



CONTACT

Newsletter of the International Academy for Quality

Dear Fellow-Academicians,

as I'm about to leave for a month's stay in Shanghai to give lectures on General Management rather than QC, I want to bring this issue on its way. It is good practice to keep up a schedule, even if there is by far not enough copy to fill the usual 4 pages.

Next Triennial Meeting in Tokyo

All preparations are well under way for this important event. Any Academician wishing to include an item into the agenda should address himself as soon as possible to our Secretary-General Acn Zeller.

Project 6

The finalized text of project 6: "New Quality Technologies and Methodologies required to meet the Social and Industrial Needs of the Nineties" has been submitted to Vicepresident Kondo by the project group consisting of Acn's Hansen, Kofoed, Masing, Seghezzi, Schwander and Zeller. The assistance of Acn Rovesjnak and especially Nana Zaludova is greatly appreciated. This is the second finished task of IAQ (after project 3, see CONTACT 25).

Symposium postponed

With reference to the information given in CONTACT 26, Acn Aschner asks me to publish the postponement of the Symposium on Producer/Consumer Relations until September 7 - 9, 1987 following a recommendation of the EOQC secretariat.

Acn Seghezzi honored

The University of Stuttgart (Germany) has nominated Acn Seghezzi Honorary Professor for Fastening Technology in Civil Engineering. This honor comes as a consequence of the very successful lectures of Acn Seghezzi which have attracted considerable number of students. Professor Seghezzi is also lecturing at the Technical University of Zürich (Switzerland)

IAQ congratulates our colleague for a honor well deserved.

News from Argentina

Acn Bertin informs me as follows:

As you know, the IACC had, for the last five years, a Top Management Advisory Council which I founded and headed. It is formed by Presidents of major international ^{local} companies. Lately, we have collaborated with the Government in the National Quality Program in general and in particular in the National Campaign for Quality. Presently we are in the second stage of a survey to find out the attitudes of different sectors of the Argentine population in order to determine which are the messages and how they should be sent to motivate massively for Quality of products and services.

This Management Advisory Council decided to become a Business Foundation for Quality and Excellence with the following objectives:

- 1) Convince Presidents, business organizations such as Chambers of Commerce, etc. of the need to implement Quality in their companies.
- 2) Collaborate with the Government in the National Quality Plan and give the plan the necessary continuity through business support.
- 3) Guide and support the IACC, which will become the source of professional talent and technical information, local and world-wide, needed to implement the objectives of the foundation.
- 4) Study and establish indexes which will permit measuring the progress of Quality at a national level.

On October 21, together with the business magazine "Mercado", a one-day meeting called "Primer Encuentro Empresario para la Calidad y Excelencia" took place. This meeting was attended by over 100 company Presidents and presentations were made in the morning by Government officials, consumer research and advertising experts and Acn. López Musi. In the afternoon I opened the session announcing the creation of the Foundation and presented an ASQC delegation headed by Acn. James Harrington and an expert from France (M. Ferrieu) who was visiting under the Cooperation Agreement with France. It was a very successful meeting.

Dear friends and colleagues, this much for today. It is a little early still, but let me wish you happiness (and some leisure time) for Christmas, and good luck in the coming year. Don't bother to write to me. I'll spend December and the beginning of January in China. No festivities there at this time of the year. Just work.

Until the next issue appears

Masing



CONTACT

Newsletter of the International Academy for Quality

Dear Fellow-Academicians,

between my return from Australia and New Zealand and the commencement of the next trip to India I do my best to get the September issue of CONTACT out. You have made my task easy by refraining from bothering me with any kind of correspondence. Of course, the vacation season has something to do with that.

Again: first things first, as always. I have the pleasure to introduce a new member of the Academy:

Phillip A. Richardson

of Melbourne, Australia. Acn. Richardson, born 1936, is Quality Manager of Australian Dairy Corporation. He has an associate diploma in applied chemistry from the Royal Melbourne Institute of Technology and about 30 years of activity in industrial QC to his credit. This started with A. W. Allen Ltd, where he developed and maintained a company-wide QC programme for about 10 years. After that he worked for H.J. Heinz Co. of Australia, eventually becoming Manager of QC. From 1972 on he holds his present position.

Acn. Richardson is a founding member of the Australian Organization for QC, and, after various other commitments, was elected national president in 1986. He is also a member of many other professional societies, including ASQC.

Acn. Richardson has worked and still works in many industrial and governmental committees, mainly in the field of dairy products. His lecturing and teaching activities have brought him all over Australia. Numerous papers authored by him have appeared in technical periodicals.

President Liebman, concluding his welcoming letter wrote, after describing the project work of IAQ: "I know that your participation will contribute significantly to the success of those projects." This writer had the opportunity to repeat that, when he met our new colleague at the AOQC congress (see next item), where we both gave papers, a few weeks ago.

Address: Phillip A. Richardson, 7 Regent Street, Burwood.
Melbourne, Victoria, 3125, Australia.

Academicians on the move

While we are still on that side of the globe: The annual conference of AOQC in Goldcoast, Queensland/Australia saw a nice turnout of Academicians. Apart from the "local dignitaries" Acns Burt and Richardson, there were Acns Harrington, Hurd, Masing, Sandholm and Stephenson, all of them presenting papers and taking part in panel discussions. Subsequently, Acn Harrington lead a group of prominent ASQC members through a number of seminars in various cities of Australia and New Zealand. Acn Masing, himself an ASQC Fellow and member of its International Chapter, joined the group. It goes without saying that besides the professional work there was some time set aside for sightseeing. Everybody agreed that this had been a most fruitful journey, mostly because of the superb leadership of Acn. Harrington, which was greatly applauded.

When the group broke up in Auckland, everybody went home but Acn Harrington, who had an assignment in China immediately following this trip.

Acn Bicking in Germany

him

After the Stockholm meeting, Acn Bicking had an assignment in Germany. I was happy to show *him* and Mrs Bicking a little of the countryside including my home. With a nice glass of wine in hand we agreed: What's 5936 Muncaster Road, Rockville, before one has seen it? Just another address. With your visit there, it becomes something very real. This happened to me last year. Now Charly found out the same thing about Danziger Strasse 19, Erbach.

Sorry, friends, I have no information about other activities of any of you.

EOQC Committee on Producer-Consumer-Relations

Acn. Aschner, in his capacity of chairman of this committee, sent me the following text for distribution to all Academicians:

"The EOQC Committee on Producer-Consumer Relations will organize a symposium on the information system between producers and consumers. The information given with the product is vital from many points of view.

There are some new aspects on the "need" side, i.e. with increase of tourism more and more people purchase goods and products abroad and the language of information is unfamiliar to them. The symposium will deal with 6 different groups of products which are as follows:

- optical products /mainly cameras/
- audio products /radios, cassette recorders, turntables/
- textile products
- motor cars
- washing machines
- pharmaceutical products.

The aim of the symposium is to develop the present info system and to determine the need for the 2000s.

The organizers are seeking authors presenting papers at this symposium, which will be held in Budapest, Hungary, in May 1986.

Anybody interested please contact Dr. G.S. Aschner, POB 27, H-1428 Budapest, Hungary."



CONTACT

Newsletter of the International Academy for Quality

Dear Fellow-Academicians,

after a cold and wet spring, summer has at long last come to Europe with bright sunshine and temperatures that make you wish to sit at a swimmingpool rather than at your good old desk. But what can you do? The summer issue of CONTACT must get out, before I can leave for a couple of days off.

Ms Kerstin Jönson, our new member

At the beginning of our 22nd meeting in Stockholm, our newest member was cordially welcomed to the Academy. It is Ms. Kerstin Jönson from Sweden. With a master's degree in Mechanical Engineering from Chalmers University of Technology in Gothenburg, she is presently Research Manager at the Swedish Institute for Production Engineering Research (IVF) in Gothenburg, responsible for the research and consultancy work on quality management. Ms. Jönson started her career with research into the performance of textiles used in technical applications. With an early interest in QC, she began work on this subject in 1971, specializing in test and inspection procedures. This led logically to her present position.

Ms Jönson has written numerous articles and given many papers on her subject of study. Her professional affiliations and commitments are too many to be listed here. We hope that Acn Jönson will be equally active in IAQ matters.

Her address: Langnäs Gard Pl 407, S-43500 Mölnlykke, Sweden.

The 22nd (informal) meeting of IAQ

No less than 31 Academicians gathered in Stockholm's Continental hotel on the morning of June 19, 1986, to hold an informal meeting in connection with the Annual EOQC congress there. SEQC was the generous host. The following Academicians were present:

Aune, Aschner, Bertin, Bicking, Burgess, Cantarelli, Freund, Frisinger, Gogue, Hansen, Hartz, Hurd, Imaizumi, Jersin, Jönson, Jonson, Kofoed, Koivula, Kondo, MAsing, Moreau, Rovesjak, Sandholm, Seghezzi, Sörensen, Stephens, Stephenson, Wachniak, Zaludova, Zeller. Acns de Buergo, Knowles and Turello had attended the congress, but had to leave before the meeting.

IAQ-Meeting ct'd

President Liebman, who was unable to come to Stockholm, had asked General-Secretary Zeller to chair the meeting. Acn Zeller welcomed Acns Jönson, Moreau, Aune and Stephenson to the Academy; they attended a meeting for the first time. Then the agenda was tackled.

As usual, it was a lively affair, with thorough discussion of the items of the agenda. The project leaders reported on the status of their projects. The reasons for the limited participation was discussed and proposals offered to enhance the lamentable situation. There could be no doubt that the members meant business when they asked the Executive and Board to act according to the constitution regarding members who cannot be persuaded to contribute in a decent way to the activities of IAQ.

The proposed yearbook was thoroughly discussed. The unanimous result was to give it a try on a pilot basis and draw conclusions from the outcome.

A report from Acn Harrington about the Management Awareness Campaign, initiated in the U.S. by ASQC met with great interest. The decision of ASQC to give a copy of the newly installed periodical for CEOs to all IAQ members was greeted with applause.

A special discussion centered around the question whether our constitution was correct (in ISO terms) to name as IAQ's goal the fostering of "Quality and Reliability" instead of Q only, reliability being only one of many Q-characteristics. Finally a proposal of Acn Aschner was adopted to ask the Executive to start the procedure of amendment of the constitution so that it corresponds to the ISO definition, but to put the most important ingredients of Q like reliability, control, assessment, assurance etc. in brackets behind it.

The meeting ended with drinks and a luncheon in the presence of the ladies, with Mssrs Björklund and Sandholm acting as hosts. Mange tak once more for a delightful meal!

The minutes of the meeting are available upon writing to our Secretary-General Zeller.

Project 3

Project leader Acn Gogue presented the finalized result of the project (14 pages) to the Executive. A suitable means of dissemination is under discussion.

ASQC Congress in Anaheim

I'm sorry, but apart from the information that the Academicians participating in this important event did meet, I have no details to report. But the announcement of the International Session of the congress (May 20) caught my eye. 4 papers were on the program, all of them given by Academicians: Aschner, Musi, Sandholm and Stephens.

ASQC Congress in Anaheim, ct'd

Furthermore, 4 Academicians were highly honoured during the congress.

Acns Feigenbaum and Ishikawa were elected Honorary Members, ASQC,

Acn Hurd received the Edwards Medal,

Acn Freund received the Lancaster Award.

Heartfelt congratulations! The entire membership joins me in expressing the utmost satisfaction to hear these good news!

New EOQC Executive

EOQC - unlike ASQC - elects a new Executive Committee every 2 years. At the closing ceremony of the EOQC congress in Stockholm the new Executive took over. Acn Seghezzi is president. Among the other 7 members are Acn Aune as vice-president External Affairs and Acn Hansen as v-p Conferences.

IAQ wishes our colleagues a lucky hand in their demanding jobs.

Acn Hurd retired

No one could believe it, but it is a fact: Walter Hurd is retired now. Of course, this doesn't mean that he will do nothing but cultivate roses in his new house. On the contrary: his vast experience makes him the ideal person to ask, if things aren't going as they should.

But in-between your many new and exiting chores, Walt, you should not forget IAQ. Correct? Say ROGER,, please, and WILCO - the airman's way to express consent. We can't do without you. Not yet!

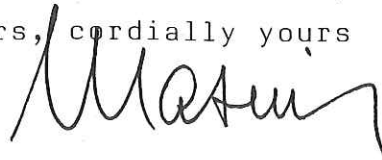
Walt's new address: 1840 Dalehurst Avenue, Los Altos, CA 94022,

New Books by Academicians

Acn Stephens has written a book (with 2 co-authors) titled: "Modern Methods for QC and Improvement", It was published by John Wiley this February. In his letter to me he writes: "Have been working on it for all too many years now - and at page count I've written about 47% of it. Have been extremely busy in spare time preparing problem solutions for an instructor's manual for the text".

From the same publishing house appeared another book on the subject: "The Chain of Quality; Market Dominance through Product Superiority" written by Acn Groocock. In his preface he makes the all too true remark: "Most books on business management are written by consultants or academics. Practicing managers have very little time for writing, and published books are of virtually no career advantage to them. For these reasons relatively few books on management are written by managers...". Well, here is one.

Until the next issue appears, cordially yours





CONTACT

Newsletter of the International Academy for Quality

Dear Fellow-Academicians,

even with the best of intentions, I was unable to be ready with my work on this issue of CONTACT in March. Two weeks in Mexico/U.S. during February, where Acn Harrington and I attended the Nat'l QC Conference in Puebla and gave papers there, were more than I could compensate for with regard to my usual daily business. Well, after all, here you have the "March-issue", if about three weeks late.

A conspicuous event

If there were a Quality Awareness Price, it would have to go to the leaders of U.S. industry, labor, government and universities, assembled last October in New York City under the auspices of ASQC and Fortune Magazine. Speakers at this top-level affair on quality improvement were the presidents of world-renown companies like IBM, AT&T and General Motors. IAQ president Liebman, and Acns Feigenbaum and Harrington were invited to give papers, too. The February issue of Quality Progress reproduces the significant contributions, our Fellow-Academicians made. Fortune magazine carried a 9 page special installment on the topic in its October issue. It was sponsored by ASQC to honor the U.S. Quality Month.

For us Academicians the texts themselves contain no news. Still, I put this item in front of all others in this issue, because the leaders of a great nation with a tremendous industrial potential have obviously got the message we have been preaching for decades. As quality is a top-down thing in any organization, it will filter through the ranks down to the last employee. Given the drastic push from above, we may see astonishing things happen in the U.S. before long.

IAQ Constitution amended

This announcement is for the record only, since Secretary-General Zeller has informed you already/the acceptance of our amended constitution by the Academy. Far more than the legal minimum of Academicians cast their ballots, all in favour of the move. The new texts of both, the Constitution and the Rules of Procedure, have been handed out to you. A chart, describing the organizational structure of IAQ according to the Constitution will be welcomed especially, but by no means only, by those of our members, who joined our ranks only recently.

We are also indebted to Acn Zeller for preparing and distributing the Annual Report on the activities of IAQ 1984/85.

About

Our Projects

Project groups 3 (Education in QC/QA), leader Acn Gogue, and 6 (Quality technologies ...), leader Acn Masing, have submitted the final drafts of their findings to vice-president Kondo. He has given the "green light" for distribution to interested Academicians. The plan calls for making the documents publicly available after the Academicians have had a chance to comment. If interested, ask the project leader for your copy.

V-p Kondo has updated the list of projects in various stages of finalization with the names of the participants. While their number has increased markedly, it is still disappointingly low. Executive and Board will soon have to make up their minds how to best cope with the situation to meet the stipulations of our Constitution.

You will find the list as attachment 1 to this issue. If you have any comments, please contact Acn Kondo.

IAQ/ISO Liaison

Right from the beginning we have always considered this liaison to be one of our most important connections, because of the direct influence it gives our representative, Acn Freund, on the worldwide quality-relevant ground rules. Acn Freund has compiled a report on the progress of TC 176, which you will find as attachment 2 to this issue. As to future work of TC 176, Acn Freund mentions standards related to quality audits, metrology, quality systems for the service industry and software quality assurance.

Again available: IRIS

Acn Bicking has resumed work on the International Reference Index Service (IRIS) on a quarterly basis. The service is available for US\$ 15 a year prepaid. The missing issues of 1985 will be sent to any interested subscriber for an additional \$ 10. Checks should be made payable to Charles A Bicking, Editor IRIS, 5936 Muncaster Mill Road, Rockville, Maryland 20855, U.S.A.

ITC Roster of Quality Experts

According to a correspondence between Acn Sierra and Secretary-General Zeller, there are the following Academicians listed as Quality Experts in the roster of the Internat'l Trade Center in Geneva: Acns Blanco, Gatchalian, Garcia, Sandholm, Stephens and Turello.

Acn Sierra would be pleased to know, whether other colleagues from the Academy would like to have their names listed also. There is an obvious demand for people willing and able to foster the quality issue on an international basis.

Export Quality Control Notes

From Geneva, ITC headquarters, Acn Sierra sends out "Export Quality Control Notes", the first appearing in October 1983. They are aimed at developing countries and try to explain the Why and How of QC/QA in simple, easy to understand language. The notes have found a wide distribution among the addressees. Acn Sierra sent a whole set to our Secretary-General Zeller, who was kind enough to pass them on to me.

Anyone interested should contact Acn Sierra.

DFK Silver Jubilee

Under the chairmanship of Acn Hartz the Danish Society for QC celebrated its silver jubilee with a conference last October. Among the prominent speakers was also Acn Aune, whose subject was "Quality Improvement - Experiences and Trends" while Acn Hartz in his paper examined and compared quality improvement and quality management projects. As invited guests participated Acn (em) Jonson and Acn Kofoed, he having been 1. vice-president of DFK for 12 years (1960 - 1972). The newly established DFK Award was given to the Danfoss Company, of which Acn Kofoed is leading manager.

For the occasion, DFK published a booklet "DFK 1960 - 1985" with a foreword from the Danish minister of industry, Mr. Stetter. Acn Hartz contributed a comprehensive introductory article.

Academics contribute in Mexico

The event should have taken place in October last year already, but it had to be canceled at the very last moment due to the devastating earthquake which destroyed parts of Mexico-City and killed thousands of people. After the return to normal, invitations went out anew for the 13th Mexican national congress for QC, combined with the 4th national convention of Quality Circles, to be held in Puebla, February 19 - 21, 1986. Among the invited speakers were Acns Harrington and Masing. In October Acn Feigenbaum was also scheduled to appear, but he was unable to attend in February.

About 500 participants listened attentively to the many lectures and especially interesting panel discussions. Questions from the floor were numerous. The whole event had a fresh and lively atmosphere. It was also remarkably well organized under the able chairmanship of Volkswagen de Mexico's president, Mr. Josephi. Special mention must be made of the fact that so many Mexican top-level managers were there, usually not seen at such functions. Press and TV coverage was extensive.

Exploring Tibet

The following information from Acn Kondo surfaced the other day out of my files. I had meant to publish it in a far earlier issue, but somehow it disappeared from sight. Because it mentions an unusual venture, I print the report - if belatedly - to show what kind of projects Academicians take on. Already CONTACT 11 carried the news about Acn Kondo's conquest of Mount Gang Ben Chen in Central Tibet, The picture of that wonderful mountain still adorns my study.

Acn Kondo writes: "Regarding my trip to China from June 24 to July 9, our main purpose was to welcome the Joint Chinese/Japanese Climbing and Scientific Survey Party to Mt. Naimona'nyi, 7694 m high, in Western Tibet. We met them in Kasgar, west of the Takla Makan Desert, Sinkiang District. New coal mines and oilfields were found in this district of China, and it is developing very rapidly, though traffic and transportation are big problems to overcome. We visited Urumuchi, Kashgar, Yarkand and Khotan, all of them located on the periphery of Takla Makan desert.

In Khotan, we visited a silk spinning plant. It was interesting to know that this plant introduced TQC in 1978, and they have a few quality circles at present. I hope that they will be successful in exploring "New Khotan jewellries"

Acn Debout emeritus

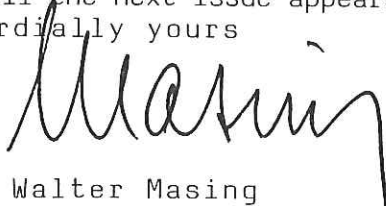
After having retired from active duty, Acn Debout found himself no longer able to continue his contributions to IAQ's work. According to the procedure prescribed by our Constitution and the Rules of Procedure, the Executive and Board have granted Acn Debout Emeritus status with the expression of gratitude for his personal fostering of our good cause.

Acn Leek takes a sabbatical year

The following note was received from Acn Leek:

"Effective Jan 1, 1986 I will take a one year sabbatical from PCA prior to my retiring. During this sabbatical year I will be working on several professional and community related projects. Should you wish to contact me, please do so at the following address: Jay W. Leek, DBA, Plaza Center, Suite 160, 140 North Orlando Avenue, Winter Park, Florida 32789, U.S.A.

Until the next issue appears,
cordially yours



Walter Masing