quality

IN This Issue

1995 IAQ MEETINGS-CINCINNATI

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1995 IAQ MEETING-LAUSANNE

12 Academicians will present papers at the 39th EOQ Quality Congress Page 3

NEWS FROM ACADEMICIANS

In this issue we hear from Acns. Bertin, Shimizu, Aune, Golomski, Conti and Chauvel Page 4 & 5

TWO MORE ASSOCIATE EDITORS

Shoichi Shimizu Page 6
Victor Seitschek Page 7

ACADEMICIANS IN PRINT

On these pages read about the latest published papers from Acns. Golomski, Hutchens, Conti, Kondo, Fuchs, Harrington, Chauvel.

Page 8 & 9

ASQC 1994 E. JACK LANCASTER AWARD

Lennart Sandholm becomes the 13th Lancaster awardee Page 9

PROFESSIONAL SOCIETY NEWS

A report on ASQC's Annual Quality Congress, News from APQO, information on the usage of Baldrige Criteria, and a news release from NIST Page 11 & 12

UPCOMING QUALITY VENUES

Page 12

ANNUAL MTG. TIME CHANGE

IAQ ANNUAL MEETING

Friday June 16, 1995

9:00 am - 12:00 pm and

1:00 pm - 4:00 pm

Palais de Beaulieu

Lausanne, Switzerland

This time change was decided by the IAQ Board at the Cincinnati meeting in order to provide the maximum time for discussion by the full Academy on three important issues, namely the financial status of the Academy, a reaffirmation of the vision, mission and objectives of IAQ, (see *action item enclosed separately with this issue*) and a review of the relationship of the Academy with the original sponsoring organizations, ASQC, EOQ and JUSE. Time for a meeting of the IAQ Board of Directors will be at the call of Chairman Harrington, as time permits.

IAQ Informal Meetings, Cincinnati, Ohio

On the occasion of the 49th ASQC Annual Quality Congress, an informal meeting to Academy was called by Chairman of the Board Jim Harrington and President Yoshio Kondo.

Two meetings of the Board were called. The first was on Sunday, May 21, 1995, 1:00 p.m. - 4:00 p.m. in the Hyatt Regency Hotel. Present were Acns. Golomski, Harrington, Hromi, Kondo, Seitschek and Wachniak.

A second meeting of the Board was called for Tuesday, May 23, 1995, 3:30 p.m. - 5:30 p.m. in the Hyatt Regency Hotel. Present were Acns. Bester, Feigenbaum, Harrington, Hromi, Kondo and Wachniak.

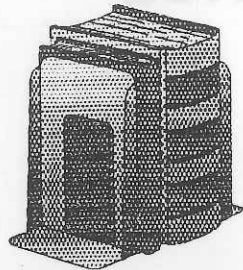
A review of the financial status of the Academy was discussed at length. A question was raised as to who authorized the dues increase in 1995. The tax exemption of IAQ and assessment of the Internal Revenue Office was also reviewed. Vice-President Golomski is planning a business trip to Frankfurt and will plan to visit the Administrative office to look into the general financial situation.

...Continued on page two

IAQ Informal Meetings, Cincinnati, Ohio ...continued from page 1

Because Membership Chairman Bertin reported that he would only be able to make the formal meeting of the Academy in Lausanne, the agenda item to review new members, honorary members and "members in waiting" was tabled and will be reported on at the meeting in Lausanne.

Acn. Hromi reported that Volume Five is now being sold. Volume Six is being given peer review, with a Fall 1995 publication date. Volume Seven, the "Evergreen Edition" is being assembled. Seven or eight papers from each of the best of ASQC's Brumbaugh winners, JUSE's Nikkei Quality Control Literature Prize winners, and EOQ's Quality award winners will make up this volume. Consideration is being given to include a complete listing of all the winning papers from the beginning through 1994. This volume is targeted for publication in the Spring of 1996. Acn. Hromi wanted to remind Academicians that Volume Five, on National, Regional and State Quality awards, is available from ASQC. IAQ members can purchase the book at the same price as an ASQC member. Any IAQ member wishing to buy books in larger quantities can apply to ASQC's Quality Press for special pricing.



Best on Quality

Acn. Feigenbaum reminded the Board that 1996 would mark the 30th anniversary of the founding of IAQ, the 40th for EOQ, and the 50th year for ASQC. He encouraged the Academy to use this opportunity to reaffirm the agreements the Academy has with these organizations. Chairman Harrington will look into this subject.

Limited discussion followed related to IAQ mission, vision and future objectives. President Kondo presented the comments of a number of IAQ members to the Snapshot inquiry, "My vision for IAQ-year 2000 is". President Kondo then grouped the comments into several categories. In light of the current state-of-the-Academy, the Board felt the maximum time should be spent at the 1995 formal meeting of IAQ and agreed to changing the time of the meeting, as reported earlier in this issue. Further it was agreed that a distribution of the above mentioned comments and Dr. Kondo's summary should be enclosed with the June issue of CONTACT. All academicians are requested to review this document and FAX their comments or suggestions to Dr. Kondo. See *ACTION ITEM* enclosed.



The 1995 informal meeting of the Academy was called to order by President Kondo on Tuesday morning, May 23, 1995, from 9:00 a.m.-12:00 p.m. Attending the meeting were Acns. Bester, Fuchs, Godfrey, Hromi Hutchens, Imaizumi, Kondo, Sandholm, Stephens and Wachniak.

The meeting opened with a moment of silence in tribute to the passing of Acn. Walter L. Hurd, who died April 22, 1995, at the age of 75, in Dripping Springs, Texas.

.....Continued on page 10

IAQ Annual Meeting for 1995, Lausanne, Switzerland

The annual meeting of the Academy will take place on Friday, June 16, 1995 at the conclusion of the 39th EOQ Annual Quality Congress.

The meetings will take place at the Palais de Beaulieu, Lausanne, Switzerland. The full Academy will meet from 9:00 a.m. until 12:00 p.m., and resume at 1:00 p.m. until 4:00 p.m. A meeting of the Board of Directors of the Academy will be at the call of the Chair.



IAQ MEETINGS
Friday June, 16 1995
Palais de Beaulieu
Lausanne, Switzerland

Board Mtg. On call
Annual Mtg. 1:00-4:00

Academicians attending the Quality Congress will have an excellent opportunity to hear presentations by a number of our members. Acn. Seghezzi will be part of the opening Plenary Session. His address is titled "The Integration of Quality into Total Business Management." While Acn. Conti will conclude the closing Plenary Session with his paper "TQM: The Key to Customer Driven Integrated Business Management."

Another ten papers will be presented by members of the Academy, namely

Bertin, Marcos; "Development and future Evolution of the National Quality Award in Argentina."

Burgess, Norman; "20 Years of Quality Systems in the United Kingdom - some Mistakes and Lessons learned."

Fuchs, Edward; "The Role of Leaders in TQM Transformation."

Godfrey, Blanton; "Beyond the Basics: Revolutionary vs. Evolutionary Rates of Change."

Harrington, James "The Essence of Improving."

Hromi, John; "Quality Missions for Industry and Academia."

Kano, Noriaki; "ISO 9000, TQM and Quality Awards."

Kondo, Yoshio; "Fostering Employees' Ability."

Luther, David; "Strategies for Achieving Total Quality."

Zaludova, Agnes; "Reappraising the TQM/ISO 9000 Approaches to Quality Systems using a simple statistical Paradigm."

In addition Acns. Asbjorn Aune, Ove Hartz and Tito Conti will act as Session Chairmen.

IAQ Annual Meeting Agenda

- Opening Remarks (Kondo)
- IAQ Vision, mission & objectives (All Academicians)
- Other Business
- Closing Remarks (Harrington)



Twelve
Academicians'
Presentations

Updating News from IAQ Members

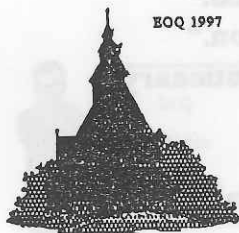
Acn. Marcos Bertin writes: "Unfortunately I will not be able to attend the meeting in Cincinnati. But I will be attending the Lausanne meeting and as you can imagine, I must frequently attend meetings at our Geneva Headquarters.

On April 6, 1995, we had an IAQ meeting in Frankfurt with Acns. Zeller and Masing, and with the Academy Administrator Carl Worner and Horst Fuhr. We audited the books and reported everything OK. We discussed other subjects related to the Academy. I am sure that Jim Harrington and Yoshiho Kondo will report on these events at the Cincinnati and Lausanne meetings."

Acn. Shoichi Shimizu, writes from Kyoto, "I was abroad and returned to Japan some days ago. I will be going to San Diego to attend an International Congress. Come June, I will visit Lausanne to participate in the 39th EOQ and IAQ meetings. I am looking forward to meeting many of my fellow academicians."

Acn. Asbjørn Aune writes: "I would appreciate very much if you could print the following message."

"*EOQ-97 IN TRONDHEIM, NORWAY.* Academicians having new ideas on how to engage/flag IAQ and individual members during the EOQ congress in Trondheim, June 1997 are most welcome to contact me as soon as possible. The planning event has started, and special arrangement should be taken into consideration at an earliest possible stage. You will later on be invited to forward individual papers. I hope to receive several abstracts in due course."



"*Important.* Academicians who like sea voyages should seriously think of a pre- or post congress tour with the 'hurtigrute' (the coastal express) south - or especially north of Trondheim. (Tito Conti will highly recommend Lofoten Islands). With the possible exception of the Beagle Strait at Tierra de Fuego, it is the most beautiful and exciting seavoyage in the world. And please note, the ships are working ships - no cruise liners., even if the cabins are very well equipped. To be sure to get the journey you want , you have to make your reservations 1.5 to 2 years in advance. The middle of June is a peak season in north Norway due to the midnight sun. Welcome to Norway and Trondheim!"

Editors Note: Ashjøm, you could easily get a second job working for the Norwegian Chamber of Commerce with that flowering discription of the coastal cruises, especially north of the Arctic Circle. Right off I asked my wife, Betty, if she wanted to go. We will be thinking about it - and hopefully make the conference.

.....Continued on page 5

Updating News from IAQ Members, ...continued from page 4

Acn. William Golomski, sends the following: "A few weeks ago I found out about a new organization, founded by some people in Finland and the United States, that will concentrate on **quality in education**. The name of the organization is the **International Association for Quality in Education, IAQE**. The mission of IAQE is to facilitate the establishment and development of a global network of individuals and organizations interested in advancing the quality of education."

Editors Note: For additional information please contact Robert S. Winter, FAX (312) 413 3606 or Juhani Perhonen, FAX (358) 41-3304212.

Acn. Tito Conti informs us as follows:

"EOQ and EFQM, albeit remaining separate entities, are joining efforts, for the benefit of Europe. Among the joint activities the most important is creating a European Award for Small & Medium Enterprises, SMEs. Since the present Award fits better large companies than small, and the fact that small companies are the backbone of Europe, it is important deriving from the present Award a special version for SMEs. That is particularly true if we consider that the use of the award models for self-assessment is more important than the award itself."

Tito adds: "Also, EOQ has planned its third Forum on advanced quality topics in Vienna (March 21-22 1996) The theme is "Self-Assessment and Benchmarking: The key to Strategic Improvement Planning". Final date for papers is July 31, 1995."

He further reports on his invited visit to Brazil by the Brazilian Foundation for Quality Management, the University of Petropolis, a publisher (Quality Mark) and the Government of the State of Rio Grande do Sul. He wrote, "I gave lectures in Rio, San Paulo and Porto Alegre. It was a very interesting experience. My wife came along with me and we had unforgettable days in Salvador di Bahia (during Carnival), Manaus, Olinda di Noroña (a wonderful island) and Iguasú."

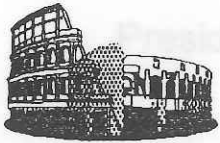
A note from **Acn. Water Masing**, expressed complimentary words as to the content of current issues of the IAQ newsletter. Others said:

Acn. Asbjorn Aune, "Congratulations with a continuously improving *CONTACT*."

Acn. Tito Conti, "Once again I enjoyed reading *CONTACT* (No. 58). Not only the content, but also the graphics are improving at a dramatic pace! Also the excerpt from *Motherless Daughters* was lovely."

Acn. Alain Michel Chauvel, "*Bravo!* The IAQ newsletter is getting better at every issue. Now, I know something about my IAQ fellows and it encourages me to send you more information."

Editors note: Thank you all for those kind words. Not all the feedback is positive, my many typo or spelling errors draw some fire. However, your reaction is always welcomed and necessary for continuous quality improvement.



1994-IAQ ACADEMICIAN SNAPSHOT



Name **Shoichi Shimizu**
 Occupation **Professor Emeritus, Nagoya University**
 Birthday **September 22, 1926**
 Birth Place **Kyoto, Japan**
 Current Home **38 - 4 Minamishiba-cho, Shimogamo, Sakyo-ku, Kyoto 606, Japan**
 Marital Status **Married with Mariko KAWAMOTO in 1954**
 Children **Three, daughter, boy, daughter.**
 Working On **Consulting, lecturing, writing.**

The last good Book on Quality I read **"Kaoru ISHIKAWA, the Man and Quality Control", JUSE and "Company-wide Quality Control" by Y. KONDO, JUSE (both in Japanese)**

Favorite Meal **Fish, raw and boiled.**

Favorite Hobby **Travel, Sports, Reading**

Best Childhood memory **Successful climb of Mt. FUJI**
 Prized Possession **Wife and Children, if they are my possession.**
 The best part of my work **Advocacy of Integrated Quality Management based on Human Respect.**
 The worst part of my work **Being overworked.**
 The best time of my life **Now**
 If I learned one thing in life, it is **Delight of Creation.**
 My best Published Paper(s) **"Global Environmental Problem and Role of Quality Management" HINSHITSU (QUALITY), vol. 21, p.238 (1991), in Japanese.**
 Most interesting organization(s) **Nagoya University.**
 Most interesting accomplishment(s) **Receiving Chemical Technology Award (1962), Award of Japan Vitamin Society (1963), Deming Prize (1971), Fermentation Engineering Award (1987), and Selected as Deming Prize Committee Member (1957), IAQ Academician (1979).**
 Three words that best described me are **My wife said "Innovative, Reliable,. Cooperative".**
 My vision for IAQ-year 2000 **To promote quality management useful for attainment of human welfare, industrial development and environment preservation in the world.**

"...enclosed is a copy of my article from EUROPEAN QUALITY. It could be of interest for IAQ members. Please make an extract for publishing in the next issue of CONTACT." Victor Seitschek

"Standards offer a platform for ecological-friendly growth"

'Economic growth = increasing pollution' is a formula that need not and should not go on ad infinitum. The concept of preventative protection of the environment can constitute an ecological economic policy based on the theme of 'sustainable economic development'. And the moment has arrived when it is stepping from ecological theory to business practice.

In a United Nations report, published some eight years ago, the authors gave a basic definition of sustainable and lasting economic development. "An economic system is sustainable," they wrote, "if it satisfies the needs of the present generation without impairing the development opportunities of future generations". However, rather than setting a goal, their definition establishes a characteristic or quality for future developments, and one which calls for fundamental rethinking and radical measures.

Companies are increasingly under pressure from several directions to introduce preventative protection of the environment into their systems. The main catalysts include rising costs of disposing waste or by-products; the costs of sub-optimum use of resources; increases in operating expenditure needed to comply with environmental laws and directives; and the benefits to corporate image of being seen to care.

All these items constitute part of

the cost of quality, the level of which reflects the effectiveness of a company's quality management system. Environmental management systems should therefore be developed on the basis of effective quality management systems that have already been introduced.

As in the case of quality management and quality assurance standards will be an effective answer to environmental problems. It was with this in mind that the European Union's Council of Ministers enacted an order effective from the Spring 1995 recommending that industrial concerns in the EU undertake a voluntary periodic examination by environmental auditors of the environmental compatibility of their production processes.

The EU's moves to greater integration should not be considered the antithesis of preventive protection of the environment. On the contrary, international cooperation and coordination are imperative. Otherwise, the 'autonomous, national' path will lead in liberalized world markets to a leveling down of environmental protection standards and "environmental dumping" as companies seek to stay internationally competitive by dodging tough locations.

For the past 15 years Austria has been at the forefront of efforts to standardize environmental protection measures. Its environmental management standards are closely based on ISO 9000. The links are particularly close where environmental management systems and environmental auditing are concerned.

Austria's experience of certification audit services and the views of its business community are fed into the international debate through the Austrian Association for the Certification of Quality Assurance Systems, Österreichische Vereinigung zur Zertifizierung von Qualitätssicherungssystemen, ÖQS.

Its representatives sit in technical committees of the International Organization for Standards (ISO) and the European Network for Quality Systems Assessment and Certification (EQNET).

Experience of quality systems is invaluable because of the many parallels for introducing an environmental management system within a company: creating and organizational structure, establishing responsibility, putting procedures and work methods into practice and assembling the necessary resources. Environmental audit activity is also outlined within the framework: the environmental protection audit is a management instrument for a systematic, documented periodic and objective assessment of how environmental organization, management and devices function to promote environmental protection.



Over the past 15 years the rising consumer awareness will ensure that environmental management has a high priority. Consumers will demand quality only if it is accompanied by protection of the environment. Companies aiming to meet this demand must incorporate quality and environmental protection as a unit into their management, control and supervision system. In Austria, the ÖQS has already brought its own activities in line with environmental auditing. There is nothing to stop companies gaining the certification to signal their environmental readiness as recently admitted full members of the European Union.



Academicians in Print

William A. J. Golomski. "Quality and the Role of Government in Social Value Creation". A presentation at the *Third International Symposium on Productivity & Quality Improvement With A Focus On the Government*. Vienna, VA, February 28, 1995. This paper looks at the rich developments in the social sciences and the rediscovery of the results of social science research. Application for social value creation is given.

"The Next 50 Years of Quality". Remarks to members of the Chicago Section, American Society for Quality Control on the occasion of the Section's 50th anniversary celebration. Chicago, Illinois, April 12, 1995 This paper talks about some of the characteristics of the early quality pioneers and then boldly looks to the future making no less than nineteen predictions.

Spencer Hutchens, Jr. "ISO-9000 and the Military". *COMPLIANCE ENGINEERING*, Fall 1993, pp 1-4. This paper raises the question 'Should ISO-9000 replace military standards in the Department of defense?'

"ISO-9000 Quality System Standards Update". *COMPLIANCE ENGINEERING*, March/April 1994, pp 65-71. The latest word on both U.S. government's position on ISO-9000 and revisions to the standard itself.

Tito Conti. "Critical Time For Certification", *EUROPEAN QUALITY*, Vol. 2 No. 2, March/April 1995, pp 4-5. ISO 9000 certification will be blamed for poor results unless organizations understand and debate both its strengths and limitations within the quality improvement efforts.

Yoshio Kondo. "The JUSE QC Symposium". *Reports of Statical Application Research, JUSE*. Vol. 40, No. 4, 1993 pp 20-25. This paper traces the contribution of JUSE's two-day QC Symposium, started in 1965, and held twice a year since that time.

"Discussion with Deming Prize Winning Company - How Important the Deming Prize is to Survive Global Market Competitiveness". *SOCIETĀS QUĀLITĀTIS*, Vol.8 No.6 Jan/Feb 1995 pp 2-5. In this interview Professor Kondo and Andrew M. Guarriello, Vice President & CEO, and Satya P. Sharma, Quality Director, both from AT&T Power Systems, and a winner of the 1994 Deming Application Prize, exchange views of the impact the award process has on their company.

Edward Fuchs. "Future Prospects for Reengineering". At the Second EOQ Forum on TQM. Development, March 23 to 24, 1995 Munich, Germany. At least three major forces have been driving global industry, namely: persistent recession, increased competitiveness and the appearance of powerful new tools for business transformation-such as Total Quality Management and Business Process Reengineering. This paper addresses frameworks and key learnings for this emerging perspective.

...continued on page 9

Academicians In Print ...continued from page 8

Edward Fuchs. "Improving AT&T Decision Processes Using Leading-Edge Business Metrics". *38th EOQ Annual Quality Congress Proceedings*, Lisbon, Portugal June 13 -17, 1994. This paper presents leading-edge application to Total Quality Management tightly tied key elements of TQM to key business metrics. The paper also discusses the methods used to implement the metrics and presents data to illustrate the relationship between key parameters.

H. James Harrington. The March 1995 issue of *QUALITY DIGEST* ran a feature story titled "The New Gurus- The Next Leaders of the Quality Revolution". While the article focuses on some 32 American practitioners and their views on the state of U.S. quality, it is IAQ's Chairman of the Board pictured on the cover, seated on the floor, arms folded, and wearing a brilliantly colored turban. The article also featured Acn. A. Blanton Godfrey. Reprints of this 12 page colored article are available from Jim on request.

"Creating A Highly effective Organization" This Spring of 1995 Telecast Series was presented The George Washington University National Satellite Network and the Center for Organizational Effectiveness. Acn. Harrington was featured on this interactive satellite telecast on April 27, 1995. His subject was titled "Performance Breakthrough: The Key to Survival in Changing Economic Times". Jim wrote: "I was told that the telecast went out to more than 100,000 people. The format was two hours of lecture and one hour of questions. We had questions from as far away as Chile."

Alain-Michel Chauvel. "Quality in Europe through year 2000" a paper first presented during the EOQ 93 World Quality Congress in Helsinki, Finland was reprinted in the European Journal for Quality. Acn. Chauvel also reported : "I gave 16 lectures and seminars in Greece, France, Spain, Belgium, Malta and the U.S.A. on the concept and implementation of quality and safety at sea to ship owners associations and maritime authorities." He adds, " during the first quarter of '95 I will run a seminar on 'Quality Costs' to the defense sector in France, and I will present a paper , "A Step Toward TQM" to the Nautical Institute in London."

Acn. Lennart Sandholm Awarded ASQC's 1994 E. Jack Lancaster Award.

During the 49th ASQC's Annual Quality Congress awards luncheon, Acn. Lennart Sandholm was presented with the E. Jack Lancaster award. This award, first given out in 1981, has gone to a member of the Academy 12 of the last 13 years.

In his acceptance speech, Sandholm recalled the first time he met Jack almost 30 years ago. The occasion was the annual EOQC conference held in 1966 in Stockholm Sweden. He also recalled, "that Stockholm Conference became history because it was the first time quality developments in Japan were given attention in the west. It was also the first time the Japanese Quality Circle Movement was presented outside of Japan. Interest was so great that an extra extemporary session was set up."

IAQ Informal Meeting, Cincinnati, Ohio ...continued from page 2

Budget and Financial Report.

President Kondo reviewed the report prepared by Acns. Bertin, Zeller, Masing and C. M. Worner of the Administrative Office in Frankfurt. A period of time was spent studying the income and expenses. Additional discussion will continue at the formal meeting in Lausanne.

Vice President Reports.

Conferences, Publications and relationships.

Acn. Bester summarized last years IAQ memberships' participation in major conferences, namely: May 1994, Las Vegas - 20 academicians; June 1994, Lisbon, Portugal - 23; August 1994, Singapore - 10; November 1994, Jerusalem - 5; and May 1995, Cincinnati - 15.

Acn. Bester reported on IAQ papers in EUROPEAN QUALITY, and the seminar on Quality in Health-Care in the Middle East.

Acn. Hormi reported on the BEST On QUALITY. He strongly encourages members to advertise Volume V on National, Regional and local quality awards. Special discount prices for volume sales are available from ASQC's Quality Press. Other Volumes, 6, 7, & 8 are now in process and hopefully will be released every six months. He also repeated his request to have papers submitted double spaced, and also on disk. If acronyms are used, authors should be sure to identify the terms in full, before using them in the text.

Acn. Wachniak reported on the publication of CONTACT. Some 66 pages were published in 1994. With cooperation from members of the Academy, issue No. 61, December 1995 will again be offered as an associate editor opportunity.

Membership and Education

As Vice President Golomski had to leave on business, his written report was distributed by President Kondo. Discussion of the report will be taken up at the official meeting of the Academy in Lausanne/

Technical Activities

Vice President Seitschek requested that his report will be given at the official meeting of the Academy.

IAQ Vision, Mission and Objectives.

President Kondo opened the discussion by reviewing comments offered by members of the Academy to a question that was asked in the 1994 Snapshot, "What is your vision for IAQ for the year 2000?". Only a short period of time remained for discussion. What time there was, ^{was} very lively and it became apparent that this subject should be given adequate time in Lausanne. The time for the Lausanne meeting was then changed. The unofficial meeting closed as scheduled.

Professional Society News

American Society for Quality Control

49 Annual Quality Congress, Cincinnati, Ohio. Outgoing president and IAQ Academician David Luther reviewed events of the past year. Efforts in 1994-95 focused on ASQC's strategic plan. *Products and Services* and *membership* continued to be the most important area. Membership now exceeds 130,000. Customer satisfaction with ASQC products is over 95% and meeting answering the telephone within three rings and 48-hour processing standards is nearly 98%. Other areas he covered included *Organizational Strength, National Issues involvement, Research, Outreach and Collaboration* and *Communication*. Registration at the Congress exceed 3,100, with an additional 400 complimentary, and some 250 plus Exhibitors.

Quality Information Center (QIC) is the newest benefit of membership. Reference, referral, and research services are now available from QIC. The QIC data base currently includes more than 3,000 documents, including Annual Quality Congress proceedings (1990 to present), *Quality Progress* articles (January 1992 to present) all of *Quality Management Journal*, abstracts from *Quality Engineering, Journal of Quality Technology, and Technometrics*. Eventually, the data base will include earlier ASQC documents and articles, materials from divisions, and possibly from non-ASQC sources.

Asian Pacific Quality Organization

The quarterly newsletter, APQO monitor, informs that a twelfth member, Vietnam, Directorate for Standards and Quality (V-DSQ) under the leadership of Dr. Nguyen Huu Thein (V-DSQ Director General), was inducted into the organization.

The word control was taken out of the organizations old name, Asia Pacific Quality Control Organization (APQCO) to become Asia Pacific Quality Organization (APQO).

An APQO major project is the Walter L. Hurd Foundation. The goal of the Foundation is to fund an award to be given every two years to a Chief Executive Officer /Chief Operating Officer from an Asian Pacific Country who has demonstrated outstanding leadership in promoting quality. Funding for the Foundation will be donated by the first APQO honorary president, and the organizations strongest supporter, H. James Harrington. An member of the Academy wishing to send letters of support and encouragement for this big task can write directly to Acn. Gatchalian.

Malcolm Baldrige National Quality Award

Some 546 organizations have applied for the MBNQA since its inception seven years ago, but nearly one million copies of the criteria have been distributed. ASQC's *Quality Progress* conducted a survey to learn how the criteria were being used. People who requested a single copy of the criteria or purchased bulk copies between 1992 and 1995 made up the population sampled.

Malcolm Baldrige National Quality Award ...continued from page 11

Of the random sample selection of 3,000 people worldwide to whom surveys were sent, 840 responded.

Almost 40% of the respondents said they use the award criteria at least once a month, while 18% said they never used the criteria.

The survey results also showed that:

- The criteria are being used mainly to get information on how to achieve business excellence.
- The usefulness of the criteria often exceeds user's expectations.
- The criteria are used by a wide variety of individuals and businesses worldwide.

National Institute of Standards and Technology

Quality management proves to be a sound investment, says NIST. A recent news release stated that NIST "invested" a hypothetical \$1,000 in each of the five publicly traded, whole company winners of the MBNQA and parent companies of seven subsidiary winners. The success of the investment was tracked from the first business day in April of the year they won the award (or the date they went public) to October 3, 1994. Another \$1,000 was invested in the Standard & Poor's 500 at the same time.

NIST found that the five whole company winners--Eastman Chemical Co., Federal Express Corp., Motorola Inc., Solectron Corp., and Zytac Corp.-- outperformed the S&P 500 by 6.5 to 1, a 188 percent return on investment compared to 28 percent return on the S&P 500.

A hypothetical \$1,000 also was invested in seven publicly traded parent companies -- Westinghouse Electric Corp., Xerox Corp., General Motors, IBM, AT&T and Texas Instruments-- of the subsidiaries that won, and five whole company winners. The result was a 92 percent return on investment, compared to a 33 percent return for the S&P 500. All together these companies outperformed the S&P 500 by almost 3 to 1. Other independent studies have shown similar results.

Editor Note: There is more to this interesting News Release. If you are interested in the full release I will be happy to send it to you, and, hopefully, you will send me a news item for CONTACT.

Venues for Upcoming Quality Conferences

Oct. 18-20, 1995, JUSE's International Convention on QC Circles, Yokohama, Japan.

May 13-15, 1996, ASQC's 50th Annual Quality Congress, Chicago, Illinois.

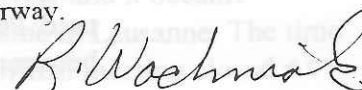
September 9-13, 1996 EOQ's 40th Annual Quality Congress, Berlin, Germany.

October 15-17, 1996 International Conference on Quality Control & IAQ Triennial,
Yokohama, Japan

November 15-17 1996, Israel Society for QC's 11th International Quality Conference,
Jerusalem, Israel

May 5-7, 1997 ASQC's 51st Annual Quality Congress, Orlando Florida

June. 1997 EOQ's 41st Annual Quality Congress, Trondheim, Norway.





CONTACT

A Newsletter of the International Academy for Quality

IN This Issue

1995 IAQ MEETINGS SET

Dates set for IAQ meetings in Cincinnati, Ohio & Lausanne, Switzerland. *Page 1*

A DEMING PRIZE WINNER

Acn. Takanori Yoneyama wins 1995 Deming Prize for Individuals. *Page 1*

BEST ON QUALITY EMINED

Acn. Hromi reports on the health of Volumes Five thru Eight. *Page 2*

1995 ANNUAL DUES DUE - 1st FREUND SCHOLARSHIP

Lieven Demeester named winner of first Richard Freund International Scholarship Award. *Page 3*

ACADEMICIANS IN PRINT

On these pages read about the latest publish papers from Acns. Grant, Chauvel, Conti and Stephens. *Page 3 & 4*

MORE ASSOCIATE EDITORS

John D. Hromi *Page 5*
Walt Hurd *Page 6*
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NEWS FROM IAQ MEMBERS

Here are reports from Kyoto and Osaka, Japan; St. Cyr/Dourdan, France and Kralling, Germany. *Page 10*

PROFESSIONAL SOCIETY NEWS

Learn more about the American Customer Satisfaction Index, 1994 Recipients of the DEMING Prize, 1995 Baldrige Criteria. *Page 11*

UPCOMING QUALITY VENUES

ON THE LIGHTER SIDE *Page 12*

Dear Fellow Academicians,

Once again I have the opportunity to serve the members of the Academy by publishing this issue of *CONTACT*. I must confess, however, that when I volunteered to take on the job of Editor I did so with the selfish desire to learn how to use "Word Perfect," a word processing program. It certainly has been challenging. And now with this issue I have tried to design the content in order to improve the readability. As we all know, feedback is an important element of the control cycle. Your comments on any part of this issue are encouraged.

IAQ 1995 MEETINGS ANNOUNCED

President Kondo has called for two meetings of the Academy for 1995. The first meeting, usually called the informal meeting, will be held during the 49th ASQC-AQC. The Annual Congress runs from May 22-24, in Cincinnati, Ohio. (*Need more information on AQC? Request B0166 from ASQC.*) The scheduled IAQ meetings are:

IAQ Board Meeting: Hyatt Regency Hotel, Hoosier Room A
May 21, Sunday; 1:00 - 4:00 pm

IAQ Members Mtg.: Hyatt Regency Hotel, Buckeye Room A
May 23, Tuesday, 9:00 - 12:00 am

The formal meeting of the Academy will be a *full-day-meeting* in Lausanne, Switzerland on Friday June 16, 1995. Specific location and times for the IAQ meeting will be announced. The IAQ meeting will take place during the 39th EOQ Congress, June 12 - 17.

ACN. YONEYAMA AWARDED DEMING PRIZE

Acn. Takanori Yoneyama was awarded the *Deming Prize for Individuals* for his longtime efforts to implement, conduct education in, and disseminate quality control among industrial and academic sectors. In addition to being President of Konica Corporation he has held important positions related to quality, among them being vice president of the Japanese Society for Quality. For more on Acn. Yoneyama accomplishments and other 1994 Deming Prize Recipients

ACN. HROMI REPORTS ON *BEST ON QUALITY*

Acn. Hromi has been hard at work gathering materials for the next several volumes of the Academy's publication the *BEST ON QUALITY*. His activities have included establishing professional relationships, including peer reviews of papers, with our new publisher, ASQC's Quality Press. In this report he provides an update on volumes five through eight.

*Volume Five
Available
March 31,
1995*

Volume Five shares the creation and implementation of national and international quality awards. The 24 contributed paper's report on modern quality award activities that are helping foster quality growth around the world. These contributing authors provide a broad international perspective of the quality field. Representing countries and academicians include: *Argentina*, M E J. Bertin, *Czech Republic*, A.H. Zaludova, *France*, A.M. Chauvel, *Great Britain*, J.A. Goldsmith, R. Knowles, *Ireland*, J.A. Murphy, *Israel*, Y. Bester, *Italy*, T. Conti, *Japan*, Y. Kondo, H. Kume, S. Shimizu, *Norway*, A. Aune, *Sweden*, K. Jonson, *United States*, K.S. Case, A.B. Godfrey, W.A.J. Golomski, J.D. Hromi, (Editor), D.P. Luther, K.S. Stephens, and R. Wachniak

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*Peer review
of papers
now in
progress*

Volume Six will contain a collection of papers selected from a population of 42 different papers. Many of these papers are a carry-over from previously submitted papers. John Hromi had to prepare the papers double spaced for the review process. The papers will be divided into three sections: Cost, management and the international quality movement. At this time the target date for publication of volume six is the last quarter 1995.

*Only the Best
of the Best for
Best On Quality*

Volume Seven is being designed to be an "Evergreen Edition". This volume will be made up of a select collection of reprints from papers that have already been recognized for their high quality. This group of papers, almost two-hundred, have achieved recognition as winners of ASQC's Brumbaugh Award, EOQ's Quality Prize or JUSE's NIKKEI Quality Control Literature Prize. The target date for publication of volume seven is mid-1996.

*Attention:
A Call for
Papers.*

Volume Eight is in the formative stage. The focus of this volume will be on health care quality, environmental quality and quality standards. John writes:

"Academicians are urged to offer their best previously published (or new ones) papers for possible inclusion in future volumes of *BEST ON QUALITY*. All papers should be double spaced, include a black and white photo of yourself and sign the copyright release." (Copyright forms are available from ASQC's Quality Press, Ms. Kelley Cardinal or from Acn. Hromi).

"Your ideas and actions in promoting the sales of the volumes as they are released will be appreciated."

IAQ ANNUAL MEMBERSHIP DUES FOR 1995

The IAQ Administrative Office has asked that we remind members of the Academy of their obligations regarding annual dues. If you pay your annual dues by money order or cheque do not forget to add your name, address and the remark "IAQ membership fee 1995."

Money orders should be sent to:

International Academy for Quality e. V.

Account No. 426 10 12

BLZ 500 700 10 (Bank Code)

Deutsche Bank AG. 60320 Frankfurt am Main, Germany

Cheques should be sent to:

IAQ Administrative Office

c/o Deutsche Gesellschaft für Qualität e. V.

P.O. Box 50 07 63

60395 Frankfurt am Main, Germany

ANNOUNCING FIRST FREUND SCHOLARSHIP WINNER

Lieven Demeester was chosen from more than 90 applicants as the 1994 recipient of the Richard A. Freund International Scholarship. A native of Belgium, Demeester is working toward his doctoral degree in operations and technology management at the John E Anderson Graduate School of Management of University of California - Los Angeles.

*Lieven Demeester
winner of first
Richard Freund
International
Scholarship
Award, 1994*

The Richard A. Freund International Scholarship honors the memory of a past IAQ Academician and ASQC president who was known for his contributions to quality, international goodwill, and timeless scholarship. The scholarship is for graduate study of the theory and application of quality control, quality assurance, quality improvement and total quality management. It covers the statistical, managerial, and behavioral foundations of these fields.

April first is the deadline for Freund Scholarship applications. For more information call or write ASQC and request item 80499.

ACADEMICIANS IN PRINT

"Why Product Liability and Medical Malpractice Lawsuits Are So Numerous in the United States." *QUALITY PROGRESS*, December 1994, pp 63-65. This is a Question and Answer style article with IAQ Honorary Member Eugene L. Grant by Theodore E. Lang. Acn. Grant discusses three interrelated aspects of the U. S. Legal system that are causing an increase in the number of such lawsuits.

... Namely: allowing lawyers to take lawsuits on a contingency-fee base; the fact that the U.S. allows unlimited punitive damages to be awarded in addition to compensation for actual damages incurred; and, that in, most cases are decided by juries, not judges. Grant also makes suggestion as to changes that would help correct the current situations.

ALAIN-MICHEL Chauvel had three papers published in the 4th quarter:

"En Europe un demi siècle de progrès ie consommateur". *QUALITE EN MOUVEMENT* No. 18 OCT/NOV 1994 FRANCE. This article relates to the evolution of quality in Europe and the interrelationship between the components of quality.

"International Safety Management (ISM): A New Approach to Safety At Sea." *SVENSK SJOFARTS TIDNING*, 40, 1994 SWEDEN. This article covers the evolution of Safety at Sea, and explains the Ship Safety Management concept through four key words: Management, Man and Women, Equipment and installation, and Methods.

"Transport by sea: How to prepare a quality system for certification." *BULLETIN TECHIQUE DU BUREAU VERITAS* No.3, 1994 - FRANCE. This article explains the relationship between ISM Code for Safety & Environmental Protection at Sea and ISO 9002 Standard for Quality System. A method for implementing ISO 9002 is proposed for shipping companies.

Tito Conti. "Against the Threat of Restoration" *EUROPEAN QUALITY*, NOV/DEC 1994 pp 46-47. Process reengineering is part of the harmonious evolution of quality concepts. But the way it is being presented threatens to bring about the restoration of an outmoded management model, writes Acn. Conti.

Kenneth S. Stephens. "ISO 9000 and Total Quality" *QUALITY MANAGEMENT JOURNAL*, Fall 1994, pp 57 - 71. This article emphasizes that standards did not invent quality systems or even standards for quality systems. ISO 9000 series is not intended to be a standard for total quality. The ISO 9000 series is, however, a uniform, consistent set of procedures, elements, and requirements for quality assurance that can be applied universally to any total quality system.

ADD FIVE MORE FROM NEW ASSOCIATE EDITORS

A brief look backward to the last issue of *CONTACT* seems to be in order. To all who elected to comment on the issue, both complimenting and discriminating, thank you for the feedback.

One reader wrote, "This issue of the newsletter, to me, is a gold mine of information about IAQ members and should be kept on file as a reference source. I found it fascinating to learn so much about our members. It was interesting to note how differently some of them answered the questions, if at all. This issue of the newsletter will probably set a standard for future issues as far as content is concerned and suggests that one like it should be done every year as an update."

And now we have five new contributions from IAQ members, bringing the total number of Academicians accepting the task of Associate Editor to thirty-one.
(Once more, a hearty thanks you to all, we will do it again.)

*More
Academicians
in Print*

*5
More
associate
editors*

1994- IAQ ACADEMICIAN SNAPSHOT



Name John D. Hromi
Occupation Exec. Dir. , Center for Quality & Applied Statistics, Retired
Birthday May 1, 1921
Birth Place McKeesport, Pennsylvania, USA
Current Home Rochester, New York
Marital Status 45 years, wife is Rachel, (nee Evans)
Children Two boys, ages 42 and 44 years old
Working On Projects in Eastern Europe and Far East

The last good Book on Quality I read "Out of Crisis" by W. Edwards Deming

Favorite Meal Baked chicken (dark meat), candied sweet potatoes, apple or peach pie.

Favorite Hobby Learning and using computer software, reading

Favorite Performer(s) Angela Lansbury (TV), Julie Andrews (Films & TV)

Best Childhood memory

Sledding and swimming

Prized Possession

Family, Friends, and Home

The best part of my work

Planting and nurturing quality seeds

The worst part of my work

Working with those whose thinking is fixed

The best time of my life

Overcoming the hardships of the Great Depression

If I learned one thing in life, it is

To be tolerant and to respect the opinions of others

My best Published Paper(s)

My early papers on Design of Experiments. I was greatly surprised to find some of my late 1950's papers in Russian files when I visited Moscow in 1988.

Most interesting organization(s)

After 30 years in industry (U.S. Steel Corp. & Ford Motor Company), working with RIT was most interesting.

Most interesting accomplishment(s)

ASQC-President and Chairman of the Board, Craig Award, Grant Award & Edwards Medal; IAQ Academician; IIE recognition; Founder of Center for Quality & Applied Statistics, RIT; Editor, IAQ - *BEST ON QUALITY*..

Three words - best described me are

Enthusiastic, energetic, dependable

My vision for IAQ-year 2000

Continue to be an agent for change through my association with fellow academicians and other professional acquaintances.

A special message Fellow Academician(s)

To fulfil with distinction my role as editor of *BEST ON QUALITY*, And to lay the groundwork for my successor, after Volume 8. Please have all of your papers double-spaced; send in a b/w photo and complete the copyright release form for all papers submitted for publication in *BEST ON QUALITY*. Thank you for your cooperation. **CHEERS!**

1994- IAQ ACADEMICIAN SNAPSHOT



Name **Walt Hurd**
Occupation **Consultant**
Birthday **8 July 1919**
Birth Place **Columbus, Montana**
Current Home **1012 Windmill Road, Dripping Springs, TX 78620**
Marital Status **Married**
Children **David, Caroline, Drew, Bruce & Kevin**
Working On
The last good Book on Quality I read **"Business Process Improvement"**
by **H. James Harrington.**

Favorite Meal **Turkey, baked potato, peas, ambrosia salad, lemon pie.**

Favorite Hobby **Speaking on Space Industrialization.**

Favorite Performer(s) **The Cornell Hurd Band of Austin, TX.
(Country & Western musicians.)**

Best Childhood memory

Boy Scout summer camps.

Prized Possession

ASQC's Edwards Medal & E. Jack Lancaster Award. U.S.A.F. Distinguished Flying Crosses (3) and Air Medals (4).

The best part of my work

Managing the quality function several major aerospace programs.

The worst part of my work
The best time of my life

September 26, 1941, became AAF pilot, officer and married Ann.

If I learned one thing in life, it is

Treat everyone fairly but don't let anyone push you around.

My best Published Paper(s)

"The Quality Managers Dilemma"

Most interesting organization(s)

**U. S. Air Force (1941 - 46), Philippine AIRLINES (1946 - 54)
Lockheed (1958 - 86).**

Most interesting accomplishment(s)

**Leading the successful effort to get quality engineering accepted as a professional engineering discipline in California.
(Editors note: Walt holds license number QU 001 in California.)**

Three words that best described me are

Determined, responsible, leader.

My vision for IAQ-year 2000.

Much as IAQ is now, but with more members coming from areas other than Europe, Japan and North America.

A special message Fellow Academician(s) **Val Feigenbaum, Jim Harrington, Yoshio Kondo and Walter Masing - "Thank you for your IAQ leadership and your friendship"**

1994- IAQ ACADEMICIAN SNAPSHOT



Name **Antonio de Almeida Jr.**
 Occupation **Consultant**
 Birthday **5 November 1935**
 Birth Place **La Porto, Angola**
 Current Home **Rua Antonio Saude 5, 5°**
 Marital Status **Married thirty years, wife's name, Maria.**
 Children **Two girls ages 27 and 23 years old.**
 Working On **Consultant to several companies.**
 The last good Book on Quality I read **"The Customer is Boss" by John Tschol.**

Favorite Meal **Boiled Portuguese style.**

Favorite Hobby **To stroll, watch football match.**

Favorite Performer(s) **Clint Eastwood, Placido Domingo, Barbra Streisand, Maradona - football team.**

Best Childhood memory

Playing sports, reading.

Prized Possession

Large library of quality related

The best part of my work

Let others profit from my knowledge.

The worst part of my work

Dealing with "professional" incompetents.

The best time of my life

All the time

If I learned one thing in life, it is

Listen, listen for ever.

My best Published Paper(s)

"Rather Then Making A Better Product...Make the Product Better" in the *BEST ON QUALITY* Vol. IV, 1991. "Manage The Crisis or Change to Win", EOQ Conference, Madrid, 1983.

Most interesting organization(s)

Metalurgza Duarte Felleira/ Lisbon.

Most interesting accomplishment(s)

Raising a happy family. IAQ Academician, V-P of EOQ, organizing the EOQ Conference in 1985 & 1994, establish the Foundation for Portuguese Association for Quality.

Three words that best described me are

Tenacious, Innovator, Extravert.

My vision for IAQ-year 2000

Interfacing more and more in our society; being a strong connection between countries and continents.

A special message Fellow Academician(s) **Everyone make a new effort for discovery in their own field; also in the relationship with fellow Academicians. Have a prosperous and Happy 1995.**

1994- IAQ ACADEMICIAN SNAPSHOT



Name Wolfgang Hansen

Occupation Writing, Teaching & Consulting the actual way to retire.

Birthday 12 April 1931 in Jena

Birth Place

Current Home 82152 Karilling, Germany

Marital Status Married thirty eight years, wife's name Christa.

Children Annette 33, Cornelia 31 and 3 grand children.

Working On Books and poems.

The last good Book on Quality I read "Die fraktale Fabrik" by H. J. Warneke.

Favorite Meal Any, provided it is only of the best quality.

Favorite Hobby Travel and reading.

(BEST ?) , Childhood memory
(Emphasis by Dr. Hansen)
Prized Possession

The World war II years, when I was about 12 years old.
Materials development.

The best part of my work
The worst part of my work
The best time of my life

My family.
Human reliability.

If I learned one thing in life, it is

Learning is a life long process.

My best Published Paper(s)

(?) "Qualität ist..." (QZ Dez 1994)

Most interesting organization(s)

MTU, DGQ, DIN, & DQS.

Most interesting accomplishment(s)

Founding the DQS GmbH, leading the DGQ for 12 years, Chairman of German Society for Metals, poems at many occasions.

Three words that best described me are

Inquisitive, Creative, Active..

My vision for IAQ-year 2000

Extend quality beyond the limits of industrial life.

A special message Fellow Academician(s)

Editors note: It was a Saturday morning, the snow was coming down like a blanket. The door bell rang and true to its word, "in wind, and ice and snow the mails shall go through", it was our mailman with a gunny sack full of material of Acn. Sierra. What a perfect day to get a sack full of new and good reading material. Perhaps it was the volume that cause the two month long shipping delay. Here is what he had to say:

"I am sorry that, due to time constraints, I have to travel constantly to developing countries to give lectures and advice on export quality management, I cannot have more frequent contact with my fellow academicians."

Sierra continues, "Attached are some of the quality related publications (*ten of them*) which I have produced, personally or with the help of consultants, during recent years as part of my duties at the International Trade Centre UNCTAD/GATT, which is the UN focal point for assisting developing countries in trade promotion. These are part of our efforts to help disseminate quality technology."

He then asked, "I kindly invite my colleagues in IAQ to help us in this endeavor by sending their ideas, suggestions and publications, specifically their relevant articles/papers which could be disseminated henceforth."

Here are abstract on four of the publications received. Most of the publications are in English, French and Spanish. While copies are free to developing countries I am sure anyone interested can write to Acn. Sierra and request copies.

Quality Control for the food Industry: an introductory handbook. 1993. Xiii, 198 p.

Hand book on quality control (QC) and quality improvement in food enterprises in developing countries. It covers QC concepts; quality measurements; classification, prevention and defect control; quality assessment tests; standards and specifications; statistical quality control; quality improvement techniques and related training; appendices list some international

and national food standards and related institutions.

ISO 9000 Quality Management Systems: guidelines for enterprises in developing countries. 1993. Xvi, 231 p.

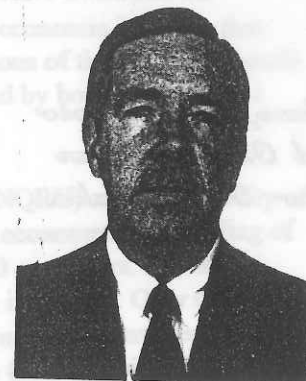
Quality control, standardization. Guide to implementation of ISO 9000 series of standards - covers management responsibility; quality systems; contract review; design control; document control; inspection and testing; control of non-conforming products; corrective action; packaging, storage and distribution; quality records and internal audits; training; and after-sales services.

Total Quality Control at Enterprise Level: A requisite for successful export trade of developing countries. 1986 viii 141 p.

Textbook on quality control, with particular reference to the importance export marketing of developing country products - discusses essence of quality; product specification; planning, quality aspects in product development and design, purchasing and manufacturing; inspection and control; follow-up; quality improvement; management aspects; human factors; certification and export inspection. (Available English only)

Textiles and clothing: an introduction to quality requirements in selected markets. 1994. Xv, 286 p.

Textiles, clothing, furnishing textiles, quality control. Study discussing quality legislation and requirements in Western Europe and North America - reviews technical regulations on health and safety aspects; legislation on eco-labeling, eco-audit, waste management and recycling; quality control and technical requirements for textiles and clothing; international and regional agreements affecting the textile and clothing industry.



*News from Kyoto
and Osaka Japan
after Kobe quake.*

President Yoshio Kondo writes: "Thank you for your fax of inquiry as to our safety. The earthquake in the morning of January 17 was terrible indeed, and the damage was concentrated on and along the periphery of active geological dislocation through Kobe City, and fortunately, we are quite alright with no damage of property. However, it is sad that 5244 persons were killed and six still missing. Shinkansen will be stopped for a few months between Osaka and Himej (west of Kobe)."

This certainly was good news. Acn. Asao also reported all was well. Only loose items seem to have been toppled over in Sakai-Shi, Osaka.

Acn. Alain-Michel Chauvel send us a report on his latest activities, he writes:

"During the last quarter of 1994, I have been invited by ship owners, ship managers and flag authorities to present papers on Quality & Safety at sea, in Paris, Casablanca, La Rochelle, Washington, Monaco and Dubai (U.A.E.). The last paper in Dubai; 'Understanding the Importance of the Human Factor in Effective Shipboard Operations', was a success and I received new invitations to present it again world-wide."

*A report from
St. Cyr/Dourdan,
France.
Alain Micalé
Chauvel*

"Also I was invited by the French Ministry of Industry and Trade to present a paper on Partnership between contractors and sub-contractors during the national workshop on competitiveness and employment held in Sophia Antipolis."

"And in conclusion, I presented three papers on Quality Costs in Paris and Athens for institutional and professional associations. The Paris presentation was for the French Association of Cost Controllers. More than 200 people were present for this conference session."

In a letter dated just before Christmas, December 23, 1994, Dr. Wolfgang Hansen wrote a nice letter, congratulating this Editor on the effort to get contributions from members of the Academy for last December's Special Edition. (For which I would like to say to you Dr. Hansen, and to others who were nice enough to comment, many thanks). He also writes:

*Krailling, Germany
Acn. Hansen leaves
office of Honorary
President of
Germany Society
for Quality.*

"In November of this year (1994) I terminated the twelve-years as honorary presidential function, nearly a full time job, for the German Society of Quality (DGQ). During this period of time the membership in our Society increased some five times, the hous hold budget increased more than twenty times and the amount of our owned property increased about one-hundred times. I am now returning to my normal life style wherein quality management well being an important part."

Editors Note: For those of us on this side of the ocean, I would like to tell you we have watched and have seen the progress and professionalism of the DGQ flourish under your leadership. Congratulations to you for some twelve-years of service and for spreading the quality message so effectively.

PROFESSIONAL SOCIETY NEWS

New American Customer Satisfaction Index, ASGI

American Customer Satisfaction Index (ACSI) is a new economic indicator that measures customer satisfaction. It's based on customers evaluations of the quality of goods and services that are purchased in the United States and produced by both domestic and foreign firms that have substantial U.S. market share.

ACSI was developed by the National Quality Research Center (NQRC) at the University of Michigan School of Business Administration. ACSI is based on econometrics modeling of data from telephone interviews from a national sample of 46,000 customers. The index measures seven industry sectors of the economy and 40 specific industries. Only those sectors that have reachable customers in households were chosen for measurement. The statistical error is ± 0.2 of a point for the national ACSI rating, ± 0.7 of a point for the sectors, and ± 0.5 to 1.5 for the 40 industries on average.

ACSI is financed by the ASQC and the Univ. Michigan Business School. Funding for continuing and expanding ACSI will come from corporate co-sponsorship and sales of ACSI reports. The first report was issued in October 1994 and quarterly thereafter beginning in 1995.

Editors note: Similar indices, developed by NQRC, are reported to already exist in Sweden and Germany, and for select industries in Taiwan. If you would like more information on ACSI you may write or call ASQC and ask for publication B0567.

1994 Recipients of the Deming Prize, continued from page 1.

Acn. Yoneyama was a key figure in the organizing of JUSE Quality Control Symposium. He served as a member of the editorial committee of JUSE magazines "Total Quality Control" and QC Circles." He has authored many books and contributed to the progress of quality control in Japan from the viewpoint of a corporate head. I know all members of the Academy join me in congratulating Acn. Yoneyama on being so honored.

1994 Deming Prize Winners

Other winners of the Deming Prizes are:

The Japan Quality Control Medal. To Aisin Keikinzoku Co. Ltd. Main products include automotive parts - aluminum diecasts and extrusions, 1056 employees.

The Deming Application Prize. To AT&T Power Systems. Main products are power source systems, devices and parts, with 2,400 employees, and Maeda Seisakusho Co. Ltd. Main products construction machinery - hydraulic shovel, crane tunnel excavators, 1000 employees.

The Deming Application Prize for Small Companies. To AW Industries Co. Ltd. Manufacturer of automatic transmission parts and torque converters, 787 employees. NT Techno Corp. A manufacturer of automotive parts with 305 employees; Kouritsu Sangyosha Ltd. Partnership. A manufacturer of automotive parts and transmission parts. It employs 302 people; and Diamond electric Mfg. Co. Ltd. Main products include automotive ignition coils, electrical equipment, employing 725.

1995 Baldrige Award Criteria

The National Institute of Standards and Technology (NIST) has released the 1995 Malcolm Baldrige National Quality Award Criteria. The new criteria consists of 24 Examination items, each focusing on a major requirement. Individual copies are free directly from NIST. Room A537, Route 270 & Quince Orchard Road, Gaithersburg, MD 20899-0001.

Nature often offers metaphors more elegant than any we can manufacture. In the redwood ecosystem, all seeds are contained in pods called burls, tough brown clumps that grow where the mother tree's trunk and root system meet. When the mother tree is logged, blown over, or destroyed by fire the trauma stimulates the burls' growth hormones. The seeds release, and trees sprout around her, creating the circle of daughters. The daughter trees grow up by absorbing the sunlight their mother cedes to them when she dies. And they get moisture and nutrients they need from their mother's root system, which remains intact even after her leaves die. Although the daughters exist independently of their mother above ground, they continue to draw sustenance from her underneath.

I am fooling only myself when I say my mother exists only in a photograph on my bulletin board or in the outline of my head or in the armful of memories I still hold tight. She lives on beneath everything I do. Her presence influenced who I was, and her absence influences who I am. Our lives are shaped as much by those who leave us as they are by those who stay. Loss is our legacy. Insight is our gift. Memory is our guide.

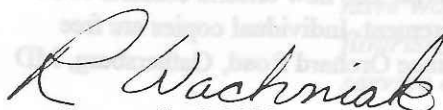
Excerpt from *Motherless Daughters: The Legacy of Loss* by Hope Edelman. Copyright © 1994

VENUES FOR UPCOMING QUALITY CONFERENCES

- March 23-24, 1995 EOQ's 2nd Forum on TQM development, Munich, Germany
- May 22-24, 1995 ASQC's 49th Annual Quality Congress. Cincinnati, Ohio.
- June 12-17, 1995 EOQ's 39th Annual Congress, Lausanne, Switzerland, Palais de Beaulieu.
- October 18-20, 1995 JUSE's International Convention on QC Circles, Yokohama, Japan.
- May 13-15, 1996 ASQC's 50th Annual Quality Congress, Chicago, Illinois.
- September 9-13, 1996 EOQ's 40th Annual Congress, Berlin, Germany.
- October 15-17, 1996 International Conference on Quality Control & IAQ Triennial Meeting, Yokohama, Japan.
- November 15-17, 1996 Israel Society for QC's 11th International Quality Conference, Jerusalem, Israel.

UPDATING IAQ MEMBERS INFORMATION

Walter L. Hurd
1012 Windmill Road
Dripping Springs, TX 78620 Home ++ 512 894 0798


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