

# American Society for Quality Control

Montreal Section 0401, P.O. Box 444, Pointe Claire - Dorval, Qc. H9R 4P3

## NEWSLETTER

JANUARY 1991

### OFFICERS 1990-1991

#### Chairperson:

David TOZER  
Paramet Electronics  
(514) 340-8771  
Fax: 340-8318

#### Vice-Chairperson:

Denis MARTIN  
Avon Canada  
(514) 695-3371 ext. 2457  
Fax: 630-5400

#### Secretary:

Charles ALTMAN  
GPI Inc.  
(514) 398-7920  
Fax: 630-4849

#### Treasurer:

Intant ALLI  
McGill University  
McDonald College  
(514) 398-7920  
Fax: 398-7895

#### Directors:

Deborah DESRAULIERS  
Bombardier, Canada div.  
(514) 744-1511 ext. 1372

Jean-Pierre AMIEL  
S.T.C.U.M.  
(514) 280-5412

#### COMMITTEE CHAIRS

##### Membership:

Pierre PARE  
Oerlikon Aerospace Inc.  
(514) 358-2000

##### Program and Arrangements:

Gerry HEIMANN  
(514) 681-7764

##### Education:

Avinash JANI  
Bendix-Avelex  
(514) 744-7441

Youssef A. Youseff  
Ecole de Technologie Supérieure  
(514) 289-8860

##### Examining:

Alok BHATTACHARYA  
Canadian Marconi Co.  
(514) 341-7630 ext. 4237

##### Newsletter:

Victor SANTORO  
Circo-Craft  
(514) 694-8400

##### Quality Kit:

Joan KAHN  
J. Kahn and Associates  
(514) 937-8990

##### Historian:

Georges ANDREWS  
Canadian Marconi Co.  
(514) 341-7630 ext. 4629

##### Novae Sootis Sub-Section:

Heinrich SIELMANN  
Paramet  
(514) 340-8688

##### Quality Month:

David TOZER  
Heinrich SIELMANN  
Germano PASQUALINI  
(514) 333-1235

Ghislaine CHAMPAGNE  
(514) 744-1511

Gilbert COLL  
(514) 697-8002 ext. 3079

### COMING EVENT

Wednesday, February 27, 1991

PRESENTATION and DISCUSSION ON  
ISO 9000 STANDARDS

Speaker: Dr. Joan Kahn

Place:	Restaurant Le Biftheque Cabot Room 6705 Cote de Liesse Ville St. Laurent.
Time:	5:30 p.m. Cocktail (Cash Bar) 6:00 p.m. Dinner 7:00 p.m. Presentation
Menu:	Choice of Rib Steak or Chicken
Price:	\$ 17 Members \$22 Non-Members

For more information and to register contact

Gerry Heimann at 681-7764

## CANADA AWARDS FOR BUSINESS EXCELLENCE

"OUTSTANDING ACHIEVEMENT" is the theme of the 1991 Canada Awards for Business Excellence competition. Now in its eighth year, this awards program recognizes excellence in eighth categories: Entrepreneurship, Environment, Industrial Design, Innovation, Invention, Marketing, Quality and Small Business.

Each category is judged by a panel of experts selected from the business, industry, or academic sectors. Their decisions are final.

The awards will be presented at a prestigious banquet to be held in Ottawa, Octo-

ber 30. The award winners are the subject of a national advertising, public relations and media campaign.

Entries must be submitted no later than April 12, 1991. To obtain your entry guide and more information contact:

Canada Awards for Business Excellence  
Industry, Science and Technology Canada  
235 Queen Street  
Ottawa, Ontario. K1A 0H5  
Telephone: (613) 954-4079  
Facsimile: (613) 954-4074

### QUALITY MONTH 1991

Do you want to participate in the organization of the Quality Month 1991?

Come to share a few hours of your time and an exciting experience with us and help us to organize the activities for this important event.

We have several positions available in the Organizing Committee. If you want to volunteer yourself please contact David Tozer at 340-8771

### MANAGERS EXECUTED ..... FOR SHODDY QUALITY

(Beijing) - Eighteen factory managers were executed for poor product quality at Chien Bien Refrigerator Factory on the outskirts of the Chinese capital.

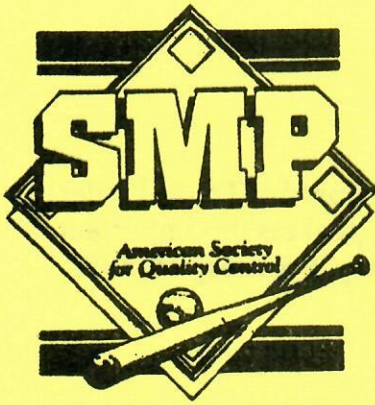
The managers - 12 men and 6 women - were taken to a rice paddy outside the factory and unceremoniously shot to death as 500 plant workers looked on.

Minister of Economic Reform spokesman, Xi Ten Haun, said the action was required for committing unpardonable crimes against the people of China. He blamed the managers for ignoring quality and forcing shoddy work, saying the factory's output of refrigerators had a reputation for failure. For years, factory workers complained that many component parts did not meet specification and the end product did not function

as required. Complaining workers quoted the plant manager as saying, "Ship it". Refrigerators are among the most sought-after consumer items in China. Customers, who waited up to five years for their appliances, were outraged.

"It is understandable our citizens would express shock and outrage when managers are careless in their attitudes toward the welfare of others", Haun says. "Our soldiers are justified in wishing to bring proper justice to these errant managers". The executed included the plant manager, the quality control manager, the engineering managers and their top staff.

- Excerpted from The Wall Street Journal, Oct 17, 1989.



## Montreal Section receives Top Achiever Award

Last year our section executive ran a well rounded program using the Section Management Plan. As a result of the effort the section was awarded Top Achiever Status.

In recognition of the solid performance Mr R.Park of ASQC headquarters will present a plaque to the section during the April meeting.

Congratulations to Debbie Deslauriers and J.P Amiel who prepared the supporting documentation and to the rest of the executive and members for their enthusiastic participation.

## SECTION MANAGEMENT PROGRAM

### PLAY BY PLAY

The Section Management Program (SMP) is conducted as an analogy to a baseball game, in which the team (the Section) and the players (Section members) must play (organize a number of activities and tasks) so as to progress from first to home base (Levels 1 to 4).

### GOALS OF THE SMP PROGRAM:

- Make the most of Section resources.
- Exchange information with the Regional Directors and ASQC Headquarter.
- Provide feedback to the Section.
- Promote and focus project participation.
- Provide recognition for improvement.

Bellow is a summary of the requirements your Section must do to complete each Level.

#### To reach LEVEL 1:

- \* Submit officer information by May 1st.
- \* Submit committee chairs and financial report by August 1st.

#### To reach LEVEL 2:

- \* Mail samples of all Section activities and successes to the Regional Director for onward transmission to ASQC Headquarters, eg. Information on Training, Minutes of Meetings, Newsletters, Annual Budget, and Conferences.

#### To reach LEVEL 3:

- \* Submit information on other activities such as the sponsoring of conferences, seminars, membership drives, scholarship funds or joint meetings with other associations.

#### To reach LEVEL 4:

- \* This level is achieved based on the number of points allocated for each of the above Level 1 to 3 activities. There is still the Saddoris and Berg section classifications based on membership size. Our section, with almost 500 members, is in the Saddoris competition.

---

## **CONFERENCE**

---

Our Section collaborates with a conference organized by The Montreal Board of Trade. Under the theme "Flexivity, A Matter of Survival" and featuring world-class speakers this important event will take place at the **Palais des Congres de Montreal on Monday, February 18, 1991.**

### **THE SPEAKERS**

#### **ROBERT B. REICH**

Robert B. Reich is one of America's foremost political economists. His best-selling 1983 book, *The Next American Frontier*, launched a national debate about America's industrial strategy. His 1987 book, *Tales of a New America*, called for the nation to discard old economic myths in order to survive in a new global economy. Reich's forthcoming book, *The Work of Nations: Capitalism in the 21<sup>st</sup> Century*, will examine the national purpose within the emerging global economy.

Robert Reich is a Professor of political economy and management at Harvard University's John F. Kennedy School of Government. A contributing editor of *The New Republic* and of *World Policy*, Reich's articles appear regularly in the *Harvard Business Review* and the *Atlantic*. He is a regular columnist for *Nihon Keizai Shimbun*, one of Japan's most influential newspapers, a regular contributor to the Op-Ed pages of *The New York Times* and a regular commentator on Public Broadcasting's *Nightly Business Report*.

Whether he is discussing "The Rise of Techno-Nationalism", The New 'Competitiveness' Fad, or "The Fortress-America Myth", Reich is an original and insightful thinker. As one of the major political economists of the day, top business and political leaders alike look to Robert Reich for their answers to crucial question; he is a leading adviser to politicians, private firms and government agencies.

Reich has served on the Democratic National Committee, specifically on the Advisory Committee on Economic Growth. He has also been Co-chairman of the Harvard Faculty Seminar on Industrial Policy and a consultant for the Stanford Research Project on Competitiveness and Public Policy. Before coming to Harvard, he served as Assistant to the Solicitor General in the Ford Administration and was Director of Policy Planning for the Federal Trade Commission in the Carter Administration.

Robert Reich graduated from Dartmouth College and received his law degree from Yale Law School. He also holds a degree from Oxford University, where he was a Rhodes Scholar.

#### **DR. ELIYAHU M. GOLDRATT**

Eli Goldratt is a man who makes people think. Often characterized as unconventional, stimulating and a slayer of sacred cows, the end result is usually the same...the provoking of his audience to look with eyes at how they are running their businesses.

He is the author of *The Goal*, an unconventional, underground best seller...a business textbook disguised as a love story. The ideas illustrated in *The Goal* are examples of helping business determine:

- What to change-not everything is broken.
- To what to change-what are the simple, practical solutions.
- How to create change-overcoming the inherent resistance to change.

He has also written a second book entitled *The Race* and is publishing a bi-monthly Journal entitled *The Theory of Constraints*.

Dr. Goldratt is an internationally-recognized leader in the development of new business management philosophies and systems. He has become a sought-after educator by many of the world's largest corporations, including General Motors, Procter & Gamble, AT&T, NV Phillips and Du Pont.

He obtained his Bachelor of Science degree from Tel Aviv University and his Master of Science and Doctorate of Philosophy. In addition to his pioneering work in business management and education, he holds patents in a number of other areas ranging from medical devices to drip irrigation and temperature sensors. Dr. Goldratt is a frequent contributor to scientific and business journals and often lectures to professional organizations at major universities.

### **R.A. (ART) McNEIL**

Businessperson, entrepreneur, consultant, and bestselling author, Art McNeil has established an international reputation helping senior managers move beyond "Inspiration and Knowing...to Doing". As founder and CEO of The Achieve Group, Inc., a prominent Canadian consulting and leadership training company, he travels North America and Europe working exclusively with senior teams who are serious about improving service and quality.

McNeil's two books, *The V.I.P. Strategy: Leadership skills for Exceptional Performance* and *The "I" of the Hurricane: Create Corporate Energy*, have been translated into several languages. Of the latter Tom Peters said, "Art attacks North America's problem by taking aim at the real cause; not lazy workers, but uninspired, confused senior management".

Art McNeil's pragmatic approach to making things happen has set him apart on the international speaking circuit. He leaves executives with a clear understanding of their specific role in service and quality enhancement. A poll of executives by a leading management journal, *Canadian H.R. Reporter*, identified Art McNeil and The Achieve Group as the nation's most respected Service Enhancement resource.

## **Montreal Section Activities for 1990 - 1991**

**Date:** February, Wednesday 27, 1991  
**Time:** 5:30 P.M Cash Bar  
6:00 P.M. Dinner  
7:00 P.M. Presentation  
**Place:** Le Bifthèque  
6705 Côte de Liesse  
Ville St. Laurent  
**Activity:** Presentation and discussion on ISO 9000 Standards.

See Details on the front page.

---

**Date:** March 1991  
**Time:** T.B.A.  
**Place:** T.B.A.  
**Activity:** Plant tour of PHILLIPS ELECTRONICS.

---

**Date:** April 1991  
**Time:** T.B.A.  
**Place:** T.B.A.  
**Activity:** Plant tour of PEERLESS CARPETS INC.

---

**Date:** May 1991  
**Time:** T.B.A.  
**Place:** T.B.A.  
**Activity:** Panel on P.P.M. (parts per Million)

---

**Date:** June 1991  
**Time:** T.B.A.  
**Place:** T.B.A.  
**Activity:** Visit to LABBATT BREWERY