

The objective of the Newsletter is to increase awareness, interest and involvement in Section activities and quality-related subjects.

## GENERAL ASSEMBLY

Wednesday February 13, 2002

### Review of the Executive Annual Report / Election of the New Executive

All members are invited.

6:00 PM, Hilton Hotel, Dorval Airport

Dinner. Networking. Free to members.

#### Inside this issue:

Editor's Corner	2
A Word or Two from Your Chair	2
Coming Events	3
Executive Slate nomination	3
2002 Meetings Schedule	4
ASQ Certification Exam Dates, Recertification	4
Congratulations	4
Sustaining Membership	5
New Members	5
Your e-mail Preferences	5
Advertising Rates	6

**L**ouis Gialloredo, Professor and Director of Programming at the McGill Executive Institute will talk about

### Customer satisfaction and brand loyalty measurement

**DATE:** CHANGED TO

**TUESDAY, MARCH 5, 2002**

**TIME:** 6:00 PM

**PLACE:** Hilton Hotel — Dorval Airport

**COST:** Members \$25 Non-members \$30

*And, we pay the Parking !!*



**Knowledge**  
**Get**  
**CE**  
**Get Noticed**  
**Get Certified**

**For reservations or information :**

**Branimir TODOROV (514) 843-5115 or Fax (514) 286-6078**

**LOOKING FOR A CHANGE ??**

CHECK PAGE 3 AND THEN YOUR SECTION'S WEB PAGE FOR CAREER OPPORTUNITIES  
[WWW.ASQMONTREAL.QC.CA](http://WWW.ASQMONTREAL.QC.CA)



# The Editor's Corner

By Eric STERN, CQA,  
Newsletter Editor, [eric@cam.org](mailto:eric@cam.org)

## GETTING INTO THE SWING OF THINGS

As time passes and experience collects under my belt (I wish it was only experience), I gain confidence that I can deal with requests for my services, have fun doing it and still issue Newsletters on, or almost on time. I still need to find a way that all delays could be blamed on others (meaning that everything that I control works like a charm). I also need a way to extract reactions from you, the reader. I plan therefore to obey the requirement that Editors survey their readers at least once a year and send a survey along in the next edition of the Newsletter. You can help me and yourself by having me pose the questions that interest you.

ASQ Quality Press book information provided from ASQ Headquarters is too voluminous to print out here but was made available to members of the [Quality\\_Montreal@yahoo.com](mailto:Quality_Montreal@yahoo.com) group. You can also get the description by contacting me. The last review contains a description of **Quality Audits for ISO 9001:2000: Making Compliance Value -Added** by Tim O'Hanlon and **The ASQ ISO 9000:2000 Handbook**.

Le Mouvement Québécois de la Qualité is again looking for evaluators, contact us if you need more information — you can get free training in exchange for voluntary participation.

Consider having your organization obtain a sustaining membership. See the arguments for sustaining membership on page 5.

Bernard Doiron has collected interesting statistics about participation and certification of ASQ members. I am burning with desire to publish my new discoveries in the domain of coaching. I have put however the interests of ASQ ahead and gave you readers access to information provided from Headquarters. Bernard's information is available on request, so am I available to discuss coaching in the context of quality, systems, structures, or for that matter in almost any context. You can express your desire to see this type of information in the Newsletter, you can get your company to sponsor the Newsletter or advertise in it, in order to make larger publications possible.

**What news have you heard that should be published here? What wisdom is worth sharing with your professional colleagues?** If you give me a hand, I can make you famous, or almost. Try it,

It's **YOUR** Newsletter.

## A Word or Two from Your Chair by Keith FORCIER *Montreal Section Chair*



### GREETINGS TO ALL MEMBERS,

February 13 we are holding our General Assembly. It is the forum to vote for the Section Executive for the year 2002-2003. I would like to encourage you to come, vote and volunteer to participate in the 2002-2003 executive.

As a volunteer you will be involved in the continuation of this Section's contribution to the Montreal Quality community. You will benefit from a vast network of colleagues that are already part of this growing community. You can add your knowledge and experience to the growth of the Montreal Section. You will have a chance to build relationships, develop professionally and con-

tribute to your colleagues. If you want to be involved, the upcoming General Assembly will be a promising opportunity to explore the possibility and even commit to participate if you so wish.. For more information contact me at [kgfservice@aol.com](mailto:kgfservice@aol.com).

As the bylaws dictate, this will be my last year for the Chair position. I would like to thank all who have participated on the Executive or at our events.

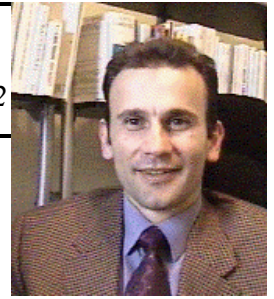
Keith Forcier  
Chair 2001-2002  
Montreal Section 0401

---

# Upcoming Events

By Branimir TODOROV, Program Chair 2001-2002

---



## Learn to measure customer satisfaction and brand loyalty!

Dear ASQ Members,

I am delighted to invite you to the next upcoming activity March 5, 2002. Louis Gialloreto, Professor and Programming Director from McGill Executive Institute, will present the evolution of the balanced scorecard measurement. Professor Gialloreto will describe for the ASQ members the logic and the link between Customer satisfaction, Brand loyalty and Profitability. He has been a long time in the "brand front" with different multinational organizations. Louis is a dynamic acting professor and invited broadcasting speaker. Do not miss this special event! Join us!!! ☺

## SECTION NOTICE

In accordance with the Section bylaws, the following members have been appointed to the Nominating Committee: Bernard Doiron (Chair), Keith Forcier, David Tozer, Norm Dickinson and Emilio Falquero.

As per Section 7.2.4 (2) of the Bylaws, The Nominating Committee has proposed the following slate of officers for the 2002-2003 Executive.

<b>Section Chair:</b>	Isabelle Lemieux	<b>Vice Chair :</b>	Inteaz Alli
<b>Secretary :</b>	Martin Gagné	<b>Treasurer :</b>	Raymond Dyer

The following positions and committee chairs must also be filled :

- \* Examining
- \* Recertification
- \* Newsletter
- \* Koalaty Kid
- \* Education
- \* Data Chair
- \* Membership
- \* Awards
- \* Internet Liaison
- \* Programs
- \* Historian

To nominate a different slate of officers, volunteer for a role on the various committee of the Section, or to obtain further information, please contact: Bernard Doiron at (450) 653-4879. **NOTE:** To apply for any of the positions above, you must be a member of the Section in good standing. The Examining and Recertification chairs must hold a valid ASQ Certification and will not be able to apply for ASQ Certifications for a period of two years.

Isabelle Lemieux, Secretary ☺

---

## Looking for a New Career or for a Career Change

By Norman DICKINSON, CQA, Internet Liaison

---

**H**ead over to [www.asqmontreal.qc.ca](http://www.asqmontreal.qc.ca) and check out *Career Opportunities*. New quality-related positions are being added all of the time. Better yet why not get an *e-bulletin* mailed to your In-basket each time a new opportunity is posted.

To subscribe to the service, just send an *e-mail* request to [n.dickinson@alumni.concordia.ca](mailto:n.dickinson@alumni.concordia.ca) with "Add to Job List" in the Subject Line. The address that you send the request from must be the address that the e-bulletins will be sent to. You **MUST** be a member in good standing of the ASQ Montreal Section to benefit

from this service.

### Note to Employers

Do you have a quality related position that you want filled by one of ASQ Montreal's highly qualified professionals?

Head over to [www.asqmontreal.qc.ca](http://www.asqmontreal.qc.ca) and follow the link to *Career Opportunities*. There are specific instructions on the page. You can also send the relevant information to me at [n.dickinson@asqnet.org](mailto:n.dickinson@asqnet.org). ☺

## Schedule of the executive meetings and events organized for the 2001-2002 season

Date	Title	Description
February 13, 2002	General Assembly	Annual report and election of new section Executive Officers
March 5, 2002	Customer satisfaction and brand loyalty measurement	Louis Gialloreto, Professor and Director of Programming McGill Executive Institute talks about the balanced score-card approach to measurement
March 20, 2002	Executive meeting	Annual Report / Election of the New Executive
April 10, 2002	Organization evaluation using ISO 9004:2000 and the Malcolm Baldrige Award	Pierre l'Espérance, Qualiso ISO 9004:2001 expert and Nathalie Lecours, senior Quality Manager Nortel Networks overview their policies for implementation and use.
May 22, 2002	TBA	
May 29, 2002	Executive meeting	
June 2002	Executive meeting	

**WE ALWAYS HAVE SPACE FOR YOUR ADS**

**T**he Executive and the members of the Montreal Section of the ASQ extends **congratulations** to the following members for attaining their certifications :

- Dr. Inteaz Alli**; for CQA-HACCP
- Mr. Renaud Robert**; for CQ Manager

Our congratulations also go to our executive, Student Branch Chair, **Kevin Laframboise**, who was granted the **PhD degree** by the Concordia University.

## *ASQ Certification Exam Dates*

<p><i>Please bear in mind that these exam dates were correct at the time of posting. They may be revised by ASQ at any time.</i></p> <p><i>For the latest dates please contact ASQ directly at 1-800-248-1946. ☪</i></p>	2002	EXAM DATES	APPLICATION DEADLINE
	<b>CQT/CRE/CMI/HACCP Certified Quality Manager</b>	March 2	January 11
	<b>CQE/CQA/CSQE/CQIA</b>	June 1	April 5
	<b>CQT/CRE/CMI/HACCP Certified Quality Manager</b>	October 19	August 23
	<b>CQE/CQA/CSQE/CQIA</b>	December 7	October 4

A repeated request from Norman Dickinson, Recertification Chair: “members who may be interested in preparing their **journals for recertification**, please let me know”.

# *Sustaining Membership-Make a Statement*

ASQ Sustaining membership provides tools for your entire organization to keep pace with the velocity of change. Sustaining membership extends benefits to all employees at your site and helps your entire organization understand the crucial role each person plays in ensuring the quality and integrity of your organization.

The most commonly asked question about sustaining membership is, "should my company become a Sustaining Member if we have employees who are individual members of ASQ?" The answer is **YES**.

The two membership types do share some benefits, but there are benefits exclusive to each- and they complement each other. Individual membership educates one employee, while Sustaining membership enriches an entire organization. A distinct benefit of Sustaining membership is the opportunity to bring ASQ courses to your office and train your entire organization with in-house training on strategic thinking and team building. A great opportunity to train your employees without them ever leaving the building!

While individual membership recognizes individuals as being affiliated with quality, Sustaining membership affiliates your organization with ASQ and aligns you with the finest and most respected organizations in business today. It makes a powerful statement to your employees, stockholders, suppliers, customers and competitors that quality is your cornerstone.

Some benefits of sustaining membership include:

- ü Recognition opportunities- from a listing in Quality Progress twice a year to an engraved plaque
- ü Free membership in any or all Division and Interest Groups- ASQ's topic or industry-specific groups
- ü Access to special rates for ASQ Education resources and in-house training opportunities
- ü Member discounts on all Quality Press publications for every employee of your organization and many more...

To learn more about ASQ Sustaining Membership, or to join, log onto [www.asq.org/sustain](http://www.asq.org/sustain) or call 800-248-1946 and request item B0150.

Sustaining members in the Montreal Section are:

**Bombardier, Hydro-Québec and Novaxa Consulting.**

## *Welcome to our new members:*

**Michel Arbour, Carlos J. Ortiz, Reed Walker, Mikki R. Bernier, Dominique Dumas, and Paul Garfield**

## *E-mail preferences*

Members can now go to ASQNet to quickly and easily change their preferences at any time and the preferences can be changed as many times as needed. The direct link is <http://www.asqnet.org/members/account/index.html> . Members can also change their email and mailing address, phone, fax, etc. information on this page as well.

Members now have the option of telling ASQ Headquarters what they preferences are regarding information sources to be covered by e-mails: 1 - Section, 2 - Division, 3 - HQ emails regarding Society business, and 4 - HQ emails regarding ASQ products and services.

# ISO 9000 & ISO 14000

## TRAINING DATES IN QUEBEC - 2002

- 
- **ISO 9001:2000** TRANSITION COURSE  
February 19-20 (F) **\$695.00** PLUS GST  
**\$595.00** (FOR QMI CLIENTS) PLUS GST

---

  - **ISO 9001:2000** FUNDAMENTALS  
March 18-19 (F) **\$795.00** PLUS GST

---

  - **ISO 9001:2000** FOR THE INTERNAL AUDITOR  
March 20-21 (F) **\$795.00** PLUS GST

---

  - **ISO 9001:2000** QUALITY MANAGEMENT SYSTEM LEAD AUDITOR\*  
May 20-24 (F) **\$1,695.00** PLUS GST  
\*ANSI-RAB NAP Accredited. Meets training portion requirements for IATCA auditor certification.

---

  - **ISO 14000** ENVIRONMENTAL MANAGEMENT SYSTEMS LEAD AUDITOR\*  
April 8-12 (F) **\$1,995.00** PLUS GST  
\*ANSI-RAB NAP Accredited.
- 

DURATION FOR ALL COURSES (EXCEPT THE LEAD AUDITOR COURSES) ARE FROM 9:00 AM TO 4:30 PM EACH DAY.  
THE DURATION FOR LEAD AUDITOR COURSES ARE 8:00 AM TO 6:30 PM (MONDAY TO THURSDAY) AND 8:00 AM TO 3:00 PM (FRIDAY, WITH AN EXAMINATION)  
FEES INCLUDE COURSE MATERIALS, APPLICABLE STANDARDS, CONTINENTAL BREAKFASTS AND LUNCHES.

### **ISO 9000: 2000 Fundamentals**

**WHO SHOULD ATTEND?** Individuals who have limited or no prior knowledge of the ISO 9000 standards and want to gain an understanding of the requirements for the development of a quality management system within a manufacturing or service environment.

**DURATION:** 2 days

**OBJECTIVES:** This course will provide participants with an understanding of the rationale and intent of the various sections of the ISO 9000:2000 standards. This course meets the prerequisite requirements for the QMS Internal Auditor and QMS Lead Auditor Training Course.

**PREREQUISITES:** None

**OUTLINE:**

- Introduction to ISO 9000 - benefits and application
- Quality Systems – historical background
- Objectives of a good quality management system
- The 8 Quality Management Principles
- Key concepts and definitions
- The “Core” ISO 9000 standards
- ISO 9001:2000 QMS – Requirements
- Overview of the Registration process

**COURSE MATERIAL INCLUDES:**

- ISO 9001:2000 Quality Management Systems – Requirements
- ISO 9004:2000 Quality Management Systems – Guidelines for Performance Improvements
- Quality Management Principles
- ISO Guidance on ISO 9001:2000 – Clause 1.2 Application
- Guidance on the Process Approach

A comprehensive workbook, with detailed references to the new Standard, as well as breakfasts and lunches are included in the course fees.

**To register for these courses, please call:**  
**QMI, Client Services**

865 Ellingham Street, Pointe Claire (Montreal), Quebec H9R 5E8  
Tel: (514) 428-2491 ▪ Fax: (514) 694-9697 ▪ (888) 723-7755

**or register on-line:**  
**[www.qmi.com](http://www.qmi.com)**

*We would be happy to provide you with a full course calendar and course descriptions.*





**Meet Today's Challenges - Exceed Tomorrow's Expectations**  
**SGS ICS Training Sets the Standard for Excellence**

ISO 9001:2000 Lead Auditor Course -\$1,595.00  
(ANSI-RAB NAP Approved)

February 18-22                      Montreal in French  
March 11 - 15                      Montreal in English

ISO 9001 : 2000 Internal Auditor Course- \$795

February 6 – 7                      Montreal in French  
March 27 – 28                      Montreal in English  
April 2 – 3                              Montreal in French

ISO 9002:2000 Seminar - \$295

February 8                              Montreal in French  
February 27                              Ottawa in English  
April 12                                      English Montreal

ISO 9001 Internal Auditor - \$795

March 25 – 26                      Montreal in English  
April 17 – 18                              Montreal in French

ISO 14001 Lead Auditor Course -\$1,795.00  
(ANSI-RAB NAP Approved)

February 25 – March 1              Mississauga

One-Day 1994 Internal Auditor Tune Up  
To ISO 9001:2000- \$395.00

February 14                              Montreal in English  
March 18                                      Montreal in French

ISO 9001:2000 Lead Auditor Transition Course - \$895

February 25 – 26                      Montreal in English  
February 28 – March 1              Ottawa in English  
April 4 – 5                                      Montreal in French

OHSAS 18001 Health & Safety  
Internal Auditor - \$795

February 4 – 5                              Mississauga  
March 20 – 21                              Montreal in English

**For Information on all training courses and seminars or you may call or e-mail**  
**Nicole Auger-Riley in our Montreal office**  
**Phone: 514-695-3310 or 1-888-695-4769 E-mail: nariley@sgs.com**



**Early Bird Discounts : enroll more than 30 days in advance  
and Receive a 10% discount**

*All of the above courses can also be provided at your own location.*

The Montreal Section *Newsletter* is prepared by its members and published 8 times a year for members and friends.

**Postal address of the Section :**

PO Box 39, Côte Saint-Luc Station,  
Côte Saint-Luc, Qc, H4V 1H8

**Electronic address of the Section :**

n.dickinson@asqnet.org

**Editorial team :**

Eric STERN, Keith FORCIER, JP AMIEL  
Branimir TODOROV, Norman DICKINSON

**Newsletter Editor :** Eric STERN, CQA

**Phone :** (514) 483-6264 **Fax :** (514) 483-6264

**Email :** eric@cam.org

*The opinions expressed in the Newsletter are those of the authors and not those of ASQ. Articles may be reproduced if the source is stated.*

**OFFICERS 2001-2002**

**Chair and & SMP:**

Keith FORCIER

KGF Service  
(450) 969-0709

**Vice-Chair:**

Dr. Inteaz ALLI, CQA  
McGill University  
(514) 398-7920

**Secretary:**

Isabelle LEMIEUX  
(514) 818-2937

**Treasurer:**

Raymond DYER, CQA, CQM,  
(514) 483-5001

**Program & Arrangements:**

Branimir TODOROV  
BTA Inc.  
(514) 843-5115

**Membership:**

Bernard DOIRON, CQA  
KAYI  
(450) 653-4879

**Newsletter, Publicity:**

Eric STERN, CQA  
Expertech CMSC  
(514) 483-6264

**Awards & Historian:**

Jean-Pierre AMIEL, CQA  
STCUM  
(514) 280-5412

**Education:**

Dr David TOZER  
(514) 697-3831

**Internet Liaison, Recertification**

**& Examining:**  
Norman DICKINSON, CQA  
(514) 334-6102

**Student Branch:**

Kevin LAFRAMBOISE  
Concordia University  
(514) 848-2978

**Environmental committee**

Mitchell Daudier  
(514) 272-4048

**Directors:**

Sam WEISSFELNER, CSQE, CQA

**Region 4 :** Robert D. FISHER

**Regional :** Emilio FALQUERO

**STUDENT SECTION:**

**Chair:** Todd JOHNSON

Johnson@mercato.concordia.ca

**Vice-chair:** Harry COIFMAN

**Secretary:** Victor MIHAIL

**T**he American Society for Quality (ASQ) is a not for profit Society incorporated in 1946 as the American Society for Quality Control. In 1997, the Society changed its name to the American Society for Quality (ASQ) to better reflect its mission "...*(to) advance individual and organizational performance excellence worldwide by providing opportunities for learning, quality improvement, and knowledge exchange.* "

**ASQ's Vision Statement :**

*"A World of Improvement Through the American Society for Quality".*

ASQ is a society of individual and organizational members dedicated to the ongoing development, advancement, and promotion of Quality concepts, principles, and techniques. With a network of over 133,000 members in 64 countries, it's initiatives focus on enhancing the quality profession and on quality's role in the marketplace. Leading people with a commitment to quality into action is ASQ's mandate, stemming from the belief that the best way to improve quality is by helping people improve themselves.

The Montreal Section, was accepted as the 43rd Section of the American Society for Quality in 1950 and designated **Section 0401**. ☐

**The Montreal Section Mission**

*« To promote and enhance the quality profession by providing support to our Section membership, offering information, educational programs and events, and promoting the awareness and value of quality in the community. »*

**Come visit at [www.ASQMontreal.qc.ca](http://www.ASQMontreal.qc.ca)**

Ad size (8½ x 11 page)	ASQ Member	Non- Member
1/6 page	\$ 55	\$ 75
1/4 page	\$ 75	\$ 100
1/2 page	\$ 135	\$ 165
3/4 page	\$ 175	\$ 210
1 page	\$ 200	\$ 240
2 pages	\$ 330	\$ 380
<b>Sponsoring the Newsletter</b>	\$ 150	\$ 200

**R**ates apply for placing an ad in one Newsletter issue only. Discounted rates are available for the same ad in multiple issues.

Contact **Eric STERN, Newsletter Editor & Publicity** at (514) 483-6264 or e-mail at **eric@cam.org**.