



International Academy for Quality

FOUNDED – 1966

CONTACT

Newsletter of the IAQ

Volume 25 Number 2
December 2008

Contact Newsletter is published two times a year by the International Academy for Quality. For questions or to provide input of news or articles, please send all correspondence to the office of the IAQ:
Editor, Contact Newsletter
IAQ Administrative Office
c/o American Society for Quality
600 North Plankinton Avenue
Milwaukee, WI 53202 USA

End of Term Retrospective
Chairman Spencer Hutchens

This is my final **Contact** column as Chairman and I want to personally thank all of my fellow Academicians for their collaboration over the past six years that I served as President and Chairman of the Academy. I wish all of you a Joyful Holiday Season and a Happy New Year that is marked with health and good will for all of entire Academy family.

In my final **Contact** column, I would like to talk about three items: the first is my expression of

appreciation for the accomplishments of the Academy over the past triennial; the second item is a statement of my hopes for the future of IAQ; and the third is my congratulations for the very significant recognitions that were bestowed on members of the Academy over the past year.



IAQ Chairman Spencer Hutchens

First: Appreciation
Officers and Directors

I am pleased to review process that we used for the Triennial IAQ election process and also to announce the results. The nominating committee members were Academicians Marcos Bertin, Dave Luther, Matabee Kenji, Maeda, Dieter Seghezzi, and myself as Chair. We began our search with the first issue of **Contact** in January 2008 where we requested formal nominations for the office. We also made a personal appeal via email and our electronic newsletter for nominations. Based on the names that were solicited and reviewed by the committee we recommended a slate of officers and board members for consideration. At the Triennial Meeting in Houston, with a quorum of Academicians in attendance, the election was held. The following individuals will serve in the capacities described for the next Triennial.

- | | |
|---------------------|----------------|
| Chairman | Tito Conti |
| President | Greg Watson |
| Secretary-Treasurer | Søren Bisgaard |

VP Projects	Blan Godfrey
VP Examination	Pal Molnar
VP Conferences	Jens Dahlggaard
VP Publications	Yoshinori Iizuka

At the same time we also elected a new IAQ

Board of Directors:

Marcos Bertin
 Søren Bisgaard (Secretary, Non-voting)
 Tito Conti (Chairman)
 Sergio Foguel
 Spencer Hutchens
 Gopal Kanji
 Pal Molnar
 Sister Mary Jean Ryan
 Lennart Sandholm
 Dieter Seghezzi
 Shoji Shiba
 Enrique Sierra
 Greg Watson
 Mohamed Zairi

By-Laws Approval

We have also completed our second round of modifications to our By-Laws which has been approved by a vote of the Academy. These changes focused on administrative issues and also created a new form of membership for the Academy – Companion – which is meant to be a means to include professionals who “walk along side” the quality ranks such as those who manage regional or major national quality organizations or otherwise worthy individuals who would qualify as a full Academician, but are not sufficiently fluent in English which is a requirement for full participation in Academy activities. We are particularly pleased that as our first Companion, we have elected Tang Xiaofen, President of the Shanghai Academy of Quality Management. The changes to our By-Laws were supported by a team lead by Chuck Aubrey that included Acns. Dieter Seghezzi, Greg Watson and Mohamed Zairi. In the next Triennial period we will complete the transition to new By-Laws by reviewing and revising the purpose of the Academy by updating our Mission and Vision statements.

Membership

We have had three major developments in our membership processes over the past three years. First, we must share our appreciation for the work of Secretary-Treasurer Chuck Aubrey as we have been seeking to assure that Academy dues are paid and that we maintain an active base of Academicians to carry out the mission of the IAQ. Second, the implementation of the Co-optation Plan by President Conti (supplemented by his four

regional councilors: Acns. Blan Godfrey, Noriaki Kano, Dieter Seghezzi, and Mohamed Zairi) seems to have worked well as the Academy has seen a substantial increase in its capability to process new members and to solicit nominations for the Academy from the world’s best practitioners and leading academics in the field. Finally, Lennart Sandholm and his committee have done an excellent job in streamlining procedures for reviewing nominations and helped to increase the number of members added in this period.

Awards

Over the past three years we have created the basis for a full award program to recognize the quality achievements of Academicians as well as those outside the Academy that have made exceptional contributions to further the cause of quality. Chaired by Acn. Greg Watson, the committee included Acns. Søren Bisgaard, Thong Nhee Goh, and Mohamed Zairi. It developed four awards and established the requirements for two additional awards that are scheduled for implementation in the coming year. The full details of these programs are available on the IAQ web-site as a committee report.

Second: Hopes

As we approach a new Triennial Period with new officers there is a challenge that we face to establish a renewed strategic direction for the Academy. President-elect Greg Watson and his new executive team will be taking on this challenge with support from Chairman Tito Conti. This challenge we face is formidable as we need to modernize the Academy to be the most relevant quality institute in the world and we must accept an active responsibility for our role as the global thought leaders. My sincere hope is that we can collaboratively form a consensus about this direction as discussed in the column by President-elect Watson. I am looking forward to participating in the sessions he is planning to stimulate our thinking and to open up discussion among all Academicians so we can develop a true consensus about the future we wish to create for the Academy.

Third: Congratulations

During this past year several Academicians have been singled out for their exceptional work in the field of quality. Founder and Honorary Member Val Feigenbaum received the National Medal of Technology and Innovation from President George Bush; Acn. Blan Godfrey received the Grayson Medal for his contributions to quality improvement in

both healthcare and education; receiving the ASQ 2008 Distinguished Service Medal were Acns. Marcos Bertin, Lennart Sandholm (in Houston) and Takanori Yoneyama (in Tokyo); Sister Mary Jean Ryan also received the ASQ Juran Medal for Leadership in Quality; Acn. Madhav Sinha received the ASQ Lancaster Medal; Recipients of the inaugural IAQ Founders Medal were Acns. Tito Conti, Dieter Seghezzi, Lennart Sandholm, David Luther, and Marcos Bertin; Acn. Greg Watson received the IAQ Masing Book Prize. My sincere congratulations to each of you for this meritorious recognition!

Involvement in the Academy

President Tito Conti

I will not talk about what was done in the past three years. I already sent all Academicians a report on that subject. When choosing to serve the Academy for a triennium, we – the retiring Executive Team - took the commitment to improve something and we tried to do that. The extent to which we succeeded can be judged by the delegating Academicians better than by us. I prefer to use this column to reflect on the three year experience as President (and about twenty years as Academician) to share with you some thoughts on a couple of issues that I believe are vital for the IAQ (I already mentioned them in my report, but I believe it worth raising them again).

Academician Participation

Academician participation to the life of the Academy is inadequate. We cannot fully meet our goals unless we have a wider and deeper participation. Wider in the numerical sense, that more Active Academicians become really “active”; deeper in the sense that, when taking a commitment to serve – big or small, in the governance structure or in a committee, in projects or simply responding specific requests made by the Chairman, or the President, or the Administrative Office – such commitment is fulfilled as seriously as one’s own business commitments - and, if not, declined. Is that difficult? It seems so, if we look at participation rate and at how difficult is to turn plans into activities and results. Academicians are by definition very busy persons. But we see many busy Academicians taking commitments with the Academy and respecting them. The problem is at what level

we put the IAQ related commitments in our priority lists.



IAQ President Tito Conti

Personal Attitude of Service

There is, in my opinion, a problem of personal attitude in relation to such kind of service – and a problem of better understanding what the Academy is and what its aims are. Checking for the attitude can probably be improved by asking precise questions when joining the Academy. Understanding what the Academy is, seems to be not so easy, even for existing Academicians.

Academy as an Organization of Peers

The IAQ is a *peer* organizations, and that would bear no problem if the IAQ were just a “club of professionals”. But it is a purposeful organization, with a mission, plans, objectives, and activities. That requires a structure (even if light) and roles. Roles are different from the analogous we are used to in business and public administration. In a peer organization chains of command are bound to be replaced by chains of “leadership between peers”, where the persons who are assigned the responsibility to lead do it in a gentle way, and the persons who have *freely* accepted to collaborate feel the moral obligation to respect the commitments taken, knowing that the only alternative a leader has is moral persuasion. We are bound to better educate ourselves to the needs of a peculiar organization that can

meet its goal only if there is voluntary cooperation, moral commitment, respect of freely accepted roles. But, I think, we also need to make even more explicit the message that is given to the candidates to the Academy and stress the role of the tutors in this respect.

Dialogue Between Academicians

A second point, closely connected to the first, is fostering dialogue between Academicians. If we want to pass from an aggregate of individuals to a purposeful organization we need to find occasions for dialogue. Not only those who have been elected to lead the academy, but all Academicians should be involved, particularly when the stake is high: shaping the IAQ for the future challenges.

Personal Wishes

My wish is that the level of Academician involvement increases so that the new Executive Office can count on a broad and effective support in pursuing new improvement targets for the Academy. As for me, I want to assure that the Board will guarantee “overall guidance of the Academy, in particular policy formation and direction”, as prescribed by the by-Laws, as well as support the Executive Office in its efforts for improvement.

REPRINTED FROM QUALITY PROGRESS – Nov. 2008

Founding the IAQ: 1966-1971

Greg Watson

While Dr. Armand V. “Val” Feigenbaum was serving as an ASQ volunteer leader (then called American Society for Quality Control) (he was a Vice President from 1958-1961 and President from 1961-1963), he came to understand the global nature of quality and had first-hand insight into the power of quality to transform the post-war economies of Japan and Europe. He was a catalyst in uniting the world’s thought leaders from the European Organization for Quality (EOQ – then called European Organization for Quality Control) which had just been formed, along with the more firmly established ASQ and Union of Japanese Scientists and Engineers (JUSE).

While Feigenbaum served as the first Chairman of the International Academy for Quality (IAQ), he was most explicit in noting the origins of the concept and the influencers of this international quality movement. The initial idea for forming an international association actually originated from the

President of the EOQ, Dr. Jan van Ettinger and Feigenbaum observed in his first report about the IAQ that the JUSE had always been “internationally minded” noting that JUSE managing director Dr. Kenichi Koyanagi had received the ASQ Edwards Medal in recognition of his international contributions to the cause of quality. Feigenbaum also noted the strong influence of American contributors to furthering the cause of quality globally starting with Dr. Walter Shewhart whose lectures in the United Kingdom stimulated the interest of Dr. Karl Pearson (he was later credited by Dr. Juran with influencing the early statistical concepts of some leading Japanese thinkers (especially Yashui Ishida of Toshiba who credited Pearson with introducing him to the ideas of Shewhart)). In his initial report on the IAQ, Feigenbaum listed those Americans who had brought quality to other lands: Professor Paul C. Clifford, Dr. W. Edwards Deming, Dr. Joseph M. Juran, Dr. Sebastian B. Littauer, Dr. Ellis R. Ott, and Dr. William R. Pabst. He modestly omitted his own name even though part of his General Electric job was to help rebuild the industrial base of their European business partners.

Subsequently in 1966, a ‘six man board’ was established to form what was first called the “International Quality Association” with membership representing the three major quality organizations to study potential need, design and development of a new global organization that could facilitate an international exchange of information about quality in order to promote quality throughout all nations. JUSE, EOQ, and ASQ each nominated two individuals to formulate this study team and the target was to complete the organization of this new organization by 1971. From Japan, JUSE nominated Dr. Kaoru Ishikawa and Dr. Masao Kogure (who was later replaced by Dr. Tetsuichi Asaka). Representing Europe two board members of EOQ were named to the board: Frank Nixon (from the United Kingdom who also generated support from the British Productivity Council) and Georges Borel (France). ASQ nominated past-Presidents E. Jack Lancaster (who Val later credited with sparking the ASQ interest in developing such an organization) and Feigenbaum to the team.

A preliminary organizing meeting of the International Quality Association was held in

New York in June 1966 and the first formal meeting of the "Board of Six" was held in Stockholm later that month. After much correspondence a second meeting was held in London in June 1967 at which time the organizing date for the International Academy for Quality (IAQ) was set for 1971 and the invited membership was expanded to twenty-one individuals with equal representation from the three geographic regions. The next class Americans elected to the Academy were: Leon Bass, Charles Bicking, C. Eugene Fisher, Julius Y. McClure, and Thomas C. McDermott in addition to Feigenbaum and Lancaster. Japan and Europe also nominated seven members each. The next group of Japanese Academicians included: Keijiro Inoue, Kotaro Ito, Shigeru Mizuno, and Mamoru Yamaguchi, in addition to Asaka, Ishikawa and Kogure. And, the European members were: Gabor S. Aschner (Hungary), J.D.N. de Fremery (Netherlands), Olle Jonson (Sweden), Walter E. Masing (Germany), and Umberto B. Turello (Italy), who joined Borel and Nixon.

Three individuals are credited with leading this founding period of the IAQ: Val Feigenbaum, Kaoru Ishikawa, and Walter E. Masing who have been recognized as 'service leaders' by an internal "Academy Award" – The IAQ Founders Medal – which is given for especially meritorious service over the Academy's triennial management period.

The original purpose of the IAQ was three-fold: to coordinate attention to technical problems in quality; assure the broad dissemination of the results of such work to the greatest benefit of those concerned; and promote recognition of the role and importance of quality in other disciplines as a concept and as a decisive factor in stimulating success in all disciplines.

Feigenbaum had a key role in organizing the Academy and he served as its first chairman. Jack Lancaster was elected as the first President, then Feigenbaum followed him as the second President. The influence of Val Feigenbaum's personal leadership style and his contribution to the Academy has deeply influenced the entire history of the IAQ and will probably continue to influence its direction into the foreseeable future. The history and global nature of the Academy's development can be observed through its sequence of leaders. A

complete list of presidents of the Academy includes (note that IAQ presidents graduate to position of chairman at the end of their term):
 1971– E. Jack Lancaster (United States) *
 1975– Armand V. Feigenbaum (United States)
 1978– Walter E. Masing (Germany) *
 1981– Kaoru Ishikawa (Japan) *
 1984– Murray E. Liebman (United States) *
 1987– Herman J. Zeller (Germany)
 1991– H. James Harrington (United States)
 1994– Yoshio Kondo (Japan) [Kondo served a double-term as Chairman]
 1997– Marcos E. J. Bertin (Argentina) [Bertin served a double-term as President]
 2003– Spencer Hutchens (United States)
 2006– Tito Conti (Italy)

* Deceased

This article is reprinted from the online Quality Progress web-site with permission of ASQ. More information about the Academy may be found at: www.iaq.org.

Future Directions of the IAQ **President-elect Greg Watson**

One question that always occurs at the change of any organization's administration is that of continuity of policy and the consequent shift in direction that naturally occurs as the leadership reigns are taken over by a new person.



IAQ President-elect Greg Watson

In order to clarify my personal desires for the Academy's continued development over the coming three years, I'd like to describe what I believe are three of the most important issues that I hope we may focus upon: membership, activities, and governance.

First: Membership

Under President Conti four teams set out to identify potential candidates for Academician from the Americas, European, Asia-Pacific and Middle-East regions. The program was largely successful and has resulted in addition of a number of new members for the IAQ. We have taken another step in the past six months through the appointment of Regional Councilors to broaden our solicitation process and transition to a more robust recruiting program for members. Over the next few months I would like to work with the newly appointed Regional Councilors to develop a coordinated approach to recruiting that will result in a more representative body of academicians from all regions, professional tracks and quality disciplines. The Regional Councilors who have been appointed include: Acns. Chuck Aubrey (Asia-Pacific); Mansour Al Awar (Middle East), Juhani Antilla (Europe), and Liz Keim (the Americas). I would like to challenge ourselves to develop a regional strategy for IAQ membership and involvement in each region based on a sound analysis of our strengths and areas for improvement compared to the unique opportunities that may exist in the region. It is my hope that we can kick-off a renewed focus on membership at the Spring IAQ meetings in Croatia and the United States.

Second: Activities

The second focus area is to re-engineer the way we conduct projects, support conferences and prepare publications. I would like to see the Academy have a more coherent program of activities and have the activities (e.g., projects) be related to and supported by both our conference tracks and publications. Specifically, I believe it would be beneficial for the Academy to form dedicated teams to focus on directed projects in the areas of healthcare, quality body of knowledge, and future studies that are done collaboratively in partnership with other not-for-profit, non-governmental associations or national quality organizations. The teams of Academicians can work with some of the existing projects at ASQ and other organizations to improve the quality of healthcare, enhance quality of the body of

quality knowledge (in collaboration with the ASQ Quality Body of Knowledge (QBoK) Project), and also participate in the new ASQ Discussion Boards on Social Responsibility and the Future of Quality. Academicians are already at the lead in most of these projects but there is no focus on this work by the Academy and we haven't marshaled our intellectual forces to support this work in a coordinated manner. In doing this the Academy can make a big difference for the benefit of the global quality community.

Third: Governance

The third activity will be to complete the revision of the IAQ By-Laws which we initiated about six years ago. In the next phase we should address policy and governance which were untouched in the previous improvements (e.g., the purpose, vision, mission of the Academy and their relationship to our policies and procedures). In addition, we should tackle the difficult issue of how to build a true global representation in the Academy (this should be supported by a special project focused on involvement of quality professionals from China and India which should be conducted by an appointed strategic study group). Another growing issue in the governance arena is the participation and role of the IAQ in the World Quality Alliance.

Call to Personal Action

As you undoubtedly have observed from this description, these areas overlap and that is a real problem, so we need to take a systems approach to building a global architecture for the world's quality system. This challenge is worthy for all Academicians. As a philosopher once asked: "if not this, then what? If not now, then when? If not us, then who?"

Let's Open a Dialog!

Please let me know your ideas. I would like to see us create a Wiki-like discussion blog on our internal IAQ web-site where we could share ideas openly and create an open dialog on important issues for our members to have a transparent conversation on these subjects as an opportunity for us to apply best practices of corporate governance that the Academy has been developing under our project for "Quality in Governance" under the leadership of IAQ Honorary Member Marcos Bertin.

**PLAN TO ATTEND THE IAQ
MEETINGS IN DUBROVNIC AND/OR
MINNEAPOLIS THIS NEXT YEAR!**

Acn. Feigenbaum Awarded the National Medal of Technology and Innovation for 2007



Dr. Val Feigenbaum, IAQ Founder and Honorary Member being presented with the United States National Medal for Technology and Innovation by President George W. Bush

The USA National Medal of Technology and Innovation (NMTI) is the highest award for a personal or team contribution to advancement of engineering sciences in America. It is only awarded by the President to a few exceptional individuals each year. In describing the quality contributions of Dr. Feigenbaum, the President cited Val *for leadership in the development of the economic relationship of quality costs, productivity improvement, and profitability and for his pioneering application of economics, general systems theory and technology, statistical methods and sound management principles to create and define a Total Quality Management (TQM) approach for achieving performance excellence while encouraging global competitiveness.* We Academicians, as long-term colleagues of Val, can appreciate the full impact of these words and we echo the sentiments of the broad base of supporters for his nomination when we say: "well done" to Val, a most faithful, prolific and influential promoter of quality throughout the world! The November issue of Quality Progress magazine dedicated its cover story to this award and also contained additional information in an expanded on-line article about the award, Val and his role as a founder of the Academy (the on-line version of this article is available at www.qualityprogress.com). An electronic version of the full **Quality Progress** article is also available for download at www.asq.org. It is distributed free of charge.

Awards to Academicians Acn. Blan Godfrey Awarded C. Jackson Grayson Medal



APQC Chairman C. Jackson Grayson and Greg Watson, head of the judging committee, present Acn. Blan Godfrey with the inaugural award of the C. Jackson Grayson Medal.

The C. Jackson Grayson Medal is presented to an individual who has demonstrated outstanding leadership in the application of quality philosophy, methods and tools for influencing the national conscience and foster progress of society as a whole by driving quality into a non-traditional application – either a social issue or economic sector that has not participated in the quality mainstream. Acn. Godfrey was recognized as an innovator in quality applications in both higher education and healthcare.

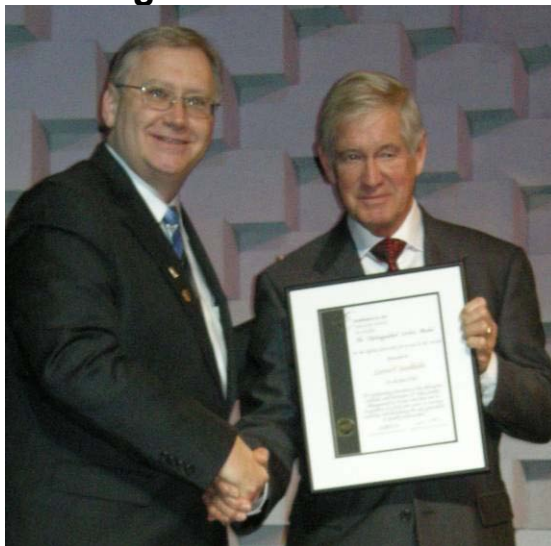
Acn. Bertin Awarded ASQ Distinguished Service Medal

IAQ Honorary Member Marcos Bertin was awarded the ASQ Distinguished Service Medal in recognition of his sustained level of distinguished contributions to quality in both the United States and Argentina. Acn. Bertin is a Fellow of ASQ and a past recipient of its Lancaster Award, recipient of the Georges Borel Medal from the EOQ, Medal of Merit from the Programa Gaúcho da Qualidade e Produtividade (PGQP Brazil), and he is also the founder and Honorary Member of the Argentinean Institute for Quality and Excellence (IPACE). Acn. Bertin has a long-term record of involvement in ASQ activities and has served as Chair of the ASQ Global Cooperation Committee and a participated in the development of ASQ World Partnerships.



Acn. Marcos Bertin is congratulated by ASQ President Mike Nichols on his receipt of the ASQ Distinguished Service Medal.

Acn. Sandholm Awarded ASQ Distinguished Service Medal



Acn. Lennart Sandholm is congratulated by ASQ President Mike Nichols on his receipt of the ASQ Distinguished Service Medal.

Lennart Sandholm is a Fellow of ASQ, he is a recipient of the Lancaster and Grant Awards, and long-time committee chair for the Grant Award. Acn. Sandholm has also been elected Honorary Member of national quality groups in China, Uruguay, Jamaica, and the Philippines. He received the APQO Harrington-Ishikawa Medal, the Magnolia Award from the Shanghai Association for Quality, as well as the Royal Swedish Academy of Engineering Sciences Gold Medal from the King of Sweden.

Acn. Yoneyama Awarded ASQ Distinguished Service Medal in Tokyo Ceremony at JUSE

Acn. Emeritus Takanori Yoneyama is past-President, CEO and Chairman of Konica-Minolta. His career began in the quality field and he is a recipient of both the Nikkei QC Literature Prize and the Deming Prize for Individuals from the Union of Japanese Scientists and Engineers. In addition, he has received the Walter Hurd Executive Medal from APQO, the ASQ Kaoru Ishikawa Medal, and the Order of the Blue Ribbon Medal and the Order of the Sun Rising Medal from the Emperor of Japan. In addition to his business career, Acn. Yoneyama has been chairman of the Japanese Society for Quality Control, director and chairman of JUSE, and a director of the Tokyo Polytechnic Institute.



ASQ Past-president Greg Watson presenting Can. Yoneyama (second from right) with the ASQ Distinguished Service Medal. In addition to the JUSE management team, Acns. Kano (right) and Akao (second from left standing) attended the ceremony in Tokyo.

ASQ Medals also Presented to Acns. Sister Mary Jean Ryan and Madhav Sinha

ASQ awarded the Joseph M. Juran Medal to Acn. Sister Mary Jean Ryan who is President and CEO of SM Healthcare, the first recipient of the USA Malcolm Baldrige National Quality Award in the Healthcare category. This medal is awarded to a business leader that has demonstrated personal role model behavior as a quality leader of their own organization for a sustained period of time.



ASQ President Mike Nichols congratulating Sister Mary Jean Ryan on the receipt of the Joseph M. Juran Medal at the World Conference on Quality Improvement in Houston, Texas



ASQ President Mike Nichols presents Acn. Madhav Sinha with the E. Jack Lancaster Medal for his many contributions to the global community of quality professionals.

Acn. Madhav Sinha was recognized for his leadership in the Canadian quality movement as well as his contributions to quality throughout the world. He is a past recipient of the ASQ DSM, Edwards Medal and Grant Award. Acn. Sinha also served as the third editor of the IAQ Best of Quality Series (he followed Herman Zeller, founding editor, and John Hromi).

Acn. Watson Awarded the IAQ Walter E. Masing Book Prize



Acn. Watson receives the Walter E. Masing Medal from IAQ President Conti and Chairman Hutchens.

Acn. Greg Watson received the Masing Book Prize in 2007 for his **Strategic Benchmarking Reloaded with Six Sigma** (John Wiley & Sons, 2007). His books have been selected as Fortune Book-of-the-Month, Library Journal Best Business book of the year, and also received the ASQ Philip B. Crosby Medal.

New IAQ Awards

The Ad-Hoc IAQ Awards Committee, chaired by Acn. Greg Watson, included Acns. Søren Bisgaard, Thong Ngee Goh, and Mohamed Zairi as members. This team created a new award program for the Academy during this past Triennial Period: four new medals were created: IAQ Founders Medal, Yoshio Kondo Academic Excellence Award, Walter Masing Book Prize, and Ricardo Dell'Anna Doctoral Dissertation Prize. Part of the Kondo Award includes the formalization of the IAQ Best Paper award which had lapsed into misuse over the past decade. In order to accelerate this award, five major conferences where our Academicians presented have recognized "Best Papers" that help to qualify their authors for consideration for the Kondo Award:

MEQA, Dubai

- Acn. Greg Watson for his paper: "Global Evolution of Quality"
- Acn. Gopal Kanji for his paper: "Architecture of Business Excellence in the Public and Service sectors"

WCQI, Houston

- Acn. Mohamed Zairi for his paper: "The Impact of TQM on Organizational

- Innovativeness”
 - Acn. Chuck Aubrey for his paper: “Leadership the Key Ingredient in Lean Six Sigma”
 - EOQ, Vienna**
 - Acn. Academician Kostas Dervisiotis for his paper: “Advancing New Dimensions of Quality for a Global Economy”
 - Acn. Blan Godfrey for his paper: “Inside Out, Upside Down, Reinventing our Organisations: Innovation Drives Business”
 - APQO/ISQM, Tehran**
 - Acn. Greg Watson: “Quality – The Basis for a Transcendental Global Culture”
 - PSQ/IAQ, Manila**
 - Acn. Tito Conti for his paper: “Aiming at Excellence or Feeling Satisfied with Mediocrity?”
 - Acn. Noriaki Kano for his paper: “Attractive Quality Creation”
 - Acn. Kostas Dervisiotis for his paper: “The Journey from Quality to Innovation”
- *****

Bertin Presented Founders Medal in Buenos Aires

For their service to the Academy over the past Triennial Period five Academicians have been singled out for recognition in the form of the new IAQ Founders Medal: Acns. Bertin, Conti, Luther, Sandholm, and Seghezzi. A report on all of the new IAQ awards is presented below.



Acn. Watson presenting Acn. Bertin with the IAQ Founders Medal at a meeting of the American Chamber of Commerce in Buenos Aires in early July 2008.

Honorary Member Marcos Bertin was cited for

his long-term leadership of the IAQ Quality in Governance project that has resulted in the publication of a report on the subject and also an anthology of articles on the subject which received an endorsement by the Governance Forum of the World Bank. The Project Team’s book has been published in English, Spanish and Portuguese.

July Meeting of IAQ Japan



Academicians, JUSE colleagues, family and friends gather to present Mrs. Keiko Ishikawa (front row at center between Mrs. Kondo and Acn. Watson) and present her with a memorial IAQ Founders Medal in honor her husband IAQ co-Founder Dr. Kaoru Ishikawa.

Japanese members of the Academy joined with leaders of Union of Japanese Scientists and Engineers (JUSE) to honor the memory of Dr. Kaoru Ishikawa on the 20th anniversary of his passing with a presentation of the IAQ Founders Medal to Mrs. Ishikawa and her son Tadashi Ishikawa (who also graciously served as our translator) at the home of Acn. Noriaki Kano in Tokyo. Also attending the celebration were Acn. Matabee Maeda and his wife, Acn. Yoji Akao, Acn. Yoshio Kondo and his wife, Acn. Noriaki Kano and his wife Akiko, and Acn. Greg Watson. JUSE representatives were Ichiro Kotsuka and Ken Takatori. Also attending the celebration were Chao-Ton Su, Shu Yamada, Kazuyuki Suzuki and his wife, Naokazu Kano, and Yoko Oyama.

**Newly Elected Academicians
~ Profiles of Quality ~**

Profiles of the newly elected Academicians and Associate Members of the IAQ (all of the Academicians are listed in alphabetical order, followed by Associates who are also listed in alphabetical order):



Acn. Ayed T. Al-Amri, Saudi Arabia
 Acn. Al-Amri is General Manager for Bi-Lateral and Commercial Agreements of Saudi Arabian Airlines. He is an industrial engineer with a specialty in business Process reengineering and he is the founder of the Saudi Arabian Quality Council. Acn. Al-Amri is currently the Chairman of MEQA.
Nominated by: Acn. Tito Conti
Endorsed by: Acns. Chuck Aubrey, Gopal Kanji and Mohamed Zairi.

Technology in Zurich and also Adjunct Professor of Technology Management at the University of St. Gallen. He is also the former CEO of the Swiss SIG Group.
Nominated by: Acn. Dieter Seghezzi
Endorsed by: Acns. Val Feigenbaum and Enrique Sierra



Acn. Anton Lauber, Switzerland
 Acn. Lauber is the Chief Executive Officer of Schurter Electronic Components and Member of the Board of Directors for Schurter Holdings in Luzern, Switzerland. He was trained as a mechanical engineer and has been active in the Swiss Association for Quality and has delivered lectures on quality at the St. Gallen University.
Nominated by: Acn. Dieter Serghezzi
Endorsed by: Acns. Marcos Bertin and Tito Conti



Acn. Roman Boutellier, Switzerland
 Acn. Boutellier is Professor of Technology and Management with Swiss Federal Institute of

Acn. Janak Mehta, India
 Acn. Mehta is a founder of the Indian Society for Quality which maintains a close association with JUSE and the ANQ where he is currently the Vice Chairman. He began his career as a mechanical engineer with Union Carbide in India and culminated his career as CEO of BECO Engineering and after his retirement he became active in the Confederation of Indian Industry where he was the Chairman of the Quality Council and subsequently a founding member and inaugural president of ISQ.
Nominated by: Acn. Noriaki Kano
Endorsed by: Acns. Gopal Kanji and Greg Watson



Acn. Mehta



Companion Tang Xiaofen, China

Companion Tang Xiaofen is President of the Shanghai Academy for Quality Management and Vice President and General Secretary of the Shanghai Quality Association. She has been a leading proponent of quality in China since the 1980s.

Nominated by: Acn. Miflora Gatchalian

Endorsed by: Acns. Jim Harrington, Enrique Sierra, and Greg Watson

Do you know someone who is qualified to become a member of the Academy? If you do, contact your regional IAQ membership advisor to review their credentials and assess their potential for a successful nomination. The process for nomination requires that you write a letter of invitation (the form is on the IAQ members-only website) and ask them to provide you with a biography, digital photograph and an acceptance letter (all are forms on the website). It is also a good idea to provide any potential candidate with a copy of the By-laws to review prior to acceptance (see IAQ website for more details).

Contact is the official newsletter of the International Academy for Quality and it is published by the Academy's Headquarters at 500 North Plankinton, Milwaukee, WI.



Acn. Chao-Ton Su, Taiwan, R.O.C.

Acn. Su is Chair of the Industrial Engineering and Management Department, and Director of the Quality Research Center at the National Tsing Hua University in Taiwan. He received the individual quality award from both the Chinese Society for Quality (Taiwan) and the National Quality Award and he has been named a Distinguished Professor by his university.

Nominated by: Acn. Samuel Wang

Endorsed by: Acns. Noriaki Kano, Way Kuo, and Greg Watson

Meetings of the Academy:

**MEQA Conference
Dubai, UAE**

Academicians that attended this conference included:

- Mansour Al-Awar
- Charles Aubrey
- Tito Conti
- Val Feigenbaum
- Spencer Hutchens
- Hesam Kashfi



President Conti, Founder Feigenbaum and Chairman Hutchens present Acns. Lennart Sandholm (above) and Dieter Seghezzi (below) with the Founders Medal at the IAQ Houston Triennial Meeting.

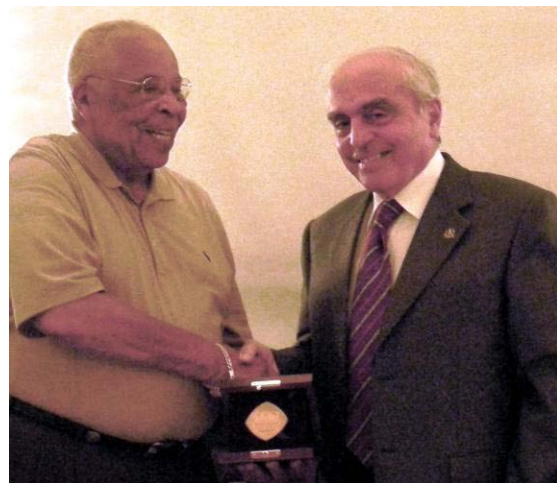


Triennial Meeting of IAQ: ASQ World Conference on Quality and Improvement Houston, Texas

Academicians that attended this conference and Triennial meeting included:

- Mansour Al-Awar
- Bjorn Andersen
- Charles Aubrey
- Marcos Bertin
- Søren Bisgaard
- Ken Case
- Tito Conti

- Navin Dedhia
- Ron Does
- Val Feigenbaum
- Sergio Foguel
- Miflora Gatchalian
- Blan Godfrey
- John Hromi
- Spencer Hutchens
- Gopal Kanji
- Noriaki Kano
- Liz Keim
- Pal Molnar
- Sung Hyun Park
- Sister Mary Jean Ryan
- Alfredo Rodriguez
- Lennart Sandholm
- Jean-Claude Savard
- Dieter Seghezzi
- Madhav Sinha
- Ron Snee
- Lars Sörqvist
- Ken Stephens
- Joal Teitelbaum
- Greg Watson
- Mohamed Zairi



Chairman Hutchens presenting IAQ President Conti with the Founders Medal in Vienna EOQ Conference/IAQ Symposium Vienna, Austria

Academicians that attended this conference included:

- Juhani Antilla
- Charles Aubrey
- Tito Conti
- Andries De Wet
- Thomas Friedle
- Blan Godfrey

- SpencerHutchens
- Jorge Gerdau Johannpeter
- Vadim Lapidus
- Paul Lillrank
- Pal Molnar
- Lennart Sandholm
- Hans Serghezzi
- Lars Sörqvist
- Greg Watson



**APQO, ISQM Conference
Tehran, Iran**

Academicians attending and speaking at this conference included:

- Chuck Aubrey
- Bo Bergman
- Miflora Gatchalian
- Jim Harrington
- Hesam Aref Kashfi
- Pal Molnar
- Jean-Claude Savard
- Greg Watson

**Joint PSQ/IAQ Conference
Manila, Philippines**

Academicians that attended this conference included:

- Charles Aubrey
- Grace Brannan
- Tito Conti
- Kostas Dervitsiotis
- Miflora Gatchalian
- Spencer Hutchens
- Noriaki Kano
- Jean-Claude Savard
- Greg Watson
- Zenaido Veloso



Acn. Grace Brannan inducted in Manila



Acn. Zenaida T. Veloso inducted in Manila

**ACADEMY ANNOUNCEMENT
Academy Meetings in 2009**

The Academy is planning formal meetings at both the EOQ and ASQ meetings in the first half of 2009. The calendar for major regional 2009 conferences is as follows:

- MEQA, Dubai, UAE** **6-7 April 2009**
<http://mega.etqm.ae/>
- EOQ, Dubrovnik, Croatia** **12-14 May 2009**
<http://www.hdkvaliteta.hr/Default.aspx?sec=40>
- WCQI, Minneapolis, Mn** **18-20 May 2009**
<http://wcqi.asq.org/>
- ANQ, Tokyo, Japan** **15-18 September 2009**
<http://ang2009.org/>
- APQO, Mexico City** **7-9 October 2009**
<http://www.apqo.org/>

For a complete schedule of IAQ programs and meetings, symposia, forums and conferences supported please refer to the listing published on our web-site.
