



# CONTACT

Newsletter of the International Academy for Quality

Dear colleagues and friends,

Accept, please, my apologies for this issue being so late. The reason is that I was absent from my desk most of this autumn. I just couldn't find the time. However, this turns out to be a blessing in disguise, because now I can bring you up to date on the last Triennial Meeting in Tokyo. The following is an excerpt of the minutes, prepared there by Acn Koivula. Acn Zeller will see to it that all of you get a copy of the original text in due time.

## 7th Triennial Meeting in Tokyo

A reasonable number of 30 Academicians gathered in the Sky Room of Shinjuku-Sumitomo-Building, on October 19, 87 in connection with the ICQC'87 in Tokyo.

The following Academicians were present:

Asao, Aune, Bertin, Bicking, Burt, Cantarelli, Feigenbaum, Gatchalian, Golomski, Harrington, Hartz, Hurd, Ishikawa, Ito, Jönson, Knowles, Kogure, Koivula, Kondo, Kusabe, Musi, Richardson, Sandholm, Seghezzi, Shainin, Shimizu, Sierra, Stephens, Vigier, Zeller.

Instead of President Liebman, who couldn't attend by illness, Acn. Feigenbaum chaired the meeting, after a warm welcome by the Chairman Ishikawa. The agenda was accepted, Vice-President Kondo reported on IAQ-Projects and Secr.-General Zeller on administrative matters.

Chairman Feigenbaum expressed the gratitude of IAQ to the officers of the now ended term. He announced then, that the Nominations Committee nominated Acn. K. Ishikawa as Honorary Member of the IAQ. All members present were in favour having in mind the long and successful work, Dr. Ishikawa has done on Quality. Dr. Ishikawa accepted and thanked for the honour.

Then the Officers and Board Members were announced as follows:

President	H. J. Zeller
Vice-President	H. J. Harrington
Secretary-General	M. Imaizumi
Board Members:	M. Bertin
	A. V. Feigenbaum
	Y. Kondo
	W. Masing

The consent to the proposals was unanimous.

Then explained - on behalf of the Officers - Pres. H. Zeller an 3 years plan for future activities of IAQ. (Details on that all Acns will get together with the minutes.) The comprehensive explanations found a lively discussion on certain details and were accepted with satisfaction.

After that, the members had a very tasty lunch together with the ladies in the Sumitomo Club Restaurant, enjoying a grand view over the city.

After lunch the new elected members Jönson, Aune, Golonski, Musi and Richardson gave their introductory speeches. The papers of Moreau and Mattana were distributed in writing.

The meeting was closed on the minute at 4.30 p.m. as planned.

On Sunday Oct. 18, the Acn's had already enjoyed a most interesting bus-tour to the Hakone-National-Park by excellent weather conditions and fine views on Mount Fuji.

Congratulations to Acn. Dr. Kondo and the other japanese colleagues for preparing such on excellent event.

Good luck to our new officers and Board members for a successful term of office! I think I speak on behalf of all Academicians, if I say that we all will be helping them as best we can to carry the load.

Congratulations to Acn Ishikawa for receiving the highest honour IAQ has to bestow on anyone. I take this opportunity to present an excerpt of his report to me about his 1986 activities

#### Acn Ishikawa busy as ever

In the last issue of CONTACT (Nr. 29) I promised to publish more details from the letter of our newly elected Honorary Academician, Ishikawa. In 1986, he left his home country no less than 9 times for longer or shorter trips abroad. In March he was in Stockholm, where a seminar was organized by Acn Sandholm. A month later he journeyed to India for the 4th time lecturing on behalf of the Association of Indian Engineering Industry. He sums up his impressions by saying: "I'm not so sure, but it might be because of penetration of free competition system, (that) Top Management in India seem to set importance on QC gradually." Then it was Geneva (ISO Executive Board) and Paris (Address to Top Management of Saint Gobain and a public lecture). In Anaheim (U.S.A.) Honorary Membership of ASQC was conferred to him (and Acn Feigenbaum, see CONTACT 25). A great ceremony, indeed! Next stop Seoul (Korea) for the 11th conference of PASC. He was impressed by the development of industry there, at least partly due to eager QCC activities. Assignments in Taiwan during July and two cruising QCC seminars (from Taiwan to Japan) were due in July and October. In between Brazil and Europe (Geneva again and Frankfurt/Bad Soden). Topping it all off, it was Taiwan again in November. A schedule which would exhaust anyone with less than Acn Ishikawa's endurance.

## Meeting in Munich (corrected)

"Forgive me if I have overlooked one of you" was what I added to the list of participating Academicians at that occasion. You remember: It was the Annual Congress of EOQC that brought us together there.

Therefore, I regret in particular that the name of the president of EOQC is missing. My apologies go to Acn Beghezzi!

## IAQ Scandinavian University Group

Four Scandinavian Academicians: Aune, Hartz, Jersin and Jönson have formed the IAQ Scandinavian University Group. Acn Hartz sent the following report about their activities, which I disseminate with much pleasure.

The four academicians met exactly as scheduled and had a very succesful and effective 2-days meeting december 3-4, 1986, at the Technical University of Denmark, Lyngby.

Our agenda counted 20 items and in my position as host for the inaugural meeting I have had the pleasure to structure and edit the agenda and the discussion material (12 appendices from all four academicians). The area of our work is: "Development and Design of Quality Management Systems". We will continue with such 2-day meetings in our group 1-2 times pr. year.

In our group we emphasize the discussion process about status, trends and developments in our work area. After som meetings we will certainly discuss more narrow subjects in turn within our work area. Our goal is not to write a large report, but we emphasize the interactive discussions in the group and the following influence on our activities. One or more working papers could be the outside result of our group project during the comming years.

Our next meeting was originally scheduled for june 1987, but we had to move it to november 24-25, 1987 in Trondheim, Norway.

Couldn't this good example be duplicated by others in another region, too? We note the inititative of our Scandinavian colleagues as a promising way to tackle complex subjects. The task is very much facilitated by using the same language, having short distances to cover by telephone or in person,, and so on. The project 6, the result of which will be published in the first issue of the IAQ Yearbook, is another example of this kind. It worked well, because of the members of the project group being in constant and close contact.

We would certainly like to see similar activities in other psrts of the globe.

## Change of Addresses

In consequence of Firestone Company's Headquarter's move from Akron (Ohio) to Chicago (Illinois), Acn Wachniak has moved, too. His new home address is

Ray Wachniak,  
1170 Winston Park Court  
Brookfield, Wisconsin 53005  
Telephone: 414/784-0898

Acn Stephens is going to stay in China for the foreseeable future. He gives the following addresses

Dr. Kenneth S. Stephens  
UNDP Beijing China  
Box 20 Grand Central P.O.  
New York, NY 10017

(Direct mail from the  
US, envelopes and small  
packages only, with  
regular US domestic  
postage for field  
forwarding via UN New  
York pouch)

Dr. Kenneth S. Stephens  
UNIDO/SIDFA  
United Nations Building  
2 Dongqijie, Sanlitun  
Beijing, China

(Direct field address  
by international air  
mail)

Dr. Kenneth S. Stephens  
PPD/AREA/SIDFA  
UNIDO, P.O. Box 400  
A-1400, Vienna, Austria

(Headquarters address for  
forwarding to the field by  
weekly pouch service)

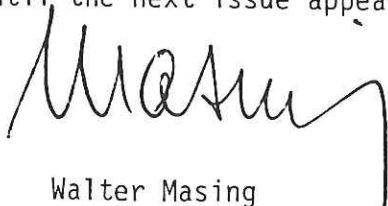
He goes on to write in his letter to me:

I am transferring from Pakistan to China, with addresses as above, It is expected that there will be many opportunities to practice and promote Quality Control activities in China on the new assignment. Please let me know if there are any programmes of possible mutual interest and cooperation. Please let me know if and when you pass through China -- you are welcome to visit with me.

Now this time it will not be possible to visit Acn Stephens, when I go again to China for one month of lecturing at the Shanghai Industrial Management Training Center. The topic is General Management. Quality Management is included as particularly important, but certainly not as the only theme.

Hopefully, upon my return in the first week of January, there will be enough copy from you to warrant a new issue of our newsletter.

Until the next issue appears



Walter Masing



# CONTACT

Newsletter of the International Academy for Quality

No. 29

Dear colleagues and friends,

this issue is prepared during the EOQC congress in Munich under somewhat difficult circumstances. The day after the congress I have to leave for another commitment in China. I'll not be back before the middle of July. So I wanted to get this issue out before my departure, but time ran out too fast. So please make do with what I have to offer in a hurry.

## Next triennial meeting in Hakone

The schedule for this important event is fixed. Our Secretary-General, Acn Zeller announces: The bus leaves Keio Plaza Hotel on October 18 at 8.00 hrs. After a pleasant ride through the countryside we arrive at Hakone around 10.00 hrs. Business starts at 10.30 and will last until 17.00, interrupted by luncheon. An evening programme is provided. We spend the night at Hakone. The next day, we do some sightseeing in and around this interesting ancient city. We leave for Tokyo sometime in the afternoon, again by bus.

Additional information will be distributed by Acn Zeller in a few days along with a questionnaire. Please fill it out, even if you don't plan to participate and send it to our Vice-President Kondo under his new address:

Yoshio Kondo, Prof. em.  
29 Higashi-Takagicho  
Shimogamo, Sakyo-ku  
Kyoto 606, Japan

This gives me the opportunity to express our sincere and hopeful expectation that Acn Kondo - having retired from an extremely demanding job in the university - will find time for additional work for IAQ, the institution he has so ably served in many capacities.

## Academics meet in Munich

The EOQC annual congress in Munich June 1 - 4, 1987 draws a large audience from all over the world. Small wonder that no less than 18 Academics were among them: I noticed Acns Aune, de Buergo, Burgess, Cantarelli, Feigenbaum, Freund, Hansen, Harrington, Hartz, Jonson, Kondo, Masing, Sandholm, Schwander, Stephens, Turello, Zaludova, Zeller.  
Forgive me, if I have overlooked one of you.

A separate room had been reserved to enable the Academics to meet and to have luncheon together. This was a good opportunity to discuss IAQ problems in an informal atmosphere. Main topics: the forthcoming Triennial meeting and the IAQ yearbook.

A cordial "Thank you!" is due to the organizers!



### Academicians honoured

The ASQC conferred Medals and Awards to members of the Academy at the occasion of the ASQC Annual Congress in Minneapolis:

Acn Wachniak was the recipient of the Edwards Medal, Acn Turello of the Lancaster Award, and Acn Stephens of the Grant Award. Acn Stephens, together with 2 colleagues, also got the Joint Publishers Book-of-the-Year Award of the Institute of Industrial Engineers (U.S.A.) for "outstanding contribution to permanent literature of industrial engineering".

Our congratulations to recognitions well deserved!

It is noteworthy, though, that all but one of the ASQC awards went to Academicians. Let's see to it that we will prove our value to the science, technology and organization of quality also in the years to come.

### Bi-monthly international column in Quality Progress

Acn Harrington has successfully completed the negotiations with the editors of ASQC's Quality Progress. The column will appear in the near future for the first time and - hopefully - become a permanent feature. Enough Academicians have responded to Jim's appeal for contributions to get the project started.

### News from the APQCO

Acn Gatchalian provided me with the newest status report of the Asia Pacific QC Organization indicating that things have begun to move in the desired direction. The organization has 2 Honorary presidents, both Academicians (Ishikawa, Harrington). Acn Hurd is Vice-President for Finances.

The organization can be contacted via the address of Acn Gatchalian

APQCO Secretary General  
P. O. Box 116  
University of the Philippines Campus  
Diliman, Quezon City  
Philippines, D - 3004.

Acn Gatchalian on the road

Here is an excerpt of Acn Gatchalian's letter to me of March 12, 1987. It tells the story without need of a commentary.

The year 1986 had been a very busy one for me especially relative to quality control promotions activities. Early (February) 1986 I was in Malaysia and Bangkok as a consultant of Technonet Asia on the area of Food Processing and Quality Control. Soon after, on the same field, I was asked by the United Nations International Trade Centre (UN-ITC) to visit Vietnam (June to July) as a consultant. I travelled from Hanoi to Ho Chi Minh City during the one month period I was there. Again soon after Vietnam (August), I returned to Malaysia this time on a World Bank supported project requested by the Malaysian Agricultural Research Institute. The consultancy was on Transfer of Food Technology and Quality Control for the Food Industry. Recently, last February 5-7, 1987 I gave a three-day seminar in Singapore on Sensory Evaluation Methods for Quality Improvement. In all these travels I had the feeling that the time is ripe for a more intensive promotions program for Quality Control in Asia and the Pacific. I know that there is a big market for this need and I firmly believe that "net-working" of Quality Control promotion activities should already be initiated in this part of the world. Earlier I sent to you a proposed approach - I know there were many questions raised about its implementation. Nevertheless, it may be worthwhile to discuss it in greater detail. Perhaps, Mr. Enrique Sierra, the UN-ITC Director in Geneva, an IAQ member can provide some insights into this matter. May be this is what is needed to speed up the promotion of Trade and Commerce in these developing nations - what is your opinion?

If you have a suggestion to make, get in touch with Miflora. She'll be happy.

Acn Freund in Hungary

A message from Acn Aschner reads as follows:

Upon invitation of the Ministry for Industry, Mr. Richard A. Freund has visited Hungary and held a two-day course at the Training Institute for Industrial Managers, Esztergom on 22-23 May 1987. His presentation covered the most recent knowledge, theoretical approaches as well as practical application potentials in the field of quality management and quality control. The course was attended by about 160 participants, chiefly by those engaged in top management. Most of them also participated on Saturday afternoon in a post-course discussion, focused chiefly on practical problems.

The program of the course provided high level information on quality. The Minister of Industry has evaluated the course as a valuable element of the national quality promotion programme.

During his stay in Hungary, Mr. Freund was received by Dr. László Kápoltyi, Minister of Industry; Mr. Peter Reiniger, Senior Chief of Department, Ministry of Industry and by Dr. Frigyes Geleji, Vice President of the National Committee for Technical Development.

Mr. Freund was accompanied by his wife, Mrs. Valerie Freund.

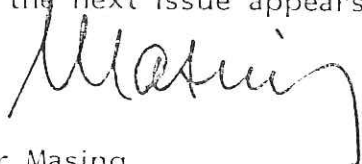
*If ever one of us can be of help, just call!*

A letter from our chairman

Space does not allow to publish the entire content of Acn Ishikawa's 3-page letter to me. It is full of informations about his many activities, including participation at the ISO Executive Board meeting in Geneva while on a tour round the world to preach the gospel. Hopefully, I can go deeper into the details in the next issue of CONTACT, due out in September, when I'm back from China, Canada and South America.

The same goes for the letter of Acn Harrington of April 22, 1987.

Until the next issue appears



Walter Masing





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Newsletter of the International Academy for Quality

Dear Fellow-Academicians,

apologies are due to

Dr. Giovanni U. Mattana

whose election to the Academy should have been announced already in the last issue of CONTACT.

Our new member studied physics at the university of Milano. After the termination of his studies he began to work for Telettra S.p.A. in 1958 as a designer in the lab for electronic oscillators and instruments. Working his way up he developed a keen interest in quality until this led, in 1971, to his nomination of Director Q&R. His department employs 150 persons, 60 with university degrees included. He is the author of 2 books and numerous papers in various periodicals. Acn Mattana is Boardmember of AICQ and president of its Electronic and Electrical section, also chairman of its Reliability Committee. In the EOQC, he is a member of both, the Reliability and the Glossary Committees. Other affiliations include membership in ASQC. On the national and international standardization he has devoted considerable time and effort.

Address: Via Odescalchi 14, Milano 20148, Italy.

Welcome, Dr. Mattana, and may your contributions to our good cause be numerous!

## Next Triennial Meeting

Our Japanese colleagues, notably chairman Ishikawa and Acn Kondo have made it possible to have the meeting in Hakone, rather than Tokyo. This adds scenic aspects to an already most interesting program. The completed agenda which includes inputs from many Academicians, will be distributed in due time by our Secretary-General, Acn Zeller. The importance of the items to be discussed and decided makes it mandatory that as many as possible Acn-s should attend. Furthermore, we are looking forward to a number of thought-provoking inaugural speeches. Sufficient time for discussions is provided. A separate program for the ladies is in preparation.

By the way: This year's EOQC Annual Congress is scheduled for June 1 - 4 in Munich (Germany). Although no official meeting is planned, we may expect to shake hands there with many of our IAQ colleagues.

## Roaming Academicians

The People's Republic of China seems to be a particularly fertile field for the teaching activities of some of our colleagues.

Acn Aune sends me a 8-page report on a successful weeklong seminar in Beijing, last September. Himself the vicepresident for Foreign Affairs, EOQC, he lead a team of 4 quality experts, delegated by EOQC. The Chinese hosts were the Organization of China-Europe Economic and Technical Cooperation and the Beijing Municipal Economic Commission. 160 topmanagers participated. Lectures were given and group discussions arranged. The participants showed great interest, especially for figures and other facts. The ceremonious opening session was covered by the China TV and made part of the prime time TV news.

Already an old China hand is Acn Harrington. On September 8 - 26 he was again busy there, ably assisted by 3 other Americans, in Wuxi. He writes:

The important items related to this were the fact that 100 key industrialists and college professors devoted three weeks of their life to better understand how they can assist China to improve the quality of their products and services.

In October and November, I led a group of quality professionals that toured Argentina, Chile, Brazil, Peru and Colombia, putting on conferences in these countries. We are hosted in Brazil by Masao Ito in Argentina by Dr. Marcos Bertin. To keep the activity from being all work, we took a three day boat trip up the Amazon where we speared alligators, fished for piranhas and was led by natives back into the jungle to see the wildlife. The jungle was so dense that we had natives with machetes chopping their way through the forests so that the group could continue on its tour. Following our Amazon adventure, we went up to the top of the Andes to the lost city of the Incas, a fabulous experience.

Acn Zeller, while in Argentina and Brazil solving some problems with the local units of his company, SIEMENS, took time out to address a one-day seminar in Buenos Aires, hosted by IACC. He explained the Quality System of Siemens to more than 30 specialists from different branches of industry. His assistant, Rolf Müller, added lectures on technical topics like "Prediction of Q&R in the dev-eloing phase".

But back to the pilgrimage to China: Mention was made already in the last issue of Acn Masing's assignment to work in Shanghai for 4 weeks as the final runner of a relay of 5 German experts teaching a half-year course on Modern Management Methods in the newly built Shanghai Industrial Management Training Center. It was a cold affair, indeed. No building (except the living quarters of the experts) was heated in any way. The temperature in the lecture rooms startet in the morning at 6° Centigrade and worked its way up until it reached a cosy 12° C in the afternoon. But the dedication and the good humor of the participants (all senior managers) made up for all hardships.

## A New Book

In October 1986, Acn Harrington had a book released by McGraw-Hill, publishers, called "The Improvement Process" with the subtitle "How America's leading companies improve quality". I got a copy with a personal handwritten dedication by the author. Thank you, Jim! It makes good reading. One can only hope that the book will find its way to those it is written for: the decision-makers in industry, worldwide. The quality specialists will find many things which they have been preaching to their bosses time and again.

Another book, published by Marcel Dekker, will appear soon by the same author. It is entitled "Poor-Quality Cost". Acn Feigenbaum contributed the foreword.

## A New Position

The prestigious Brazilian "Instituto Nacional de Metrologia, Normalização e Qualidade Industrial" (INMETRO) has a new president: Acn Ito. After 25 years with Pirelli he was invited by the Minister of Industry and Commerce to help develop not only the national metrological system but also the cooperation between INMETRO and its foreign counterparts. Acn Ito concludes his letter as follows:

"I hope I can count on your help in the latter part of my project as well as the help of our colleagues in the quality control field"

Well, dear colleague, this <sup>is</sup> what the IAQ is all about. We wish you every success with your new, important task!

Address: Masao Ito, Presidente do INMETRO, Praça Mauá 7, 110 Centro -  
Rio de Janeiro, Brasil

## A New Company

A new letterhead appeared when I opened an envelope from England: "Quality Management International Ltd". The letter was signed "Norman Burgess, Managing Director". So Acn Burgess has left his former appointment with Gilbert Ass. to concentrate on Quality Management. Business is already picking up with contracts in the public sector and as part of the U.K. National Quality Campaign.

Your friends and colleagues keep their fingers crossed for smooth sailing, Norman!

Address: Runnymede Malt House, Runnymede Road, Egham, Surrey, TW 20 9B0, U.K.

## A New Address

According to a message from Acn Knowles the Institute of Quality Assurance and the British Quality Association have moved their headquarters to a new location: 8/10 Grosvenor Gardens, London SW1 ODQ.

## Personal News

President Liebman informs me that he did retire from his position with Aerojet General as of January 31. He writes:

"Although I will be continuing on a consultancy basis part time, it would be preferable if you would mail any communications to me at my home address,

4600 Cabana Way, Sacramento, California 95822, U.S.A."

Acn Grocock also has called it a day with TRW and came back to good old England, where he has always prudently kept a house for just this reason.

Address: John and Sheila Grocock, 22 St. John's Road, Petts Wood, Orpington Kent, BR5 1HS

Acn Leek wrote on December 16, 1986:

"Wanted to let you know that my sabbatical year is up and I will retire from Philip Crosby Associates, Inc., effective January 1, 1987. Thought many of the Academicians would like to know of my retirement. I'm sure I will stay busy doing other things."

May I express the hope of those of us who still toil in full-time appointments, that retirement from a full-time job in fact means nothing else than to gain more time for IAQ activities like project work?

## Forthcoming Events

Acn Garcia sends me a preliminary circular letter with informations about the "Bienal Calidad '87" under the general theme "Today, tomorrow, always". The function is scheduled for Sept 9 - 11, 1987 in Buenos Aires, Argentina. Papers are invited. A summary of less than 150 words should be submitted by April 30, 1987.

Details from Argentine Institute for Quality Control, Carlos Calvo 1551 1102 Buenos Aires, Argentina.

EOQC '88: The Annual Congress of EOQC in 1988 will be held in Moscow, USSR, June 13 - 17. General theme: "Quality, Progress, Economy".

Details: Organizing Committee of EOQC-88 Congress. USSR State committee for Standards, Leninsky Prospect 9, 117049 Moscow, USSR.

To conclude this issue, a short personal note: Though I had asked you not to send season's greetings to me because of my absence in China, many of you did. Thank you all, and don't be angry with me, if I express my thanks summarily. They are meant in a very personal way.

Until the next issue appears



## Acn Groocock retires

Believe it or not: Acn Groocock, in a letter of July 8, informs me that

" (I) have accepted disability retirement from TRW. Sheila and I are returning to England to live on August 3 - fortunately we always kept a house there. ..."

The new address is: Wansbeck, 22 St. John's Road, Petts Wood, Orpington.  
Kent, BR5 1HS, England.

Well, John, let me just say this: Anyone retiring from an office like yours and having published a remarkably well written book, titled "Market Dominance through Product Superiority" (cf CONTACT 25) cannot hope to slip out of sight of his peers. To the contrary: We need people of your caliber, who are no longer exposed to stress of every-day's business, to foster IAQ's project work. Can IAQ expect you to come along once you have settled down comfortably and feel well again?

## IAQ Meeting in Stockholm, corrected report

Due to a regrettable error, the name of Acn Schwander was omitted from the list of participants. He himself was kind enough not to complain, but with a bit of self-inspection I discovered the mistake - alas too late.

Accept my apologies, André! I'm aiming at Zero Defects alright, but obviously there is still much ground for improvement.

## The next issue

The next issue of CONTACT is due in December p r o v i d e d I get enough copy to fill it. As I'm away from home until the beginning of November, I'll have no time to run around and look for material. It's up to you, dear friends and colleagues, to keep the ship afloat. The best news I could get would be the information that a project has been finished.

Until the next issue appears

Cordially yours

