

CONTACT

A Newsletter of the International Academy for Quality – N° 84, Sept. 2002

SERGIO FOGUEL WAS HONORED BY THE BAHIA QUALITY PROGRAM

Sergio Foguel, a Member of the Board of Odebrecht S.A., President of the Hospitality Institute (HI) and Vice Chairman of the Board of the Competitive Brazil Movement (MBC), was honored by the Bahia Quality Program (PQB), as the "person of the year", for his contribution to raising standards for the effectiveness and quality of management in Brazil.

On the occasion, special emphasis was given to Foguel's membership in the International Academy for Quality.

The tribute took place during a ceremony held to present the Bahia Quality Management Award – Cycle 2001 on July 17 at the Fiesta Convention Center in the city of Salvador, where five Bahian organizations also garnered awards for the standards of excellence applied to their management systems.

Sergio Foguel's trajectory was spotlighted during the ceremony - over 30 years of effective contributions to causes related to quality improvement, including:

- *Excellence in management as a critical factor for the development of organizations* – Incrementa, a



consulting company he founded in the 1970s, became one of Brazil's leading firms in that field.

- *Development of a globally competitive organizational culture* – for 25 anos, he was a senior executive at Odebrecht S.A., active in the areas of Corporate Culture and Governance, Strategic Planning, and Organization and People.

- *Quality in Education and Culture as critical factors for promoting sustainable development in Brazil* – for over 15 years, Sergio has devoted himself to a wide range of community initiatives in an executive capacity and as a board member. These include the Pacem in Terris Institute (based in the United States), the Odebrecht Foundation, the Federal University at Bahia and the Hospitality Institute.

A former chairman of the Brazilian Quality and Productivity Institute (IBQP), Sergio Foguel helmed the transformation of that institution into the MBC, which brings together the strengths of Brazil's Quality and Productivity community.

BOOK ON QUALITY

A book "Statistical Models and Control Charts for High Quality Processes" co-authored by M Xie, TN Goh and V Kuralmani has just been published by Kluwer Academic Publishers, Boston.

In this book, practical statistical models and techniques for the monitoring and control of high quality processes are presented.

A powerful technique based on counting of the cumulative conforming (CCC) items between two nonconforming ones is discussed in detail. Extensions of the CCC chart are described, as well as applications of cumulative sum and exponentially weighted moving average techniques to CCC-related data, multivariate methods, economic design of control chart procedures, and modeling and analysis of trended but regularly adjusted processes.

Many examples, charts, and procedures, are presented throughout the book, and references are provided for those interested in exploring the details. A number of questions and issues are posed for further investigations. Researchers and students may find many ideas in this book useful in their academic work, as a foundation is laid for the exploration of many further theoretical and practical issues.

To find out more and get an order form, click here: <http://www.ise.nus.edu.sg/staff/xiemin/book/Announce-HQ-SPC.pdf>

The book can also be ordered on-line from the publisher's website: <http://www.wkap.nl/prod/b/1-4020-7074-8>



DENVER MEETING MINUTES

Dear academicians,

Greetings. The minutes from the IAQ business meeting held in Denver, Colorado, USA, are now accessible through IAQ's web site at <http://iaq.asq.org>. The meeting was well attended, with 30 academicians from around the world. Current projects, outcomes, and IAQ's

strategy are described in the minutes. Please take some time to access the minutes and view the photos of this successful meeting.

Best regards,

YOSSI BESTER
VP, CONFERENCES

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CALL FOR PAPERS FOR VOLUME 14 OF THE BEST ON QUALITY

Academics are invited to contribute to the next issue, or Volume 14, of "The Best on Quality." It is expected that as for past issues Volume 14 will contain several themes that reflect the variety of work and interests of our academicians. However, one of the central themes envisaged and encouraged for Volume 14 is that of "operations, services, and/or product improvement." Some papers on this theme might well relate to the "six-sigma" subject which we would like to explore in this issue of BoQ. We recognize that some of you are engaged in these efforts without using the name of "six-sigma", and we also realize that the hype of six-sigma (specifically as a name) is already waning. Hopefully, the activities associated with the name (and previous names) are not waning. As an illustration of this point the following is an excerpt from my remarks published in the first issue of ASQ's Six-Sigma Forum magazine on the general question of, 'What is the future of Six Sigma?'

"First, I will assume that 'six sigma' is being used in the majority of places and applications as a system, an approach, a process, for process investigation for better design, control and improvement of operations, services, and products, utilizing any and all of the tools, techniques, principles, and philosophies of the quality (and other) disciplines. That being the case I am not too concerned with what you call it. But if the past is a predictor of the future (and it is in many respects), the name 'Six Sigma' will be replaced in the not too distant future. As with TQM (total quality management) it can mean different things to different people. Over the years names given to these programs have been merely 'handles' (buzz words, if you will) for discussion, communication, promotions, developments, teaching, and applications. Programs with the 'Six Sigma' and TQM label (and other labels) have met with success. Others with the same labels have met with failure. Programs of similar content have also gone under many different labels (often because of the NIH factor — or "not invented here"

syndrome). Labels such as IQM (integrated quality management), SQM (strategic quality management), TQ, reengineering, whole system architecture, and in the more distant past, even Quality Circles (never really understood by American management), SPC (statistical process control), SQC (statistical quality control), etc., have been around and still linger in various places."

As a further illustration of this point, not long after writing this piece for the Six-Sigma Forum magazine, I attended the Six-Sigma Conference held in Tampa, Florida. One of the papers presented discussed an example of process improvement that the author felt went beyond the 'ordinary' six-sigma philosophy and techniques, so he labeled it as "next sigma" and placed a copyright symbol next to his new creation (as if the world would beat a path to his new term)!!! Another paper at the same conference was proposing the term "lean-sigma"; so it is apparent that the name changes are already progressing.

As the academy that has a mission to "...advance world-wide the knowledge, understanding and communication of quality for the benefit of people", it is our responsibility as well as privilege to go beyond the hype of the quality disciplines and expose and promote the solid core of these disciplines that will survive name changes. Hence, it is proposed that one central theme for papers for Volume 14 of BoQ be as mentioned above, "systems, approaches, procedures, for process investigation for better design, control and improvement of operations, services, and products, utilizing any and all of the tools, techniques, principles, and philosophies of the quality (and other) disciplines". For some of you this might well take on a title that includes 'six-sigma', for others not. If we get a good collection of papers on this theme, as editor, I will attempt to bring them together as a cohesive set of papers on the solid core of the quality disciplines (regardless of name).

Remember that The Best on Quality is, in fact, an ongoing IAQ project for which you have the

opportunity to contribute. In our challenge to service under "IAQ Work" there is the exhortation to "CONTRIBUTE TO THE BEST ON QUALITY — MINIMUM EACH 3 YEAR PERIOD", which if followed by all academicians, would result in at least 20 papers for each volume.

The preferred media is to send papers via e-mail to the Editor. Otherwise, two hard copies are required with a floppy diskette, via snail mail. Special attention should be paid to see that all references have the correct citations and that the diagrams/graphs are supplied in software format, e.g., Power point, Excel, etc. If the article has already been published

previously, the editor should be alerted in advance so that copyright privileges are not violated. The author may assist in procuring copyright release from another journal.

Please contact and send contributions to:

Dr. Ken Stephens, Editor

The Best on Quality

Walden Lake

1705 Charleston Woods Court

Plant City, Florida 33566

Phone: (813) 754-3461

E-mail: kstephe6@tampabay.rr.com



PICTURES FROM GENERAL MEETING IN MAY

DENVER, COLORADO



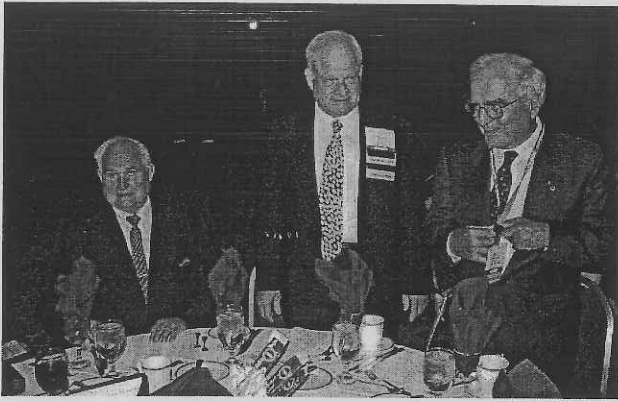
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IAQ DINNER



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PAOLA, ALICIA AND MARCOS



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ACN'S AND WIVES



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**ACNS BESTER,
HARRINGTON
AND CONTI**



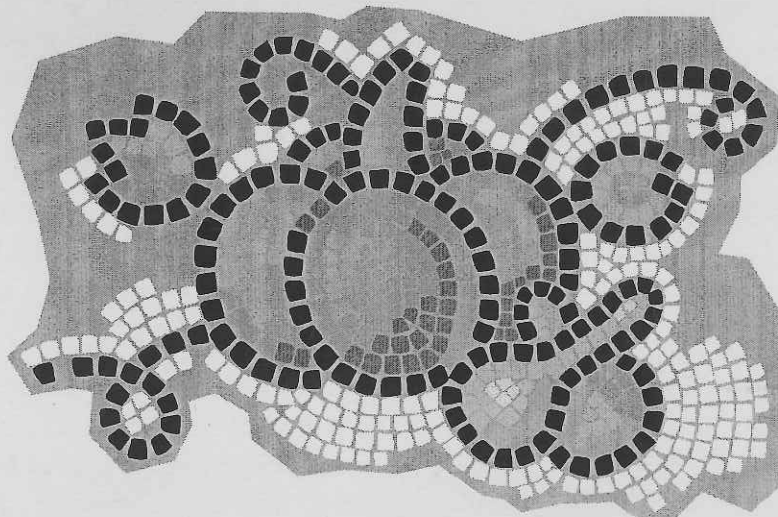
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IAQ MAEDA DIPLOMA



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IAQ SARGENT DIPLOMA



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IAQ EASTON DIPLOMA



NEW FROM SERGIO FOGUEL

STRATEGIC DIRECTION AND GOVERNANCE OF THE QUALITY MOVEMENT IN BRAZIL

Just before Christmas 2001, at the National Award for Quality in Public Administration Ceremony, in Brasilia, the President of Brazil, Fernando Henrique Cardoso, announced to the people of Brazil the commitment of the Federal Government, and his own personal commitment, to:

- the 2010 Vision: BRAZIL COMPETITIVE, and
- the process leading to this Vision: the MOVEMENT BRAZIL COMPETITIVE (MBC)

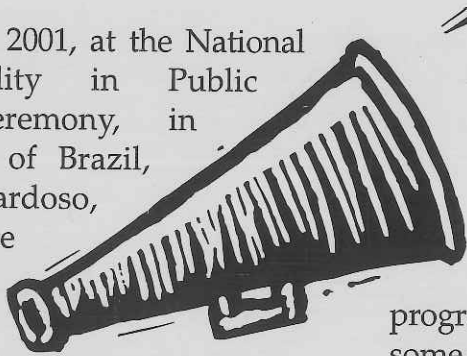
This announcement was the exact moment in which, simultaneously:

- was completed a comprehensive process of inquiry into the history of QUALITY & PRODUCTIVITY (Q&P) initiatives in the Country, strategic planning for the new decade, and reshaping the governance of the movement.

This process began in May 2001, through a series of workshops, with active participation of virtually all stakeholders: private (business and third sector) and government; national and regional; different industries; different themes / fields; etc.

- was initiating a new era in Brazil for the Q&P initiatives, with a new strategic direction, geared toward the competitiveness of the Country for sustainable development, and a new governance model: inclusive, with active participation of all stakeholders, and with the responsibility for leadership assigned to Representatives of the organized civil society (business and third sector).

Since late June 2001, when this last directive was pointed out, the Academician Sergio Foguel, past Chairman of the Brazilian Institute for Q&P (IBQP), was asked to lead the whole process of strategic planning and governance design.



This mission involved a major transition: until then, the leadership of the National Q&P movement was assigned to a National Committee, appointed by the President of Brazil, with vast majority of Government Representatives. The so-called "national program" was managed within one Ministry, with some participation of IBQP.

Now, the National Board is the IBQP Board, which had its name changed to MBC, and an agreement was reached to have the National Foundation for Quality Awards and the MBC to perform in a common strategic direction.

Hours before the announcement, a key meeting was held at the President's House, lead by the President, with the presence of five Representatives elected by civil society Q&P entities, including Acn. Sergio Foguel, and four Ministers appointed by the President, those leading areas related to Q&P.

A full agreement was reached, and, for the first time in Brazil, Ministers would become Board Members in a civil society organization. And, in coherence with the proposed design, there would be a majority of members appointed by civil society, and the President and Vice-President of the Board would be elected among the Representatives appointed by civil society organizations.

That was the final tone to be announced by the President: Q&P, and its contribution to Brazil's competitiveness, was not to be anymore solely a government program, but a cause to be embraced by the whole nation.

These decisions were quickly implemented in the beginning of 2002, including the necessary legal procedures. And now, as of May 2002, a reshaped, vibrant, highly promising Quality Movement is taking its course in Brazil.

E-MAIL ADDRESSES

IAQ Intranet site – <http://iaq.asq.org/>

IAQ E-mails – modonoghue@asq.org

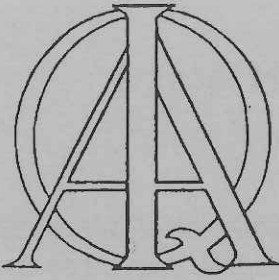
New or changed addresses are indicated in bold on the e-mail list below.

- Antilla, Juhani juhani.anttila@sonera.fi
- Asao, Masashi m-asao@ma.kcom.ne.jp
- Aschner, Gabor qualisystem@com.kibernet.hu
or quality@freemail.hu
caubre1@sears.com
- Aubrey, Charles Asbjorn.Aune@ipk.ntnu.no
- Aune, Asbjørn bo.bergman@mot.chalmers.se
- Bergman, Bo mej@bertin-consulting.com
- Bertin, Marcos prime@netvision.net.il
- Bester, Yossi IQM_Australia@msn.com.au
- Brendon, Chris norman.tb@virgin.net
- Burgess, Norman kcase@okstate.edu
or CaseKE@aol.com
- Case, Ken alain-michel.chauvel@bureauveritas.com
- Chauvel, A.-M. cole@haas.berkeley.edu
- Cole, Robert tconti.oam@flashnet.it
- Conti, Tito jenda@ikp.liu.se
- Dahlgaard, Jens Barrie.Dale@umist.ac.uk
- Dale, Barrie dedhia@us.ibm.com
or navindedhia@hotmail.com
- Dedhia, Navin ancdewet@mweb.co.za
- De Wet, Andries george_easton@bus.emory.edu
- Easton, George sfoguel@odb.com.br
- Foguel, Sergio edfuchs@mindspring.com
- Fuchs, Edward avfeigenbaum@gensysco.com
- Feigenbaum, Armand qpcl@mydestiny.net
- Gatchalian, May blantongodfrey@att.net
- Godfrey, Blanton isegohnt@nus.edu.sg
- Goh, Thong Ngee wgolomski@itol.com
- Golomski, Bill John-Groocock@msn.com
- Groocock, John WHansen1@compuserve.com
- Hansen, Wolfgang hjh@dsl designs.net
- Harrington, Jim oha@ipt.dtu.dk
- Hartz, Ove jdhcqa@rit.edu
- Hromi, John spencer.hutchens@itsram.com
- Hutchens, Spencer abcqabcq@sti.com.br
- Ito, Masao kerstin.joenson@se.pwcglobal.com
- Jönson, Kerstin
- Jouslin de Noray, Bertrand bjouslin@csi.com
- Kanji, Gopal G.K.Kanji@shu.ac.uk
- Kano, Noriaki kano_n@ms.kagu.tus.ac.jp
- Kondo, Yoshio ykondo@ip.media.kyoto-u.ac.jp
- Kume, Hitoshi Kume@indsys.chuo-u.ac.jp
- Kuo, Way way@tam.u.edu
- Liedman, Murray MurrayL811@aol.com
- Luther, David dbluther@compuserve.com
- Magritzer, Alois lou7magritzer@ozemail.com.au
- Masing, Walter Walter-masing@t-online.de
- Molnar, Pal p.molnar@cfri.hu
- Murphy, John jmurphy@man.mbs.ac.uk
- Musi, Juan Carlos ILSI-Arg@dacas.com.ar
- O'Donoghue, Michael modonoghue@asq.org
- Pal, B.K. bkp@isibang.ernet.in
- Pfeifer, Tilo t.pfeifer@wzl.rwth-aachen.de
- Richardson, Phil phil@adc.aust.com
- Sandholm, Lennart lennart.sandholm@sandholm.se
- Sasaoka, Kenzo tillie@parkcity.ne.jp
- Savard, Jean-Claude jcsavard@sympatico.ca
- Schlesinger, Richard RJS@RJSchlesinger.com
- Schnauber, Herbert LAS.Schnauber@ruhr-uni-bochum.de
- Seghezzi, H.D. seghezzi@adon.li
- Seitschek, Viktor office@oevq.co.at
- Shimizu, Shoichi shimizus@mbox.kyoto-inet.or.jp
- Sierra, Enrique esierra@swissonline.ch
- Silva Mendes, A. Antonio.SilvaMendes@dg3.cec.be
- Sinha, Madhav Madhavsinha2@home.com
- Stephens, Kenneth kstephe6@tampabay.rr.com
- Strachan, Hugo hugo_strachan@hp.com
- Turello, Umberto [\(attn.: Dr. Turello\) aicqna@iol.it](mailto:(attn.: Dr. Turello) aicqna@iol.it)
- Wang, Samuel hswang@cycu.edu.tw
- Watson, Gregory H. ghwatson@gte.net
- Yoneyama, Takanori t.yoneyama@konica.co.jp
- Zeller, Hermann Zeller.Hermann@t-online.de

NEW EMAIL ADDRESS

NORIAKI KANO

kano_n@ms.kagu.tus.ac.jp



CONTACT

A Newsletter of the International Academy for Quality – N° 83, May 2002

LITERATI AWARD FOR DR. HARRINGTON

This is to inform you that one of IAQ's past presidents, Dr. H. James Harrington, has been selected by the European Literati Club to receive a lifetime achievement award at this year's Literati Award for Excellence ceremony. The award will be presented on April 11, 2002, at the Lord's Cricket Ground, London, U.K. The award is given to honor Dr. Harrington's excellent literature contributions to the advancement of quality and organizational performance.



his columns in the AQP Newsletter, the many CD-ROMS he has produced and the many books he has authored (list attached). I believe that Dr. Harrington is the most prolific author of quality materials in the world today.

Dr. Harrington retired as COO from Systemcorp in January 2002 and now is the Chief Executive Officer of the Harrington Institute with offices in San Jose, California, Orlando, Florida, and Ottawa, Canada.

Dr. Harrington's award is based upon his many technical papers, his monthly column in Quality Digest, his many publications in European journals,

**CANDACE R. ROGERS PROGRAM DEVELOPER
HARRINGTON INSTITUTE**

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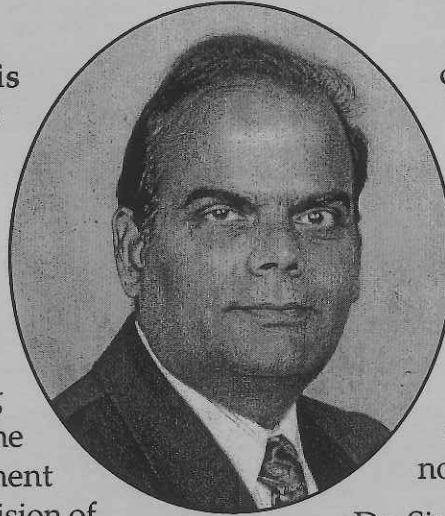
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LEADERSHIP AWARD PRESENTED TO MADHAV N. SINHA

A Quarter of a Century of his Pioneering Contributions in the Development of Quality Control Science in Engineering Disciplines and for related Educational and Promotional Activities

Dr. Madhav N. Sinha, P. Eng; Chief of Engineering and Technical Services of the Manitoba provincial government department of Labour, started his vision of changing the landscape of Manitoba and Canada's industrial competitiveness for making everyone's product and services synonymous with world-class quality, quarter of a century ago.

For over quarter of a century that followed since, Dr. Sinha's leadership legacy has left many landmark creations in the province and in the country. He has established and helped in the establishment of many "firsts" in Manitoba and Canada, coast to coast, in the areas of quality control education and training programs, provincial and Canadian national quality award programs, development of

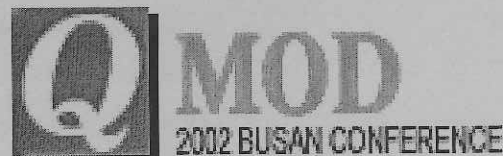


quality management standards such as ISO 9000, quality awareness campaigns, government-wide service excellence initiatives, community quality councils and self-help learning networks, and many other such novel initiatives that are aimed at improving and benefiting all organisations - big or small, public or private, for profit or not-for-profit.

Dr. Sinha has also contributed extensively in the field of education and research for quality control sciences, quality engineering and total quality management. He taught at the University of Manitoba's quality management certificate program for fifteen years, and has authored, co-authored and edited ten books on quality, including a textbook, many training manuals, study guides and over 50 research papers that are published internationally, some translated into foreign languages.

5TH INTERNATIONAL QMOD

QUALITY MANAGEMENT AND MOTIVATION FOR ORGANISATION DEVELOPPEMENT



Pusan, Korea

29 - 31 October 2002

Contact: Acn. Jens J. Dahlgaard

For more details about the conference look at: www.ksa.or.kr

BILL GOLOMSKI

PASSED AWAY LAST FEBUARY 17, 2002

We are saddened to inform you that Bill Golomski passed away last feb 17, 2002. Bill had been experiencing some health problems these past few years, but had been resilient and continued his activities until late November 2001. Bill has been a friend to all of us and a tremendous resource who will be greatly missed.



Bill was a great advocate and pioneer of the quality movement for which he has been recognized with many honors awarded him by you his peers. We know he will be sorely missed by all his close friends and associates, and by others who were greatly influenced through his teachings and contributions to education and to the business world.

I have pasted in below a note that we received from Bill's wife, Joan:

Dear Family, Friends and Associates,

We are so sorry to bring you this sad news. William A. J. Golomski - Bill to all of us - passed away on Sunday evening, Feb.17, 2002 after a brief battle with cancer. Bill is remembered today by his wife Joan, daughter Gretchen, her sons Zachary and Robie, son William A. Jr., sisters Dorothy and Arlene, his cousins Marcella Kolacke and Angie Coulthurst, and all of you dear friends and relatives.

Funeral services was held on Thursday, Feb. 21 at St. Joseph's Catholic Church in Sturgeon Bay, Wisconsin.

Donations in Bill's memory may be given to the St. Josephs Indian School, Chamberlain, S.D. 57320, c/o Brother David Nagel. We thank you deeply for your friendship and support of Bill over these many years.

The family and close friends of William (Bill) Golomski

COLLEAGUES

In the spirit of Enrique comments, I want to say how much Bill meant to my career in quality. He took an early interest in my work and strongly encouraged me. Because of his interest in sociology, he encouraged me despite quality being a field totally unaccustomed to having sociologists in its midst. I will miss him. We had a regular e-mail correspondence for many years that lasted until quite recently. To the end, he was giving me good advise.

BOB COLE

IAQ "INFORMAL" MEETING AT DIVAN HOTEL ON 45TH EQQ CONGRESS ISTANBUL,

TURKEY, SEPTEMBER 21, 2001



MEETING SEEN

LEFT TO RIGHT ACN'S AUBREY, FOGUL, GATCHALIAN (BACK),
KONDO, MOLNAR (BACK) AND O'DPNOGHUE



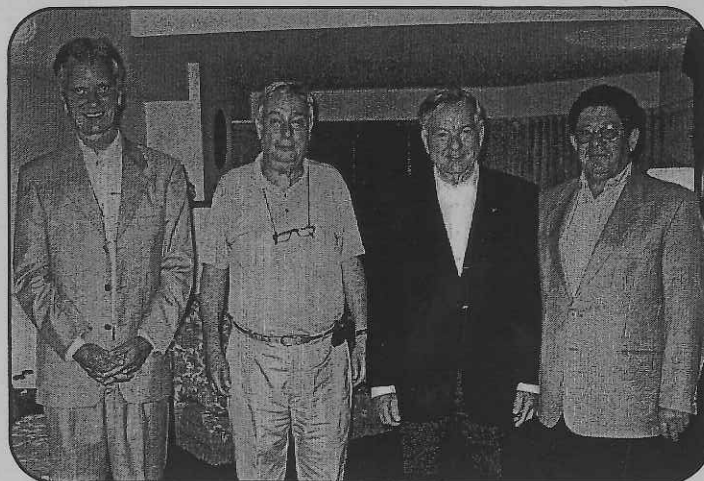
AFTER DINNER AT DRAGON RESTAURANT, HILTON HOTEL

LEFT TO RIGHT ACN KANO, ACN GATCHALIAN, MRS KONDO,
ACN MOLNAR, MRS MOLNAR, ACN NORAY, MRS ASAO, ACN
ASAO AND MR GATCHALIAN

DR MOLNAR RECEIVING
CERTIFICATE FROM
CHAIRMAN KONDO



SEGHEZZI VISIT TO BUENOS AIRES



On February 19th Olga and Dieter Seghezzi spent one day in Buenos Aires, returning from a tour to the Antartics.

We had a one hour IAQ meeting followed by a diner with the Swiss Ambassador in Argentina, Dr. Armin Ritz and with the Executive Director of IRAM (Argentina Standards Organization) José Francisco López and wives. Attached a picture. Left to right Ritz, Bertin, Seghezzi and Lopez.

The short IAQ meeting Agenda included our Corporate Governance project as well as our next meeting in Denver and our Triennial in Harrogate. Result: some very good ideas !!

DR. MARCOS E. J. BERTIN



INTERNATIONAL ACADEMY for QUALITY

Dear Academician,

Please find enclosed the agenda and information for the next IAQ general meeting, which will be held at the 56th AQC in Denver, Colorado, U.S.A. This meeting will be your opportunity to network and learn the latest IAQ developments, activities and accomplishments from other academicians.

Please mark the following dates in your calendar:

- Tuesday May 21 (1:30 p.m. - 3:00 p.m.): Session no. T205, The Business Excellence Culture – The IAQ vision.
- Wednesday May 22 (2 p.m. - 5:30 p.m.), and Thursday May 23 (8:00 a.m. – 1:00 p.m.): IAQ general meeting.
- Wednesday evening: IAQ dinner.

AQC keynote speakers include Peter Drucker, Robert Swan, and Michael Wood, M.D., President and CEO of the renowned Mayo Foundation. The enclosed brochure provides more detailed conference information about other sessions, speakers, events, tours, and travel discount information—refer to page 33 for special hotel rates, and page 28 for airline and car rental discounts. Please register before April 19 to receive the early bird registration fee.

We are also enclosing your IAQ renewal invoice for 2002. Please mail this invoice with your check or credit card payment. You may also fax it to IAQ's Administrative office, attention Linda Zysko to +1-414-765-8671. Contact Linda Zysko via email at lzysko@iaq.org if you have questions about your renewal or AQC. Please let us know if you will be attending the meeting by selecting the appropriate box in the renewal invoice.

We look forward to seeing you at AQC.

Best regards,

Marcos E. J. Bertin
President

Yoshio Kondo
Chairman

P.S. IAQ will hold a session at the EQO Annual Conference in Harrogate, UK, on October 2, 2002. IAQ speakers will include Greg Watson, Tito Conti, and Noriaki Kano. IAQ's Triennial Assembly will take place on October 3.

AGENDA FOR THE IAQ GENERAL

MEETING IN DENVER

WEDNESDAY, MAY 22ND

2:00 PM TO 6:00 PM

The agenda for the general meeting is as following:

1. General announcements – Y. Kondo, M. Bertin
2. Administrative Office report, Communication, Web Site, Dues...- M. O'Donoghue
3. Nomination – H. J. Harrington
4. Financial report – S. Hutchens
5. Conferences and Meetings – Y. Bester
6. IAQ Activities at Harrogate – Y. Bester, T. Conti
7. Annual Report and self assessment – M. Bertin
8. Best in Quality – K. Stephens
9. Projects report – T. Conti
10. Key Performance Indicators – M. Bertin
11. Strategy implementation – Y. Kondo, Y. Bester

12. Organizations and Countries Representatives – M. Bertin
13. Contact report – J.C. Savard
14. Introductory Papers – new Acn's
15. General comments – all members

WEDNESDAY EVENING MAY 22ND IAQ DINNER

THURSDAY, MAY 23RD, 8:00 AM TO 1:00 PM

1. General discussion on the IAQ projects (one hour)
2. Group discussion on strategic topics toward the Triennial Meeting in Harrogate.

LATIN AMERICAN CORPORATE GOVERNANCE ROUNDTABLE

Both Acn. Foguel and myself were invited to the Third Meeting of the Latin American Corporate Governance Roundtable, organized by the Organization for Economic Co-operation and Development (OECD) in cooperation with the World Bank and IFC, taking place in Mexico City from April 8th to 10th.

Acn. Foguel participated with a paper in Session 3: Developing Board Professionalism and Acn. Bertin presented a paper in Session 1: The role of the Board- Its Boundaries, Duties and Competencies.

Also, as members of the OECD core group, participated in the preparation of a white paper with rec-



ommendations to governments and business for the effective implementation of corporate governance best practices in the region.

Of course, both profit of this meeting to discuss IAQ matters, plans for Brazil and Argentina and the IAQ project: "The Impact of Corporate Governance on the Quality of

Management in Emerging Market Economies" This project will be discussed during the IAQ meeting in Denver.

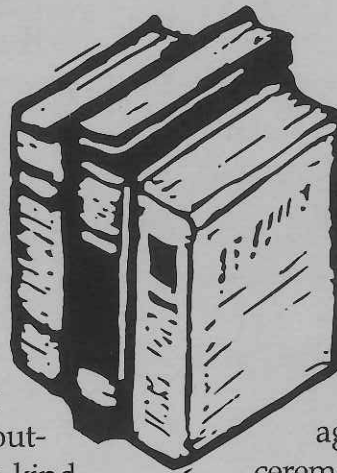
I am sending copy of this e mail to the Acn's that accepted to participate in this project

**BEST REGARDS
DR. MARCOS E. J. BERTIN**

THE BEST ON QUALITY, VOLUME 13

DEAR ACADEMICIANS

As I believe you are aware the next issue of "The Best on Quality", Volume 13, is a tribute issue to three of our outstanding academicians, Dr. Armand V. (Val) Feigenbaum, Dr. Karou Ishikawa, and Dr. Walter Masing. It consists of selected works from these three academicians spanning many years, subject matter, global perspectives, future outlooks, etc. Dr. Yoshio Kondo has been kind enough to contribute to the Ishikawa section with respect to the future outlooks. Several academicians have also contributed items for the biographical portions for all three honorees.



The volume is progressing on schedule for a publication well in time for ASQ's Annual Quality Congress to be held in Denver, Colorado, May 20-22, 2002. Consequently, ASQ's Quality Press in conjunction with its Marketing Department has scheduled a "book-signing" ceremony for which Dr. Feigenbaum and Dr. Kondo have agreed to participate. This book signing ceremony will take place on Tuesday morning, May 21, 2002, in the Quality Press "bookstore" area of the exhibit hall, beginning at 9:30am and continuing for as long as we have customers interested in obtaining a signed copy. The period of 9:30 -

10:00am is designated as a "refreshment" break in the exhibit hall, following the keynote speaker, Peter Drucker, on Tuesday morning.

All academicians attending the Annual Quality Congress are encouraged to be in attendance at the book signing event to lend your support to the promotion of IAQ, The Best of Quality "project", as well as to help us pay tribute to our honorees. You might well want to have YOUR copy of Volume 13 signed by Dr. Feigenbaum and Dr. Kondo.

It is also possible that our honorees will be signing additional copies of Volume 13 for sale by Quality Press for those unable to attend the AQC. If you are

unable to attend the AQC this year in Denver, Colorado, and you would like to have a signed copy of Volume 13 of The Best on Quality, please respond to this email message accordingly, and we will arrange with Quality Press to set aside a signed copy for you.

Thank you,

Looking forward to see as many of you as possible in Denver,

**WITH BEST REGARDS,
KEN STEPHENS**

CONFERENCE LISTING

DATE	PLACE	CONFERENCE AND THEME	IAQ ACTIVITY
May 20-22 2002	Denver, Co. USA	56 th EOQ Annual Congress "Performance Excellence: Take it to New Hights"	IAQ Session Contact: Yossi Bester Speakers: Acn's Bester Conti
Sept. 16-18 2002	Beijing China	The 8 th Asia Pacific Quality Organization (APQO) Conference	Contact: Acn. Milflora Gatchalian
Sept. 29 – Oct. 2 2002	Harrogate North Yorkshire U.K.	46 th EOQ Annual Congress "New Times, New Horizon, New Business"	IAQ Session IAQ triennial meeting
Oct. 29-31 2002	Busan South Korea	5 th Quality Management and Organizational Development (QMOD) "Building People and Organizational Execlence	IAQ Session Contact: Yossi Bester
Nov. 2002	Jerusalem Israel	The 14 th International Conference of the Israeli Society for Quality	IAQ Session Contact: Yossi Bester
May 19-21 2003	Kansas City Mu. USA	57 th AQC Annual Congress	IAQ Session
2003	Holland	47 th EOQ Annual	Congress IAQ Session Contact: Yossi Bester
May 24-26 2004	Toronto Canada	58 th AQC Annual Congress	IAQ Session
2005	Yokohama Japan	Quality Congress	IAQ Triennial meeting

E-MAIL ADDRESSES

IAQ Intranet site – <http://iaq.asq.org/>

IAQ E-mails – modonoghue@asq.org

New or changed addresses are indicated in bold on the e-mail list below.

- Antilla, Juhani juhani.anttila@sonera.fi
- Asao, Masashi m-asao@ma.kcom.ne.jp
- Aschner, Gabor qualisystem@com.kibernet.hu
or quality@freemail.hu
- Aubrey, Charles caubre1@sears.com
- Aune, Asbjørn Asbjorn.Aune@ipk.ntnu.no
- Bergman, Bo bo.bergman@mot.chalmers.se
- Bertin, Marcos mej@bertin-consulting.com
- Bester, Yossi prime@netvision.net.il
- Brendon, Chris IQM_Australia@msn.com.au
- Burgess, Norman norman.tb@virgin.net
- Case, Ken kcase@okstate.edu
or CaseKE@aol.com
- Chauvel, A.-M. alain-michel.chauvel@bureauveritas.com
- Cole, Robert cole@haas.berkeley.edu
- Conti, Tito tconti.oam@flashnet.it
- Dahlgaard, Jens jenda@ikp.liu.se
- Dale, Barrie Barrie.Dale@umist.ac.uk
- Dedhia, Navin dedhia@us.ibm.com
or navindedhia@hotmail.com
- De Wet, Andries andewet@mweb.co.za
- Easton, George george_easton@bus.emory.edu
- Foguel, Sergio sfoguel@odb.com.br
- Fuchs, Edward edfuchs@mindspring.com
- Feigenbaum, Armand avfeigenbaum@gensysco.com
- Gatchalian, May qpcl@mydestiny.net
- Godfrey, Blanton blantongodfrey@att.net
- Goh, Thong Ngee isegohtn@nus.edu.sg
- Golomski, Bill wgolomski@itol.com
- Grocock, John John-Grocock@msn.com
- Hansen, Wolfgang WHansen1@compuserve.com
- Harrington, Jim hjh@dsl designs.net
- Hartz, Ove oha@ipt.dtu.dk
- Hromi, John jdheqa@rit.edu
- Hutchens, Spencer spencer.hutchens@itsram.com
- Ito, Masao abcqabcq@sti.com.br
- Jönson, Kerstin kerstin.joenson@se.pwcglobal.com
- Jouslin de Noray, Bertrand bjouslin@csi.com
- Kanji, Gopal G.K.Kanji@shu.ac.uk
- Kano, Noriaki kano@ms.kagu.sut.ac.jp
- Kondo, Yoshio ykondo@ip.media.kyoto-u.ac.jp
- Kume, Hitoshi Kume@indsys.chuo-u.ac.jp
- Kuo, Way way@tamu.edu
- Liedman, Murray MurrayL811@aol.com
- Luther, David dbluther@compuserve.com
- Magritzer, Alois lou7magritzer@ozemail.com.au
- Masing, Walter Walter-masing@t-online.de
- Molnar, Pal p.molnar@cfri.hu
- Murphy, John jmurphy@man.mbs.ac.uk
- Musi, Juan Carlos ILSI-Arg@dacas.com.ar
- O'Donoghue, Michael modonoghue@asq.org
- Pal, B.K. bkp@isisbang.ernet.in
- Pfeifer, Tilo t.pfeifer@wzl.rwth-aachen.de
- Richardson, Phil phil@adc.aust.com
- Sandholm, Lennart lennart.sandholm@sandholm.se
- Sasaoka, Kenzo tillie@parkcity.ne.jp
- Savard, Jean-Claude jcsavard@sympatico.ca
- Schlesinger, Richard RJS@RJSchlesinger.com
- Schnauber, Herbert LAS.Schnauber@ruhr-uni-bochum.de
- Seghezzi, H.D. seghezzi@adon.li
- Seitschek, Viktor office@oevq.co.at
- Shimizu, Shoichi shimizus@mbox.kyoto-inet.or.jp
- Sierra, Enrique esierra@swissonline.ch
- Silva Mendes, A. Antonio.SilvaMendes@dg3.cec.be
- Sinha, Madhav Madhavsinha2@home.com
- Stephens, Kenneth kstephe6@tampabay.rr.com
- Strachan, Hugo hugo_strachan@hp.com
- Turello, Umberto *(attn.: Dr. Turello)* aicqna@iol.it
- Wang, Samuel hswang@cycu.edu.tw
- Watson, Gregory H. ghwatson@gte.net
- Yoneyama, Takanori t.yoneyama@konica.co.jp
- Zeller, Hermann Zeller.Hermann@t-online.de

NEW MOBIL PHONE NUMBER

As of tomorrow my new mobil phone number is :

(54 11) 15 5 101 9487

Dr. Marcos E. J. Bertin
TE/FAX 54 11 4 718 1020
mej@bertin-consulting.com