



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

## London Section 403 News—June 2010

### Message from the Chair

By Steven Britton

Your input is needed to enhance your membership value.

Over the last year, I have seen a tremendous growth in membership benefits. Starting this last September, we have been offer free books and webinars that we claimed each month. Last year, I saw the Knowledge Center launched where you have access to many magazine and technical articles with no charge to members. There are various quality tools explained. It is a great resource to research various quality topics. ASQ has implemented a personal service, so that you

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### Points to Ponder

"Nothing in the world is more dangerous than sincere ignorance and conscientious stupidity."

- Martin Luther King Jr. (1929-1968)

"He who has a 'why' to live, can bear with almost any 'how'."

- Friedrich Nietzsche (1844-1900)

will hear a live voice in 3 rings when you call ASQ Milwaukee Headquarters during their business hours.

ASQ has led four Actions to Ideas Gatherings with the last one in St. Louis as part of the World Conference. The third one was held in both Milwaukee and Denver last fall. These Gatherings have garnished valuable input from Sections and Divisions which has driven the above changes. In the Gathering last fall, one key question raised is how we get more member involvement in the Sections; especially the younger generation.

The gathering suggested many ideas such as:

- Electronic meetings (Thursday night meetings is sometimes not convenient)
- Student programs
- Forums for our section
- Social networks such as LinkedIn and Facebook
- Video summaries of our meetings
- Mentoring between Senior members and new members – program works very well in Saskatchewan and ASQ Milwaukee is now promoting this.

Later this year I will be sending out a survey by e-mail using software provided by ASQ Milwaukee asking how you would like to see our Section change to better serve your needs. Your input over the years has been very valuable, especially in our meeting surveys. It has helped us grow as a Section. I encourage you to participate in this upcoming survey – it will make a big difference.

Thank you for supporting our Section this year.

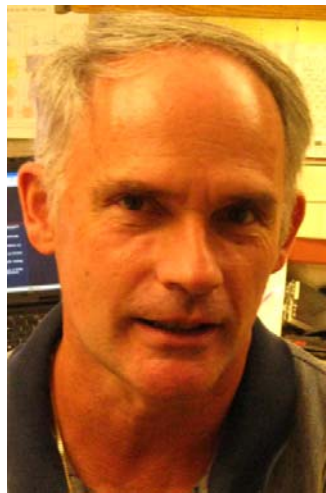
Steven Britton, Chair 2009-2010

## May Meeting Summary

### Quality In Wine Making

#### How does one define quality in wine?

*Excerpts from Terry Rayner's Presentation to the London ASQ section*



Our guest speaker on May 13, 2010 was Terry Rayner. Terry has been making wine since 1979 and is currently the winemaker at Coffin Ridge Winery. He has been instrumental in ensuring that Coffin Ridge produces only high quality, boutique style wine.

Terry started his presentation by making the point that "Quality" is in the eye of the beholder. There are many intangibles that influence consumer perception of wine "quality" and therefore, wine sales. For example, ***the design of the wine label*** on the bottle influences the consumers' choice of wine. Other influencers of perception are the reputation of the winery or winemaker, the recommendation of a restaurant Sommelier or a friend, or even a wine critic's review.

The closure type also affects the perception of wine quality. Think about your own perception? What do you think about a bottle of wine that has a natural cork compared to a bottle of wine that has a synthetic cork or screwcap. ***Even our mood affects our perception of quality.*** We all have tried and tasted different types and brands of wine and we have immediately made an inner decision as to its quality. It was a good one or a bad one, depending on what we felt the

moment the wine reached our taste buds. The fact is, everyone's taste buds are slightly different, which means that you may enjoy a slightly milder taste or a more tart taste than the next person.

There are a couple of aspects to a quality wine and one is a good balance between the various sensations we feel when the liquid enters our mouth. There are tastes such as sweet, bitter, salty and acidic that we feel within the first few seconds of the drink being on our tongue.

One mistake many people make is to purchase a wine that is high priced assuming that the wine is high quality. Price and quality do not always go hand in hand. There is no doubt that the least quality wines will cost the least amount. Yet this does not mean that the opposite is true.

Wine production is both art and science, a blend of individual creativity and innovative technology. But wine production is also business, with economic factors driving manufacturing practices. In past generations, the definition of quality was the preserve of the wine producer, and consumers who did not like a particular style of wine were often made to feel uncultured. The control of the definition of quality has shifted to the consumer. Success as a wine producer in the twenty-first century requires a thorough appreciation of human behaviour and product choice.

Artistic rationality indicates attempts to produce wines that are worthy of critical acclaim and national and international awards, and that are sophisticated and complex. Commercial rationality refers to the motivation to run a profitable business.

Winemaking poses many quality (appearance, taste, consumer acceptability) challenges. Ontario wineries and grape growers face unique climatic, geographical and regulatory conditions.

Winemaking, or vinification, is the production of wine, starting with selection of the grapes or other produce and ending with bottling the finished wine. The quality of the grapes determines the quality of the wine more than any other factor. Grape quality is affected by variety as well as weather during the growing season, soil minerals and acidity, time of harvest, and pruning method. The combination of these effects is often referred to as the grape's terroir.

Fine winemaking is codified within two competing traditions, each of them emphasizing and prescribing different features of winemaking and defining high quality winemaking differently. Although much of modern winemaking philosophy, conventions, and know-how can be linked to France, the country has not always enjoyed the international acclaim as superior fine wine producer. In addition, the so-called "Old World" wine regions, such as Burgundy and Bordeaux, are increasingly challenged by the "New World" wine regions, such as California, both with respect to export growth and market share in a variety of markets and as standard setters and perceived epicentres of superior quality and innovation. But "Old World" and "New World" are not simply regions. They are traditions of winemaking. The adoption of one of these two traditions, or a combination of them, is important for a region seeking to establish itself as a legitimate winemaking region.

The evening ended with a wine tasting of a white wine called "Into the Light White" that was made by Terry Rayner at the Coffine Ridge Winery in Owen Sound, Ontario.

Nose: Brilliant aromas of rich grapefruit, spice and floral lime. There are layers of high citrus notes with very clean aromatics.

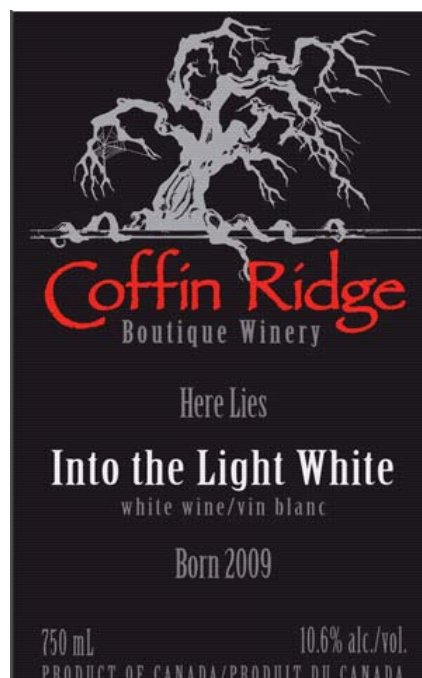
Palate: Medium-dry with a rich grapefruit-lemon flavour which persists through the mid-palate. This wine has clean, fresh citrus

notes and finishes with a pleasant cleansing acidity which extends the citrus aftertaste.

This wine won a SILVER medal at the 2010 Finger Lakes International Wine Competition

The wine is a blend of: 88% Geisenheim 318, 10.8% Prairie Star, 1.2% Swenson White

Alcohol: 10.8%  
Volatile acidity: 0.21g/L  
Residual Sugar: 19.4 g/L  
Titratable acidity: 8.18 g/L, pH 3.25,  
Price: \$16.80





ASQ London Section 0403 presents....

*Awards Dinner & Keynote by the 2010 LQA Winner Libro Financial*

**Date: June 10, 2010**  
**6:30 PM - 9:00 PM**

**Location: Byron Canadian Legion**

**Keynote Speakers:** Tania Goodine and Krista Wydeven of Libro Financial the 2010 Winner of the London Quality Award

Dinner - buffet including roast beef and chicken. If you wish to have a vegetarian meal please indicate on your RSVP. (\$25.00 per person for members and non-members)

Bar - available for purchase at reasonable cost

Agenda:

6:30 - 7:00 members reception / sign in

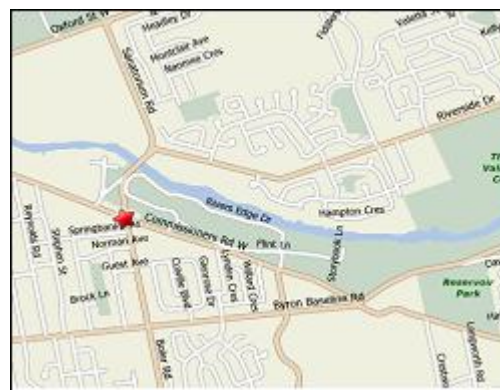
7:00 - 7:10 ASQ business updates

7:10 - 8:00 Dinner

8:00 - 9:00 Award Presentation & Keynote Presentation

9:00 - Wrap up

RSVP: to **Steve Britton**



### Directions

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

# LONDON QUALITY AWARD

## 2010

Congratulations to

### Libro Financial Group

Proud Recipient of the London Quality Award for 2010 (Photo on Page 2)

*Please support our Sponsors*



*Yes, you can.*

#### Previous LQA Recipients

- 2001 Wecast 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!*

## Education News

by Irshad Syed Hussain

If you have any particular Refresher Course that you need or would like to take, make your wishes known to Irshad at his email address below.

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

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## Employment Opportunity

A small company needs consultant help to meet the CAN/A660-10 Certification of Manufacturers of Steel Building Systems standard. (this standard focuses heavily on an engineering certificate of conformity and materials traceability.) For more details contact Jane Mason at

[jane.mason@yourlink.ca](mailto:jane.mason@yourlink.ca), (306)249-2528

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## New Member Announcement

Congratulations to the following new member

**Salman Abrar from London, Ontario**

Welcome to the ASQ London Chapter

Dan Armstrong, Membership Chair

## Section 403 - Executive 2009-2010

**CHAIR** – Steven Britton  
[sbritton@sympatico.ca](mailto:sbritton@sympatico.ca)

**CHAIR ELECT/SMP** – Marnie Levergood  
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**PAST CHAIR** - Joe DaSilva  
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**NOMINATING COMMITTEE CHAIR** -  
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**CERTIFICATION CHAIR** – Vishal Mittal  
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**EXAMINING CHAIR** – Irshad Syed Hussain  
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**INTERNET CHAIR** – Lorraine DaSilva  
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**HISTORIAN** – Keith Harasyn  
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**AUDITOR** – Art Scoular  
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**PUBLICITY CHAIR** – Hongbin Li (Michael)  
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**PLACEMENT CHAIR** – (Mirza) Adnan Baig  
[adnanbaig@hotmail.com](mailto:adnanbaig@hotmail.com)

**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	Visual Thinking	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	Lean Innovation	Byron Cdn. Legion
Apr. 8, 2010	Tour of EnerWorks, Dorchester	EnerWorks, Dorch.
May 13, 2010	Quality in Wine Making	Byron Cdn. Legion
June 10, 2010	Award and Banquet - Keynote address by Libro Financial	Byron Cdn. Legion

## Looking Ahead to September

While you will be enjoying the warm summer months, your new ASQ London Executive will be busy planning for our meetings next fall, winter, and spring. Topics will be based in large part on results from this past year's surveys. Thank you for another successful year. See you 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
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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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