

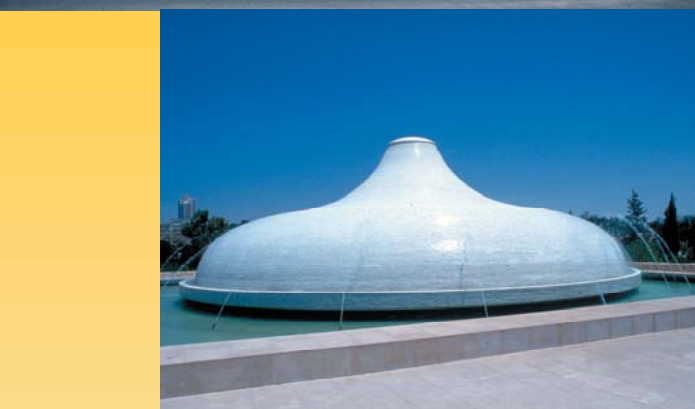
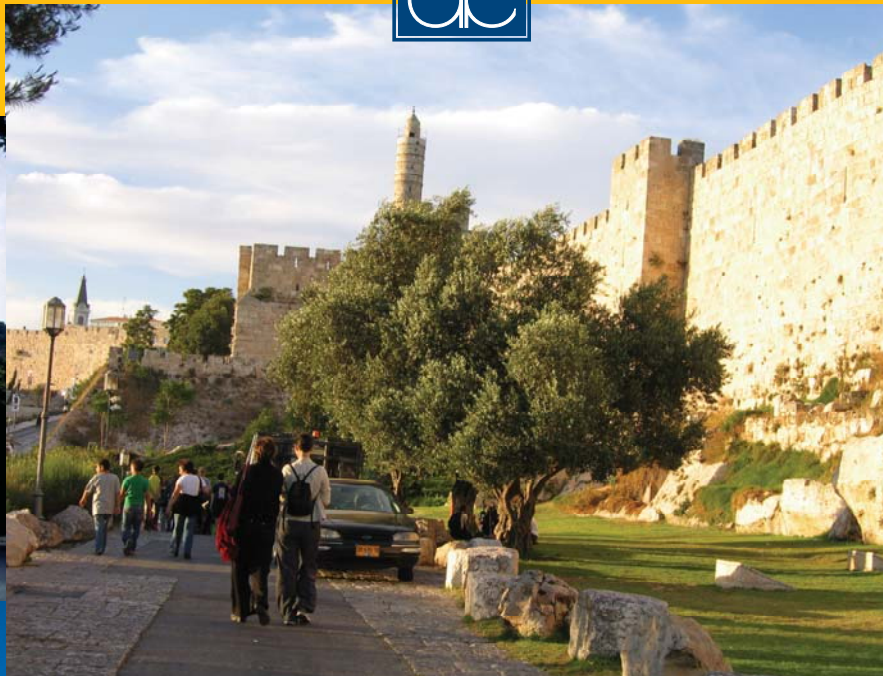


Quality
Today &
Beyond

Exploring
Uncharted
Dimensions

Second Announcement and Program

The 17th International Conference of the Israel Society for Quality



With the participation of



CITAC



Cooperation on International Traceability in Analytical Chemistry



Jerusalem

November 17-20, 2008
Ramada Hotel

Letter from the Conference Chair



Dear Colleagues,

On behalf of the Israel Society for Quality and the organizing committee, it is my pleasure and privilege to invite you to vibrant Jerusalem to participate in the 17th international Conference of the Israel Society for Quality. Reviewing this program is actually the first step of your participation in

the conference - the preparation and registration phase. I welcome you with greetings.

As appropriate to any serious task, I recommend that you dedicate the time necessary to plan your participation. The program exposes the visible dimensions characterizing the conference. You are also invited to come and explore other dimensions during the event.

My recommendation to you is to select now the sessions you are interested in taking part in, by picking single-topic "tracks" or by "tasting" from various topics.

This year, you will be able to hear and meet many well-known experts. You will find in the program many seminars and workshops dealing with diverse quality arenas.

Each day the conference will start with a plenary session. In these sessions we will hear from experts fascinating lectures focused on the conference motto.

One of the major topics that will be discussed during the conference is the future of quality in general and specifically the future of quality management.

We will go back and learn from the rich experience of our colleagues. If you like, you can "travel back" via "100 Years of Quality" (seminar) or "travel forward" by attending a special session that the ASQ will lead on its *Future Study*. A session focused on *Quality Management – Past, Present and Future* will be the appetizer to a panel in which quality managers will deal the role of the quality manager on this time axis. The tournament fans will probably attend the "Quality Competitions and Awards" session. If you like to fly, you can attend the "Aerospace" sessions, starting with the one about the Israeli Air Force.

A special session will be dedicated to *Juran's Heritage* to the world.

If you like, you can join the "Quality Club", hear and meet our colleagues and later be part of an open discussion. If the quality standards in "Service", "Healthcare" or "University Education" dissatisfy you and they don't reach "Six Sigma"; if you want to acquire new "Tools for Quality" beside "Audits" and "Standards" and are not just talking about "Components Quality", "Integrated Systems" or "Quality Management"; your place is with us at the conference, investigating all those topics and others.

For sure, at the end of the day you will need "Knowledge Management" before starting your "Change Management" initiative using all your newly acquired knowledge of "RAMS", "Risk Management", "BCM", "DFSS Workshop" and "Quality in Management". This is the time to develop a new "Quality Culture".

In days when the world economy faces crisis, it might be useful to attend the seminar on "Six Sigma in Financial Services".

This year we have added "After Five" activities at the end of the 1st and 2nd days. We chose to have workshops rather than sessions of regular presentations. Those workshops will create a refreshing wind and energize us in the early evening hours. The name of the workshops - "Workshops from the Fifth Dimension" - provides a hint to the possibilities they provide: exploring and discovering uncharted dimensions of quality. Those seminars will be less formal than the workshops and sessions that we will attend during the day. They will approach quality from nontraditional angles and combine humor & most of all joy – both visible and latent.

Note that in order to reserve a place in these activities, you are requested to pre-register for them.

This year we are fortunate to have the participation of a few national organizations including The Israeli Forum for Safety, ILTAM (The Israeli Users' Association of Advanced Technologies in Electronics), PMI (Project Management Institute-Israeli chapter), INCOSE_IL (The International Council on Systems Engineering-Israeli Chapter) and the international organizations ASQ and CITAC.

As mentioned above, the ASQ will moderate a World café (Quality Future Study) and a WorldPartners Panel. CITAC contributed to the successful organization of the Metrology track on the second day of the conference, starting with the plenary lecture by a well-known expert in this domain through a full day of sessions and ending with a round table discussion.

I can guarantee that some of the lectures won't let you stay neutral. As is my habit, I'm keeping few surprises for the event itself.

Before my letter ends, I would like to thank all the organizing committee members and ISAS (conference secretariat) for the wonderful work they have done so far; the results of which all of us will soon enjoy.

I invite you to register for the conference today.

Finally, I'd like to thank you as you complete the first step in your conference participation and look forward to seeing you in the next phase on the 17th of November in Jerusalem.

Oren Nakar
Conference Chair

Israeli Organizing Committee



Oren Nakar, **Conference Chair**; Motorola Israel
Meir Aharonov, Civil Service Commission
Yehuda Arad, Teva Pharmaceutical Industries
Dr. Nitzan Ayal, Standards Institution of Israel
Shahar Ben-Non, SB
Nicky Bernstein, RelSafe – Reliability & Safety Consulting
Michael Bitton, RAFAEL Advanced Defense Systems
Dr. Zigmund Bluvband, ALD
Itzhak Dana, ECI/QualiTech
Moshe Ekroni, Verint Systems
Zvi Erez, The Israel Society for Quality
Danny Even-Chen, Philips Healthcare
Haim Gabay, The Israel Society for Quality
Sagi Gafni, Israel Aircraft Industries
Lt. Col. Olga Gelfenstein, IDF
Gadi Geva, Standards Institution of Israel
Esti Goldhammer, Kav Project - Management Consulting
Gideon Haddan, MASSAD Quality Management – Business Excellence
Jacob Haham, Israel Aerospace Industries
Ofir Haham, Ofir Haham Communications
Maj. Tzvika Hans, IDF
Dr. Henry Horwitz, ISAS
Chaim Kornfeld, **Chair**, Israel Society for Quality; Nuclear Research Center Negev
Dr. Ilya Kuselman, The National Physical Laboratory of Israel (INPL)
Dr. Alex Lepek, Newton Metrology
Menachem Levinger, Israel Electric Company
Moria Levy, Rom Knowledgeware
Shlomo Lichtenstein, National Yitzhak Rabin Quality Award
Elie Louzon, RAFAEL Advanced Defense Systems
Steli Loznen, ITL
Hanan Malin, C-H Integrated Systems Methodology
Michael Mashcovitch, Elbit Systems Electro-optics Elop
Abraham Milrad, ALD
Dov Peri, ECI Telecom
Gideon Roth, Cabiran (1991)
Chava Scher, RAFAEL Advanced Defense Systems
Doron Tamir, Standards Institution of Israel
Avital Weinberg, Standards Institution of Israel
David Weinreb, Motorola Israel
Mirit Ziman-Shomer, Management and Quality Advising and Training
Dr. Avigdor Zonnenshain, RAFAEL – Advanced Defense Systems
Shalhevet L. Zur, Consultant



Plenary Speakers



Tuesday, November 18

Dr. Yossi Vardi



Yossi Vardi

Dr. Yossi Vardi is a veteran of the Israeli hi-tech sector. He has founded or participated in the building of over 60 companies in the fields of internet, software, telecommunications, electro-optics, energy, the environment and more. He was the founding investor and former chairman of Mirabills Ltd., the creator of the highly popular instant messaging program ICQ.

As a civil servant, Vardi was director-general of Israel's Ministry of Development and Minister of Energy, and North American director of the investment Authority. He was also the chairman of Israel Chemicals. Vardi acted as an advisor to the World Bank, the Bank of Israel, the United Nations Development Program and the Mexican government, as well as to AOL, Occidental Petroleum Corp., Allied-Signal Corp., Wheelabrator Frye Corp. and Siemens-Albis A.G.

Vardi holds a D.Sc. and M.Sc. in Operation Research and B.Sc. in Industrial Management Engineering from the Technion – Israel Institute of Technology.

Rey Moré



Rey Moré

Rey Moré is the Chief Quality Officer, Motorola, Inc. and Senior Vice President, Quality and Customer Advocacy, Mobile Devices business.

Rey Moré serves a dual role as chief quality officer for Motorola and senior vice president, quality for the Mobile Devices business. He is responsible for the Six Sigma program, quality systems certification, quality initiatives and quality training and curriculum companywide. He also drives quality, product safety, compliance and regulatory affairs for the handset business, which is the largest within Motorola.

With a 34-year tenure at Motorola, Rey has held senior management positions in systems development, subscriber development, business management and operations.

Rey is an executive board member of the Cellular Telecommunications Industry Association (CTIA) and serves as an executive sponsor for the Motorola Latino Business Council. In 1997, he was honored with the Hispanic Engineers National Achievement Award.

Wednesday, November 19

Prof. Franz Ulberth

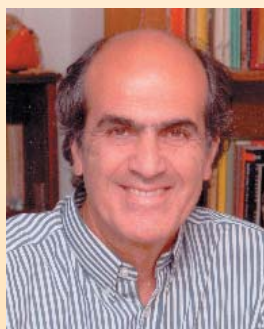


Franz Ulberth

Franz Ulberth received his Ph.D. in Food Science and Biotechnology from the University of Applied Life Sciences in Vienna/Austria. In 1994 he was appointed professor in Food Chemistry at the same university. He has more than twenty years' experience in food safety related research and the application of metrological principles in chemistry. He joined the European Commission in 2002 to take up responsibility for the development of food and environmental reference materials at the JRC Institute for Reference Materials and Measurements (IRMM) in Geel, Belgium. In 2007 he was appointed Head of the Food Safety and Quality Unit at the IRMM. He serves as a member of the TC 275 (Food Analysis) of CEN, the Organic Analysis Working Group of the CIPM Consultative Committee for Amount of Substance – Metrology in Chemistry and convenor of the Organic Analysis Sub-Committee of EURAMET-METCHEM. Prof. Ulberth has authored more than 100 technical and review articles published in international journals as well as several contributions to books. He is editor of the international journals European Journal of Lipid Science and Technology and Food Chemistry.

Thursday, November 20

Dr. Asher Idan



Asher Idan

Dr. Asher Idan is a lecturer, consultant and researcher.

He is the manager of "The Program for Future Management" in the Faculty of Management, Tel-Aviv University. He is also a lecturer in the Faculty of Information Sciences in Bar-Ilan University and a consultant and researcher for the top firms of Israel: Intel Israel, Cellcom, Orange-Partner, SAP Israel, Comverse and Superpharm.



Plenary Panel

Wednesday, November 19



Yury Abramovich
Gusakov

Yury Abramovich Gusakov

Born in 1950 in Moscow, Russia After graduation from Moscow University he worked in the Russian National Standards Organization, the last position is Vice President.

In 2002 he joined the Russian Quality Organization as 1st Vice President, In this capacity in 2006 he was elected **President of the European Organization for Quality (EOQ).**

From 2007 he has also served as a Board Member of the Asian NetWork on Quality (ANQ).

In 2008, Dr. Gusakov was elected **Chairman of the Coordinating Committee of the World Alliance for Quality (WAQ).**

He is a Doctor of Science (1997) and Professor (2002). He is a Member of the Russian Academy for Quality (1996) and Russian Representative in the European Foundation for Quality Management (EFQM).

He is an author of more than 100 publications on standardization, certification and quality.



Mike Nichols

Mike Nichols

Mike Nichols is the president and principal consultant for Nichols Quality Associates, a consortium of Lean and Six Sigma Master Black Belts providing deployment consulting, training, and project coaching for business process excellence. Nichols' long time interest in quality management has over the years led him to assume numerous leadership positions in the **American Society for Quality**, culminating in his service as **president of the Society for the 2007-08 year and Chairman of the Board in 2008-09.** He recently co-authored his second successful book, "Six Sigma for Financial Services, How Leading Companies are Driving Results with Lean, Six Sigma, and Process Management". His first book was "What is Six Sigma Process Management?" also by McGraw-Hill.

Most recently he was the Director of Six Sigma Design and a Senior MBB for American Express where he co-developed the Six Sigma Design program (DFSS) and the Six Sigma Process Management (SSPM) curriculum. Additionally, he provided strategic deployment consultation to leadership, global training support, and he managed a multi-million dollar portfolio of Six Sigma projects. Prior to that Mike spent 23 years with FedEx, primarily in management and performance engineering positions.

Gregory H. Watson

Mr. Watson is Chairman and Managing Partner of Business Excellence Solutions, a Finland-based company that focuses on developing and promoting advanced management methods. In addition, Mr.



Gregory H. Watson



Zigmund Bluvband

Watson is an Adjunct Professor in the Department of Industrial Engineering and Management at Oklahoma State University where he teaches distance learning courses on engineering technology and management. Previously, Mr. Watson was Vice President of Quality for Xerox Office Document Products, Vice President of Benchmarking at the American Quality & Productivity Center, Director of Quality at Compaq Computer and Manager of the Quality Leadership Development Program in the Corporate Office of Hewlett-Packard. Before his commercial career, Mr. Watson served as a lieutenant commander in the United States Navy. Among his many achievements he is the co-founder of the International Benchmarking Clearinghouse at the American Productivity & Quality Institute. Mr. Watson has been inducted as an Academician into the International Academy for Quality and the Russian Academy for Quality. He is currently **President-elect of the International Academy for Quality.** Mr. Watson is also a Past-President and Fellow of the American Society for Quality (ASQ), Honorary Member of the Russian Organization for Quality, Honorary Member of the Benchmarking Club of Russia, Honorary Member (Companion) of the Chartered Quality Institute in the United Kingdom, Honorary Member of the Singapore Quality Institute, Honorary Member of the Azerbaijan Quality Association, and he has been elected to the College of Fellows of the World Productivity Science Council, Australian Organization for Quality, the Quality Society of AustralAsia, and the Royal Statistical Society.

Mr. Watson has authored or collaborated on ten quality-related books and his books have been translated into eleven languages.

Zigmund Bluvband

Dr. Bluvband is the President of ALD Ltd. He has a Masters Degree in Electronics, Masters Degree in Mathematics and his Ph.D. is in Technical Sciences. He is an ASQ Fellow, and Certified Quality & Reliability Engineer, Quality Manager and Six Sigma Black Belt. He has accrued more than 30 years of industrial and academic experience. He was President of the Israel Society of Quality from 1989 to 1994.

He has published more than 60 papers and tutorials, 4 patents and six books: "Quality Greatest Hits" (2002, Quality Press), "80/20" (2000, Maxima Blue) "Software Quality Assurance" (1995, Opus), and three books for children.

In 2006 Zigmund Bluvband was honored with the IEEE Reliability Society Lifetime Achievement Award.

- Sessions indicated in blue will be presented in English

Tuesday, November 18, 2008										
7:30-9:00	Registration									
9:00-10:50	1.1 Opening Plenary Invited Lecture: The Secret of Israeli Quality, Dr. Yossi Vardi Greetings Invited Lecture: Quality in a Global High Tech Organization, Rey Moré, Motorola, USA									
10:50-11:50	Coffee Break and Visiting the Exhibition & Posters									
11:50-13:00	2.1 Panel: National Quality Prize, Public Sector	2.2 Implementing Lean & Kaizen in the Air Force	2.3 Risk Management I	2.4 Managing Quality, Past, Present & Future	2.5 Integrated Systems I	2.6 Social Responsibility	2.7 Juran's Heritage to the World: Quality	2.8 Seminar: Customer Satisfaction & Customer Loyalty	2.9 Components Quality	
13:00-14:00	Lunch									
14:00-15:30	3.1 Quality Prizes & Competitions I	3.2 Quality in Aerospace I	3.3 Risk Management II	3.4 Future of Quality- ASQ WorldCafé	3.5 Integrated Systems II	3.6 Workshop: Social Responsibility & Business Ethics	3.7 Seminar: 100 Years of Quality	3.8 Quality in Service I	3.9 Systems Engineering	
15:30-16:00	Coffee break and visiting the Exhibition									
16:00-17:30	4.1 Quality Prizes & Competitions II	4.2 Quality in Aerospace II	4.3 Risk Management III	4.4 Future of Quality- ASQ WorldCafe continued	4.5 Environment Management	4.6 Workshop cont: Social Responsibility & Business Ethics	4.7 Seminar cont: 100 Years of Quality	4.8 Quality in Service II	4.9 Quality in Development	
17:45-19:15	5.1 Workshop: Tai Chi	5.2 Workshop: Body Language	5.3 Workshop: Opera brings Quality to the Movies							
19:30	Gala Dinner									
Wednesday, November 19, 2008										
7:30-9:00	Registration									
9:00-10:30	6.1 Plenary Greetings Invited Lecture: Reference materials and Measurements in the Quality Infrastructure in Europe and Beyond Prof. Franz Ulberth, Institute for Reference Materials and Measurements of the European Commission Joint Research center, Belgium Presentation of the National Award for Excellent Auditor Panel on International Quality: The Future of Quality and the World Quality Movement									
10:30-11:30	Coffee Break and Visiting the Exhibition & Posters									
11:30-13:00	7.1 Improving Production in Israel	7.2 RAMS I	7.3 Safety I	7.4 Six Sigma I	7.5 Workshop: Change Management	7.6 Managing Quality I	7.7 Tools & Metrics	7.8 Panel: ASQ WorldPartners	7.9 Quality Culture I	7.10 Metrology I
13:00-14:00	Lunch									
14:00-15:30	8.1 Software Quality	8.2 RAMS II	8.3 Safety II	8.4 Seminar: Six Sigma in Financial Services	8.5 Workshop cont: Change Management	8.6 Managing Quality II	8.7 Seminar: Quality Engineering	8.8 Audits I	8.9 Quality Culture II	8.10 Metrology II
15:30-16:00	Coffee break and visiting the Exhibition									
16:00-17:30	9.1 Software Reliability	9.2 RAMS III	9.3 Safety III	9.4 Six Sigma II	9.5 Seminar: Service Quality	9.6 Quality Managers Panel: Managing Quality; Past, Present & Future	9.7 Seminar cont: Quality Engineering	9.8 Audits II	9.9 Quality Culture III	9.10 Metrology III
17:45-19:15	10.1 Workshop: Judo and Quality	10.2 Workshop: Creativity in Movement	10.3 Workshop: Body Language							10.10 Metrology Round Table
19:30	Night Tour of Jerusalem									
Thursday, November 20, 2008										
7:30-9:00	Registration									
9:00-10:30	11.1 Plenary Greetings Invited Lecture: Quality 2.0 2008-2018. Quality in the Era of Globalization and Web 2.0, Dr. Asher Idan, Israel, Tel Aviv University Presentation of the National Award for Excellent Quality Professional									
10:30-11:30	Coffee Break and Visiting the Exhibition & Posters									
11:30-13:00	12.1 Knowledge Management I	12.2 RAMS IV	12.3 Business Continuity Management	12.4 Seminar: DFSS	12.5 Management Quality I	12.6 Supply Chain Management	12.7 Medical Devices	12.8 Quality Club	12.9 Research in Improving Teaching	
13:00-14:00	Lunch									
14:00-15:30	13.1 Knowledge Management II	13.2 Seminar: System Safety Engineering	13.3 Traffic and Road Safety	13.4 Seminar cont: DFSS	13.5 Management Quality II	13.6 Standards I	13.7 Quality in Health Services I	13.8 Quality in Global Companies	13.9 Quality in Project Management	
15:30-16:00	Coffee break and visiting the Exhibition									
16:00-17:30	14.1 Knowledge Management III	14.2 Seminar cont: System Safety Engineering	14.3 Process Management	14.4 Seminar cont: DFSS	14.5 Management Quality III	14.6 Standards II	14.7 Quality in Health Services II	14.8 Panel: Quality Management in Global Companies	14.9 Project Assurance	

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07:30-09:00 Registration

09:00-10:50

1.1 Opening Session

Sponsored by Motorola Israel

Invited Lecture:

The Secret of Israeli Quality

Dr. Yossi Vardi

Greetings

Invited Lecture:

Quality in a Global High Tech Organization

Rey Moré, Chief Quality Officer, Motorola Inc., USA

10:50-11:50 Coffee Break and Visiting the Exhibition & Posters

11:50-13:00 Parallel Sessions

2.2 Implementing LEAN and Kizen in the Israel Air Force (IAF) – From Maintenance and Development up to Military Operations

Chair: Moshe Shalev, Deputy head for industrial Development, Ministry of Defense, Israel

After the second Lebanon war, the IAF decided to implement LEAN methodology in most of its activities.

The goal of the lectures is to bring real life lessons on tools and examples of implementing LEAN in: production, maintenance, logistic, projects and software development, and operation activities in units such as Special Forces, flying squadrons and UAV.

Implementing LEAN in the Israel Air Force

M. Shalev, Ministry of Defense, M. Ben-Simhon, IDF, Israel

LEAN in the IAF Special Units

A. Timar, Dialog, Israel

LEAN Product Development

L. Shneider, IDF, I. Ben-Levy, LEAN Expert, Israel

2.4 Quality Management: Past, Present and Future

Chair: Gad Geva, Standards Institution of Israel

Quality Management's main challenge today is the "butterfly effect" which describes a nonlinear

relationship between elements of a system, whereby changes to one element of the system cause subsequently larger and more complex changes to other elements of the system, as their impact ripples and magnifies throughout.

These forces all put pressure on the management system and the workers, increasing the probability of mistakes and making their impacts more far-reaching and costly. Specialists attempting to configure, change, release and support critical applications can find themselves facing a daunting and unforgiving assignment.

The Evolution of Quality at Motorola

M. Onystok, Motorola Inc., USA

Organization Leadership for Quality

Z. Greidinger, R. Arkush, Nuclear Research Center Negev, Israel

Current Perspective and Future Direction for Quality Management Initiatives, Knowledge Management, and Leadership in U.S. Healthcare

C. R. Gowen, S. C. Henagan, K. L. McFadden, Northern Illinois University, USA

Quality Management or Management Quality

A. Milrad, ALD, Israel

2.5 Integrated Systems - The Challenge And Implementation I

Chair: Dr. Avigdor Zonnenshain, RAFAEL Advanced Defense Systems, Israel

International experience is presented to demonstrate the power of integration of systems for the success of companies. The integration is also the driver for business processes improvement.

The Power of Alignment: How Great Companies Stay Centered and Achieve Extraordinary Results

G. H. Labovitz, Organizational Dynamics, Inc. (ODI), USA

Business Processes Improvement Targets Identifying in ERP-System Implementation

S. Hakapää-Sandberg, J. Takala, University of Vaasa, Finland

Integrated Quality Management within the Frame of GxP Requirements

M. Samban, L. Erez, Promedico, Israel

2.7 Special Session - Juran's Heritage to The World: Quality

John Early, Executive Vice President of Juran Institute, USA

Dr. Joseph Moses Juran was one of the 20th century's leading researchers and practitioners in the quality revolution. Juran passed away In February this year and left behind him a wide heritage for the world.

In this special session, John Early, Executive Vice President of Juran Institute, will present:

- A brief biography of Juran
 - An introduction to the Juran Institute which Dr. Juran himself founded in 1979
 - Juran's most important contributions to quality: The tools, management, and roles of quality
- Juran wrote: "Whatever you do make sure it improves society. Don't just do it for the sake of profit". His heritage definitely will enable us act towards this important goal.

2.9 Components

The Quality Engineering Behind Purchasing High-Voltage Squirrel-cage Induction Motor

S. Epstein, Israel Electric Corporation, Israel

Counterfeit Components – Encapsulation Considerations and the Scanning Acoustic Microscope

J. Jones, Alter Technology Group, UK

13:00-14:00 Lunch

14:00-15:30 Parallel Sessions

3.3 Risk Management Implementations

Chair: Gideon Haddan, Massad Quality Management – Business Excellence, Israel

This session integrates methodological background with practical implementations of risk management. Methods and techniques for risk management and tools for the identification and assessment of risks will be presented, as well as implementation of Failure Mode and Effect Analysis (FMEA) in industry, healthcare and public safety.

Analyzing Quality Nonconformities Using Risk Management Tools

S. Loznen, Israel Testing Laboratories, Israel

A New FMECA Approach to Pregnancy Control

R. Ravid, S. Dror, E. Bashkansky, The Ort Braude College, Israel

Standards for Safe Cities for Children

Z. Benyamini, Eshed - Management and Engineering Resources, M. Klein, D. Kalenberg, K. Shira, M. I. Hemmo-Lotem, Beterem – Safe Kids, Israel

3.4 Future of Quality WorldCafé - Special Session Led by the ASQ

Attend this café-style session to learn how to expand the field of vision for quality and gain personal insight into the future of quality you can use in your career and organization. You will learn what has emerged so far from the 2008 ASQ Futures Study and have the opportunity to engage in meaningful dialogue with others who share a vital interest in the future of quality.

3.5 Integrated Systems - The Challenge And Implementation II

Chair:

The integrated management system is the future of Quality management.

It is the driver for a preventive, adaptive & proactive management approach.

It serves companies not only for quality issues, but also for environmental issues, for occupational safety and health promotion & for productivity improvement.

Development of Environmental Systems and Occupational Safety and Health Systems Management

T. Hack, Intertek Systems Certification, UK

Implementing Both ISO 9001 and LEAN Management to Gain a Competitive Advantage

D. Job, Belgium, C. Barczyk, G. Falk, Purdue University, USA

Adaptive Quality Management

A. Zonnenshain, M. Shabtay, RAFAEL Advanced Defense Systems, Israel

3.7 Seminar: 100 Years of "Trial-and-Error" in Quality Engineering and Management

Dr. Zigmund Bluvband, ALD

Dr. Zigmund Bluvband will present his retrospective view on the past 100 years of the battle for Quality, Reliability and Excellence.

He will review and analyze the most interesting and creative initiatives, as well as unsuccessful and even "ridiculous" ones.



In his inspiring and colorful way, Dr. Bluvband will presents his stories, legends & anecdotes, attractive & educational examples, winning & working recipes and patents in the World of Quality, from the past and present centuries.

Dr. Zigmund Bluvband: President of ALD Ltd. He has a Masters Degree in Electronics, Masters Degree in Mathematics and his Ph.D. is in Technical Sciences. He is an ASQ Fellow, and Certified Quality & Reliability Engineer, Quality Manager and Six Sigma Black Belt. He has accrued more than 30 years of industrial and academic experience. He was President of the Israel Society of Quality from 1989 to 1994. He has published more than 60 papers and tutorials, 4 patents and six books: "Quality Greatest Hits" (2002, Quality Press), "80/20" (2000, Maxima Blue) "Software Quality Assurance" (1995, Opus), and three books for children. In 2006 Zigmund Bluvband was honored with the IEEE Reliability Society Lifetime Achievement Award.

3.8 Service

Interactive Quality

P. Lillrank, Helsinki University of Technology, Finland

Internal Customer Satisfaction from Services in a High Tech Organization

E. Keinan, Elbit Systems Electro-optics – Elop, Israel

Facing the Challenges of After-sales Support in a Large and Diverse Aerospace, Naval, Defense and Civil Company

G. Shechter, Israel Aerospace Industries, Israel

Leveraging Tailor Made Service to Establish a Win Win Relationship

L. Schorr, H. Dilion, Mirs, Israel

15:30-16:00 Coffee Break and Visiting the Exhibition

16:00-17:30 Parallel Sessions

4.1 Regional & Internal Quality Contests

Chair: Itzhak Dana, ECI/QualiTech, Israel

In this session we will present how the National Quality and Excellence Award model is also used in Regional & Internal Quality Contests. This has been done in order to achieve wide-ranging and interesting goals. In the session, the goals, the use of the Award model and the results achieved will be presented. Lessons Learned from the Competition for

Excellence in the Galilee 2008

A. Nattiv, Carmel Olefins, Israel

Quality Competitions in Global Organizations

D. Even-Chen, Philips Healthcare, Israel

The Internal Quality Competition at Elop

M. Mashcovitch, Elbit Systems Electro-optics - Elop, Israel

Quality Award for Improvement of Human Resources Management

C. Scher, L. Cohen, G. Malachi, RAFAEL Advanced Defense Systems, Israel

4.2 Implications of Standards and other Issues in Aerospace and Defense Industry II

Chair: Shlomo Lichtenstein, Standards Institution of Israel

The aerospace industry is one of the most regulated industries and one of the industries subcontracting extensively to its supply base. As such, the prime players in the industry have agreed on harmonization of quality and safety requirements and developed the AS9100 series. The session will deal with industry experience on the question of credibility of this statement (as applicable to AS9100 and Nadcap certification) and a case study in applying QAT technique.

Is the Certification of Quality Systems in Aerospace Really Harmonized?

J. Maayan, Bet Shemesh Engines, Israel

The Indian Experience of Nadcap Approvals – A Case Study

S. A. Razack, S. Cherian, HAL Corporate Office, India

Continuous Quality Improvement through QAT – Quality Action Teams

V. Schonberger, Israel Aerospace Industries, Israel

4.4 Continued: Future of Quality WorldCafé

See 3.4

4.7 Seminar Continued: 100 Years of "Trial-and-Error" in Quality Engineering and Management

See 3.7

17:45-19:15 Workshops from the Fifth Dimension

5.1 Workshop: Softness versus Hardness Analogy



from Tai Chi to Quality of Life

Moshe Attas, Israel

The Tai Chi was developed originally as a very sophisticated martial art, but the skills acquired from this practice can be channeled to other objectives with similar efficiency.

Tai Chi lesson is a social and non-competitive meeting characterized with movement, awareness, sensitivity and controlling the internal energy. Those are used as experience tool for improving quality of life, health, relaxation, liveliness and initiative promotion.

The workshop will be focused on tools impartation starting from softness and inclusion. It will include breathing movement, touch and meditation.

Moshe Attas: A Tai Chi expert since 1908. He is also an expert in Shiatsu and energetic healing arts. Moshe published the book "With Palms sensibleness".

5.2 Workshop: Body Language as a Vehicle of a Better Management and Quality Auditing

Mira Moldawer, Israel

The main target in the workshop offered here is to give the participants a better awareness of about themselves and their employees, in management, by and large, and in the complex psychological process of quality auditing, in particular. In the workshop we will explore the boundaries of our character and personality: How do we operate and why and can we change our strategies in order to get better results? Especially when people are exposed to the auditor, they are vulnerable and vulnerability may lead to aggression. Using body language can help us read the situation and our partners better in any aspect of management: negotiating in and out the corporation, dealing with the need to promote or to fire, handling our contacts with the directorate and executives alike, introducing our projects to potential clients etc. The Laban Method taught in the workshop shows us how to discover new "Tools" in ourselves and new "Roles" of which we were completely ignorant. We will study the connection between body and voice (the tempo that mark us), character and action and how those are usually disguised. Most important of all: We will study how to find the hidden motive around which our main interests are concentrated and is hardly ever spoken about...

Mira Moldawer: A lawyer with over 20 years' experience. Graduate of Tel-Aviv University in Theatre Directing and of the Drama Center of London in Theatre Instructing. Teach acting at "Beit

Zvi" and specialize in conducting Body Language workshops.

19:30 Gala Dinner



07:30-09:00 Registration

09:00-10:30

6.1 Plenary

Invited Lecture, sponsored by System Advanced Laboratories Ltd.:

Reference Materials and Measurements in the Quality Infrastructure in Europe and Beyond
Prof. Franz Ulberth, Institute for Reference Materials and Measurements of the European Commission Joint Research Centre, Belgium

Presentation of the National Award for Excellent Auditor

International Quality Panel: The Future of Quality and the World Quality Movement

See Participants on Page 5

10:30-11:30 Coffee Break and Visiting the Exhibition & Posters

11:30-13:00 Parallel Sessions

7.2 RAMS: Reliability Algorithms I

Chair: Dr. Shimshon Aroeti, RAFAEL Advanced Defense Systems, Israel

The lectures in this session deal with different attitudes for solving problems in Reliability Engineering. Most solutions demonstrated in this session have to do with different forms of algorithms and we will hear different attitudes for dealing with and solving these problems.

Cause and Effect Analysis by Fuzzy IF-THEN Rules and a Genetic Algorithm

A. Rotshtein, Jerusalem College of Technology, Israel, H. Rakytyanska, Vinnitsa Technical University, Ukraine

Parametric Reliability Analyses of Algorithmic Systems Using Possibility Theory

A. Rotshtein, Jerusalem College of Technology, Israel, A. Kozachko, O. Melnik, Vinnitsa Technical University, Ukraine

Non-Homogeneous Markov Reward Model for Aging Multi-State System under Corrective Maintenance

A. Lisnianski, The Israel Electric Corporation, I. B. Frenkel, Sami Shamoon College of Engineering, Israel

A Fuzzy Approach to Viscoelastic Materials

E. Manor, D. Ingman, A. Notea, J. Suzdalnitsky, Technion - Israel Institute of Technology, Israel

7.5 Seminar: Change Management Challenges - The Cornerstone for Sustainable Performance

Gregory H. Watson, Business Excellence Solutions, Finland

Leadership must concentrate on those controllable elements in their daily management system. Transformations in daily management processes are achieved by the choice of key projects and driving change in these processes through effective use of organizational resources. An adaptive organization learns what to improve based on its study of many sources and then it changes its decision-making and management processes based on new understanding that it has achieved about how it should adjust its way of working to the evolving business environment. Such an adaptive knowledge creation system requires the use of "triple-loop-learning" – a process of learning about the content of the work we do; learning about the process of doing the work which produces the content; and then learning about the integration of the processes into a "fused organization" that is coherent in focus on continuous innovation, consistent in its performance of routine work, and also is comprehensive in its consideration and inclusion of the interests of all of its critical stakeholders. This approach defines a modern version of Total Quality Management (TQM) which is called Business Excellence. By combining breakthrough learning with focused improvement projects, organizations can achieve and sustain performance results that characterize a new level of "World Class" business leadership.

Gregory H. Watson: Chairman of Business Excellence Solutions, President-elect of the International Academy for Quality and he is a Past-president and Fellow of the American Society for Quality. Mr. Watson is an Adjunct Professor of Industrial Engineering at Oklahoma State University. Mr. Watson has been named an honorary member in five national quality associations and has been recognized as a fellow in four quality-related professional societies. He is the author of Strategic Benchmarking Reloaded with Six Sigma (Wiley, 2007) which received the Walter E. Masing Book Prize.

7.7 Tools and Metrics for Quality

Chair: David Weinreb, Motorola Israel

This session presents a diverse collection of tools and metrics aimed at improving the work quality at different levels of organizations. As for every new tool, they must be analyzed, validated and tailored to any specific application. First, the development and implementation of a software application used to support the management of the maintenance system for a transportation fleet in Serbia will be presented. Then we'll learn about new research on SPC, developed at Ort Braude College. We'll present various metrics implemented in Motorola Israel – Design Center in order to continuously monitor and improve quality and learned ways to reduce the cost of projects by using Cost of Quality measurements.

Software for Management of Maintenance System for Truck, Passenger Car & Coach

G. Ivanovich, M. Klarin, P. Popovich, P. Mojovich, University of Belgrade, Serbia

SPC for Ordinal Quality Measures – Theory and Practice

E. Bashkansky, T. Gadrach, Ort Braude College, Israel

Quality Metrics Implementation in Motorola Israel Design Center

A. Peled, Motorola Israel

Project Cost Reduction by Using Cost of Quality Measurements

L. Smilovici, Motorola Israel

7.8 Panel: ASQ WorldPartners

Moderator: Paul Borawski, ASQ, USA

The panel will explore world views on quality and its use in making the world a better place.

Participants:

- * Annette Geirnaert, General Manager, Flemish Quality Management Center, Belgium
- * Chaim Kornfeld, Chair, Israel Society for Quality, Israel
- * Michael D. Nichols, Chairman of the Board, ASQ, USA
- * Lincoln Sim Chin Guan, Honorary Secretary of Singapore Quality Institute
- * Joal Teitelbaum, President of the Director Council of World Partner of ASQ in Brazil

7.9 Ways to Deploy Culture for Organizational Excellency

Chair: Moshe Ekroni, Verint Systems, Israel

This session is part of the Quality Culture track that covers various challenges and management/behavioral solutions on the way to establish an organizational culture that supports Quality and Excellency. The session focuses on integration between quality management methods and changes management processes in psychology as a mean to deploy a culture for excellence in the organization. The lectures cover major dilemmas that a quality manager faces and various approaches for their solution, leveraging change management processes in the organization, the relationship between the quality management system and advanced approaches in psychology and an innovative way to establish a managerial identity that supports in holistic way the quality and excellence in the organization.

Transformation – A Tool for Executive to Re-invent the Self, for Creating a New Reality of Performances

D. Lewitin, Consultant, Israel

How to Cope with Quality Dilemmas?

L. Milo, Milo, Israel

QMS Meets Psychology an Integrated Intervention Model

M. Jacob, Optimum Team, D. Rossman, IQ Solutions, Israel

Managerial Identity at Verint

Y. Zmuckas, Verint Systems, Israel

7.10 Terminology, Statistics and Software in Measurements

Chair: Dr. Alex Lepek, Newton Metrology, Israel

With the participation of CITAC

Statistical Thinking and Metrology: Enemies or Friends?!

Yu. Adler, V. Shper, Moscow Institute of Steel and Alloys, Russia

MetroVal - A Calibration Software with Advanced Real Time Uncertainty and Prediction Calculations with COM Capability

A. Lepek, Newton Metrology, Israel

Advances in the Calibration Software Kiulit

E. Wohl, RAFAEL Advanced Defense Systems, Israel



13:00-14:00 Lunch

14:00-15:30 Parallel Sessions

8.2 RAMS: Industrial Reliability

Chair: Nicky Bernstein, RelSafe, Israel

The lectures in this session demonstrate how different industries cope with problems arising in reliability engineering.

An Integrated Approach to RCM

A. Paggi, S. Bianchi, S. Buzzico, G. L. Mariotti, R. Paggi, ItalConsul s.r.l, Italy

Corrective Maintenance for Aging Air Conditioning Systems

I. B. Frenkel, L. Khvatskin, Sami Shamoan College of Engineering, A. Lisnianski, The Israel Electric Corporation, Israel

Reliability and Cost Based Approach to Determine Useful Service Life of Pressure Pipes

M. Jaeger, D. Tzidony, RAFAEL Advanced Defense Systems, H. Benhaim, T. Itay, The Israel Electric Corporation, Israel

VDVC – Reliability Growth Initiative: Vision, Design, Verification & Control

F. Barmoav, Motorola Israel

8.4 Seminar: Six Sigma for Financial Services – How Leading Companies are Driving Results Using Lean, Six Sigma and Business Process Management!

Michael D. Nichols, Nichols Quality Associates, USA

This special session will look at the most recent trends in Business Process Excellence and how Financial Services companies are using the latest tools and techniques of quality and innovation. This session will focus on Lean, Six Sigma, Process Management, Process Assessment and Innovation and how leading organizations are deploying them to create an effective BPE program.

This session is highly recommended for executives and leaders of financial services companies and should be attended by anyone tasked with the responsibility of leading the Quality initiative for their service and/or transactional based company.

Mike Nichols: Co-author of the recent innovative book, "Six Sigma for Financial Services". He has conducted extensive research on what leading companies such as Bank of America, UBS and

Unibanco are doing to improve themselves. Nichols Quality Associates has recently updated and published their extensive Business Process Excellence survey first conducted in 2006 as a cornerstone of the research on Six Sigma for Financial Services.

8.5 Seminar Continued: Change Management Challenges - The Cornerstone for Sustainable Performance

See 7.5

8.6 Quality Management II

Chair: Michael Bitton, RAFAEL Advanced Defense Systems

Today, more then ever, to achieve effective results we should adopt effective & valid processes based on established and reliable indices. At the quality sessions we'll learn advanced tools & processes which can contribute to improved quality in management activity.

E Pluribus Unum (Out of Many, One) Initiating and Managing a Company-wide Quality Improvement Framework

J. Tessler, NDS, Israel

Quality as a Leading Value in Municipal Leadership

H. Ofek, Ofek Institute, Israel

The Role of Quality Management in Improving Health Care

Y. D. Dlugacz, Krasnoff Quality Management Institute, USA

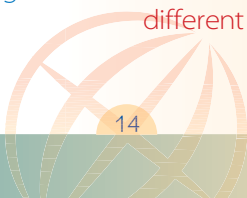
A Decade of Quality Activities 1998-2008

Y. Raz, Ministry of Agriculture & Rural Development, Israel

8.9 Challenges in Development of Organizational Culture for Quality

Chair: Liat Milo, Milo, Israel

This session is part of the Quality Culture track that covers various challenges and management/behavioral solutions on the way to establish an organizational culture that supports Quality and Excellency. The session focuses on building a culture of leadership in the organization while emphasizing ways to handle the challenges embedded in the process of developing an organizational culture that supports quality. The lectures cover challenges and solutions in education, ways to handle different management styles in the organization,



empowerment of quality using organizational networking and deployment of organizational values.

Organizational Culture and Quality: The Case of Educational Organizations

O. Hazzan, L. Nutov, Technion - Israel Institute of Technology, Israel

Quality Networking

N. Horing-Banner, MASSAD Quality Management - Business Excellence, Israel

Accountable Leadership – The Quality Manager's Key to Success

D. Geller, Organizational Advising and Managerial Development, M. Ziman-Shomer, Quality and Managerial Advising and Training, Israel

Can Quality Assure Ethical Values?

R. Baratz-Rix, IDF, Israel

8.10 Measurement of Nano-particles and Interpretation of Interlaboratory Comparison and Sampling Results

Chair: Dr. Inna Popov, Hebrew University of Jerusalem, Israel

With the participation of CITAC

Quality in Nanoscale Sector: Role of Metrology and Standardization

V. Okrepilov, Test-St.Petersburg, Russia

Effect of Structural Features on Optical Properties of Nano-crystalline Silicon Powders Prepared by Plasma-chemical Technique

I. Popov, V. Gutkin, V. Uvarov, Hebrew University of Jerusalem, Israel, A. I. Belogorokhov, Yu. N. Parhomenko, Yu. A. Karpov, State Research Institute for Rare-Metals Industry, L. I. Belogorokhova, Moscow State University, Russia, I. Kuselman, The National Physical Laboratory of Israel (INPL), Israel

Interpretation of Proficiency Testing Results at a Limited Number of Participants

I. Kuselman, The National Physical Laboratory of Israel (INPL), Israel

How Does the Uncertainty of Sampling Affect Interpretation of Measurement Results?

O. Dreazen, Consultant, Israel

15:30-16:00 Coffee Break and Visiting the Exhibition

16:00-17:30 Parallel Sessions

9.4 Six Sigma II

Chair: Dr. Eric Maass, Motorola Inc., USA

DOE + Lean Six Sigma in an Energy-saving Project on the Plant (ALCAN Rhenalu Neuf-brisach Roll Mill France)

Yu. Adler, MISIS, D. Goryatcheva, Schneider Electric, Russia

Software Development and Software Design for Six Sigma (DFSS) – Applying DFSS Methodologies and Tools to Product Development

T. McNair, Motorola Inc., USA

DFSS of a RF GaAs Amplifier

E. Louzon, R. Shaulski, O. Shacham, I. Weisshaus, RAFAEL Advanced Defense Systems

9.6 Quality Managers Panel: Quality Management - Past, Present and Future

Moderator: Charles Shefer, CEO, Carmel Olefins, Israel

W. Edwards Deming wrote in his book, *Out of the Crisis*, "The job of management is not supervision, but leadership ..."

The jobs of both the manager and the leader can be executed by one person.

This indeed what the individual does. We will discuss how he or she executes these jobs and from where the individual attains the power and the force to act according to circumstances in each case.

According to Stephen R. Covey: "Leadership focuses on doing the right things and Management focuses on doing things right"

Partipants:

- * Dr. Daniel Bobrow, Ormat, Israel
- * Jacob Haham, Israel Aerospace Industries, Israel
- * Dr. Shimon. Simantov, Motorola Israel
- * Yossi Shachar, Teval Medical - Devices, Israel
- * Chava Scher, RAFAEL Advanced Defense Systems, Israel

9.8 Audits II

Chair: Yan Wolfson, ICL - Industrial Products, Israel

Auditing provides tools for improving the effectiveness of the way we achieve our goals and the efficiency with which we do this.

In this session we will see the unique value of auditing in seemingly unrelated and diverse spheres of activity but that are, in fact, linked by a single drive to improve effectiveness and efficiency through an auditing culture.



As the session progresses it will become clear that auditing is, in fact, a business tool that gives added value in all dimensions of activity.

Internal Audit of Integrated Management Systems

V. Iagodzynski, T. Gankevich, PRIROST-Academy, Ukraine

Quality Audit Analysis in Aircraft Industry – A Case Study

S. A. Razack, S. Cherian, HAL Corporate Office, India

Audits Along the Supply Chain

Y. Wolfson, ICL - Industrial Products, Israel

9.9 Quality Leadership Development

Chair: Moshe Ekroni, Verint Systems, Israel

This special session is part of the Quality Culture track that covers various challenges and management/behavioral solutions on the way to building organizational culture that supports quality and excellence. Quality managers are constantly facing the dilemma between the responsibility for quality and the fact that they don't have sufficient authority to achieve it. One of the major solutions for that dilemma is the ability to LEAD quality in a practical way. This session focuses on building that quality leadership within the organization while creating partnership with the management and employees and letting them take full responsibility for the processes and meeting the quality performance as part of the organizational objectives. The lectures are given by experienced managers and academic leaders from Finland, Canada and Israel.

Quality as an Organizational Culture at R.H. Technologies

E. Gitai, R.H. Technologies, Israel

Prospector, Analyzer and Defender Model in Directions of Output in Transformational Leadership

J. Takala, J. Pennanen, A. Kukkola, University of Vaasa, Finland

How to Become Captain KPI?

S. Shteyer, Verint Systems, Canada

9.10 Measurement Standard Development and Keeping

Chair: Grisha Deitch, Ministry of Industry, Trade and Labor, Israel

With the participation of CITAC

The Evolution of Time Keeping

N. Goldovsky, The National Physical Laboratory of Israel (INPL), System Advanced Laboratories, Israel

Tank Liquid Measurement System

M. Ben-Nun, High Check Control, Israel

A Convenient Cost-efficient Method for Monitoring Test Stand Mechanical Stability

B. Belfer, A. Katz, M. Judkovski, Israel Aerospace Industry, Israel

Towards Accreditation of Coordinate Measuring Machines (CMM) Calibration

A. Moscovich, D. Kruh, I. Efrat, RAFAEL Advanced Defense Systems, Israel

17:45-19:15 Workshops from the Fifth Dimension and Metrology Round Table

10.1 Workshop: Quality of Life and Work Through the Eyes of Judo

Max Tropp, Consultant

Highlights of the workshop:

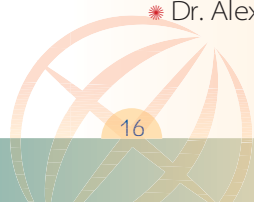
- Definition of qualitative objectives
- Continuous improvement using Movement - Balance - Leverage (Judo)
- The art of communication in processes and the link to Judo

Max Tropp: An International experienced Strategic Business Consultant and black belt judoka will lead you through a 1.5 hour workshop in which the word Quality stands central combined and complemented with the principles of the magical world of Judo: Movement – Balance – Leverage.

10.10 Metrology: Round Table

With the participation of CITAC

- * Prof. Franz Ulberth, Institute for Reference Materials and Measurements of the European Commission Joint Research Centre, Belgium
- * Dr. Ilya Kuselman, The National Physical Laboratory of Israel (INPL), Israel
- * Dr. Alex Lepek, Newton Metrology, Israel



Wednesday, 19.11.08

- * Dr. Orna Dreazen, Consultant, Israel
- * Dr. Inna Popov, Hebrew University of Jerusalem, Israel

.....
19:30 Night Tour of Jerusalem
.....



07:30-09:00 Registration

09:00-10:30

11.1 Plenary

Invited Lecture:

Quality 2.0: 2008-2018 - Quality in the Era of Globalization and Web 2.0

Dr. Asher Idan, Tel-Aviv University

Presentation of the National Award for Excellent Quality Professional

10:30-11:30 Coffee Break and Visiting the Exhibition & Posters

11:30-13:00 Parallel Sessions

12.1 Future Knowledge Management- Strategy and New Trends

Chair: Dr. Edna Pasher, Edna Pashe Ph.D & Associates Management Consultants, Israel

The session will examine the future of knowledge management in the short run and in the long run. It will include lectures examining trends that are already starting to blur and their affect on knowledge management; change processes in the perspective of knowledge management and creating organizational innovation as result of newly created knowledge.

New trends in Knowledge Management
M. Levy, ROM Knowledgeware, Israel

Knowledge Management as Enabler of Change and Knowledge Management as Generator of Change
I. Dembinsky, BYON IT Solutions, Israel

The Emergence of Knowledge Management into Innovation Management
E. Pasher, Edna Pashe Ph.D & Associates Management Consultants, Israel

Quality Knowledge and the Semantic Analysis [Web 3.0]
A. Hasgall, Bar-Ilan University, Israel

12.3 Business Continuity Management

Chair: Shlomo Aharonishki, Former Chief Executive Officer, Israel Police, Israel

Business Continuity Management is the strategic and operational capability of an organization to continue its operations under risky conditions, situations and events. It became a major requirement of customers and other stakeholders in order to ensure the business and operational capabilities. The capability of an organization to survive emergency situations is deeply related to its preparedness, management and culture. BCM consists of risk assessment and control, policy and plans to develop, implement, exercise and improve preparedness, response, mitigation, and recovery from risks and threats. BCM is designed to be integrated with other management systems, such as quality, safety, environmental, IT security, risk and operations.

Business Continuity (BC) - Life Insurance for Companies.....

K. H. Boehm, Nortel, Germany

Effective Business Continuity: Program Creation and Management

E. Serebrier, IBM Israel - Integrated Technology Services, Israel

Business Continuity Management – Its Place in a Quality Conscious Organization

L. Bernstein, BYON IT Solutions, Israel

Business Continuity: Prepare for Bad, Win the Good

G. Haddan, MASSAD Quality Management – Business Excellence, Israel

12.4 Workshop: DFSS

Tricia Mc Nair, Motorola Inc., USA

This workshop on Design for Six Sigma will provide an overview of DFSS, review some examples of completed DFSS Black Belt projects from Motorola, and then go through the steps of DFSS following a DFSS flowchart. During the course of the day, the participants will be involved in performing some DFSS activities on a simplified but realistic product.

With DFSS, the engineering team drives to meet or exceed customer expectations and manage risk. Through the DFSS processes, the marketing and systems-level engineering subset of the team translates the Voice of the Customer (VOC) to measurable technical requirements, and the team then flows down the requirements to subsystems, modules and components. Members of the team then use predictive engineering with transfer



functions to flow up and predict the performance at the subsystem and system levels: the team uses the transfer functions with estimates due to variability of manufacturing, variation in how the customers use the product and other noises. The proactive use of predictive engineering, followed by verification with prototypes and early production, allow the team to anticipate and prevent problems, while engaging the supply chain, manufacturing and delivery resources to ensure that the suppliers and assembly organizations involved meet their requirements that are flowed down from, and traceable to the Voice of the Customer.

Tricia McNair: Director of Motorola’s Software DFSS program and Six Sigma Master Black Belt. She served as Co-Chair of the Software Development Consortium and Program Director of the Motorola Six Sigma Software Academy. She spent over 22 years in software and systems engineering roles including Systems Engineering Manager, Design Engineer Manager, Architect and Requirements Lead, Senior Process Manager, Certified SEI Instructor for the Introduction to CMMI, Certified Six Sigma Black Belt and Authorized SEI CBA IPI Lead Assessor for various companies such as Motorola, GE Healthcare, and IBM Federal Systems where she worked through and managed all phases of a software development life cycle, from requirement gathering, design, development, implementation to production and support. She has served as an adjunct professor at De Paul University in Chicago, State University of New York-Binghamton and University of Phoenix. She holds a M.S. in Computer Science from State University of New York-Binghamton and a M.B.A. from Lake Forest Graduate School of Management.

12.8 Quality Club

Chair: Dr. Zigmund, Bluvband, ALD, Israel

In this session two presentations will be followed by "the club members" open discussion:
The first presentation deals with implementation of quality management in small and medium-sized companies, including an example.
The second presentation deals with the future of the quality club of the entire world.

Quality Club

A. Geirnaert, General Manager, Flemish Quality Management Center, Belgium

The Future Quality Club of the World

Y. Gusakov, Chairman, WAQ Coordinating Committee, Past President of EOQ, Russia

12.9 Integrating Quality Techniques into University Education

Chair: Chaim Kornfeld, Nuclear Research Center Negev, Israel

The session will introduce a variety of techniques that can be used to improve the quality of teaching and instruction in higher education. It will survey methods for improving lectures and lesson content with the help of the internet, the connection between education and economics, the connection between the growth of an academic institution and the results it produces and the dilemma of the T-Model in teaching industrial management.

Enhancing Quality of Education Through Experiential Learning - The Purdue Initiative

J. Husain, Purdue University, USA

A Total Quality Model for Developing Online Instructors in Higher Education

C. Barczyk, Purdue University, USA

The Connection between Institution Size and Performance Assessments of Academic and Administrative Faculty – A Case Study of the Ariel University Center of Samaria

D. Soen, Z. Sinuani-Stern, N. Davidovitch, Ariel University Center of Samaria, Israel

Operations Research in Academia

The Connection between Students’ Assessments of Faculty and Course Grades

N. Davidovitch, Z. Sinuani-Stern, D. Soen, D. Meyerstein, Ariel University Center of Samaria, Israel

The T Shape Dilemma (Depth Against Width) in the Education of Industrial Engineering & Management and its Reflection in the Students' Team Project

S. Koral-Kordova, S. Waks, M. Frank, Holon Institute of Technology (HIT), Israel

13:00-14:00 Lunch

14:00-15:30 Parallel Sessions

13.1 Knowledge Management as an Enabler of Organizational Processes

Chair: Itzhak Dana, ECI/QualiTech, Israel

The session will view the way in which knowledge management actually performs as a management enabler integrated in organizational wide processes. The lectures will describe integration of knowledge management in the quality outline; knowledge



management integrated into a technology oriented information center; knowledge management integration in excellence processes; and knowledge management integrated into the internal communication processes.

Barriers in Knowledge Transfer as a Part of Quality Management – Case Study

I. Prigojin, Y. Gal, Agricultural Research Organization (ARO) Volcani Center, Israel

Corporate Information Center – Navigator on Your Way from Information to Knowledge

O. Goldin, ECI Telecom, Israel

An Interactive Information System as a Key Tool in the Improvement of Internal Communication Mechanism (ICM)

A. Livshitz, O. Avital, Neopharm, Israel

Knowledge Management as Enabler of Change and Knowledge Management as Generator of Change

Y. Dembinsky, BYON IT Solutions, Israel

13.4 Workshop Continued: DFSS

See 12.4

13.5 Quality Management II

This session will present new national and international experience in management/managers development

Problem Identification, Encouragement Activities and Quality Improvement – The Israeli Experience

D. Galin, Lander Institute, Jerusalem Academic Center, Israel, G. Falk, Purdue University, USA

Training Organization of Managerial Staff for Integrated Systems of Management (ISM)

N. Aniskina, N.P.Pastuchov's State Academy of Industrial Management, Russia

Effectiveness of Transformational Leadership Based Programme and Interaction of Leader

H. Tommila, J. Takala, University of Vaasa, J. Jokitalo, R. Penttinen, The Air Force Academy, Finland

13.6 International Standardization in Management and Quality - What's New?

Chair: Dr. Avigdor Zonnenshain, RAFAEL Advanced Defense Systems, Israel

TI9000 Implementation as a Pillar for Organizational Improvement

R. Braverman, ECI Telecom, Israel

Changing Organisations through the

Implementation of Sector-specific Quality Standards - An on-going Case Study of a Small Scale Food Processing Firm in the UK

A. Shodipo, R. Rowland-Jones, S. Byrne, University of Wales, UK

13.7 Techniques for Improving Quality in Healthcare and Pharmaceuticals

The session will present a variety of techniques for improving the quality of health care. We will learn about establishing a system of quality metrics in rehabilitation departments, reducing bacterial infection, a system of statistical control to help produce variation-free product in seasonal production runs and how a workplace health management program can improve productivity.

Quality in Rehabilitation Medicine - From Evaluation to Resolution - Determining a Quality Threshold for a Rehabilitation Department

H. Shacked, O. Shafir, A. Visan, M. Sharon, N. Ohana, Reuth Medical Center, Israel

Using Quality Procedures to Reduce the Risk of Bacterial Infection

M. Aharon, I. Edri, E. Urkin, Perrigo Israel Pharmaceuticals, Y. Shuchmacher, R. Kenett, KPA, Israel

Beyond Process Control – Controlling the Process Outcomes

S. Padan, Dart Value Mining, Israel

Workers' Perception and Satisfaction about Workplace Hypertension Management Program at a Rolling Mill Factory in Southern Taiwan

J. M. C. Yen, I. C. Lu, P. H. Wang, C. L. Lin, H. C. Hsien, E-Da Hospital, S. H. Huang, Yieh-Phui Enterprise, Taiwan

15:30-16:00 Coffee Break and Visiting the Exhibition

16:00-17:30 Parallel Sessions

14.1 Knowledge Management - Learning from the Field

Chair: Moria Levy, ROM Knowledgeware, Israel

The session will include a series of case studies of knowledge management already implemented in diverse organizations:

Organizations in Israel and abroad; industry based organizations and service oriented organizations; physical organizations and virtual organizations.

How to Develop and Maintain an Excellent Knowledge Holder Group in Organization
Case: Finnish Air Force Flight Safety Team
H. Sivusuo, Finnish Air Force, Finland

KM in a KM (Consulting) Company
A. Yuval, Methoda Computers, Israel

Knowledge Based Functional and Physical Configuration Audits to Obtain Validated Technical Data Package in System Development and Manufacturing
D. Naor, Israel Aerospace Industries, Israel

Quality > Knowledge > Innovation > Future (Management)
R. Dvir, Innovation Ecology, Israel

Participants:

- * Dr. Danny Bobrow, Ormat, Israel
- * Moshe Ekroni, Verint Systems, Israel
- * Danny Even-Chen, Philips Healthcare, Israel
- * Yuval Joseph, ECI Telecom, Israel
- * Alex Korenev, Indigo HP, Israel
- * Dovi Malik, NICE Systems, Israel

14.4 Workshop Continued: DFSS

See 12.4

14.5 Quality Management III

The theme of this session is how to achieve quality in work and quality in life. To help us, we will examine implementing new initiatives which require the changes in management.

Indicators of Quality Returns

A. Linczényi, R. Nováková, Slovak University for Technology, Slovakia

Business Strategy Routines in Organizational Performance Management Systems

Y. Raviv, ESP – Excellence in Strategy & Performance, Israel

A Strategy for Goal Attainment: Achieving Quality at Work and Quality of Life

G. Falk, Purdue University, USA

14.8 Panel: Models for Quality Management in the Global Era

Moderator: Aviva Bashan, University of Haifa, Israel

The global Industrial era confronts us, quality practitioners - with great challenges and difficulties. The customary systems for quality management find it difficult to deal with complex and branchlike supply chains. The control system in multi-national global partnerships demands a new and maybe brave perception of the quality system, in organizations that function in different countries, cultures, perceptions and mentalities. The panel is made up of quality managers of global companies.



Development of In-house Reference Materials for Electrolytic Conductivity at INPL

E. Kardash, I. Kuselman, The National Physical Laboratory of Israel (INPL), Israel

Capacitance Increase Method of Standards

S. Makarenko, Sami Shamoon College of Engineering, Israel

Optimal Tolerance Uncertainty Ratios

D. Kisets, The National Physical Laboratory of Israel (INPL), System Advanced Laboratories, Israel

Plasma-chemical Silicon Carbide for UV-protective Composites

A. Belogorokhov, Yu. N. Parhomenko, Yu. A. Karpov, GIREDMET, Russia, I. Popov, V. Gutkin, V. Uvarov, Hebrew University of Jerusalem, Israel, L. I. Belogorokhova, Moscow State University, Russia, I. Kuselman, The National Physical Laboratory of Israel (INPL), Israel

Structural Features of Semiconductor Structures Based on Charged Bisphthalocyanine and Triphthalocyanine Complexes, Doped with Lutetium

I. Belogorokhov, E. Tikhonov, M. Breusova, V. Pushkarev, L. Belogorokhova, L. Tomilova, D. Khokhlov, Moscow M.V. Lomonosov State University, Russia

Particular Properties of Analytical Control Relating to Waste Catalysts Containing Precious Metals

V. B. Baranovskaya, Yu. A. Karpov, GIREDMET, T. Yu. Alekseeva, ANSERTEKO, Russia

Measurement of Volume for Legal Metrology

E. Kleiner, Consultant, Israel

Long-term Analysis of Interferometric Measurement Results

G. Tsirulnikov, D. Kisets, The National Physical Laboratory of Israel (INPL), System Advanced Laboratories, Israel

Prevent Human Error by "Poka Yoka" Philosophy

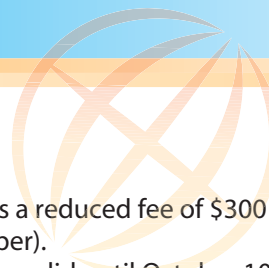
R. Arkush, Nuclear Research Center Negev, Israel

Organizational Excellence - Controlling the Painting Process Integrating Aspects of Quality and Environmental Management

H. Shani, B. M. Carmel, Y. Shdemati, Consultant, Israel

In Many Knowledge – Many Joy

Y. Adler, Moscow Institute of Steel and Alloys, Russia



Venue: The conference will take place at the Renaissance Hotel in Jerusalem.

Date: November 17-20, 2008

Language: The conference will be conducted in English and Hebrew. There will be simultaneous translation in many sessions.

Welcoming Reception: A welcoming reception will be held on Monday evening, November 17th at 19:00.

Gala Banquet: A festive evening will be held on Tuesday, November 18th at 19:30. The evening will include entertainment and dinner.

Night Tour: On Wednesday, November 19th there will be a night tour of Jerusalem.

Exhibition: A commercial exhibition will take place within the framework of the conference. For further information please contact the Secretariat at: meetings@isas.co.il

Advertising and Sponsorship: Please contact the Secretariat for space in the conference program and/or sponsorship of speakers, sessions and events.

Letters of Invitation: Upon request, the Secretariat will send a personal invitation to participate in the conference. It should be understood that such an invitation is only meant to help visitors raise funds or obtain a visa and does not represent commitment on the part of the organizers to provide financial support.

Registration Fee: The registration fee of \$500 for participants includes participation in all sessions, conference kit, program, proceedings, lunch and coffee breaks, welcoming reception, gala banquet and night tour of Jerusalem.

There is a reduced fee of \$300 for presenters (one per paper). Fees are valid until October 10, 2008, after which there will be a surcharge of \$50.

Accompanying Persons' Fee of \$180 includes the welcoming reception, opening ceremony, gala banquet, night tour of Jerusalem and a daylong tour of Jaffa and Tel Aviv including the Diaspora Museum. Fee does not include attendance in program sessions.

Note: Special discount fees for groups can be arranged. Please contact congress@isas.co.il

"Fifth Dimension" Workshops: There are only a limited number of places available for these workshops, so we recommend that you register for them. Your place will be held until 5 minutes before the start.

Certificate of Participation: Will be supplied to participants upon request.

Accommodations:

Prices (per room)	Single	Double
Renaissance (Conference venue)	\$130	\$147
Park Hotel (3 minutes from venue)	\$88	\$101

Price includes a full Israeli breakfast and 15% service charge. Reservations must be made by October 10, 2008 and accompanied by a deposit of \$130.

Cancellation Policy: Registration cancellations received by October 15, 2008 will be fully refunded less a \$60 processing charge. There will be a 50% refund for cancellations received after October 15, 2008. Hotel cancellations received after November 10, 2008 will be charged one night's accommodation fee. Refunds will be processed one month after the conference.



Conference Secretariat:

ISAS International Seminars
POB 34001, Jerusalem 91340, Israel
Tel: +972-2-6520574, Fax: +972-2-6520558
Email: confer@isas.co.il
Website: www.isas.co.il/quality2008

Exclusively for conference participants and accompanying persons.



Tour #1: Nazareth, Tiberias & Capernaum

Sunday, November 16th

Highlights: Nazareth (Church of the Annunciation and the Church of Saint Joseph), the ruins at Capernaum, Tabgha and the Church of the Multiplication of the Loaves and the Fishes, Tiberias and the Baptismal site on the Jordan River (Yardenit). Lunch not included.

Price \$120

Tour #2: Jerusalem

Monday, November 17th

Visit the Old City of Jerusalem and tour by foot Mt. Zion, King David's Tomb, the Room of the Last Supper, Dormition Church, Zion Gate, and three Old City Quarters – Armenian, Jewish and Christian. Visit the Cardo – the reconstructed main street of Byzantine Jerusalem from the 6th century – the Western Wall, Via Dolorosa, Church of the Tomb, and exit the Old City via Jaffa Gate to the bus. Return to hotel.

Lunch not included.

Price \$75

Tour #3: The North - Caesarea, Haifa & Acre

Thursday, November 20th

Depart Jerusalem and travel via Tel Aviv, Israel's first modern city built on sand dunes. Continue north through the orange groves of Sharon to Netanya. Follow the coastal road through the greenery of Hadera to King Herod's ancient Roman port city of Caesarea. Tour the ancient port, Hippodrome and Crusader buildings and experience the museum and film that take you back 2000 years. Pass Zichron Yaakov and hear about the vineyards and city that Baron Rothschild built nearly 100 years ago. Tour Haifa, pass the Carmel Mountains, Stella Maris and Bahai Gardens and exit Haifa north towards Acre. Break for lunch (not included). Visit Crusader sites and UNESCO Heritage site of the underground city. Tour ancient port city, the marketplace and, time

permitting, the citadel prison where the British jailed Israel's pre-state fighters. Return to hotel.
Price \$125

Tour #4: Masada, Qumran, Dead Sea

Friday, November 21st

Descend through the beautiful scenery of the Judean Desert to the lowest point on Earth – the Dead Sea. Drive along the sea, pass by Qumran where the Dead Sea Scrolls were found and

continue to Masada – the ancient

fortress built by Herod the Great in the 1st Century B.C.E. – which was the last Jewish stronghold during the revolt against the Romans. Ascend Masada by cable car, take in the magnificent views in all directions and tour the fascinating excavations. Bring water, hat, walking shoes, bathing suit & towel (there will be time for a dip in the Dead Sea). Lunch not included.

Price \$130

Note:

All itineraries are subject to change and require a minimum of 15 participants per tour. Lunch and entrance fees not included. For additional tours and extensions, please contact the Secretariat. Pickup from lobby of all conference hotels.



Conference Registration Quality 2008:

Please send to: ISAS International Seminars
 POB 34001, Jerusalem 91340, Israel
 Fax: +972-2-6520558
 Email: register@isas.co.il

Surname _____

First Name _____

Place of Work _____

Mailing Address (please check: Work Home)

City _____ Postal Code _____

Country _____

Telephone _____ Fax _____

Email _____

Accompanying Person(s):

Please book a **single room** **double room*** **at the**
 Jerusalem Renaissance Hotel **Park Hotel**

check-in date _____ check-out date _____

number of nights _____

I will share my room with*

*It is the sole responsibility of the participant to find a roommate. In the absence of a roommate single occupancy price will be charged

Please reserve seats on the following tours:

- Tour 1: Nazareth, Tiberias, Capernaum seat(s)
- Tour 2: Jerusalem seat(s)
- Tour 3: The North seat(s)
- Tour 4: Masada, Dead Sea seat(s)

Please indicate in which workshops you would like to participate. Space is limited, so early registration is recommended.

- Tai Chi (5.1)
- Body Language (5.2)
- Judoka (10.1)
- DFSS (12.4+13.4+14.4)

Please itemize payments

Registration fee \$ _____

Accompanying person(s) \$ _____

Tours \$ _____

Accommodations \$ _____

Total \$ _____

I enclose a check or money order payable to ISAS International Seminars

Bill my credit card: VISA / MC / AMEX / DINERS

Number _____

Exp. Date _____

3-4 Digit Security Code _____

Signature _____

Date _____

Bank transfer to:
 ISAS International Seminars Ltd.
 Bank Leumi, Tourist Branch #780
 19 King David St., Jerusalem, Israel
 Account Number 812900/40
 Swift Account: LUMIILITINT
 IBAN Code: IL850107800000081290040

Please email/fax a copy of the bank transfer instructions to the secretariat.

