



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

London Section 403 News—November 2009

A Message from your Chair

By Steven Britton

Have you ever seen new communication tools but weren't sure how to use them? This happened to me this summer when I received an ASQ notice that I was invited to do survey training from Qualitrics. Qualitrics is a new survey supplier that specializes in survey design and administration, where ASQ Headquarters, sections, and divisions can design and participate in doing surveys of our members.

When I received the notice, I was given a teleconference number and a WebEx number. WebEx is where we can talk to another person on another computer without the use of the phone. The

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Points to Ponder

"The power of accurate observation is frequently called cynicism by those who don't have it."

George Bernard Shaw (1856-1950)

"I'm all in favor of keeping dangerous weapons out of the hands of fools. Let's start with typewriters."

Frank Lloyd Wright (1868-1959)

teleconference number was not a 1 800 number, so I knew I would face about hour of long distance charges. What did I need to obtain to use WebEx exclusively? I knew that I had a microphone that came with computer (still in its package), but found out that it was not the best device for two-way conversations. I needed to buy a headset, but which one? and how much? My daughter came to my rescue when she loaned me her Logitech set.

The next question was, how was I going to test it so I knew that it would work before my scheduled training? I used Windows Help (Vista version) and it gave me step by step directions to test voice recognition. It asked me to read a text and then it told me if it was working. My first attempt failed. I adjusted the microphone volume and tried to speak more clearly. The second attempt succeeded. To test receiving, I plugged the receiving jack into the computer - it turned off my computer speakers - and I heard everything through my headset.

Before the training started I asked the Qualitrics trainer how my audio quality was. He stated that the sound was clear. The headset worked out well.

About the same time, someone was showing me how to use a headset to dictate to Microsoft Word - she used the XP version. I tried to find out how to do this on my Vista version, but sadly discovered that this was disabled in Vista - the microphone was only good for Windows commands. In order to dictate, I had to dictate to Windows Notebook, then copy over to Word. If someone has found a way to directly dictate to Vista Word, please let me know.

Steve Britton,
ASQ London Section Chair 2009/2010

October Meeting Summary

Mistake Proofing

With Martin Hettwer (by Marnie Levergood)



Are the products we manufacture 100% defect free? Most of us in the Quality realm would love to answer “Yes”, unfortunately we all realize that this is not the case. The errors we encounter every day take on many forms; people, machines, methods,

environment, materials, and measurements all play a role at certain times. Shigeo Shingo (1909-1990) born in Saga City, Japan, was a Japanese industrial engineer who distinguished himself as one of the world’s leading experts on manufacturing practices and the Toyota Production System. Shingo felt that the concept of zero defects was an obtainable goal that the manufacturing industry could achieve with the right knowledge.

Our October meeting, presented by Martin Hettwer on Mistake Proofing, examined Dr. Shingo’s methods and the concepts that underline a Zero Defect Quality System. Martin lead a fantastic presentation on how and why mistakes occur, and why judgment inspection doesn’t prevent defects from reaching the customer. Martin Hettwer is the Production System Manager for Hanwha L&C Canada. He is also a project consultant, teacher, and a Senior Member with ASQ.

Martin’s presentation was interactive and filled with several witty laughs that made everyone think about mistake proofing in their careers and in their personal lives. Martin explained that Dr. Shigeo Shingo, a.k.a. “Dr. Improvement”,

believed defects are eliminated through the use of poka-yokes and source inspection. “Sampling inspection does nothing but make inspection procedures more rational”. The ultimate goal is “zero defects.” We should always ask is the task we are performing within our organizations are value added for the customer? Inspections performed as a batch release are after the fact inspections where rework and sorting can occur. If production teams check their own work, they have the right to shut down their area and fix the problem at the source. Source inspection therefore stops defects where they occur. Shingo felt we needed to inspect 100% while reducing inspection time. This type of inspection can be done through poka-yokes; on and off the line (i.e. vision, proximity sensors in dies, go/no go gauges).

In order to eliminate mistakes, we need to modify processes so that it is impossible to make them in the first place. With mistake-proofing solutions, many repetitive tasks that depend upon the memory of the worker are built into the process itself. Mistake-proofing frees the time and minds of the workforce to pursue more creative and value-adding activities. Mistake-proofing also involves a change in the mindset of the organization. Organizations must establish a mistake-proofing mindset that promotes the belief that it is unacceptable to allow for even a small number of product or service defects.

How valuable do we feel inspection is at our manufacturing facilities? We have all heard the 80% effectivity for visual inspection. Is this really true? Martin explained that this statistic really came from the Bridge and Aviation industries. It is here that inspectors are given manuals, procedures, and checklists, all the tools and all the time to complete their inspections.

“Now let’s think of this from our own experience The red light / green light standard. This is

the most known standard in the world. Our lives and those around us depend on this judgment call, yet every day some of us choose to drive through the lights risking lives. How about from an inspector on a manufacturing line? Martin explained that studies indicate a person is good for 12 inspections. The average person on a production line doing 100% inspection with 90% good parts coming down the line is 0.03% effective.” A lot of heads were turning and looking at each other at this point during the meeting; surprised just how ineffective visual inspection really is.

Shingo believed we need to be proactive and prevent defects. If we do this effectively we do not need to halt production to deal with errors after the fact. Production managers really don't want their lines down for hours for first-off inspections. It would be ideal if the process could run and correct itself. When an error is detected with poka-yokes in place the process will react to defects in the following manner: FIND = STOP = FIX = CONTINUE. This will reduce costs of inspection, sorting and reworking of products for manufacturing companies and increase customer satisfaction, thus maintaining and even gaining ground in the global market place. Martin used the example of the game “Operation” as a continuity check. The operator is 100% in control yet the game will buzz and light up to let the operator know they are out due to error. Other examples provided were Andon lights, which provide visual signs so that you can go and see the problem and make corrections.

Martin explained in his presentation that there are ten types of errors in How Mistakes Are Made:

- Intentional
- Misunderstanding
- Misidentification
- Forgetful
- Amateurs
- Willful
- Slowness
- Inadvertent
- Lack of Standards
- Surprise

The members in attendance participated in an exercise to identify areas that they have made mistakes in, and fit them into these categories.

There were lots of great examples given and suggestions on how we all need to look at our situations to be proactive to implement our own poka-yokes so that they will not occur again. From a manufacturing standpoint, this means perhaps adding photo electric sensors, proximity switches or skates and clamps on dies (SMED). From the consumer standpoint examples might be tamper proof screws, and colour and shape connecting ports on computers or electrical sockets so that plugs can only be inserted in one direction. The goal of mistaking proofing is simple: to eliminate mistakes.

The vision of “Zero Defects” can be achievable, yet some companies may be concerned with the cost. A cost-benefit analysis is one way of checking the cost effectiveness. We must compare the risk of NOT implementing the solution against the cost of implementing it. Ideally, you'd want a solution that is practical, feasible and cost effective.



Marnie Levergood with Martin Hettwer

Martin's presentation inspired many to seek solutions from a “Zero defect” vision by Shingo. For when we seek to eliminate mistakes we will be making our products right the first time; creating an ideal manufacturing utopia of no scrap, no rework, and no disappointed customers. With all the issues currently facing the manufacturing communities of North America, this may be the solution we should all be considering in order to protect our future in the global market.

Thank you Martin Hettwer for sharing your inspiration and knowledge with us.



NEXT MEETING -

ASQ London Section 0403 presents....

How safe is our Food Supply?

Date: Thursday November 12, 2009

6:30 PM – 9:00 PM

**Location: Byron Canadian Legion – Springbank Branch #533
1276 Commissioners Rd. W. London, Ontario, N6A 1E1**

Guest Speaker: John Cameron

John's experience in the food industry began with the Kellogg Company in London Ontario. While there he held several positions in quality and operations management. Continuous improvement projects centered on reducing waste and improving quality characteristics in a variety of grain based products. Following the years with Kellogg's he was a consultant, educator, and auditor for quality and food safety systems for a variety of sectors within the food industry. Since joining Thompsons Limited as Corporate Quality Manager, he has been responsible for all aspects of the quality and food safety systems company wide.

A long time resident of London, John has been involved with the Optimist Club of Oakridge. A member of ASQ since 2000, he has served on the executive committee for the London Section of ASQ. He holds a senior membership and is also a member of the audit, food, drug and cosmetic, quality management, and customer-supplier divisions within the ASQ organization.

6:30 pm Networking – beer is available for purchase in the Legion bar on first floor

7:00 pm ASQ Welcome address and opening remarks

7:15 pm Presentation – How Safe is our Food Supply?

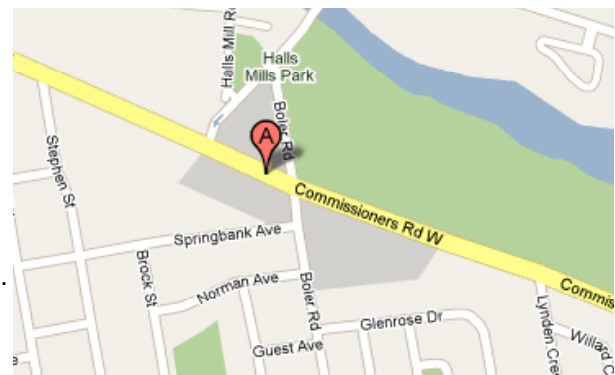
8:50 pm Closing Remarks

9:00 pm Adjourn

RSVP: to Irshad Syed (irshad.hussain@gmail.com)

Please join us!

Guests are welcome! Section Meetings are open to everyone.
Meetings are free, except those where a meal is served.



Additional Parking

More parking is available at the Plaza next door

Directions

Byron Canadian Legion, Springbank Branch #533
1276 Commissioners Rd. W. London, Ontario N6A 1E1

Guests are Welcome!



LONDON QUALITY AWARD

2010 LQA Call for Nominations

I would like to take this opportunity to invite you to nominate a company (your own company, or a supplier or customer in Middlesex County) for the 2010 London Quality Award (LQA).

This is the tenth year that the LQA will be presented as part of the London Chamber of Commerce Business Achievement Awards (BAA) program. The 2009 BAA banquet attracted over 1,200 business people from the London area to recognize the achievement of the LQA recipient, Guest House on the Mount, along with the winners of the other BAA categories.

2009 LQA Winner – Guest House on the Mount

At our ASQ Awards dinner in June/09, Kristin Blight from Guest House on the Mount gave us a glimpse of the activities and processes that made them a winner, and highlighted the benefits that they received from going through the LQA process.

Guest House on the Mount is a small, 56 room “boutique” hotel located in Mount St. Joseph, former home of the Sister’s of St. Joseph’s. Catering primarily to friends and family of University Hospital patients, Guest House on the Mount will be using the publicity surrounding the winning of the 2009 LQA award to get out into the community and spread the word about their unique business and its unusual origins, replete with holy relics and wandering spirits.

Besides the boost that winning the LQA will provide to their marketing efforts, Guest House on the Mount found that going through the LQA process had numerous other benefits:

- Building the submission helped solidify their organization’s strengths by documenting the processes and results
- It recognizes the achievements of their employees
- Simply preparing the submission helped them improve communication & boosted morale
- They got written & oral feedback on their strengths & opportunities for improvement

So that’s Guest House on the Mount’s experience with the LQA process. Our previous participants have identified numerous benefits that they received in going for the LQA. Here is a sampling:

“The LQA process is extremely thorough, structured, and professional. It is extraordinary in its verbal and written feedback. For us, it has been an invaluable framework to move our quality system forward. We benefited from the positive media communication

Mark Amos, Plant Manager, Sterling Marking Products Inc

“Tremendous value for a couple of week’s work”

Glen White, Sparton Electronics

“A truly great way to recognize the efforts of all of our associates”

Ted Frayne, Wescast Industries

“The LQA is the most thorough and most rewarding award competition we have been involved in”

- Cameron Fink, Sterling Marking Products

The London Quality Award is our London Chapter’s most extensive investment ever made in terms of dollars and manpower to achieve our mission “To promote and apply quality principles in London and region”. This is your opportunity to nominate a company you care about for the 2010 LQA so that it can discover its own LQA benefits.

Don Whitred
Chair, London Quality Award
519-667-1720
dwhitred@pqa.net

To nominate any company in Middlesex County for the 2010 London Quality Award, please provide the following information to Don Whitred at 519-667-1720 or dwhitred@pqa.net

1. Company Name
2. Contact Name
3. Contact Phone Number

Last Year’s Sponsors were:



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Yes, you can.

Previous LQA Recipients

- 2001 Wescast Industries
- 2002 Sparton Electronics
- 2003 Sterling Marking Products
- 2004 3M Canada
- 2005 Martin Building Maintenance
- 2006 Vari-Form
- 2007 Metropolitan Maintenance
- 2008 Alumni Relations – UWO
- 2009 Guest House on the Mount



Labatt

Many thanks to our major sponsors for their continued support!

Product Liability and Food Safety



By Keith Harasyn, ASQ-
London Section 403
Historian

The laws and statutes of Ontario affect and regulate almost every aspect of our lives; from the speed limit and rules of the road on our commute to work, to the working conditions at our job, to the tax laws that affect our purchases. As Quality professionals we also need to know about a branch of private law that deals with product liability and professional conduct called torts. Torts are a part of civil law that manages disputes between two parties. They can be broken down into intentional torts such as assault and battery and unintentional torts such as negligence, which is defined as a careless or reckless act or omission, negligent misrepresentation, and professional liability. Negligence is usually alleged in product liability cases, where a plaintiff must prove their case based on the presence of four elements:

- a duty was owed,
- failure to conform to a standard of care,
- causation (i.e. the plaintiff's injury resulted from the defendant's conduct), and
- material injury.

Whether these elements are proven or not depends on judicial decisions, and a Judge's ruling, which is bound by precedents. In law the precedent principle is called, "Stare Decisicis". This means that a court is bound by previous decisions of equal or higher courts, until a case reaches the Supreme Court, which is bound by previous Supreme Court decisions. All product liability cases are affected by a precedent setting case called *Donoghue v. Stevenson* (1932) AC 562, where a decision by the House of Lords, in England, established the modern form of the tort

of negligence in what is often referred to as the "snail in the bottle" case.

In this case, a woman named May Donoghue consumed a bottle of ginger beer manufactured by David Stevenson, an aerated water manufacturer, that her friend had purchased from a café owner. The opaque bottle had concealed the remains of a decomposing snail. After Donoghue drank some of the ginger beer, she became sick and as a result sued Stevenson for £500 as damages for injuries sustained (gastroenteritis and shock) by her drinking the ginger beer which he had manufactured. Stevenson's defense was that he did not owe Donoghue a duty of care because no contract existed between them, since Donoghue's friend had paid for the drink and had not been harmed by it. At the time of this case, it was generally held that a duty of care was only owed in specific circumstances, such as when a contract existed between two parties, or if the manufacturer was producing inherently dangerous products, which the ginger beer was not.

On May 26, 1932, the House of Lords ruled, invoking the "neighbour" principle to the law so that, where an established duty of care does not already exist, a person will owe a duty of care not to injure those whom it can be reasonably foreseen would be affected by their acts or omissions.

What does this mean for manufactures? The simple answer is, a lot. For instance, in the hospital bed industry, in which I work, a company owes a duty of care not just to the nursing home operator whom with a purchase contract agreement exists, but also to any nurse, worker or resident that uses the bed and any people that may visit the resident, such as grandchildren, whom can be reasonably foreseen injuring themselves, such as by being crushed under the bed.

The House of Lords case was not unanimous, with two dissenting views that believed this ruling would open the floodgates for litigation, using the example of the Versailles train crash of 1842,

which was caused by a faulty axle on the train, which by this ruling would allow all injury parties to claim remedy from the axle company. In reality, after *Donoghue v. Stevenson*, lawsuits did increase but companies found ways to mitigate the risk of lawsuits by forming limited liability corporations, purchasing liability insurance, following standard industrial practices such as ISO 9001 and ISO 13485 (medical devices), and providing disclosure to customers, such as through labeling and product manuals to identify known hazards. Many companies also have a legal department and a regulatory affairs department that scrutinize product development to minimize product liability.

An interesting situation arises with food manufacturers, who produce perishable products, that may contain biohazards such as bacteria in safe amounts and/or need to be prepared under strict conditions to avoid illness. The sheer number of variables that could go wrong and affect food safety demands safe procedures be

established and some regulations be followed. Tragically, the consequence of errors and omissions are all too often devastating, such as in the case of last year's Maple Leaf Foods listeriosis outbreak, which killed at least 20 people. According to CBC, Maple Leaf Foods Inc. reached a \$27-million Canada-wide settlement with plaintiffs in a class-action lawsuit launched against it over the listeriosis outbreak. As a result of the precedent setting case of *Donoghue v Stevenson*, food manufactures owe a duty of care to everyone who may consume their food whether or not they purchased the food.

This month's topic at the ASQ-London meeting is food safety. Our guest speaker will talk about the safeguards in place that work behind the scenes to ensure quality in the food we eat. Join your fellow ASQ members and guests at this meeting and explore this interesting topic on November 12 at the Bryon Legion Hall. See you there.

Education News

by Irshad Syed Hussain

Refresher Course Announcements

The following courses are being offered this fiscal 2009/2010 year.

- Certified Quality Manager/Operational Improvement, CQM/OE - January 2010
- Certified Quality Engineer, COE – 2nd week of March 2010

Please refer to the ASQ web site www.asq.org for further details on any of these courses.

For more information, or to register for any of the upcoming refresher courses, please contact Irshad @519 679-2148 or irshad.hussain@gmail.com.

Welcome!!!

New ASQ London Member:

Eric Menzies

Section 403 - Executive 2009-2010

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MEMBER-AT-LARGE – Open

MARK YOUR CALENDAR

Monthly Meeting Agenda 2009 - 2010

Meeting	Topic	Venue
Sep 10, 2009	Lean in the Office	Byron Cdn. Legion
Oct 08, 2009	Shingo – Error Proofing	Byron Cdn. Legion
Nov 12, 2009	Food Safety	Byron Cdn. Legion
Dec 10, 2009	Bruce Nuclear Plant Safety	Byron Cdn. Legion
Jan 14, 2010	Life/Work Balancing & Stress Mgmt.	Byron Cdn. Legion
Feb. 11, 2010	Engaging People in Change	Byron Cdn. Legion
Mar. 11, 2010	Single Minute Exchange of Dies	Byron Cdn. Legion
Apr. 8, 2010	Tour to be announced	T.B.A.
May 13, 2010	Quality in Wine Making	Byron Cdn. Legion
June 10, 2010	Award and Banquet - Keynote address by the new LQA winner	Byron Cdn. Legion

Looking Ahead to December

This December meeting will be the first time in many years that we do not meet at the Labatts Amber Lounge. This is due to Labatts putting severe restrictions on the number of rentals, and who gets first pick at what is available. Our topic of Nuclear Plant Safety will be timely, with many types of alternate energy sources making inroads into the ever-growing energy producing sector.

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

We're on the Web!

www.asqlondon.on.ca