



**Our Mission:** To Promote and Apply Quality Principles in London and Region through Leadership, Networking and Learning Opportunities .

## London Section 403 News—June 2009

### A Message from your Chair

By Joe DaSilva

Hello Quality Professionals.



The May 14<sup>th</sup> meeting with guest speaker Dave Nicolle was well attended by both members and a large number of guests. Mr. Nicolle, assistant General Manager of Supplier Preparation and Development at Toyota

Motor Manufacturing Canada Inc in Cambridge, Ontario spoke on

Toyota's expectations of a supplier and new model supplier development method. Be sure to check out Mr. Nicole's presentation on the ASQlondon.ca website under the "Meetings" tab. A brief summary is given on page 3 of this newsletter.

We are coming towards the end of our 2008-2009 fiscal year. It has been my pleasure to serve as your London Section Chair. We have a great team of Executives and volunteers who have made possible all the activities this year. We have been successful in many of our planned events. We also recognize that there are always opportunities for improvement.

Our section had another great year of meetings and the Diamond Aircraft tour. The section leadership team (new name for what we used to call the Executive) have strived to bring you informative/knowledgeable speakers on the latest topics in quality and related fields for our monthly meetings. We have improved participation meetings (average attendance increased from 46 to 55 people per meeting over last year). We were able to run several refresher courses such as CQE, CQA and CQM/OE. The London Quality Award committee, chaired by Don Whitred, did an outstanding job representing ASQ London in the local community. The recipient of the 2009 London Quality Award (Guest House on the Mount Hotel) will be a featured speaker at the June 11, 2009 meeting.

Steven Britton (incoming Chair) and I have just returned from the World Conference on Quality and Improvement held in Minneapolis, Minnesota.. The weekend before the conference is the Community Leadership summit in which the volunteer community leaders meet to network, receive awards, and learn about new programs. Steven and I met many wonderful people, made

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### Points to Ponder

**"The world is full of willing people. Some willing to work. The rest willing to let them."**

*Poet Robert Frost*

**"If you don't want to work, you have to work to earn enough money so that you won't have to work."**

*Poet Ogden Nash*

many useful contacts in other sections and head office staff, and we learned about new policies and initiatives that ASQ will be introducing in the next fiscal year. During this awards ceremony Steven and I joined the rest of Region 4 Section Leaders who were there to accept their awards for Total Quality and Bronze level Award of Excellence. (see photos below)

Our speaker for the June 11<sup>th</sup> dinner meeting will be *Guest House on the Mount* director *Stephanie Crowley*. *Guest House on the Mount* was the winner of the 2009 Chamber of Commerce

London Quality Award. This is our last meeting for this fiscal year which means it is time for our Annual Attendance and Recognition Awards. A record number of members will be receiving a gift certificate for one of the 4 levels of attendance. Please attend to pick up your award. We even had 11 members with perfect attendance. That is great!

I look forward to meeting you at this month's meeting!

Joe DaSilva, Chair 2008-2009



ASQ Canada Sections (Region 4) receive the Quality Excellence Awards and Total Quality Awards at the 2009 ASQ World Conference in Minneapolis, MN



l-r:  
Brenda Fisk,  
Past ASQ Canada  
Director;  
Joe DaSilva 2008-2009  
Chair, London Section;  
Steven Britton,  
Incoming Chair for  
2009-2010;  
Gary Gehring,  
ASQ Canada Director

## May Meeting Summary

### Toyota's Expectations of a Supplier with Dave Nicolle

If you want to be a supplier to Toyota, there are certain steps you need to following in order to qualify. Dave Nicolle, Assistant General Manager of Toyota Motor Manufacturing, Canada, provided detailed information on this topic.

The three main points are:

- 1) Perfect Quality
- 2) On-Time Delivery
- 3) Right Price

It was with great pride that Dave explained that the Toyota, Woodstock plant is the only plant outside of Japan to build the Lexus line of vehicles. Every year suppliers are expected to improve on their previous year's performance. And they are succeeding. In 2006, the Supplier DPM was 126. In the following year, it had dropped to 62, then to 32 for the end of 2008. They are aiming for a DPM of only 15 by the end of 2009.

Toyota typically makes major model changes every four years, and minor changes each year in-between. They will work with their suppliers to ensure everybody understands what will be happening 2-3 years down the road. Right now Engineering are finalizing designs for the 2012 and 2013 model years.

Presently Toyota has 250 suppliers, and a total of 3300 part numbers. It takes a dozen people to oversee the quality of this many suppliers, and to keep them up-to-date with all the latest requirements. Each one is assigned a group of suppliers for which they are responsible.

When new designs are presented, five risk areas are addressed.

- New Technology?
- New Material?
- New Supplier?
- New Plant?
- Safety Critical?

In order to assure consistent results, Toyota will typically insist that the same workers who will do the mass production make the first-off runs. Some exceptions may be made. Training is considered a critical factor for all workers.

“Any company not willing to take the risk to reinvent itself is doomed”  
Fujio Cho, Vice President, Toyota

The above quote seems to be particularly appropriate in today's automotive climate.

To start on the road to becoming a Toyota supplier, you are first expected to do a self assessment, using a form provided by Toyota. Being totally honest with yourself is the only way to prevent wasting everybody's time. A gap analysis is done, looking for ways to close any identified gaps. Toyota wants the relationship with their suppliers to be a win-win situation, so they will work with them to achieve conformance. If you as a supplier have trouble with a certain part of your production, Toyota may even send one of their engineers or other experts to help you identify the root cause of your problems.

Immediate feedback for all suppliers is updated daily on the website – knowledge is power. In case of any defects, quick action is expected. The investigation must include corrective and preventive actions. A big key point that Toyota does NOT want is where suppliers rely on sorting to get quality parts out.

You are expected to focus on solving problems in your process, so that they don't ever show up at Toyota.

The Quality key points are:

- Fully Understand the Product
- Establish the Process
- Measure the Results
- Verify for Readiness

Standardized work is more critical now than ever due to a quickly changing work force and suppliers going out of business. By following a standardized method to produce a product, it can be achieved by different people of different suppliers.

Visual Management is highly valued – real-time quality numbers are very important to identify negative trends before they impact the final product. Making all standards, targets, and conditions highly visible in all work areas helps team members know how things are going. Opportunities for improvement become easily visible.

Supplier Parts Cost Reductions is another initiative by Toyota. Dave explained how about 30% of his time is working with suppliers to find

ways of reducing the cost of their parts. It's not always simply reducing the price and making a smaller profit, but working with the supplier to eliminate waste (muda), so that the supplier remains profitable. The seven wastes are:

- Waiting
- Conveyance (movement of product)
- Over-Processing
- Inventory
- Motion
- Correction
- Over-Production

Right now every Toyota plant has their own training centres to train their workers. Plans are in the works to use those same training centres to help train their suppliers.

It typically takes four years from the time you apply to become a Toyota supplier to the time you are ready to start making production parts. It's a long process that over 250 suppliers have thought is worthwhile.

You can visit their website at [www.toyotasupplier.com](http://www.toyotasupplier.com) for a suppliers guide.

### Canadian Quality Congress

**August 19 - 21, 2009 Vancouver, BC**

The "first-ever" annual Canadian Quality Congress being held at the University of British Columbia, Vancouver, August 19-21, 2009, has a rich and varied agenda that includes 5 world-renowned keynote speakers, 3 CEO discussion panels, 3 workshops, 60+ technical paper presentations, and many networking opportunities. Over 400 people from 25 countries from around the world are expected to attend the three day conference.

[www.CanadianQualityCongress.com](http://www.CanadianQualityCongress.com)

**Contact:** Dr. Madhav Sinha; Chairperson, Canadian Quality Congress, Email: [TQRFcanada@shaw.ca](mailto:TQRFcanada@shaw.ca); website: [www.CanadianQualityCongress.com](http://www.CanadianQualityCongress.com)

**URL:** <http://www.CanadianQualityCongress.com>

**Where:** University of British Columbia, Vancouver, Canada

**Time:** 8:00 am to 4:00 pm

**Cost:** \$650 (for three days)(early bird rate)



## NEXT MEETING -

ASQ London Section 0403 presents....

# Annual Awards Dinner

**Date: June 11, 2009**

**6:30 PM - 9:00 PM**

**Location: Best Western Stoneridge Inn & Conference Centre**

Guest Speaker: 2009 LQA Winner, Stephanie Crowley of Guest House on the Mount.  
Dinner buffet with salad, chicken, roast beef, pasta and desserts. Vegetarian options included.  
Cost: members \$25, guests \$30

Please RSVP for your dinner reservation. You may pay for your dinner at the door.

6:30pm Networking  
7:00pm ASQ Welcome address and opening remarks  
7:10pm Dinner  
8:00pm Keynote address  
8:45 pm Attendance Awards presentation  
9:30pm Adjourn

RSVP to: [lorraine.dasilva@sympatico.ca](mailto:lorraine.dasilva@sympatico.ca)

From Highway 401, take Colonel Talbot Road/Highway 4 South (Exit 177A,) we are located at the intersection of 401 and 4 on the southwest side.



***GUESTS.... ARE.... WELCOME!***

## Education News

by Irshad Syed Hussain

If you have any questions about any course, feel free to contact:  
 Syed Irshad Hussain, P. Eng, PMP Manager Power Provisioning 100 Dundas St.  
 Floor 8, London, ON, N6A 4L6 Tele: 519 679-1727 Pager: 519 430-1035 Fax: 519  
 679-8948 Email: [Irshad.hussain@gmail.com](mailto:Irshad.hussain@gmail.com)

CQT and CQE Refresher courses will be offered in September. Check the September newsletter for exact times and dates, or email Irshad at the email address above.

## Employment Wanted

None posted at this time. This space is available for free for all members.



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Not intended to solicit properties already for sale.

ASQ London and the London Quality Awards Committee thanks all of our sponsors for their support during the 2008/2009 year.



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***Labatt***

## Section 403 - Executive 2008-2009

**CHAIR - JOE DASILVA**

[jadasilva2@mmm.com](mailto:jadasilva2@mmm.com)

**CHAIR ELECT/SMP – STEVEN BRITTON**

[sbritton@sympatico.ca](mailto:sbritton@sympatico.ca)

**PAST CHAIR – SANDRA CARRUTHERS-TERRY**

[Sandra.Carruthers-Terry@wescast.com](mailto:Sandra.Carruthers-Terry@wescast.com)

**TREASURER – GEORGETA MANAFU**

[getam@yahoo.com](mailto:getam@yahoo.com)

**SECRETARY – HONGBIN LI (MICHAEL)**

[michael.li@rieterauto.com](mailto:michael.li@rieterauto.com)

**EDUCATION CHAIR - IRSHAD SYED HUSSAIN**

[Irshad.hussain@gmail.com](mailto:Irshad.hussain@gmail.com)

**EXAMINING CHAIR – IRSHAD SYED HUSSAIN**

[Irshad.hussain@gmail.com](mailto:Irshad.hussain@gmail.com)

**INTERNET – LORRAINE DASILVA**

[Lorraine.dasilva@sympatico.ca](mailto:Lorraine.dasilva@sympatico.ca)

**PUBLICITY CHAIR - ADEEL AHMED**

[Adeel306@hotmail.com](mailto:Adeel306@hotmail.com)

**NEWSLETTER EDITOR – KLAUS MARTINEK**

[martinek@execulink.com](mailto:martinek@execulink.com)

**RECERTIFICATION CHAIR – CHRISTEN CURRIE**

[CCurrie@invacare.com](mailto:CCurrie@invacare.com)

**HISTORIAN – KEITH HARASYN**

[kharasyn@invacare.com](mailto:kharasyn@invacare.com)

**AUDITOR – ART SCOLAR**

[ascoular@mmm.com](mailto:ascoular@mmm.com)

**LONDON QUALITY AWARD CHAIR - DON WHITRED**

[don.whitred@rogers.com](mailto:don.whitred@rogers.com)

**PLACEMENT CHAIR - ASIF GILL**

[asif.gill@aqsr.com](mailto:asif.gill@aqsr.com)

**CERTIFICATION CHAIR – VISHAL MITTAL**

[v.mittal@rogers.com](mailto:v.mittal@rogers.com)

**PROGRAM CHAIR – ADEEL AHMED**

[Adeel306@hotmail.com](mailto:Adeel306@hotmail.com)

**MEMBERSHIP CHAIR – CAREY ROEMMELE**

[croemmele@vari-form.com](mailto:croemmele@vari-form.com)

**NOMINATING COMMITTEE CHAIR – SANDRA CARRUTHERS-TERRY**

[Sandra.Carruthers-Terry@wescast.com](mailto:Sandra.Carruthers-Terry@wescast.com)

**MEMBER-AT LARGE – DAN ARMSTRONG**

[deakarmstrong@sympatico.ca](mailto:deakarmstrong@sympatico.ca)

**MEMBER-AT LARGE – HARJINDER DHALIWAL**

[hdhaliwal@aminonac.ca](mailto:hdhaliwal@aminonac.ca)

# MARK YOUR CALENDAR

## Monthly Meeting Agenda 2008 - 2009

Meeting	Topic	Venue
Sep 11, 2008	Innovation Generation	Best Western S.I.
Oct 09, 2008	Hidden Wastes = Hidden Costs	Best Western S.I.
Nov 13, 2008	Kaizen Workshop	Best Western S.I.
Dec 10, 2008	Design of Experiments	Labatts
Jan 15, 2009	Alternative Energy Sources	Best Western S.I.
Feb. 12, 2009	Root Cause Analysis	Best Western S.I.
Mar. 12, 2009	5S Lean Methodology at 3M	Best Western S.I.
Apr. 16, 2009	Tour at Diamond Aircraft, London	Diamond Aircraft
May 14, 2009	Toyota Supplier Development	Best Western S.I.
June 11, 2009	Award and Banquet - Keynote address by the new LQA winner	Best Western S.I.

## Have a Great Summer

It has been another very successful year for ASQ section 403 London. Thank you to all members who came out to the meetings, and especially to all people who volunteered their time in a variety of ways. Have a safe and happy summer. Enjoy the warm weather, and don't skimp on that suntan lotion. See you all in September.

## ADVERTISING RATES

Category	Business to Business		Employer Job Ads		Others
	Members	Non	Members	Non	Inserts
Business Card	Free	\$15.00	Free	\$15.00	\$40.00
¼ Page	\$50.00	\$75.00	\$25.00	\$40.00	\$75.00
½ Page	\$65.00	\$95.00	\$40.00	\$65.00	\$95.00
Full Page	\$130.00	\$190.00	\$65.00	\$95.00	\$155.00
Brochure	\$155.00	\$190.00	\$130.00	\$190.00	\$190.00

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[www.asqlondon.on.ca](http://www.asqlondon.on.ca)