



American Society for Quality Control

P.O. BOX 444, POINTE CLAIRE — DORVAL H9R 4P3

NEWSLETTER

MONTREAL SECTION
0401

MONTREAL SECTION

NOVEMBER 87

GOOD NEWS / BAD NEWS

OFFICERS - 1987 - 1988

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High technology is good and sometimes it's bad. This month's planned visit to the STCUM Metro control centre has been cancelled due to the installation of a new computer.

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It has been replaced by a QUALITY MIXER. This happy hour meeting (5:00 PM) will be DECEMBER 8 at BILL WONG'S on Decarie Blvd. Look forward to half-price drinks, appetizers and plenty of casual talk.
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October was Quality Month. It was well attended Congratulations to David TOZER for his hard work in putting it together and making this a successful forum on Quality.

Video night was also a success. We added two more videotapes to the advertised roster. One from Gillette Inc and the other from James HOUGHTON, CEO of Corning Glass Works and US National Quality Month Chairman. That video is available from Charles CHEUN at (514)395-5680.

In the pat-the-shoulder department, congratulation to JP AMIEL for having received his Quality Assurance Certificate from the École de Technologie Supérieure.

By the way, some companies have been flying the National Quality Month flag at their plants.

Congratulations also go out to Mr Lin HUMPHRIES. The ASQC, Milwaukee, has approved his nomination as Regional Director, and will complete Mr Liguori LEFEBVRE's term of office.

Further on Quality Month, the visit to IBM Bromont was also popular. We unfortunately had to turn people away for this tour as we had been restricted in group size. Thank-you all for your interest and maybe we can redo this tour another time.

Membership has reached 386. This is an on-going record for our section and we hope to continue it. By the by, the section gets points for bringing-in new members, let's go and get others to join.

COMMITTEES

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Bendix Avelex Inc.
Quality Assurance
(514) 744-7456

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PROGRAM

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Canadian Marconi Co.
Quality Engineering
(514) 341-7630 (4842)

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(514) 341-7731

'87 National Quality Month Campaign

O C T O B E R 1 9 8 7

ROBERT FERCHAT PRÉSIDENT NORTHERN TELECOM CANADA LTD.
CHAIRMAN, QUALITY-MONTH CANADA / PRÉSIDENT MOIS DE LA QUALITÉ AU CANADA

THE 1987 MONTREAL QUALITY FORUM

Saturday - October 3 - 7:00 AM - I woke up and wanted to fall back to sleep. It was a beautiful October morning; fresh, clean air, perfect to catch up on the hours of sleep that a job can steal away. My conscience, however, pulled me out of bed and set me on my way to the Airport Hilton to attend the 1987 Quality Forum. With some reluctance, I must add. It was Saturday, after all, and weekends are definitely a precious commodity, but "Quality" requires a commitment and this tipped the scale.

At the hotel the registration was quick and efficient. At 9:00 AM sharp everyone was martialled into the Grand Salon to listen to Robert Ferchat, the Canadian chairman for Quality Month. He spoke eloquently of Northern Telecom's efforts on the world stage. He described how his company was striving for the lowest defect levels possible. I was impressed with the fact that current switch systems produced by Northern Telecom were designed to be down for a maximum of two hours during forty years of predicted service. He described "lack of quality" as analogous to burnt toast where you can always scrape off the burnt surface and still eat the toast but it makes more sense to fix the toaster.

The meeting broke out into subgroups after Mr. Ferchat's speech. During each one hour time segment, there was a choice of four presentations. A total of twelve were scheduled for the day.

From the first sessions, I selected "Certification des Fournisseurs". This presentation, in addition to describing current procedures in two organizations, also nicely demonstrated the difference in approach between the public and private sectors. It was interesting to get a glimpse into procurement problems within the provincial government. One commodity that was targeted as problematic was fiberglass canoes! Garage operations were competing with large manufacturers. The object of the government vendor procedures was to place tenders on an equal quality footing, permitting a relevant price comparison. I have to admit I would not want to be in a canoe that had quality problems - talk about being on a sinking ship of state.

For the 11:00 AM session I listened to Bernardo Reyes of Spar Aerospace. His topic was "Process Capability During Design". Although the subject matter was mathematical in nature, it was well presented and easy to follow. Mr. Reyes graphically

demonstrated how design can help approach zero defects. He explained the interaction between process capability and proper specifications. He showed that based on this information defect levels could be estimated and had graphs that predicted the impact on defect levels by a shift in the process average. I enjoyed this presentation and found it to be both technical and interesting; no small accomplishment. Thank you Mr. Reyes.

For the luncheon session, we went back to the Grand Salon, which had been efficiently transformed. The meal was quite good. The speaker, Henri Bergeron, of Radio Canada's "Les Beaux Dimanches", spoke with flair and vigor on "Communication".

I found his talk refreshing and in excellent contrast with the rest of the day's program. Although not dealing with any specific quality issue, Mr. Bergeron elaborated on the mechanics of proper communication, both verbal and non-verbal. He delighted the audience with very human stories of mis-communication and how relationships can be affected. The underlying message was that good communication talents can be developed and are extremely important to the success of any program.

The sessions continued into the afternoon with four more presentations. There was an open panel discussion on competitiveness with participation from the audience. In the foyer of the Grand Salon there were exhibitors showing off the latest in measurement and testing equipment. The entire day was well covered by the Blue Book that contained summaries of the different presenter's remarks.

In total, the event attracted more than two hundred people and was the result of a group effort of three societies and assistance from a fourth. I think, as one of the associations, we should be proud of the contribution made by David Tozer and the organization committee he helped to lead. The entire day was first class. On behalf of the Montreal Section I would like to extend congratulations and thanks to the entire committee for a job well done. It was a very enjoyable day - by the way I was able to catch some zzz's on Sunday.

Denis Martin



QUALITY IS MONEY

I lost a coin the other day. No big deal you say. Sure, who cares about a penny or a quarter. Except..... it wasn't a penny, a dime or a quarter.....that's right it was that new 12-sided Canadian dollar coin. In future, when you lose a coin it could be ONE WHOLE DOLLAR!

Well that made me think. What's a dollar worth today? Is the dollar shrinking or just become more/less precious (choose one)? Shouldn't we think twice about those Quality Costs (you know those in the quality books) or maybe interrogate our computers?

At last year's colloque we heard how US enterprises are discovering that an average of 25% of their sales are going into poor quality dollars (not the coins). In Quebec, this number is probably closer to 35%.

Actually, the Canadian Mint has shown us the way -- by improving the longevity of our dollars, cutting production costs and demonstrating good, sound, cost controls. We must rethink our products and processes and improve their overall quality.

This month is special. Aside from Fall, Thanksgiving and Hallowe'en, it's also Quality month. We should consider how best we can lower those failure costs in order to increase our profits and competitiveness.

In the videotapes of the presentations of the CEOs of IBM, HP and VERBATIM, this fact has not only been identified but put into practice with resulting million dollars (of course US) savings to those companies. These CEOs even state how it was easier to do that than to try to increase their sales to obtain the same savings.

J. YOUNG (HP): " (Total Quality Improvement)...is not a grass-root movement, it must come from ..(upper)..management."

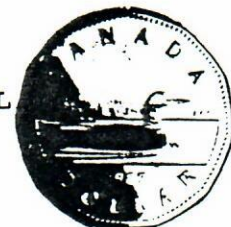
" ..low cost and high quality is required by our customers..(and)..that is the basic business sense."

J. AKERS (IBM): Was startled to find that 75% of their total costs was actually Failure costs (includes service costs).

M. B. NORTHRUP: Reduced defective product rates from 2.7% to (VERBATIM) .5% of sales in three years. The 1984 goal was set at .1% of sales.

There's a message here.....to coin a phrase!

JP AMIEL



*A word from ASQC president
J. Douglas EKINGS:*

**Quality's A
Continuous Process...**

■ We hear a lot these days about competitiveness. We are continually bombarded with all kinds of theories about the causes and cures of America's international trade problem. The debate is bound to intensify as we move toward the 21st century. But behind the cacophony there's a momentum growing, a steady progress in a single direction. It's making greater waves every year—the powerful influence unleashed by a growing number sharing a common conviction: "Quality First" is the only way to regain the competitive advantage. Slowly, perhaps, but surely, American companies are putting their oars in the quality waters for the long haul ahead. The results are starting to show for many of them. I believe National Quality Month has contributed to these results. The hundreds of focused events, self-assessments and renewed efforts for quality inspired by the campaign are an important start in positioning America to make strides against the tide. ASQC is proud to stand at the helm of these outreach efforts. As we commence the Fourth Annual National Quality Month, let's ask ourselves what each of us can do to "pull for" quality now, during the rest of the year, and in the years ahead.

■ While the confidence of American business executives in the high quality of American products and services has slipped over the past year, they appear to have a firm grip on quality improvement as the way to strengthen the competitiveness of American business and industry. Today executives are opting to focus on issues they can control internally and they are choosing to exercise their own leadership both in and outside of their companies on factors that influence the quality of their products and services. A new 1987 Gallup Survey, commissioned by ASQC, shows that 50% of executives, in Fortune 500 and smaller companies from both industrial and service sectors, clearly choose internal management over fairness issues (22%), trade regulation (14%), and other related business climate factors (13%) as the best way to strengthen their competitive position. They believe their personal leadership is as important as that of the President and Congress in influencing competitive positioning.

Appetite soars for PC-based data acquisition

Total shipments of analog acquisition interfaces for IBM and other personal computers were valued at \$116 million in 1986. Demand is expected to swell to at least \$255 million worth in 1991, but could well approach closer to \$400 million. This prediction is contained in a new market study on personal computer based data acquisition products published by Venture Development Corp., Natick, MA.

According to Maurice Klafish, VDC's Instrumentation Division manager who has been analyzing the data acquisition industry for ten years, growth will easily average 17 percent per year over the next five years. He

further noted that a diligent effort to attract large quantities of new customers to use personal computers for data acquisition could boost that expansion rate to 27 percent per year or even higher. This could be a pretty impressive track record, added Klafish, considering that only \$3.6 million worth were shipped in 1981.

The universal utility of the personal computer has gone well beyond its intended use in office and business automation. In addition to word processing and spreadsheet analysis are the ever growing applications in engineering computation and analysis, production and quality control, and CAD.

Even as we celebrate National Quality Month 1987, plans are beginning for next year's campaign.

Two items to remember:

1) The February 1988 issue of *Quality Progress* will include a wrap-up article of the highlights of the 1987 NQM campaign. Section, division, technical committee, corporate and local programs and events in observation of the campaign will be summarized. The article will also showcase any NQM theme poster and essay contests conducted for schoolchildren.

2) Headquarters is now organizing five regional planning committees for NQM 1988: Canadian, East Coast, Midwest, Southern, and West Coast. Committee members help evaluate past campaigns, suggest improvements, discuss ideas for themes and programs, review the new General Public and Business Awareness Series brochures, and act as communication contact points. No special expertise is required—just ideas, enthusiasm, and a willingness to offer opinions. Committee members will get a sneak preview of the events in the works for 1988 while helping to develop the best campaign yet. Participation requires little time commitment beyond attendance at three or four meetings of your region. If you're interested in being a part of such a committee, or to propose a good candidate, please call Lynn Kallas at (414) 272-8575, ext. 216.

Tips of the Month

• Is telephone tag taking too much of your time? Try returning calls about ten minutes before noon (their time) and ten minutes before 5 p.m. Most people are in their offices at that time.

• Stamp a discard date on the memos and reports you receive. It costs \$2,160 to maintain a four-drawer file for a year, according to Diana Booher, author of *Cutting Paperwork in the Corporate Culture*.

Only God can make a random selection.



American Society for Quality Control

P.O. BOX 444, POINTE CLAIRE — DORVAL H9R 4P3

NEW MEMBERS' CORNER

MONTREAL SECTION

0401

Welcome to the following new members of the MONTREAL SECTION

Bert ANSELL
Q A Auditor
BENDIX-AVELEX Inc
St Laurent, Québec

Efraim BARMAK
Corp QC Manager
FRONTENAC INDUSTRY
Willowdale, Ontario

Guiseppe CLERICI
Aerospace System Engineer
CANADAIR-BOMBARDIER Ltd
St Laurent, Québec

Robert DA PRATO
Quality Tech Service Officer
DEPARTMENT NATIONAL DEFENSE
Baie d'Urfe, Québec

David CERRIOR
Quality Engineer
JAMESBURY CANADA
Ottawa, Ontario

Claude MEUNIER

LABORATOIRE VILLE MARIE
Laval, Québec

James G NELSON
QA Manager
CANADIAN MARCONI Co
Montréal, Québec

Pat PALUMBO
QA Auditor
AES DATA Inc
Montréal, Québec

Ayesha PATEL
Quality Control Manager
LES COLLECTIONS DAVID Ltee
Montréal, Québec

Youssef YOUSSEF
Professor Mechanical Dept
ECOLE TECHNOLOGIE SUPERIEURE
Montréal, Québec

This brings our Section membership to 386.

SIC NUMBERS

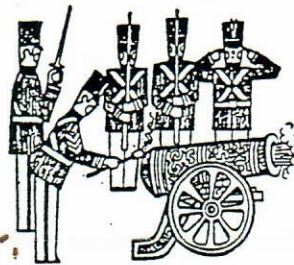
Below are Standard Industrial Classification code numbers for numerous functions, types of operations, products and services. Please study the list carefully and select the one number that best describes the activity in your job. Write that number in the space provided above.

*0100 Agricultural Products—Crop
 *0200 Agricultural Products—Livestock
 *0700 Agricultural Services
 *0800 Forestry
 *0900 Fisheries
 *1000 Metal Mining
 *1100 Anthracite Mining
 *1200 Bituminous Coal and Lignite Mining
 *1300 Oil & Gas Extraction
 *1400 Mining/Quarrying of Non-metallic Minerals Except Fuels
 *1500 Building Construction—General Contractors & Operative Builders
 *1600 Construction Other Than Building Construction/General Contractors
 *1700 Construction Special Trade Contractors
 *2000 Food and Kindred Products
 2010 Meat products
 2020 Dairy products
 2030 Canned & preserved fruits & vegetables
 2040 Grain mill products
 2050 Baking products
 2060 Sugar & confectionery products
 2070 Fats & oil
 2080 Beverages
 2090 Misc. food preparations
 *2100 Tobacco Manufacturers
 *2200 Textile Mill Products
 2210 Broadwoven fabric mills, cotton
 2220 Broad woven fabric mills, man-made fiber & silk
 2230 Broad woven fabric mills, wool and drying and finishing
 2240 Narrow fabrics & other small ware mills, cotton, wool, silk & man-made fiber, knitting mills
 2250 Knitting mills
 2260 Dyeing and finishing textiles, except wool fabrics and knit goods
 2270 Floor covering mills
 2280 Yarn & thread mills
 2290 Misc. textile goods
 *2300 Apparel & Other Finished Products Made from Fabrics and Sewed Materials
 *2400 Lumber & Wood Products, Except Furniture
 2450 Wood shavings and miller homes
 *2500 Furniture and Fixtures
 *2600 Paper & Allied Products
 *2700 Printing, Publishing and Allied Industries
 *2800 Chemicals and Allied Products
 2810 Industrial inorganic chemicals
 2820 Plastic materials, synthetic resins, synthetic rubber, synthetic & other man-made fibers, except glass
 2830 Drugs
 2831 Biological products
 2833 Medicinal, chemical & botanical products
 2834 Pharmaceutical preparations
 2840 Soap, detergents and cleaning preparations
 2844 Perfumes, cosmetics & other toilet preparations
 2850 Paints, varnishes, lacquers, enamels and allied products
 2860 Industrial organic chemicals
 2870 Agricultural chemicals/fertilizers, pesticides
 2880 Miscellaneous chemicals
 *2900 Petroleum Refining and Related Industries
 2910 Petroleum refining

2950 Paving and roofing materials
 2960 Misc. products of petroleum and coal
 *3000 Rubber and Miscellaneous Plastics Products
 3010 Tires and inner tubes
 3020 Rubber & plastics footwear
 3040 Rubber & plastics hose & belting
 3060 Fabricated rubber products, n.e.c.
 3070 Misc. plastics products
 *3100 Leather and Leather Products
 *3200 Stone, Clay, Glass and Concrete Products
 3230 Other glass products
 3240 Cement, hydraulic
 3250 Structural clay products
 3260 Pottery & related products
 3270 Concrete, gypsum & plaster products
 3280 Cut stone & stone products
 3290 Abrasive, asbestos & misc. non-metallic mineral products
 *3300 Primary Metal Industries
 3310 Blast furnaces, steel works & rolling and finishing mills
 3320 Iron and steel foundries
 3330 Primary smelting & refining of non-ferrous metals
 3340 Secondary smelting & refining of non-ferrous metals
 3350 Rolling, drawing and extruding of non-ferrous metals
 3360 Non-ferrous foundries (castings)
 3380 Miscellaneous primary metal products
 3398 Metal heat treating
 *3400 Fabricated Metal Products, Except Machinery & Transportation Equipment
 3410 Metal cans & shipping containers
 3420 Cutlery, hand tools and general hardware
 3430 Heating equipment (except elec. & warm air) and plumbing fixtures
 3440 Fabricated structural metal products
 3450 Screw machine products & bolts, nuts, screws, rivets & washers
 3460 Metal forgings & stampings
 3470 Engraving and allied services
 3480 Ordnance & accessories, except vehicles & guided missiles
 3490 Misc. fabricated metal products
 *3500 Machinery, Except Electrical
 3520 Farm & garden machinery & equipment
 3530 Construction, mining, & materials handling machinery & equipment
 3540 Metalworking machinery & equipment
 3550 General industry machinery, except metalworking machinery
 3560 General industrial machinery & equipment
 3570 Office computing & accounting machine
 3580 Refrigeration and service industry machinery
 3590 Misc. machinery except electrical
 *3600 Electrical and Electronic Machinery, Equipment & Supplies
 3610 Electric transmission & distribution equipment/instrument
 3620 Electric industrial apparatus
 3621 Motors & generators
 3622 Industrial controls
 3623 Welding apparatus, electric
 3630 Household appliances
 3640 Electric lighting & wiring, equipment
 3650 Radio & television receiving equipment, except communication types, non-entertainment
 40 Communication equipment
 461 Telephone & telegraph apparatus

3662 Radio & television transmitting apparatus & direction equipment and accessories
 3670 Electronic parts, components and accessories
 3674 Semiconductors & related devices
 3680 Miscellaneous electrical machinery, equipment and supplies
 3691 Storage batteries
 3692 Primary batteries, dry & wet
 3693 Radiographic x-ray, fluoroscopic x-ray, therapeutic x-ray, and other x-ray apparatus and tubes, electromedical and electrotherapeutic apparatus
 3694 Electrical equipment for internal combustion engines
 *3700 Transportation Equipment
 3710 Motor vehicles & motor vehicle equipment
 3714 Motor vehicle parts & accessories
 3720 Aircraft parts
 3721 Aircraft
 3724 Aircraft engine and engine parts
 3730 Ship & boat building & repairing
 3740 Railroad equipment
 3750 Motorcycles, bicycles & parts
 3760 Guided missiles, space vehicles and parts
 *3790 Miscellaneous transportation equipment/mechanical vehicles
 *3800 Measuring, Analyzing, and Controlling Instruments, Photographic, Medical and Optical Goods, Watches & Clocks
 3810 Engineering laboratory scientific & research instruments and associated equipment
 3820 Measuring & controlling instruments
 3822 Automatic controls for regulating residential and commercial environments and appliances
 3823 Industrial instruments for measurement, dosimetry and control of process variables and related products
 3824 Gasoline fuel meters and counting devices
 3825 Instruments for measuring and testing of electricity and electrical signals
 3830 Optical instruments & lenses
 3840 Surgical, medical, & dental instruments and supplies
 3850 Diagnostic goods
 3860 Photographic equipment & supplies, except process materials
 3870 Watches, clocks, clockwork operated devices & parts
 *3900 Miscellaneous Manufacturing Industries
 3910 Jewelry, silverware & plated ware
 3930 Musical instruments
 3940 Toys & amusement, sporting & athletic goods
 3950 Pens, pencils and other office and artists' materials
 3960 Costume jewelry, costume novelties, buttons and miscellaneous notions, except process metal
 3998 Miscellaneous manufacturing industries, n.e.c.
 *4000 Railroad Transportation Service
 *4100 Local and Suburban Transit and Interurban/Highway Passenger Transportation
 *4200 Motor Freight Transportation & Warehousing
 *4300 U.S. Postal Service
 *4400 Water Transportation and Services
 *4500 Transportation by Air
 *4700 Transportation Services/Agents, Tourists
 *4800 Communication
 4810 Telephone communication (wire or radio)

4820 Telegraph
 4830 Radio and television broadcasting
 4890 Communication services, n.e.c.
 *4900 Electric, Gas and Sanitary Services
 *5000 Wholesale Trade—Non-durable Goods
 *5200 Retail Trade—Durable Materials, Hardware, Garden Supply, and Mobile Home Dealer
 *5300 General Merchandise Stores
 *5400 Food Stores
 *5500 Automobile Dealers & Gasoline Service Stations
 *5600 Apparel and Accessory Stores
 *5700 Furniture, Home Furnishings and Equipment Stores
 *5800 Eating and Drinking Places
 *5900 Miscellaneous Retail Stores
 *8000 Banking
 *8100 Credit Agencies Other Than Banking
 *8200 Security & Commodity Brokers
 *8300 Insurance
 *8500 Real Estate
 *7000 Hotels, Rooming Houses, Casinos and Other Lodging Places
 *7200 Personal Services (Laundry/Cleaning, Barber/Beauty/Photo/Funeral)
 *7300 Business Services
 *7370 Computer and data processing services
 *7392 Management consulting and public relations services
 *7397 Commercial testing laboratories
 *7500 Automotive Repair Services and Garages/Stores
 *7530 Automotive repair shops
 *7600 Miscellaneous Repair Services
 *7800 Health Services
 8050 Nursing and personal care facilities
 8060 Hospitals
 8070 Medical and dental laboratories
 *8100 Legal Services
 *8200 Educational Services/Schools, Colleges/Libraries
 *8300 Social Services
 *8600 Membership Organizations
 *8900 Engineering/Architecture/Accounting/Auditing/Bookkeeping Services
 *9000 Public Administration
 *9500 Administration of Environmental Quality and Housing Programs
 *9800 Administration of International Economic Programs
 9700 National Security and International Affairs
 *9810, 9820, 9830
 3443 Core structural metal plate
 2815 Cores, inorganic
 3674 Detectors, solid state
 2815 Fuel reactor cores, inorganic
 2815 Fuel reactor reprocessing
 2865 Fuels, organic
 3626 Instrument modules
 3832 Magnetic resonance type apparatus
 3829 Radiation detection and monitoring instruments
 3559 Reactor control rod and drive mechanism
 3823 Reactor control
 3443 Reactors, medical and industrial
 3443 Shearing metal plate



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Return this application to:
A.S.Q.C. SECTION 0401 (MONTREAL)
Member's Choice
P.O. BOX 444
POINTE CLAIRE - DORVAL P.Q. H9R 4P3

Application for Membership

American Society for Quality Control

P.O. Box 555
Milwaukee, Wisconsin 53201
Tel: (414) 272-8575

For Office Use Only

Fees effective thru June 30, 1987

I am applying for: Membership Upgrade (no charge) Reinstatement

Member Grade:

Student Any person under 21 years of age and interested in quality control or allied matters. Any full-time or cooperative student in a college, university or technical school of recognized standing (4 year limit).

Associate Member At least 18 years of age and engaged in or interested in inspection or quality engineering, or any allied field.

Member At least 21 years of age, a graduate of a university or college, or have had six or more years of increasingly important experience.

Please print or type. Provide your address as you wish it to appear on our records.

Last Name _____		First Name _____		MI _____
Home Address _____				
City _____		State _____		Zip _____
Country _____		Home Phone _____		
Social Security No. _____		Year Born _____		
Job Title _____				
Company Name _____				
Company Address _____				
City _____		State _____		Zip _____
Country _____		Business Phone _____		
Company's Principal Product/Service _____				
Section Choice (see page 3) <u>401</u>		SIC Code (see page 4) _____		

Preferred Mailing Address: Home Business

Dues and Fees

Annual Dues include a \$12.00 one-year subscription to *Quality Progress*

<input type="checkbox"/> Student	\$ 9.00 _____
<input type="checkbox"/> Associate	\$38.00 _____
<input type="checkbox"/> Member	\$50.00 _____
<input type="checkbox"/> Divisions (refer to prices below)	_____

Outside the U.S. add these mailing fees (optional)

Foreign Countries (Air Mail)	\$25.00 _____
Canada (First Class)	\$12.00 _____

Yearly subscription to *Journal of Quality Technology*

<i>Quality Technology</i>	\$12.00 _____
Foreign Countries (add mailing fee)	\$10.00 _____

Total Enclosed \$ _____

Make check payable to ASQC (U.S. Funds)

DIVISIONS: Please enroll me in the Divisions marked. Society membership is a prerequisite.

<input type="checkbox"/> 1. Administrative Applications	\$4.50	<input type="checkbox"/> 8. Reliability	\$8.00
<input type="checkbox"/> 2. Aerospace and Defense	\$3.00	<input type="checkbox"/> 9. Inspection	\$3.00
<input type="checkbox"/> 3. Automotive	\$2.00	<input type="checkbox"/> 10. Biomedical	\$5.00
<input type="checkbox"/> 4. Chemical and Process Industries	\$4.00	<input type="checkbox"/> 11. Energy	\$3.00
<input type="checkbox"/> 5. Electronics	\$6.00	<input type="checkbox"/> 12. Statistics	\$3.50
<input type="checkbox"/> 6. Textile and Needle Trades	\$4.00	<input type="checkbox"/> 13. Human Resources	\$4.00
<input type="checkbox"/> 7. Food, Drug and Cosmetic	\$5.00		

Division Totals \$ _____

Have you ever been affiliated with the Society before? Yes No

Have you ever applied for a certification exam? Yes No

Sponsor member number and name _____

Last year of membership _____

Exam date (month/year) _____

IMPORTANT NOTE: The ASQC fiscal year runs from July-June. New memberships are put into effect upon receipt of application with payment. Individuals are required to pay a full year's dues with their initial application for membership. Those individuals accepted for membership during the second (Oct.-Dec.) or third (Jan.-Mar.) quarters of the membership year will receive a 25% or 50% credit of basic dues on their renewal notice for the following fiscal year. No credit is given for Division memberships. All members are billed prior to July 1 for the next year's dues. Memberships are processed on a monthly basis. Please allow four weeks for processing.

Academic Record

College _____ Graduation year _____

Industry Related Experience

Dates of Employment Mo/Yr—Mo/Yr	Company Name and Address	Nature of Work Performed
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

References:

Applicants for the grade of Student should name at least one person, including your Student Branch Counselor, who is familiar with your activities.
 Applicants for the grade of Associate Member should name at least one Regular or Associate Member.
 Applicants for the grade of Member should name at least one Regular Member of the Society.
 Should an applicant for admission or advancement not know a Regular or Associate Member who is sufficiently acquainted with their experience to justify using their name as reference, the Examining Committee will accept other references—preferably persons of professional standing such as your Manager or Supervisor.

1. _____
 Please Print First and Last Name

 Company City State

2. _____
 Please Print First and Last Name

 Company City State

Circle ONE number that **MOST** clearly indicates your current status.

JOB TITLE	JOB FUNCTION	EDUCATION LEVEL
1. Administrator	1. Administration	1. High School
2. Analyst	2. Analysis	2. Vocational Technical School
3. Assistant	3. Assembly	3. Associate Degrees (all)
4. Assistant Professor	4. Audit	4. Bachelor of Arts
5. Associate Professor	5. Consulting	5. Bachelor of Bus. Adm.
6. Auditor	6. Construction	6. Bachelor of Science
7. Chemist	7. Coordinating	7. Bachelor of Engineering
8. Chief Inspector	8. Data Processing	8. Bachelor of Engrg. Tech.
9. Consultant	9. Development	9. Bachelor of Ind. Tech.
10. Contractor	10. Engineering	10. Bachelor of Quality Tech.
11. Deputy Director	11. Environment	11. Master of Arts
12. Director	12. Fabrication	12. Master of Bus. Adm.
13. Editor	13. Financial	13. Master of Engineering
14. Engineer	14. Inspection	14. Master of Science
15. Executive Director	15. Laboratory	15. Doctorate of Science
16. Foreman	16. Management	16. Ph.D.
17. General Foreman	17. Maintenance	
18. Inspector	18. Mgt. Info. Services	
19. Instructor	19. Manufacturing	
20. Manager	20. Marketing	
21. Mechanic	21. Operations	
22. President	22. Operations Research	
23. Professor	23. Product Assurance	
24. Programmer	24. Programming	
25. Representative	25. Public Relations	
26. Scientist	26. Purchasing	
27. Statistical Engineer	27. Quality Assurance	
28. Statistician	28. Quality Control	
29. Specialist	29. Q. C. Laboratory	
30. Senior Scientist	30. Rel/Avail/Maint	
31. Senior Staff	31. Research	
32. Staff	32. Safety	
33. Superintendent	33. Sales	
34. Supervisor	34. Teaching/Instruction	
35. Technician	35. Technical	
36. Vice President Division	36. Testing	
37. Vice President Corp.		
38. Vice President Group		
90. OTHER, please specify _____	90. OTHER, please specify _____	90. OTHER, please specify _____

CODE OF ETHICS

To uphold and advance the honor and dignity of the profession, and in keeping with high standards of ethical conduct I acknowledge that I:

FUNDAMENTAL PRINCIPLES

- I. Will be honest and impartial, and will serve with devotion my employer, my clients and the public.
- II. Will strive to increase the competence and prestige of the profession.
- III. Will use my knowledge and skill for the advancement of human welfare, and in promoting the safety and reliability of products for public use.
- IV. Will earnestly endeavor to aid the work of the Society.

RELATIONS WITH THE PUBLIC

- 1.1 Will do whatever I can to promote the reliability and safety of all products that come within my jurisdiction.
- 1.2 Will endeavor to extend public knowledge of the work of the Society and its members that relates to the public welfare.
- 1.3 Will be dignified and modest in explaining my work and merit.
- 1.4 Will preface any public statements that I may issue by clearly indicating on whose behalf they are made.

RELATIONS WITH EMPLOYER AND CLIENTS

- 2.1 Will act in professional matters as a faithful agent or trustee for each employer or client.

- 2.2 Will inform each client or employer of any business connections, interests or affiliations which might influence my judgment or impair the equitable character of my services.
- 2.3 Will indicate to my employer or client the adverse consequences to be expected if my professional judgment is overruled.
- 2.4 Will not disclose information concerning the business affairs or technical processes of any present or former employer or client without his consent.
- 2.5 Will not accept compensation from more than one party for the same service without the consent of all parties. If employed, I will engage in supplementary employment or consulting practice only with the consent of my employer.

RELATIONS WITH PEERS

- 3.1 Will take care that credit for the work of others is given to those to whom it is due.
- 3.2 Will endeavor to aid the professional development and advancement of those in my employ or under my supervision.
- 3.3 Will not compete unfairly with others, will extend my friendship and confidence to all associates and those with whom I have business relations.

I affirm that the foregoing record is correct and if accepted will be governed by the Constitution and By-Laws of the Society and its Code of Ethics, and agree to promote the purposes of the Society. I understand this application is subject to a reference check by the Section Examining Committee.

Signed _____ Date _____

Voice technology aids automaker's QA efforts

Quality control has become the banner of British automaker Austin-Rover Group (ARG) in its effort to keep pace with German and Japanese competitors. The London-based company recently revised its quality assurance (QA) procedures, adding a voice processing system that enables Austin-Rover personnel to verbally input data directly to a central computer while performing quality checks. The system, based on technology from Votan, Fremont, CA, records quality checks for more than 5,000 cars a day.

By implementing voice-controlled QA procedures, Austin-Rover has streamlined its data entry process, reduced QA turnaround time and data entry process, and data errors, and allowed QA data to be instantly conveyed to manufacturing rectification centers. The system also produces fault trend statistics, which aid management in spotting and correcting consistent manufacturing problems.

As a result of installing the system, Austin-Rover has reportedly cut QA time in half, while performing 80 percent more rectification of defects.

In July 1986, the ARG installed a Voice Systems International Ltd. Datavox Qualitator system at its Longbridge manufacturing plant. The system consists of a minicomputer, a PC and radio transmitter, and six wireless operator headsets. In addition to proprietary software, the Datavox Qualitator system incorporates a Votan voice card and software.

The system's minicomputer stores a separate quality check list for each variety of Austin-Rover Metro model car. There are hundreds of types of Austin-Rover cars, distinguished by about 1,000 variables, including engine and gearbox type, color, options, and trim levels.

As a car enters the quality check area, its vehicle identification number (VIN) is verbally input by the operator using the wireless radio headset and microphone. The minicomputer database software then searches for the

appropriate quality check list based on the VIN, and, using voice software, prompts the operator with quality check items.

The automated system eliminates the need for operators to keep track of the quality check items for each car type. In addition, the system's wireless headsets leave operators' hands and eyes free to inspect the cars quickly and efficiently. The system drastically reduces errors due to checks made with the wrong items list, as well as errors resulting from manual data entry.

The system provides an interactive and natural dialogue structure for operators. The system recognizes all thirty words used in quality checks, and repeats information back to the operator for verification. As a result, the voice-based system has an accuracy rate of 98 percent.

Because operators input the quality reports directly to the VSI minicomputer, vehicle quality problems are automatically relayed to terminals at the appropriate rectification center, where most of the problems can be corrected. Previously, such information could often take up to a day and a half to be routed to the rectification department. As a result, only glaring defects were caught and corrected.

The VSI system also compiles quality check information from each station into an on-line list that managers can access to gather manufacturing fault trend statistics.

According to Rob Anderson of the manufacturing systems division at Austin-Rover, the system has been easy to learn and easy to use.

"The primary reason this system has been so successful at Austin-Rover is its almost universal acceptance by operators," he says. "Generally, it takes five days for most operators to become comfortable using the system. And that's not long."

SONY OPENS CD PLANT IN AUSTRIA

Sony Corp. of Tokyo has opened a plant for compact-disk production in Salzburg, Austria, the first such Japanese factory in Europe. Its initial capacity will be 12 million CDs a year, and that is expected to double to 24 million by next year. Sony expects European consumption of CDs to total about 80 million units this year, twice the number of 1986.

Videotapes Donated to ASQC Library

ASQC's Automotive Division's Education and Training Committee has recently donated reliability, quality, and productivity videotapes to our headquarters library.

The reliability tapes, a series of videotapes on Ford Reliability Methods, were donated on behalf of the Automotive Division by Mr. Tom Hughes, chair of the Division's Education and Training Committee. Two quality and productivity videotapes, donated by the past chair of the Automotive Division Education and Training Committee, Ms. Mary Rowzee, feature W. Edwards Deming. Two MIT tapes, "Chain Reaction: Quality, Productivity, Lower Costs Capture the Market" and "Curing the Deadly and Destructive Diseases of Management" are new releases which expound on the Deming approach.

Since ASQC's headquarters library is not a lending library, it has yet to be determined how the tapes will be made available to members, divisions, and other groups.

Our many thanks to the Education and Training Committee of the Automotive Division for their generous contribution.

National Speakers List, Consultant List Available

As you may be aware, ASQC offers free of charge to members and nonmembers alike a National Speakers List and Consultant List. The Speakers List includes a list of individuals available as speakers, the quality topics they address, their section affiliation, address and phone number, and other information on the speakers' criteria such as reimbursement expected and size of audience required. The Consultant List is a list of individuals and organizations associated with, but not endorsed by, ASQC which perform consulting in the area of quality assurance and quality control.

Both of these documents are available through the order entry department at 800-952-6587. The item numbers to request are: Speakers List—B0036 and Consultant List—B0037

■ On August 20, 1987 Public Law 100-107 was enacted by Congress establishing the Malcolm R. Baldrige National Quality Improvement Award. The Award, to be administered by the Department of Commerce, was named in honor of the late Secretary of Commerce who was instrumental in drafting the legislation and guiding it through the Senate before his untimely death in a rodeo accident. The "National Quality Improvement Award Act of 1987" establishes a quality award program in the U.S. patterned after the Deming Prize in Japan. The purpose of the Award is twofold: to recognize those quality management strategies that best improve process and product/service quality, and then to share those successful strategies with industrial and service organizations.

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Les Janer
ASQC Toronto Section

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DATE	LOCATION	SUBJECT/SPEAKER
November 18	Ramada Hotel	Quality Transformation: A System's View Bryan Walton, Systems Consultant
December 16	TBA	Social Night
January 20	Ramada Hotel	Cost of Quality - George Russel, Thorne Kellogg & Stephenson
February 17	Ramada Hotel	QA and the Service Sector Management John Walsh, Uof WL
SATURDAY, FEBRUARY 27, 34th ANNUAL QUALITY FORUM, ROYAL YORK HOTEL		
March 16	Ramada Hotel	Procurement, a Quality Strategy Don Blight, GM Canada
April 20	AMC Bramalea	Plant Tour
May 18	Ramada Hotel	Product Liability

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