



# Gazeta Global™

Volume 28, Winter 2011

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## Quality Advocacy in the Philippines

*by Miflora (May) M. Gatchalian, ASQ fellow and Country  
Counselor for the Philippines*



Quality is a global concern. Wherever we are in the world, we will always find people advocating quality. The Philippines, a small country in Southeast Asia, has the advantage that most residents learn English as their second language. This keeps the country easily attuned with international affairs, including the progress of quality promotions.

As early as 1969, a team of concerned Filipinos joined forces to organize the Philippine Society for Quality (PSQ), perhaps the first in this part of the world outside of Japan. Since then, PSQ has provided leadership in the quest to spread quality awareness and practices nationwide. Being a private voluntary association with little funding, however, the expected speed in quality advocacy has not moved as fast as desired.

Nevertheless, from its inception, PSQ regularly conducted its annual conference, which later was called the National Quality Forum (NQF). The International Academy for Quality (IAQ) had been supportive of the event, and the organization even sent some of its well-known members to NQF.

Last year, for example, under Zenaida Veloso's presidency, PSQ marked its 22nd NQF with the theme "Roadmaps to Excellence: Building the Best." ASQ Past President Charles Aubrey—who is also an IAQ vice president—was the keynote speaker. The PSQ incoming president this year is Franz Padiz, who is the head of corporate quality management at Globe Telecoms. Additionally, she is an active quality advocate with international connections.

### PSQ's activities

The PSQ is also engaged in other quality advocacy activities, including *ugnayan*, which enables its membership to visit successful companies and observe their practices. Through quality activity sharing by the host company, PSQ members are introduced to ideas and projects they could either benchmark or simply emulate. Other programs the PSQ regularly conducts, which are open to the public at minimal fees, include:

- Refresher courses on quality management systems.
- Six Sigma.
- Quality measurements.
- Statistical methods.
- Malcolm Baldrige National Quality Award criteria.

These programs promote the Philippine Quality Award (PQA), which PSQ administers. The PQA, now in its 14th year, recognizes national nominees. The PQA differs from the Baldrige award in a few ways, including: the PQA has introduced award levels that candidates can receive, depending on the score they obtain. Additionally, the score with the lowest award is level I (commitment), followed by level II (proficiency) then level III (mastery) and level IV (excellence)—the highest score equivalent to the Baldrige award level of excellence per the judges' decision. Lastly, depending on the score obtained after



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assessment, the candidate can be awarded any of the levels. For candidates to obtain even a level I award shows their commitment to quality and can serve as their challenge to aim higher next time.

One of PSQ's greatest accomplishments is its leadership position for the first International Quality Conference held in the Philippines in 1981. At that conference, there were 13 countries represented and six international quality gurus spoke. The event was funded by the United Nations Industrial Development Organization through the efforts of the Productivity Development Center of the National Economic Council and the Department of Trade and Industry.

At this time, PSQ—when I was the president—envisioned the organization of an Asia Pacific Quality Association (APQO). The unwavering support from ASQ Past Presidents Jim Harrington and Walt L. Hurd, together with full encouragement from Union of Japanese Scientists and Engineers Director Kaouru Ishikawa, enabled the APQO ad hoc committee (led by the PSQ president) to establish the APQO in Beijing. Through Yuan Zhang Liu's efforts, a historic event to show Beijing to the world as the APQO conference venue also facilitated the approval of the APQO charter in 1985.

### **In the beginning**

This marked APQO's official start, with 12 member countries in its core council (CC). Today, the APQO has CC members in more than 20 countries' quality organizations and is linked with many other global quality organizations, such as ASQ, the European Organization for Quality, IAQ, SAQ and the Middle East Quality Association. The organization holds annual conferences, which are hosted by its CC member countries. This year, the 17th APQO conference will be held in Singapore Oct. 17-19.

Additionally, APQO—with its office secretary in the Philippines—also organized the Walt L. Hurd Foundation (WLHF) under Harrington's initiatives. The WLHF was organized to honor the memory of one of the quality pillars, not only in the United States, but also in many Asian countries, including the Philippines. One of the APQO-WLHF annual awards could be the first global award for women, known as the MMG Gold Medal, named for me and my work with APQO since its inception until today. The medal is awarded annually to a woman who has distinguished herself as a female quality professional of the world. In 2004, the first MMG Medal went to Tang Xiaofen, president of Shanghai Association for Quality and a well-known international quality advocate.

Female quality leaders are encouraged to continue actively advocating for quality, which stems from the pioneer efforts initiated in the Philippines and other countries with similar experiences, as well as what is practiced in other parts of the world, particularly in countries where quality is most urgently needed.

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## PEOPLE

### Country Counselor Receives Award

J. Gilberto Concepcion, ASQ Country Counselor for the Dominican Republic, will receive the President's Medal from the Asia Pacific Quality Organization (APQO) in Singapore in September.

Concepcion has promoted APQO since its inception and acts as one of the program's directors. His presentations on dynamic leadership through quantum mechanics, quantum dynamics, symmetry and nanotechnology applied to brain dynamics, quality improvement, leadership and management have been well received, especially by the Shanghai and Australia Congresses.



J. Gilberto Concepcion

## OF INTEREST

### Meet the New ASQ Global Managing Director

Since Nov. 8, when he started as ASQ Global's managing director, John Fowler has been learning as much as he can about ASQ and its members. "So far, I've been going through on-boarding processes and getting to know the staff, both at headquarters and at national service centers (NSC)," he said.

So far, Fowler has traveled to Mexico City to visit the ASQ Mexico National Service Center (NSC) and to meet Maria Elena Robles, ASQ Mexico General Manager, and other staff members. He also met some members and member leaders in Mexico. He will visit the ASQ offices in China and India this spring and will attend a Dubai Quality Group conference in the United Arab Emirates.

Fowler is working with the ASQ Global Advisory Committee (GAC) to plan strategically for global growth in membership, products and services. He is also working closely with the ASQ Global staff and members to promote quality as a global priority. "We'll connect the pieces from ASQ, countries and regions, using the NSCs as a platform to reach out to these countries" he said. Fowler will work with the GAC, ASQ members, ASQ Global staff and other subject-matter experts to create a new three to five-year strategic intent for ASQ Global.



John Fowler





Fowler has a bachelor's degree in business administration from Rutgers University and is a graduate of the advanced management program at Harvard Business School in Boston. Before coming to ASQ, he served as chief global services officer for the U.S. Pharmacopeia Convention. During that time, he was responsible for establishing four international offices in China, India, Brazil and Switzerland.

"I have significant experience not only setting up the sites, but also guiding and leading international growth," he said. Through his work there, he has experience in meeting with government officials, industrialists and volunteers in the United States and abroad, and understands the issues involved with setting up offices in other countries.

"We can help these countries as they work toward higher levels of quality for products and services. By having opportunities to promote quality, we benefit the industrial economy, too. We're working with governments to help with national goals."

Fowler is in the process of reaching out to meet as many ASQ members as he can. "Membership has the opportunity to help with global operations and will help grow ASQ as a whole." Engaging ASQ's global members will help all ASQ members around the world, including the ones in North America, with international operations.

One of his key responsibilities as the ASQ Global managing director is to aid the NSCs in becoming fully self-sustaining units so they can operate on their own, support member communities and generate revenue.

## World Quality Month Recap

ASQ has long recognized and applauded efforts made by global organizations to establish and grow the impact of quality through World Quality Day each November. Last year, in an effort to call attention to the importance of worldwide quality, ASQ joined with other global organizations in a concerted effort to provide a longer-term celebration and focus on quality by launching World Quality Month.

For the 2010 World Quality Month launch, organizations around the world marked what from now on will become an annual event. World quality month awareness focuses on the quality community's advancements and contributions in businesses, institutions and communities—locally, regionally, nationally and globally. By uniting in vision, voice and a virtual showcase each year, the story and importance of quality in the 21st century will be told.

Here are some of the organizations, groups and events highlighted in the 2010 World Quality Month launch:

- Baxter Healthcare Corp. (United States).
- Chile Calidad.
- Corporation 3D Calidad (Ecuador).
- Chartered Quality Institute (UK).
- Descon Engineering Limited (Pakistan).
- Dubai Quality Group (United Arab Emirates).





- Union of Japanese Scientists and Engineers.
- Network for Competitiveness (Nepal).
- PGQP (Brazil).
- Portuguese Association for Quality.
- Qatar Design Consortium.
- Quality and Productivity Society of Pakistan.
- Saudi Arabia Third National Quality Conference.
- VCK (Belgium).

Through world quality month each year, quality professionals will increase the visibility and the world's understanding of the impact of quality techniques, tools and systems. Together, quality professionals will effect change, celebrate improvements already underway and pinpoint the larger-scale opportunities in which quality can make a difference in the world.

As members, partners and important friends, ASQ Global hopes its global members and customers will consider and enthusiastically embrace the power to raise awareness about world quality, and consider ideas for how to highlight and focus on advancements, impact and positive changes that quality is making in each country and region.

ASQ Global seeks suggestions on how to work together to raise quality awareness around the world. Send your feedback about how quality professionals around the world can work together to advance this initiative to ASQ Global Membership and Community Relations Manager Tiffany Ann Jackson at [tjackson@asq.org](mailto:tjackson@asq.org).

## ASQ Global Announces 9 New LMCs

New local member communities (LMCs) have recently formed in India and China. An LMC is a member group that is equivalent to an ASQ Section or chapter. LMCs are formed by groups of highly involved ASQ members who come together to set goals and objectives. Each group interested in forming an LMC is asked to submit a governance formation plan for the Global Advisory Committee to approve.

Seven of the new LMCs are in India. Active members and core teams work with the ASQ India staff to set goals and objectives that will benefit ASQ members. The new India LMCs are located in Ahmedabad, Bangalore, Chennai, Delhi, Jamnagar, Mumbai and Pune. Each group has submitted an annual activity plan that will provide opportunities for local members to become engaged in quality events and activities.

In China, LMCs have formed in Shanghai and Shenzhen. Active members have been coming together in these locations, and they now have formed the first LMCs in the country. The member units' plans include conducting local quality events to involve more members and quality professionals in the region.

LMCs are in place to serve the local membership and local quality community. They are responsible to the local membership for providing engagement opportunities and for ensuring member satisfaction. Other LMCs include ASQ LMC Sao Paulo-Brazil and ASQ LMC Lima Peru.

Groups interested in forming an LMC should contact the local Country Counselors or [ASQ Global membership programs](#).





## ASQ China's Road Show

by Raymond K. Zhu



Since November, ASQ China has presented "The Global Voice of Quality" in Shenzhen, Beijing, Shanghai and Dongguan. The presentation tour is scheduled to stop in eight more cities: Suzhou, Guangzhou, Tianjin, Hangzhou, Ningbo, Nanjing, Chongqing and Qingdao. The following is ASQ member Raymond K. Zhu's account of the Shenzhen stop. Zhu also presented at the Shenzhen event.

On Nov. 28, ASQ China sponsored "Global Voice of Quality—Road Show Shenzhen Event." Nearly 140 quality professionals from various business sectors in Shenzhen and Hong Kong attended. Most were young professionals.

ASQ China General Manager Kevin Wu kicked off the event with his speech "Exceed the Lead and Command the Extreme—a Brief Review of ASQ's 65 Years in Quality Efforts."

After Wu's speech, Aaron Tong, ASQ fellow, presented "Quality Management System Comparison Within Key Industrialized Countries and Regions During the Age of Innovation." The presentation was well received by attendees.

When I was on the stage for my presentation, I was impressed by the enthusiasm of Chinese quality folks. After discussing the different quality perspectives among people with different cultural backgrounds, I spoke about quality engineering in design quality and manufacturing quality applications. It seemed I had touched on the hidden concerns that most of the audience was reluctant to mention related to its relationship between quality assurance professionals and Chinese manufacturing managers who do not fully understand quality.

This made me an instant friend of those Chinese quality professionals. I explained to them how local ASQ sections in North America facilitate monthly technical dinner meetings and other events. When I asked them whether they were interested in having a monthly ASQ local member community (the global equivalent of North American ASQ Sections) technical dinner meeting in Shenzhen, they unanimously agreed.

These young Chinese professionals want to acquire ASQ's expertise and help. I have a strong feeling that if we introduce and market ASQ with a proper strategic planning and relevant programs, ASQ will reach its goals.

## Second Quality International Congress in Mexico

The Universidad de Celaya (University of Celaya) in Mexico hosted the second international quality congress in early November. The event followed the theme, "Quality Without Frontiers" and was organized with the University of Celaya ASQ student branch and the university.

About 350 people attended the event, including students from the University of San Luis Potosí, Vasco de Quiroga University, Netzahualcoyotl Technological University, University of Queretaro, Technological University of Huejotzingo, Instituto Tecnológico Superior de Irapuato and the University of Celaya in majors including business, engineering, foreign trade and teaching. Local businessmen and members of the public also attended the event.



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The event included a video presentation that showed the importance of quality and detailed how the University of Celaya's ASQ student branch was formed, and attendees enjoyed a regional dance presentation by a group of folk dancers from the Technological Institute of Celaya.

The event's head table included: Tommy Tam, ASQ Global new market development director; Maria Elena Robles, ASQ Mexico general manager; Martha Aguilar Trejo, University of Celaya president; Veronica Perea, ASQ subsection 2025 Guanajuato treasurer; and Montserrat Ramirez, University of Celaya ASQ student branch president.

The event opened with Tam's presentation, titled "The Evolution of Quality Professionals," in which he explained the new requirements and skills a professional needs to develop to succeed. After Tam's presentation, Felipe Bernstein of Chile interacted with the audience during his presentation on quality in the public sector, in which he provided a Chilean government success story. Lastly, Eduardo Amaro gave the conference's main address, "The New Direction of ISO 9001."

On the first day of the congress, attendees could participate in workshops on topics including Six Sigma, strategic planning, continuous improvement and assurance in measurement systems. Last year marked the first time event organizers put together a *kaizen* team competition with participation from companies including Mabe, GKN, Avon, Tremec and Kuo Automotive Group. Each company presented a case study about improvement within their organizations.

Activities on the second day of the event included three presentations. ASQ member Kam Gupta presented "Leadership in the 21st Century." Leopoldo Rodriguez of from Venezuela spoke about ISO 26000 and social responsibility



A TRADITIONAL DANCE group from the Technological Institute of Celaya performed at the second annual quality congress.



THE EVENT'S HEAD table included (from left) Veronica Perea, treasurer of the ASQ subsection 2025; Tommy Tam, ASQ Global director of new market development; Martha Aguilar Trejo, University of Celaya president; Maria Elena Robles, ASQ Mexico General Manager; and Montserrat Ramirez, University of Celaya ASQ student branch president).



CONFERENCE ATTENDEES AND presenters included (from left) Leopoldo Rodriguez, María Lucila Aguilar, Veronica Perea, Montserrat Ramirez, Mariana Villagrán, Tarcisio Rosas, Kam Gupta, Lizbeth Cruz, Norma Nieto, Tommy Tam and Eduardo Amaro.



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within organizations. Jorge Rivas gave the last presentation titled “Quality of Personal Finances.”

During the event’s closing ceremony, the *kaizen* team competition awards were presented to the following organizations and teams:

- First place: MABE.
- Second place: TREMEC.
- Third place: GKN Driveline Villagrán.

Tam recognized and thanked the participating organizations and conference attendees for their efforts in helping develop the event. In particular, he recognized the student branch’s work in helping conduct activities such as the congress to promote quality.

## ASQ Mexico City Section 1403 Activities

As part of ASQ Mexico City Section 1403’s activities in the fourth quarter of last year, the section organized a workshop for members. The workshop, developed by Kam Gupta, was called “Effective Leaders as Coaches.”

Gupta is an ASQ senior member, chair of ASQ’s Human Development and Leadership Division, and president of Continuous Improvement Technology Inc., a management consulting and coaching organization.



ASQ SENIOR MEMBER Kam Gupta hosted the workshop “Effective Leaders as Coaches” for members of ASQ Mexico City Section 1403.

Workshop participants learned about the principles of coaching and how they can empower others based on personal strengths. Participants also reviewed an analysis of human capital and other tools to help them move into 21st century.

## ASQ India’s Recent Activities

Amit Chatterjee, ASQ India general manager, recently shared some of ASQ India’s recent activities.

At the end of January into early February, ASQ India organized its first lean enterprise public training workshop, which was based on ASQ and subject-matter-expert body of knowledge. The event was held in New Delhi.



ASQ India also has been organizing and developing the member community in India. In January, ASQ’s Global Advisory Council approved the business plans for seven local member communities (LMC) in India. These LMCs are located in New Delhi, Pune, Mumbai, Ahmedabad, Jamnagar, Bangalore and Chennai. Each LMC has a dedicated leadership team of members who are passionate about creating a difference in society and will focus on advocating quality,





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- Submissions should be in Microsoft Word or plain text format with a word count limit of 800. Include your name, contact information with country name and a brief author biography.

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enhancing membership value through its activities, growing the membership by reaching out to potential members and working collectively on projects to address community problems to improve quality of life.

Three Indian organizations have joined ASQ as enterprise members. These organizations are:

- Tata Group, the most respected corporate brand in India.
- NTPC, the largest energy utility in India and one of the top seven power utility companies in the world.
- MAX Group, one of the largest corporate groups in healthcare and insurance in India.

All three enterprise members have plans to leverage ASQ's professional network, global reach and experience in assisting organization in their excellence journeys to further enhance their global competitiveness.

J.J Irani, the director of Tata Sons, will be a keynote speaker at ASQ's World Conference on Quality and Improvement (WCQI) in Pittsburgh in May. This marks the first time a top business leader from India presents at WCQI.

Moving forward, ASQ India is planning an international healthcare conference. Quality in healthcare is an emerging interest area in India.



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