

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

Nathalie Lecours, senior quality manager from Nortel Networks and **Pierre L'Espérance**, CAC/ISO TC/176 expert, will present ISO 9004: 2000 guidelines and Malcolm Baldrige award based

Global Evaluation of Company Performance

DATE: WEDNESDAY, April 10, 2002

TIME: 6:00 PM

PLACE: Hilton Hotel — Dorval Airport

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

And, we pay the Parking !!



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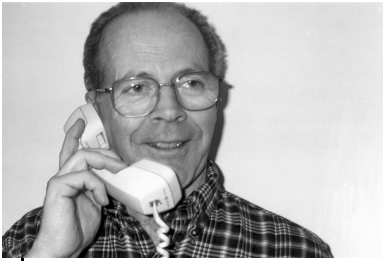
READER SURVEY RESULTS — THE FIRST IN TWO YEARS.
SEE WHAT THE OPINIONATED EXPRESSED AS CUSTOMERS.

A first in ASQ: Mitchell Daudelin nominated **Environmental Chair** in our Section promises exciting and informative activities geared to bring us up to speed regarding the issues, the regulations, the practices and their relationship to the traditional quality systems.

**Knowledge
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NOTICED
Get Certified**

LOOKING FOR A CHANGE ??

CHECK PAGE 3 AND THEN YOUR SECTION'S WEB PAGE FOR CAREER OPPORTUNITIES
WWW.ASQMONTREAL.QC.CA



The Editor's Corner

By Eric STERN, CQA,
Newsletter Editor, eric@cam.org

SURVEY: ASK THEM, INTER- PRET THEM

Customer satisfaction is a key element of quality. I just wrote that last month, but I can repeat it this month. We walked the talk and asked you, readers what you think of this Newsletter. We will publish this time also the results of the survey of the participants of the last event, Louis Gialloredo's presentation on customer satisfaction and brand loyalty.

I am not a survey expert but knew from earlier surveys I carried out in other circumstances that some people rate everything high, some rate everything low, I guess depending on their general view of the question. There are however also people who distinguish their answers function of the question and give responses that reflect their satisfaction on specific questions. The rules of the survey do not allow me to just pick the differentiating responders. Anyway, thanks to all participants who sent in their feedback. No one needs to wait another two years to let the editor know what you want in the Newsletter. Just let me know.

Another lesson for me is that in the future the evaluation of the survey should be done by someone else, not

emotionally attached to the results. I went to a few ups and downs while the results moved in. Averaging them hides a lot of information and richness of feelings. I therefore especially appreciate comments that went constructively adding to the feedback. They are excellent. I hope that some of the respondents will take it on to contribute themselves to the changes they suggest. An active editorial team can make quite a difference in the results. There is also the matter of continuity, should other priorities interfere with me continuing in this job. The graphic design could be improved. Some people prefer longer stories. Success stories from the quality field would be examples to be emulated by many. Contact me if you are enthusiastic about contributing to others and could benefit from the interaction.

Our next event will focus on the total quality approaches of ISO 9004 and the Malcolm Baldrige award. I have offered again my volunteer services as an assessor for the Grand Prix Québécois de la Qualité award that emulates the Malcolm Baldrige award. It is quite an experience to find out how different companies apply these principles and see the evidence of the benefits they obtain. What is your opinion?

It's **YOUR** Newsletter. [✉](mailto:eric@cam.org)

Environment and quality

By Mitchell DAUDIER
Environmental Chair

I was happy to accept the nomination as environmental chair at the Montreal Chapter of the American Society for Quality. We believe it is a first for any ASQ division in North America.

As Environmental Chair I hope to increase the awareness of ASQ members to the importance of environmental protection. Various seminars and conferences will be presented with topics ranging from current environmental issues to the comparison between ISO 9000 and ISO 14000.

In today's business world, one cannot afford to overlook the importance of implementing an environmental management system. A proper environmental management system, whether it is ISO 14001 or a similar one, will help you maintain compliance to the increasing number of more and more complex environmental regu-

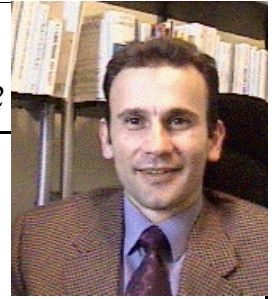
lations. It can also provide a way to communicate with interested parties and assure that their preoccupations are taken into account into your company's activities, products and services. In addition, an environmental management system will help increase efficiency leading to better resource management.

Every day, a greater number of clients, insurance brokers and stockholders are demanding proof of responsible environmental operations. Is your company ready?

We will keep you posted on any upcoming events that we organize and hope you will join us there. We are looking forward to discussing what environmental management can do for your company and how it can be integrated into your companies' quality management system.

Upcoming Events

By Branimir TODOROV, Program Chair 2001-2002



Learn to measure company performance!

Dear ASQ members and guests,

More than 30 people enjoyed the last event on measurement of customer satisfaction! Right now I am delighted to invite you to the next activity titled: "Measurement of Global Company Performance: Leadership, Process effectiveness, People Motivation, Customer satisfaction, Shareholder satisfaction and Continual Improvement" April 10, 2002 . A panel of two experts will present practical approaches for business assessment based on the Malcolm Baldrige award criteria and the ISO 9004: 2000 guidelines.

Pierre L'Espérance, ISO 9004:2000 expert from CAC/ISO TC/176 and Nathalie Lecours, senior quality manager from Nortel Networks, will present for you an overview of the implementation and use of the Malcolm Baldrige Quality Award and the ISO 9004:2000 International Standard for the Global Evaluation of Company Performance. Pierre and Nathalie will share with you their own experience. Don't miss this exclusive special event! Join us! ☺

The presentation performance:

The survey of the participants at the last meeting on Measurement of Customer Satisfaction and Brand Loyalty, the presentation given by Luis Gialoretto, is in:

On a scale of 5 to 1, where 5 is Very Satisfied and 1 is Very Dissatisfied, based on 20 evaluations handed in by the 30 participants at the meeting, the average results were:

Organization -	4.3	Methodology -	4.2
Ambiance -	4.2	Speaker -	4.6

One participant commented: "This presentation should be redone next year after we have tried to implement and understand some of this good stuff". Enrichissant! Very good!" ☺

Looking for a New Career or for a Career Change

By Norman DICKINSON, CQA, Internet Liaison

Head over to 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 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.

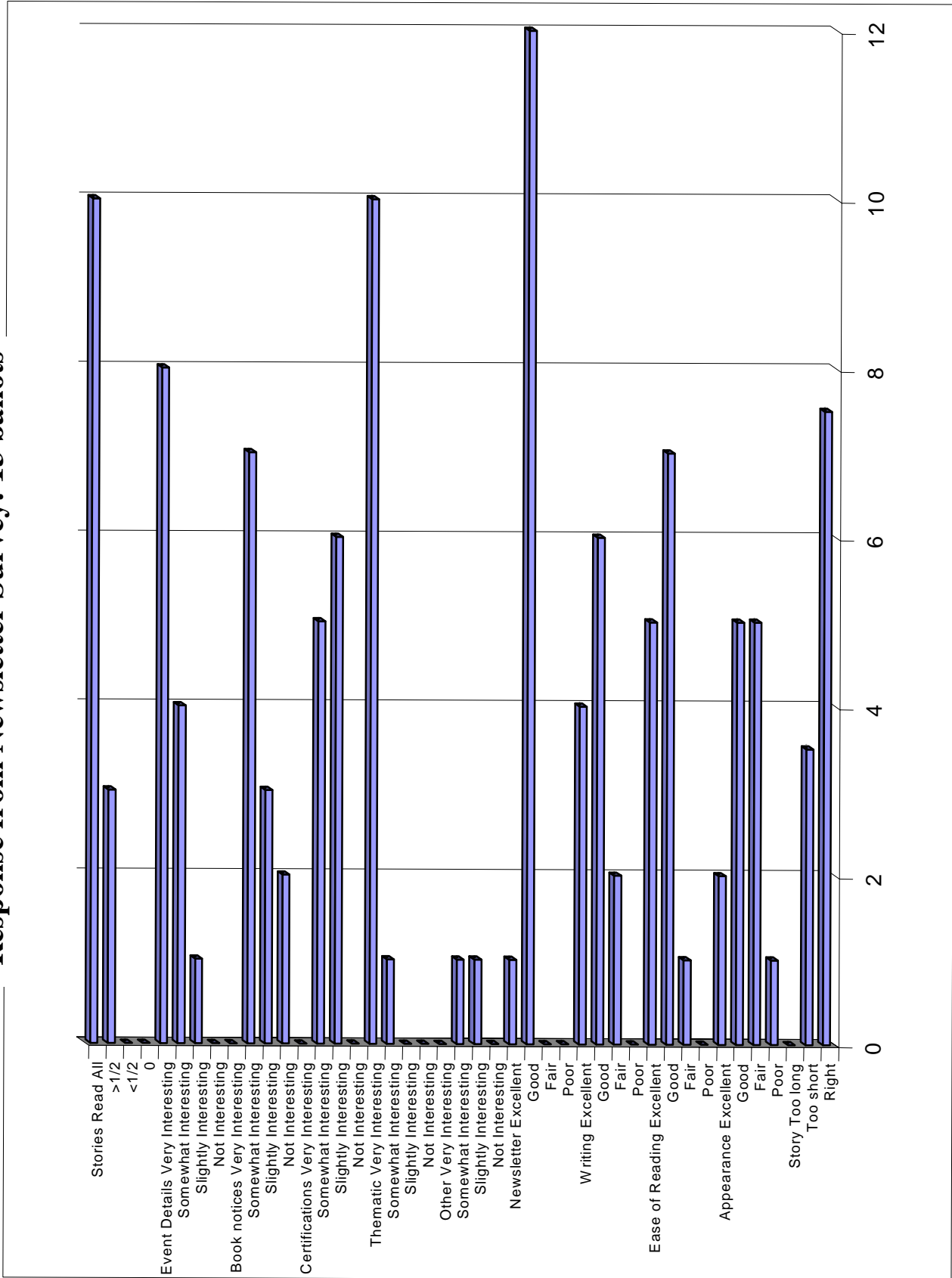
Note to Employers

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 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@alumni.concordia.ca. ☺

Response from Newsletter Survey: 13 ballots



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

April 3, 2002	Executive meeting	
April 10, 2002	Organization evaluation using ISO 9004:2000 and the Malcolm Baldrige Award criteria	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	The event on recertification originally planned for this date has been revised. Keep an eye on this space for a unique, informative and interesting event that will be presented instead.
May 29, 2002	Executive meeting	
June 2002	Executive meeting	

WE ALWAYS HAVE SPACE FOR YOUR ADS
Please contact Eric Stern at (514) 483-6264, or eric@cam.org

ASQ Certification Exam Dates



Please bear in mind that these exam dates were correct at the time of posting. They may be revised by ASQ at any time.

For the latest dates please contact ASQ directly at 1-800-248-1946. ☉

	2002	EXAM DATES	APPLICATION DEADLINE
CQE/CQA/CSQE/CQIA		June 1	April 5
CQT/CRE/CFI/HACCP / Certified Quality Manager/Six Sigma Black Belt		October 19	August 23
CQE/CQA/CSQE/CQIA		December 7	October 4
	2003		
CQT/CRE/CFI/HACCP Biomedical/Certified Quality Manager / Six Sigma Black Belt		March 1	January 10
CQE/CQA/CSQE/CQIA		June 7	April 4

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

Newsletter survey results:

Here are your comments:

- ◆ Quality related news from daily newspapers
- ◆ The Newsletter is a major communication tool that reaches all of the members. The better the Newsletter, the retention rate of new members will increase
- ◆ Stories are a demonstration of success or opportunity for improvement. More stories would be appreciated. Half a page (400 words) is adequate. Are stories available for other ASQ Section Newsletters?
- ◆ I take my hat off to all the Newsletter's contributors and editor. I know it is a lot to do with little resources. Thanks.
- ◆ Survey of most amusing / interesting situations encountered. I live in New Hampshire. The Newsletter arrived today March 6. The meeting at Dorval which I would have liked to attend was March 5. Enough said.
- ◆ Success stories in quality improvement, Customer Satisfaction Measurement.
- ◆ Book reviews not seen or not found. Other interesting items: upcoming training courses. Try keeping some presentation [handwriting not readable here]..... (for example SGS presentation at the end). Distinguish new or important information from the rest (highlight).

The editor response:

Thank you all for your thoughtful contribution. The major part of what is suggested can be produced with the help of reader contribution. As John F. Kennedy said: “ Do not ask what the Newsletter can do for you, ... “.

The numbers indicate that most responders read all the stories, and find the event details and the thematic stories very interesting. Excellence in writing, ease of reading and especially appearance are still stretch goals.

The Quebec Section 404 of the ASQ, Mouvement Québécois de la Qualité and École de technologie supérieure de l'Université du Québec organize a seminar on “**Total Quality Management and the Six Sigma Universe**” Friday April 19 at the Maritime Plaza Hotel, 1155 Guy (corner René-Lévesque), near the Guy-Concordia metro station.

It will be a full day event, organized in French.

Pierre L'Espérance, one of the speakers at our next event is a member of the panel for that seminar. Member cost before March 29 is \$150, after that is \$185. The program and registration form are available at http://www.asq0404.org/1colloque_information.pdf.

The event intends to review the philosophy of excellence of the global Six Sigma approach centered on the client. ☺

Sustaining Members in the Montreal Section:

Bombardier, Hydro-Québec and Novaxa Consulting.

Welcome to our new members:

Marc R. De Bellefeuille, Richard M. Gardner, Arnot W. Heron, Felipe Reyes, Tommaso Saiano and Marianne Vanderwel

Regional News:

Brenda Fisk (from Toronto Section) is the new Region 4 Regional Director!



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)

April 22 - 26 Montreal in French
May 27 - 31 Montreal in English
June 17 - 21 Montreal in French

ISO 9001 : 2000 Internal Auditor Course - \$795

April 2 - 3 Montreal in French
May 2 - 3 Montreal in English
May 16 - 17 Ottawa in English
May 29 - 30 Halifax in English

ISO 9002:2000 Seminar - \$295

April 12 English Montreal
May 7 French Montreal
June 12 Ottawa in English
June 14 French Montreal

ISO 9001 Internal Auditor - \$795

April 17 - 18 Montreal in French

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

April 29 - May 9 Mississauga
June 24 - 29 Mississauga

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

April 22 Montreal in English
May 22 Montreal in French

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

April 4 - 5 Montreal in French
June 4 - 5 Montreal in English
August 8 - 9 Montreal in French

OHSAS 18001 Health & Safety
Internal Auditor - \$795

April 8 - 12 Mississauga

For Information on all training courses and seminars 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**

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

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The 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

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
Sponsoring the Newsletter	\$ 150	\$ 200

Rates 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.