# Montreal Section 0401 ewsletter



**July 1996** 

Volume 47 Issue 9

# **Outgoing Chair's** Message

Sam Weissfelner - Outgoing Chairman, Montreal Section 1995-1996



fter having wound up the year of Section activities with a most enjoyable and entertaining General Assembly

evening, I am happy to reflect back over the achievements and ongoing activities.

of our most visible efforts, and thanks to the dedicated efforts of our Newsletter editor, Neil Asbil, this revitalization has been an unqualified success. We have worked successfully with other ASQC sections and other groups in the Quality field. We have implemented the new Section Management plan format and have achieved most of our planning goals. We have worked to provide our membership easier access to our services by providing a new fixed telephone, fax, E-mail (INTERNET), and mailing address for our membership (and others) to communicate with the Executive. All of these venues have been utilized extensively this past year. Our Programs and Arrangements team provided a full calendar of nine Quality events for our membership. And finally, the Montreal Section Awards Committee awarded its first annual Quality Award to Mr. Joseph Kelada, the internationally recognized author and professor. who has published several texts through ASQC Press.

In other ongoing projects, the section has been active in supporting the initiative for the creation of a CANADIAN body for the qualification and registration of Quality professionals. This effort has been an ongoing one with representatives of the Ottawa section and the Standards Council of Canada.

We have also been selected by ASQC headquarters as one of eight sections to participate in the Target Market Segment project to foster membership in new areas. The section has selected Pharmaceutical sector for work in this area.

In summary, it has been a busy year with a great deal of concurrent ongoing activity. As Outgoing Chairman, I wish to sincerely thank all members of this years' Executive for their hard work and support. At this time, it is important to remember that Executive Officers, Committee Chairs and Members, all unselfishly volunteer their time and effort to the Montreal Section of ASQC. It has been an honor and a privilege for me to serve with these individuals.

I would also like to take this opportunity to year and summarize some of our completed wish the Incoming Chairman, Rob Fairbairn, and Vice-Chairman, J.P. Amiel, and all other The new look for our Newsletter has been one members of the 1996-97 Executive Committee, continued success in the upcoming year

Sam Weissfelner

# Incoming Chair's Message

Robert Fairbairne - Incoming Chairman, Montreal Section 1996-1997



ello and welcome to the last (first?!) newsletter of the year! It has been a successful year and a well-deserved thank you goes out to Sam

Weissfelner and the entire executive committee for their work during the past

The section's new executive committee is already making plans for the start of the new year which will begin at the end of August. As your new chairperson, I look forward to the 1996-97 year and invite you to participate in the exciting events we'll be

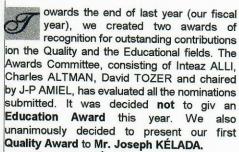
publicizing in our future newsletters. I hope you are all having a safe and relaxing summer -a quality summer.

Hope to meet you soon...Q,

Rob Fairbairn

## And the winner is...

By: J-P Amiel



Mr. Joseph KÉLADA, our Quality Award recipient, is a Senior member of the Montréal Section of the ASQC and easily fits the profile of the award for his "...outstanding contributions to the enhancement of the Quality profession, goals or activities of the section ... (and has)...demonstrated dedication to continuing advancement of the quality profession and its principals at all levels in various quality-related activities...". Since his debut in the seventies at the École des hautes études commerciales (HEC) of the University of Montréal, he has been involved in the promotion of quality. He is now a full professor at the Operations and Production Management Education Center where he teaches various courses in quality management at the Certificate, Bachelor, Master and Doctorate

He holds a Mechanical Engineering degree from Alexandria and an M.B.A. from McGill University. He founded QUALITÉ magazine (aptly renamed QUALITÉ TOTALE in the 90s).

at the time the only french language quarterly publication dedicated to quality in Quebec and was its editor for 16 years.

Mr. Kélada has authored many articles on operations management, SPC, TQM and Reengineering and has published three books so far: << Comprendre et realiser la qualité totale>> which is used in various

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#### AMERICAN SOCIETY FOR QUALITY CONTROL MONTREAL SECTION (0401)

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SMP Coordinator: Douglas MORGAN

Quality Month& Koality Kid: Charles ALTMAN

Awards: Jean-Pierre AMIEL

Liason with Section Ouébécoise: Gilbert COLL

Director: Youssef YOUSSEF

# An Interview with Dr. Deming

REPRINT - Industry Week, January 17, 1994, article by Tim

This is the second of three parts of an interview with Dr. W. Edwards Deming.

f you read the last installment of this article, you will find it picks up exactly where it left off. If you

missed the last installment; well I'm afraid it may be a bit difficult to pick up the thread... ED

IW: You are an amazing person. How do you keep

going? What's your secret? Dr. Deming: I love my work - continue learning,

advancement in presentation, advancement in understanding.

#### More words of wisdom

- \* "In the world economy, one of our greatest sources of dollars is service - American movies. Money flows into this country from American movies. A service, a good earner."
- \* "When a business is not managed as a system, the individual people, teams, divisions, components of various kinds, become independent profit centers, thus destroying the system."
- \* "Managing by results, assigning reason to every event, is fatal."
- \* "The president of a huge organization said quality is in

### Winner...

university courses, co-authored <<La gestion des opérations et de la production>>, named best teaching tool by the HEC in 1987 and recently << Integrating Reengineering With Total Quality>> with the ASQC's own Quality Press where it is fourth on the best-seller list. His latest book is also used the text for the Purchasing Management Association of Canada's Principals of Quality course in 12 colleges and universities.

He has lectured on Total Quality not only in Canada. but also in countries around the world including Japan, Korea, Poland, France, Italy, Australia, Mexico and others and has served as a TQM expert for United Nations missions in Morocco and the Ivory Coast.

The Quality Award and a small gift were given to Mr. Kélada, who was accompanied by his spouse, at the May 15 General Assembly of the our Section.

The awards Committee wishes to express whole hearted congratulations and continuing success to Mr. KELADA who is on his way to a project in Tunisia

the hands of his plant managers. Nonsense. The plant manager can only try to get that stuff out today. He tries to meet his quota - that's his worry. It has nothing to do with quality, nothing to do with the design. All he does is try to get that stuff together and push it out the door."

"The best for everybody concerned should be the basis for negotiation between persons, competitors, countries. With good management, everyone will be the beneficiary. We want everyone to win. We have to have it that way."

#### Lessons for management

- Dr. Deming's 14 points for the transformation of management from Out of the Crisis (1982, MIT Center for Advanced Engineering Study):
- 1. Create constancy of purpose toward improvement of product and service, with the aim to become competitive and to stay in business, and to provide jobs.

(Continued on page 3)

# News of the General Assembly



s a result of some of the activities of the General Assembly, the following are the names of the Executive for the 1996-97 year:

Chairperson: Robert FAIRBAIRNE, Professional Pharmaceuticals

Vice-Chair: J.P. Amiel, STCUM

Secretary: Keith FORCIER, RDC Controls

Treasurer: Douglas MORGAN, Kraft General

Foods

Also, as per nominations received up to the time of the General Assembly in May 1996, the following are the candidates for the coming year's Committee Chairs:

Awards J.P. AMIEL

Education Koality Kid

Membership/On-line

Newsletter Programs and

Arrangements Quality Month

Recertification and Examining

Section Management Program (SMP)

Directors

David TOZER

Charles ALTMAN Denis MARTIN

Neil ASBIL Paola HAWA

No candidate

Norman DICKINSON

Inteaz ALLI

Sam WEISSFELNER

Unless someone contests, these positions will be filled by the members indicated. NOTE the Quality Month Committee Chair is currently open... Interested??

# **New Quality Association** Going Public

Stephen White - QPrAC Organizing Committee

ver the last couple of newsletters you may have seen articles from your Chair [Sam Weissfelner] relating to a new Canadian quality organization starting up. Well I am pleased to inform you that the Quality Practitioners Association of Canada (QPrAC) 2 is now in a position to seek members.

As you may have read in the previous articles, the quality practitioners in Canada do 3 not have a professional body that represents and informs them of concerns and issues in the Canadian context. The ASQC does a good job of this in the US, but does not do so in 5 Canada. Therefore Canada needed an organisation that would: keep quality practitioners informed of events that affect practitioners to federal and provincial governments and the Standards Council of Canada (SCC). A group of quality practitioners in the National Capital Region have formed such an organisation. QPrAC will, over time, work withe quality practitioners across Canada to establish standards and codes of conduct appropriate for the practice of quality disciplines in the Canadian context; strive to become a Strategic Partner of the National Quality Institute (NQI); and be involved in the **Programs** Certification/Registration of Quality Auditors and Quality Auditor Training Course Providers by having members on the Certification Boards. QPrAC will eventually have a 20 member Board of Directors who will represent all Canadian quality practitioners. all regions of Canada.

by the Organizing Committee are:

- Act as an advocacy group to government and other stakeholders to:
  - -> ensure high and consistent standards within the Quality discipline in Canada;
  - -> ensure that government actions and

decisions are fair and equitable to Association Members: and

- -> ensure that the collective knowledge and experience of the Association Members are considered and influence policy decisions.
- To communicate government international policies and developments to Association Members.
- To assist the SCC in the development. implementation and evolution of policies and practices affecting the Quality discipline.

To provide professional certification of individual quality practitioners.

**QPrAC** also proposes that the organisation should develop a special relationship with like-minded organisations such as the ASQC and Mouvement Quebecois de la Qualité (MQQ). QPrAC may want to operate under the umbrella of the Canada Quality Council or the National Quality Institute long as it can fulfil the mandate of independently representing the interests of its practitioner members.

The QPrAC Organizing Committee must now establish a membership base and contacts throughout Canada to determine how best to proceed in realizing the interests of quality practitioners from all regions of Canada. Please give your support by becoming a member of QPrAC so that a vibrant and effective professional organisation can be established for

To assist QPrAC, ASQC Montréal has The current QPrAC objectives as defined graciously allowed the addition of the QPrAC membership application form to be part of this newsletter. For more information of QPrAC please contact the Organizing Committee Chair-Stephen White at (613) 839-1836 or via E-mail at swhite@cyberus.ca o

See application form page 8 (plus additional info on page 7. ED)

> Due to circumstances beyond his control la transferl, Douglas MORGAN who was to have been Section Treasurer for the coming year will not be around to

complete this

The executive is therefore looking for a replacement. YOUR HELP IS WANTED. So, if you: are interested in getting more involved in the Section, are an active member of ASQC's Montreal Section (0401), have some basic accounting knowledge and have an overall awareness of the activities of the section, please contact Rob Fairbairne (or any other member of the executive). Thanks...

# **Deming Interview**

(Continued from page 2)

- 2. Adopt the new philosophy. We are in a new economic age. Western management must awaken to the challenge, must learn their responsibilities, and take on leadership for change.
- 3. Cease dependence on inspection to achieve quality. Eliminate the need for inspection on a mass basis by building quality into the product in the first place.
- 4. End the practice of awarding business on the basis of price tag. Instead, minimize total cost. Move toward a single supplier for any one item, on a long-term relationship of loyalty and trust.
- 5. Improve constantly and forever the system of production and service, to improve quality and productivity, and thus constantly decrease cost.
- 6. Institute training on the job.
- 7. Institute leadership. The aim of supervision should be to help people and machines and gadgets to do a better job. Supervision of management is in need of overhaul, as well as supervision of production workers.
- 8. Drive out fear, so that everyone may work effectively for the company.
- 9. Break down barriers between departments. People in research, design, sales, and production must work as a team, to foresee problems of production and in use that may be encountered with the product or service.
- 10. Eliminate slogans, exhortations, and targets for the workforce asking for zero defects and new levels of productivity. Such exhortations only create adversarial relationships, as the bulk of the causes of low quality and low productivity belong to the system and thus lie beyond the power of the workforce.
- 11a. Eliminate work standards (quotas) on the factory floor. Substitute leadership.
- 11b. Eliminate management by objective. Eliminate management by numbers, numerical goals. Substitute leadership.
- 12a. Remove barriers that rob the hourly worker of his right to pride of workmanship. The responsibility of supervisors must be changed from sheer numbers to quality.
- 12b. Remove barriers that rob people in management and in engineering of their right to pride of workmanship. This means, inter alia, abolishment of the annual or merit rating and of management by objective.
- 13. Institute a vigorous program of education and self-improvement.
- 14. Put everybody in the company to work to accomplish the transformation. transformation is everybody's job o

I hope that you find these article reprints of interest. Any comments can be sent to my attention at the address on page 2. ED





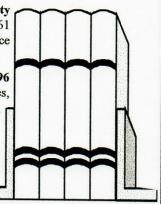
### New publications from ASQC Quality Press

Integrating QS-9000 with Your Automotive Quality System, Second Edition, by D. H. Stamatis, 1996, 261 pages, ISBN 0-87389-408-1, Item H0951, Member Price \$34.00 List price \$38.00.

Insights to Excellence: An Inside Look at the 1996 Baldridge Criteria, by Mark L. Blazey, 1996, 196 pages, ISBN 0-87389-412-X, Item H0955, Member Price \$33.50, List Price \$37.00

Measuring and Managing Customer Satisfaction: Going for the Gold, by Sheila Kessler, 1996, 228 pages, ISBN 0-87389-364-6, Item H0926 Member Price \$24.00, List Price \$27.00.

For ordering information call 1-800-248-1946



### Certification Makes Good Career Sense

Greg Hutchins, is the author of **The Quality Book**, a refresher for the Certified Quality Manager exam. Greg Hutchins can be contacted at FAX 503 233-1410



ree agency is coming to the quality professional and the impact will be as profound as it has been in professional sports.

The downsizing of the 1990s has resulted in sudden and massive layoffs. Company loyalty is scarce. Very few safe harbors of employment exist anymore. We're all vulnerable to these new marketplace and workplace pressures.

The statistics are stunning. Forty percent of the jobs held 10 years ago no longer exist.

What can you do? The best tool for working with significant change is to learn something new. According to s, flexibility and the ability to learn are critical competencies for life and career success.

We all have to anticipate changes, discern trends, and predict business needs in our industries. We then must make shrewd career moves that will keep us ahead of the change curve and position ourselves for professional opportunities.

ASQC offers a number of opportunities for career positioning, specifically through certifications such as CRE, CQA, CQT, and most recently the Certified Quality Manager (CQM).

Should you take the CQM? The question comes down to what's in it for you? You've got to make the career benefit-cost decision. Tough, fundamental questions should be addressed before you invest time and monies in a certification. Let's look at some of the benefits of ASQC certification.

Certification Pays. According to the 1995 Quality Progress Salary Survey, CQA auditors earn almost \$6000 more than those who aren't certified; CQEs earn more than \$4000 more than those who aren't; and CREs earn and eye-opening \$13000 more than those who aren't.

Certification gets you recognized. More companies are using tests and certifications for promotion and employee training. If you don't believe me, look at the back of any ASQC certification brochure to see the companies that use certifications in their personnel practices.

Certification gets you a leg up on the competition. As jobs become scarcer, the pool of qualified people grows, that additional certification may mean the difference in a promotion, new opportunities, and a new client. All things being equal between you and other job applicants, that something extra, such as the ASQC certification may make the difference between getting the job or not.

Certification demonstrates knowledge and abilities. We all know that lifetime job security is history. We need to develop portable, transferable, and marketable skills. We're going to be much more mobile as lifetime employment, job security, and seniority based wages become history. ASQC certification are an excellent way to demonstrate abilities and knowledge. For example, the CQM has a structured response section that demonstrates critical understanding, thinking, and problem solving.

Certification implies credibility and ultimately marketability. ASQC certifications are usually based on a thorough and widespread analysis of what quality managers and professionals do. The certifications are reality based and tested.

Certification hells communicate quality to others. Certifications can be used as a means to communicate about quality. For example, the certified Quality Auditor (CQA) incorporates many ideas found i the ISO 10,000 series, the standards specifying auditor training and auditing criteria.

Bottom-line. "Is is worth pursuing that first or next certification." Well. You've got to look out for #1 -or- you can always just wait and see if you get that next assignment, promotion, or new client o

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September 16th - 17th September 12th - 13th October 3rd - 4th November 11th - 12th	Mississauga Vancouver Kitchener Mississauga	August 19th - 20th September 19th - 20th September 26th - 27th October 10th - 11th October 14th - 15th November 14th - 15th December 4th - 5th	Montreal Kitchener Montreal Kitchener Mississauga Kitchener Montreal
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\*\*We also offer customized in-house presentations of all of the above courses, as well as Awareness seminars and Executive Overview sessions. Contact Donna Jarvie or Jim Moran in the Training Department at: 1-800-636-0847.\*\*

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## QPrAC Membership benefits and information

### You'll need the following references to complete the application form (page 8).

#### JOB FUNCTION

- Administration
- Analysis
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- Audit
- Consulting
- Coordinating
- Customer Service
- **Data Processing**
- Design 11
- Education
- Engineering 15 Environment
- Fabrication
- Health Care
- 20 Inspection Laboratory 21
- Management
- 23 Maintenance
- 25 Manufacturing
- Marketing 27
- Operations 28 Operations Research
- 30 **Product Assurance Public Relations**
- Purchasing 32
- 33 Quality
- 34 35 Quality Assurance
- **Quality Control** 36 Quality Manager
- QC Laboratory 37
- Radiology
- Reliability 39
- 40 Research Risk Manag
- 42 Safety

- Software Engineering Supplier Quality
- 47 Statistics
- 48 Student
- Systems Training or Instruction

- Technical
- 51

#### STANDARD INDUSTRIAL CLASSIFICATION CODES

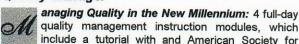
- 100 Agricultural Production Crops
- 200 Agricultural Production livestock animal specialities
- 700 Agricultural Services
- 800 Forestry
- 900 Fishing, Hunting & Trapping
- 1000 Metal Mining
- 1200 Coal Mining
- 1300 Oil & Gas Extraction
- 1400 Mining and Quarrying of non-metallic Minerals, Except Fuels 1500 Building Construction General Contractors & Operative Builders
- 1600 Heavy Constructions other than Building Construction Contractors
- 1700 Construction Special Trade Contractors
- 2000 Food and Kindred Products
- 2100 Tobacco Products
- 2200 Textile Mill Products
- 2300 Apparel & Other Finished Products Made from Fabric & Similar Materia
- 2400 Lumber and Wood Products Except Furniture
- 2500 Furniture and Fixtures
- 2600 Paper and Applied Products
- 2700 Printing, Publishing and Allied Industries
- 2800 Chemicals and Allied Products 2900 Petroleum Refining and Related Industries
- 3000 Rubber and Miscellaneous Plastic Products
- 3100 Leather and Leather Products
- 3200 Stone, Clay, Glass and Concrete Products
- 3300 Primary Metal Industries 3400 Fabricated Metal Products Except Machinery and Transport Equipment
- 3500 Industrial & Commercial Machinery and Computer Equipme
- 3600 Electronic and other Electronic Equipment & Components, Except Computer
- 3700 Transportation Equipment 3800 Measure, Analyze and Control Instrumentation - Photo, Med, Optical, Watch, Clocks
- 3900 Miscellaneous Manufacturing Industries 4000 Railroad Transportation
- 4100 Local and Suburban Transit & Interurban Hwy. Passenger Transport
- 4200 Motor Freight Transportation & Warehousing
- 4400 Water Transportation
- 4500 Transportation by Air
- 4600 Pipelines, Except Natural Gas
- 4700 Transportation Services
- 4800 Communication 4900 Electric, Gas and Sanitary Services
- 5000 Warehouse Trade Durable Goods
- 5100 Warehouse Trade Nondurable Goods
- 5200 Building Materials, Hardware, Garden Supply, Mobile Home Dealers
- 5300 General Merchandise Stores
- 5500 Automotive Dealers & Gasoline Service Stations
- 5600 Apparel and Accessory Stores 5700 Home Furniture, Furnishings and Equipment Stores
- 5800 Eating and Drinking Places
- 5900 Miscellaneous Retail 6000 Depository Institutions
- 6100 Nondepository Credit Institutions
- 6200 Security and commodity Brokers, Dealers, Exchanges and Services
- 6300 Insurance Carriers 6400 Insurance Brokers, Agents and Services
- 6700 Holding and Other Investment Offices
- 7000 Hotels, Rooming Houses, Camps and Other Lodging Places
- 7200 Personal Services
- 7300 Business Services 7500 Auto repair, Services and Parking
- 7600 Miscellaneous Repair Services
- 7800 Motion Pictures 7900 Amusement and Recreational Services
- 8100 Legal Services
- 8200 Educational Services
- 8300 Social Services
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- 8700 Engineering, Accounting, Research management & related Services 8900 Miscellaneous Services
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- 9600 Administration of Economic Programs
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  - Benefits OPrAC receives from the National Quality Institute (NQI) as a Strategic Partner Organization
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# **Quality Practitioners Association of Canada**

### 1996-97 MEMBERSHIP APPLICATION

DIRECTIONS: Please fill of	out this form and return is	t to: QPrAC, P.O. Box 72133, Kanata	. Ontario K2K 2P4
		AS THEY SHOULD APPEAR ON I	
Preferred Mailing Address:		siness	WITEHING EABEE.
□ Mr. □ Ms. □ Di		Silicos	
MI. WIS. — DI	•		
Last Name	First Name	Middle Initial(s)	_
Company			
Title			
Business Address		Home Address	
City Province P	ostal Code	City Province	Postal Code
( )	)	( )	2 00.00
Business Phone Busi	ness FAX	Home Phone Home FAX	
E-Mail Address (in Internet format i	e. jdoe@cyberus.ca)	Home E-Mail Address	
PLEASE FILL IN THE JOB/COMPANY (See Back	JOB FUNCTION AND t of Application Form)	D SIC CODE THAT BEST DES	SCRIBES YOUR
Job Function	Standard Industrial Classific	cation (SIC) Code	
MEMBERSHIP DUES	MEMBERSHIP PAY	MENT INFORMATION	
\$40.00 per Year	Method of Payment: C	heque or Money Order payable to Qi	PrAC
Applicant's Signature	Da	nte	
PLEASE TICK OFF CERTIF	FICATION(S) AND/OR	REGISTRATION(S) CURRENTLY	HELD
ASQC CQA CQE CQM	CSQE CQT CMI	CRE ICCP CCP QAI CQA	
ANSI/RAB PA A LA	IQA/IRCA IA PA	A SA LA TickIT CIPS I	SP
IATCA Auditor Senior	Auditor OTHER: _		
CANADIAN REGISTRAR (Spec	ify):	A LA	