

**Second Announcement
and English Program**

The 20th International Conference of the Israel Society for Quality



2014

**David InterContinental Hotel
Tel Aviv, Israel
November 18-20, 2014**



**ISRAEL
SOCIETY FOR
QUALITY**



Dear Colleague,

It is my pleasure and privilege to invite you to participate in the 20th International Conference of the Israel Society for Quality, which will take place on November 18-20, 2014 at the David InterContinental Hotel, in Tel Aviv, Israel.

Tel Aviv, located on the Israeli Mediterranean coastline, is Israel's financial capital and a major performing arts and business center. It is known as the city that never sleeps and a "party capital" due to its thriving nightlife, young atmosphere and famous 24-hour culture. Tel Aviv's White City, designated a UNESCO World Heritage Site in 2003, comprises the world's largest concentration of Bauhaus buildings.

The theme of this conference is **"Creating Customer Centric Culture"**. It will focus on how our customers view us, how they rank us, what we should do in order to increase their loyalty, what results are they looking for, what metrics are important to them and especially what they expect from us - the Quality Professionals - the Customers' Advocates.

We will engage customers in conference sessions, either from the global/local business sector or various representatives of government customers - we, the citizens. We will evaluate the level of service that we are getting from the public education system, the public health system, in public transportation and from various government agencies and municipalities.

We will also explore new territories such as quality in military intelligence evaluation, women in quality, quality in financial services, quality in the start-up world, quality in hi-tech, service quality in industrial and service organizations, creativity, innovation and excellence.

This year Motorola Solutions Israel, a major sponsor, will celebrate its 50th anniversary. We will recognize this event in a "WOW" conference....

Visit our site: www.quality2014.com

I look forward to greeting you in Israel,

Avi Peled

Conference Chair

Steering Committee

Avi Peled, Conference Chair / Motorola Solutions Israel
Dr. Zigmund Bluvband, A.L.D. Advanced Logistics Development
Moshe Ekroni, Verint Systems
Ofir Haham, Israel Society for Quality
Dr. Henry Horwitz, ISAS International Seminars
Moshe Kleinman, Dead Sea Works
Chaim Kornfeld, Soreq NRC
Dov Peri, Chair, Israel Society for Quality
Chava Scher, The Quality and Excellence Program in the Galilee

Program Committee

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Shahar Ben-Non, SB
Joseph Ben-Nun, RAFAEL Advanced Defense Systems
Michael Bitton, RAFAEL Advanced Defense Systems
Colonel (Res.) Dr. Meir Boymfeld, Intelligence Corps
Rami Butbul, Motorola Solutions Israel
Oded Citroen, Israel Prison Service Industries
Danny Even-Chen, Philips Healthcare
Sagi Gafni, Israel Aerospace Industries
Olga Gelfenstein, MIDBAR 21
Dr. Eugen Goldfracht, Israel Electric Corp.
Dr. Pavel Grabov, A.L.D. Advanced Logistics Development
Ruth Huberman, Quality Consultant
Orna Kamin, OK Management Consulting
Dr. Ilya Kuselman, National Physical Laboratory of Israel (INPL)
Jacob Laor, C-Point
Dr. Moria Levy, ROM Knowledgeware
Shlomo Lichtenstein, Consultant
Amnon Margalit, Motorola Solutions Israel
Liat Milo, Milo
Dr. Sigalit Mudahi, Israel Society for Quality
Dr. Gadi Ravid, Netanya Academic College
Izik Ravivi, IDF
Gideon Roth, Cabiran
Havi Sarel-Gora, Standards Institution of Israel
Liora Shoshani, Quality Management Consultant
Lt. Col. Yoram Tassa, IAF
Joel Weill, M&S - Management and Sustainability
David Weinreb, Motorola Solutions Israel
Mirit Ziman-Shomer, Management and Quality Advising and Training

08:00-09:00 Registration

09:00-10:30

1.1 Opening Plenum

Moderator: Dr. Judah Lando, Lando Quality Management & Engineering Services, Israel

Greetings:

Avi Peled, Conference Chair

Dov Peri, Chair, Israel Society for Quality

Menachem Diamantstein, VP Quality, Motorola Solutions Israel

Invited Speaker:

Improving the Business Environment in Israel and its Relation to Quality

Zvi Oren, The Manufacturers Association of Israel (MAI)

ISQ Recognition Awards

Dr. Zigmund Bluvband, ALD President, ISQ Awards Committee

Invited Speaker:

Behavioral Economic Design of the Customer Experience

Dr. John Timmerman, Past ASQ Chair, Gallup, USA

10:30-11:00

Coffee/Cake Break, Posters Session

11:00-12:30 Parallel Sessions

2.1 ASQ Global State of Quality, the Customer™ and Culture of Quality: Data and Directions from Around the World

Laurel Nelson-Rowe, ASQ, USA

ASQ's groundbreaking Global State of Quality Research – the first ever comprehensive view on the current state of quality worldwide – creates a baseline of fundamental quality practices around the world and provides a practical guide for businesses to improve organizational performance. This presentation will highlight key findings from the qualitative data and will share deeper insights throughout the examination process.

Based on nearly 18 months of research across 22 countries, ASQ's Global State of Quality Research prompts organizations worldwide to identify quality gaps and make informed decisions about instilling quality throughout the organization.

This session will be conducted in two parts:

11:00-11:45 Report on the Global State of Quality and the Culture of Quality: Accelerating Growth and Performance in the Enterprise

With quality culture making daily headlines and on the minds of senior leaders around the world, the topic is timely. A successful culture of quality starts with a common language that an organization uses to talk about meeting the needs of its customers to ensure their satisfaction. Like all cultures, a culture of quality is built around shared values and is embodied with the community.

To further understand the importance and impact of culture of quality and its impact worldwide, ASQ has partnered with Forbes Insights - the research arm of Forbes Media - to investigate ways organizations can strengthen quality and the bond between the formal and the informal - between what is said and what is done. ASQ and Forbes Insights surveyed more than 2,000 senior executives and quality professionals worldwide in 2014 to gauge their organization's quality culture. The resulting report - "Culture of Quality: Accelerating Growth and Performance in the Enterprise" - will share comprehensive research results and in-depth interviews with senior executives that provide successes and opportunities that can help you achieve your own culture of quality goals.

11:45-12:30 A Working Assessment Session: The Culture of Quality in Action, and You

In an informative, interactive session, Culture of Quality workshop attendees will use a World Café dialogue format and components of the ASQ-Forbes Insights Culture of Quality questionnaire and conclusions to determine where their organizations are, "as is" and "to be", across the spectrum of culture, quality and business performance. Discussions will delve into the building blocks of a strong culture of quality, the roles of executive leaders, supply chain and customers, the intended impact and perceived results of a culture of quality, and the unintended consequences in cultural gaps. Attendees will also review the mini-case studies highlighted in the Culture of Quality white paper, and benchmark themselves against the proven cultural practices discussed by Boeing, Intel, Intuit, and Tata, among others.

2.2 Procurement Quality Assurance in the Defense Industry

Chair: Joseph Ben-Nun, RAFAEL Advanced Defense Systems, Israel

Elbit Systems' Suppliers Management System - Diverse Integrated Interdivisional Data Systems in a Multidisciplinary Organization

Adiv Cnaan, Elbit Systems, Israel

A New Algorithm for a Supplier Rating System

Elie Louzon, RAFAEL Advanced Defense Systems, Israel

Vendors' Portal as a Platform for Constant Improvement of Supply chain Processes

Muki Hashimshoni, RAFAEL Advanced Defense Systems, Israel

12:30-13:30 Lunch

13:30-15:00 Parallel Sessions

3.1 Managing Risk and Retaining Customers, How to Compete and Comply I: Fundamentals of Risk Identification and Mitigation in Financial Services

Chair: Michael D. Nichols, Past Chair ASQ, VP/MBB Operational Excellence Capabilities and Training, Global Delivery Center of Expertise, Bank of America, USA

This is a new two session track that expands on the 2012 successful Financial Services offering. In our effort to bring conference attendees the most current of topics we have expanded the number of speakers and doubled the size of this session.

How to identify, manage and mitigate operational risk is a significant issue for all modern companies and has become a focus of board rooms throughout financial services companies around the globe. The first series of presentations outline essential issues in risk that all organizations must be aware of. The second series of presentations shares applications of risk management in practice today at leading companies. At the end of each section, there will be a short guided question and answer session that will encourage active audience participation. In addition, participants will be encouraged to network with the speakers and each other, following these two interactive sessions.

Session Introduction: From Quality to Risk Management - in Financial Services

Meir Shavit, Former Commissioner of Capital Markets, Insurance, and Savings, Ministry of Finance, Israel

Operational Risk Management - The Fourth Dimension of Quality

Michael D. Nichols, Past Chair ASQ, VP/MBB Operational Excellence Capabilities and Training, Global Delivery Center of Expertise, Bank of America, USA

Quality and Risk

Umberto Tunesi, CERM ® Risk Insights, Italy

Effective Risk Management in Organizations

Boaz Galinson, VP, Head of Group Credit Risk Modeling and Measurement, Bank Leumi, Israel

3.2 Conquering Space

Chair: Jacob Haham, Israel Aerospace Industries

Right after the dream of flying became a reality, came the desire to reach the outer space.

Even that dream became a reality, and in the outer space today there are a lot of satellites for civilian and military missions, reaching the outer space is not so easy and the development and manufacturing of systems which can survive the outer space conditions is even more difficult. Development of systems to be used in the outer space requires quality and control processes to allow them to work properly according to the requirements.

During the years, many projects and satellites were developed to lower the high cost of space projects, without cutting the quality and reliability of the systems.

In this session we are going to hear three lecturers from the front line of the Israeli space world.

Do Small Satellites Need Small Launch Vehicles?

Tal Inbar, The Fisher Institute for Air and Space Strategic Studies, Israel

Quality Processes in Development, Manufacturing and Integration of Nano Satellites (CubeSat)

Menachem Miller, Israel Aerospace Industries

The Story of SpacelL Company - From Dream to Reality

Ronen Zilberstein, SpacelL, Israel

3.8 Quality Management Challenges in Global Organizations

Chair: David Weinreb, Motorola Solutions Israel

Globalization has changed the global economic conditions significantly in the last decades. To achieve a consistent high quality standard across different global sites with different cultural, political and economic conditions, is a big challenge for the quality management of global enterprises. These challenges may be seen not only as risks, but as opportunities to achieve a higher and generic level quality. Quality professionals from different global organizations and academy will present studies, lessons learned and best practices experienced over their activities.

Global Quality Management

Prof. Dr. Ing. Roland Jochem, Berlin Institute of Technology, Germany

Managing Quality Audits in a Global Organization

Sue West, Motorola Solutions, UK

Quality: The Next Generation - The Hottest Trends in Global Quality Organizations

Dafna Avrahami, Amdocs, Israel

Leading Quality Management in Global Organizations

Moshe Ekroni, Verint Systems, Israel

15:00-15:30 Coffee Break

15:30-17:00 Parallel Sessions

4.1 Managing Risk and Retaining Customers, How to Compete and Comply II: Applications of Risk Management in Practice, in Financial Services

Chair: Michael D. Nichols, Past Chair ASQ, VP/MBB Operational Excellence Capabilities and Training, Global Delivery Center of Expertise, Bank of America, USA

See 3.1

Weathering the Financial Storm, Post the 2008 Crisis

Yaron Ganot, Ayalon Insurance Company, Israel

Corporate Governance and Risk Management in Finance Institutions

Magie Braum, Senior Deputy to the Commissioner of Capital Markets, Insurance, and Savings, Ministry of Finance, Israel

Model Validation in Banking

Avinoam Blum, Head of the Analytical Department: Model Research, Implementation, and Validation, FIBI Group, Israel

4.4 Software Development Quality

Chair: Tomer Peretz, Orbotech, Israel

In cooperation with ILTAM - The Israeli Users' Association of Advanced Technologies in Hi-Tec Integrated Systems

Extracting Quality Scenarios from Functional Scenarios

Dr. Amir Tomer, Kinneret Academic College, Israel

Software Quality Attributes

Hayim Makabee, Yahoo! Labs, Israel

Ensuring Software Alignment

Tomer Peretz, Orbotech, Israel

4.6 What the Customer Takes into Account

Chair: Anat Tomer, Milo, Israel

Getting Quality for 5 NIS

Anat Tomer, Milo, Israel

The Customer Journey: Quality Succession Challenges & Opportunities

Idan Bchor, Innovation in Action, Israel

Service Level in Medical Centers – Hotelier Culinary Experience at the Galilee Medical Center

Eyal Almog, Western Galilee Hospital – Nahariya, Israel

Living in a Glass House - Relationships between Organizations and Customers in the 21st Century

Dan Noam, Business Survival Kit, Israel

17:00-17:15 Coffee Break

17:15-18:30

5.1 Plenum

Award Ceremony

Lecture & Concert:

The Art of Conducting - Excellence as the Definition of Leadership

Gil Shohat, Pianist, Composer, and Conductor

20:00 Gala Banquet

08:00-09:00 Registration

09:00-10:30

6.1 Plenum

Moderator: Dr. Judah Lando, Lando Quality Management & Engineering Services, Israel

Greetings:

Avi Peled, Conference Chair

Dov Peri, Chair, Israel Society for Quality

Ofer Segal, Chair, The 13th National Conference of the Israel Society for Quality

Award and Appreciation Ceremony

Invited Speaker:

Leading Quality in Transformational Times

Stephen Hacker, ASQ Chair, Transformation Systems International, USA

10:30-11:00

Coffee\Cake Break, Poster Session

11:00-12:30 Parallel Sessions

7.1 Quality Over the Horizon

Chair: Dr. Judah L. Lando, Lando Quality Management & Engineering Services, Israel

This session attempts to see what lies over the next hill for quality and its practitioners - without the benefit of a low flying drone or a highflying UAV - but only with their vision of the future. The speaker's views span a broad range from ongoing evolution and improvement based on the solid, almost universally accepted conceptual substrate of ISO 9001 to a revolutionary change in the very fabric of Quality Management Systems and organizational structure. The experienced authors represent a wide spectrum of academia, research institutions and decades of actual industrial quality management. Attendees may – and probably will not – agree with all the views in the session but hopefully will acquire more than a little food for thought

ISO Quality Management Standards (QMSs) – The Next Generation

Dr. Judah L. Lando, Lando Quality Management & Engineering Services, Israel

Integral Education Guides the Workplace Culture and Environment

Ernest Itzkovich, Consultant, Canada

How to Integrate Risk Management into the Proposed ISO 9001:2015

Allen Gluck, ERM31000 North America, USA

The Future of Quality Movement, Quality Bodies, and Quality Management

Dr. Yuri Adler, Dr. Vladimir Shper, Moscow Institute of Steel & Alloys, Russia

7.2 Customer Centric Business Processes

Chair: Felix Barmoav, Motorola Solutions Israel

In the very challenging competitive environment of a global enterprise, it is imperative to develop a creative thinking in order to cope with rapidly changing customer's behaviors. In this session, we are presenting the ways in which different divisions of the same organization adapt their processes to the changing world: Quality of the Design (Development) Center aligns with the new business strategies, Service Department optimally uses its operational resources "to hunt" new business opportunities, and Go to Market (Sales) Division applies new approaches and metrics to evaluate the true customer's experience and identify effective actions for improvement.

Transitioning from Engineering Development Metrics to More Customer-Centric Product Metrics at Motorola Solutions

Bill Wicks, Motorola Solutions, USA

Opportunities' Hunters

Anat Halfon, Motorola Solutions Israel

Alignment of Quality Processes to Changes in the Development Strategy

Felix Barmoav, Motorola Solutions Israel

Customer Satisfaction - Metrics Evolution

Rami Butbul, Motorola Solutions Israel

7.4 Quality & Reliability Engineering in Manufacturing and Inspection

Chair: Dr. Pavel Grabov, A.L.D. Advanced Logistics Development, Israel

Presentation of modern techniques and tools of Quality & Reliability Engineering and their implementation in manufacturing and inspection (Case Studies).

Two Faces of SPC

Dr. Pavel Grabov, A.L.D. Advanced Logistics Development, Israel

Equipment Survey and Preventive/Predictive Maintenance Plans Preparation

Dr. Itay Negrin, Dr. Pavel Grabov, Sagi Hilleli, A.L.D. Advanced Logistics Development, Israel

Matrix Approach to Human Errors Analysis and their Prevention by Quality Engineering and Managerial tools

Prof. Emil Bashkansky, Dr. Shuki Dror, ORT Braude College, Israel

Prognostics via Simulation Approaches

Roberto Paggi, Salvatore Bianchi, Gian Luca Mariotti, Anna Paggi, ItalConsul S.r.l, Giovanni De Gasperis, University of L'Aquila, Italy

12:30-13:30 Lunch

13:30-15:00 Parallel Sessions

8.1 Sustaining Quality in Special Processes

Chair: Gideon Roth, Cabiran, Israel

Special processes are those whose product characteristics cannot be verified during processing without destroying the product as part of the evaluation. The only alternative to destroying usable product and sustain quality process is to ensure that the process is controlled to the degree that it is capable of producing only conforming product. Nadcap provides for a standardized approach to ensure that the special processes are properly implemented and managed. In this session, the Nadcap concept will be presented as well as Israel industry experience.

Nadcap: Sustaining Quality in Special Processes

Joseph G. Pinto, Performance Review Institute (PRI), USA

Eltek Journey towards Nadcap Accreditation for PCB Manufacturing

Hillel Dzigan, Eltek, Israel

The Benefits of Nadcap: IAI's Perspective

Victor Schonberger, Israel Aerospace Industries

8.2 Issues Related to Customer-Focus

Chair: Chaim Kornfeld, Soreq NRC, Israel

Fulfilling Customer and Stakeholder Expectations in Public Organizations

Case: Finnish Air Force

Prof. Henry Sivuuo, Finnish Air Force, Finland

Cultural Obstacles to the Implementation of Customer Focus

Prof. Gilles Barouch, Prof. Yohanan Altman, KEDGE Business School, France

Enhancing Patient-Centered Culture by U.S. Hospital Human Resource Management, Quality Practices, Knowledge Management, and Transformational Leadership

Prof. Charles R. Gowen III, Prof. Kathleen L. McFadden, Northern Illinois University, USA

What is the Future of Continuous Improvement Systems?

David Job, Makpid Consulting, Israel, Gideon Falk, Casimir C. Barczyk, Purdue University Calumet, USA

8.6 Quality in Small Businesses and Start-ups

Chair: Jacob Laor, C-Point, Israel

A Comparative Analysis of Top Management Activities in Quality Systems and Models for Small and Medium Size Enterprises

Dr. Ing. Guna Civcisa, Riga Technical University, Latvia, Dr. Ioannis Angeli, Cyprus University of Technology, Cyprus

A "Lunchbox" for Quality Management of High-tech Initiatives

Arnon Katz, M-Bios, Israel

Managing Stakeholders

Yan Wolfson, SQM21 Sustainability Quality Management, Israel

8.7 Knowledge Sharing and Development in Project Management

Chair: Dr. Moria Levy, ROM Knowledgeware, Israel

The session will deal with methods and best practices for knowledge sharing and knowledge development, regarding topics of Project Management.

The session will present three case studies representing different types of organizations - private and public. Through these case studies the lecturers will demonstrate the assimilation of various KM solutions, assisting both the efficiency and the effectiveness of successful Project Management.

Learning and Knowledge Sharing Aspects in Project Management

Dr. Moria Levy, ROM Knowledgeaware, Israel

Performance Improvement in Project Management, Based on a Learning Process

Moshe Ekroni, Verint Systems, Israel

Knowledge and Information Management Aspects in Projects

Tomer Keidar, Nuclear Research Center – Negev, Israel

Lessons Learning in Project Management

Michael Szwarc, Check Point Software Technologies, Israel

15:00-15:30 Coffee Break, Poster Session

15:30-17:00 Parallel Sessions

9.1 Aviation, Space, and Defense: Customer Centric Focus for Quality and Mission Assurance

Chair: Shlomo Lichtenstein, Consultant

This session is sponsored by the Aviation Space & Defense division of ASQ.

In this session, the presenter will focus on the various mechanisms for ensuring a continuing focus on the customer in AS&D, to include accurate understanding of requirements flow down and customer requests. This is critical for product quality, from the buying customer to the primes, and from the primes to the first tier suppliers, and thence throughout the supply chain. Many times, quality issues are the result of misinterpretation or lack of understanding of the specific customer needs and wants. Specifically in the AS&D arena, there are multiple requirements from the regulatory and oversight customers around the world, such as the European Aviation Safety Agency (EASA), the Federal Aviation Administration (FAA), the Defense Contract Management Agency (DCMA), the North Atlantic Treaty Organization (NATO) and the National Aeronautics and Space Administration (NASA). Each of these entities provides specific quality related contractual requirements to the prime contractor, who may flow down all or a part of the direction, depending on a variety of factors. This session will look at how continual focus on customers provides a strong foundation for both

customer satisfaction and improved product and process quality. Discussion will range from industry actions to create commonality and clarity for top level quality requirements across the world wide AS&D industry, to specific strategies within the presenter's company to strengthen customer focus.

Aviation, Space, and Defense: Customer Centric Focus for Quality and Mission Assurance

Lee A. Tait, VP, Quality & Mission Assurance, Aerojet Rocketdyne, Chair, Strategy Working Group International Aerospace Quality Group, Chair-Elect, Aviation Space & Defense Division ASQ, USA

Compliance with Airworthiness Regulatory Requirements – Underground Improvement or Quantum Leap Towards Quality?

Dr. Alex Ayalon, Elbit Systems - Electro-optics - Elop, Israel, Baruch Marom, Airworthiness and Certification Consultant, Israel

9.2 Expanding the Definition of Quality

Chair: Chaim Kornfeld, Soreq NRC, Israel

International Quality Innovation of the Year Competition

Tani Järvinen, Laatukeskus Excellence Finland

Age Management in Practice

Petr Koten, Romana Hofmanová, Czech Society for Quality, Czech Republic

GPS/GPRS Technologies in ICT System of Auxiliary Mechanization Management in Open-pit Coal Mine

Prof. Dr. Gradimir Ivanovic, Prof. Dr. Radivoje Mitrovic, Milos Ivanovic, University of Belgrade, Dragan Jovanovic, Thermal Power Plants and Open-pit Mines Kostola, Dr. Sveta Mirkovic, Mining Basin Kolubara, Serbia

9.3 Service Improvement Models

Chair: Dr. Sigalit Mudahi, Israel Society for Quality

Improvement of U.S. Healthcare Lean Management Initiatives with Communication, Goal Setting, and Teamwork for Greater Patient Safety Outcomes

Prof. Charles R. Gowen III, Prof. Kathleen L. McFadden, Northern Illinois University, USA

**How Does Quality Improvement Happen?
The Public Enquiries Unit Experience in
Barzilai Medical Center**

Chezy Levy, Ayelet Kedar, Roxanne Lift-Kozokro,
Ornit Cohen, Barzilai Medical Center, Israel

**Improving Quality in the Social Services
through the RAF Method:
Incorporating the Client's Perspective**

Hilla Dolev, Dr. Tamar Zemach-Marom, Myers-
JDC-Brookdale Institute, Israel

**9.6 Metrology: Measurement, Chemical
Analysis & Testing**

Chair: Dr. Ilya Kuselman, National Physical
Laboratory of Israel (INPL)

The session will be dedicated to problems of
measurement and testing including testing
chemical composition of materials, environment,
food, etc. The session will discuss also
interlaboratory comparisons of test results
(proficiency testing), influence of human errors
on reliability of measurement results, qualitative
and semi-quantitative test results.

**A Laboratory Quality System: Is it Effective
in Prevention of Human Errors in Chemical
Analysis**

Dr. Ilya Kuselman, Dr. Malka Epstein, National
Physical Laboratory of Israel (INPL), Dr. Francesca
Pennechi, Istituto Nazionale di Ricerca
Metrologica (INRIM,), Italy, Dr. Ales Fajgelj,
International Atomic Energy Agency (IAEA), Austria

Assessing Diversity: A Unifying Approach

Dr. Tamar Gadrich, Dr. Emil Bashkansky, ORT
Braude College, Israel, Dr. Ricardas Zitikis,
University of Western Ontario, Canada

**Vibration Proficiency Testing for
Environmental Labs**

Dr. Alex Lepek, Newton Metrology, Israel,
Yehezkel Hamama, Motorola Solutions Israel

**Testing the Quality of RF Power and Receiver
Performance of Wireless Communication
Devices**

Lev Shamis, Dragush Sharaga, Motorola Solutions
Israel

**How to Calibrate the Limit Gauges in
Accredited Laboratory - Our Point of View**

Peter Kornhauser, Anastasya Melnikov, Boris Katz,
P. K. Calibration & Consulting Labs, Israel

9.7 Managing Organizational Change

Chair: Orna Kamin, OK Management Consulting,
Israel

Success in leading organizational changes is
composed of a mix of a small part of models and
processes knowledge and a big part of knowing
how to lead the change itself and institutionalize
it in a sustainable way. This session is focused of
the challenging part of leading a change so it
will last. Some success stories will be presented
to show the processes behind the success stories.

Organizational Change "Under the Radar"

Dr. Pinhas Yehezkeally, Knowledge Production,
Israel

Changing Behavior While Preserving Choices

Eli Shifron, Malam Systems, Israel

Changing Task Durations

Michael Szwarc, Check Point Software
Technologies, Israel

**Leading Change in the Public Sector - Scaling
Up the Quality of Tourism Services (QTS)**

Michal Paz-Shimony, Shirly Kogan, Lotem Group,
Israel

17:00-17:15 Coffee Break

17:15-18:30

10.1 Plenum

**Quality in Intelligence - A View from the
Top: The Intelligence User vs. the
Intelligence Supplier, in an Era of
Technological Changes**

Chair: Prof. Uzi Arad, IDC Herzliya, Former
National Security Advisor to Prime Minister
Benjamin Netanyahu and Head of the Israeli
National Security, Israel

This session will be presented by "intelligence
suppliers" who are experienced in collection and
evaluation of political, strategic and military
intelligence, together with "intelligence consumers"
- top level political leaders and senior military
officers, who demand high quality intelligence in
their decision making process. The uncertainties
which surround our unsettled times strengthen the
need for high quality intelligence aiming at reducing
these uncertainties for the benefit of decision
makers. During the recent events in our area it
became clear that high quality intelligence is a
critical factor in the decision making process, and
the importance of the interface between
intelligence suppliers and users became very
apparent.

Business Continuity Management as a Key Component of Service and Quality Management Concept in Organizations

Nadav Aricha, Yehuda Hoffman, N.A. Security, Israel

Quality Assurance for Animal and Public Health – Complexity and Importance of the Laboratory System

Dikla Aviv, Kimron Veterinary Institute, Ministry of Agriculture & Rural Development, Israel

Water Sealing Testing in Accordance to Military and Civic Standards

Tony Aviv, Shlomo Hillel, Motorola Solutions Israel

Some Aspects Model-Based Safety Analysis Practice

Alexander Barel, Raphael Polak, A.L.D. Advanced Logistics Development, Israel, Yao Chao, Ma Biao, Commercial Aircraft Corporation of China (COMAC)

FRACAS as a System for Management of Events, People and Processes

Dr. Zigmund Bluvband, Alon Shchori, A.L.D. Advanced Logistics Development, Israel, Yang Lin, Gao Lei, Commercial Aircraft Corporation of China (COMAC)

Compensation Criteria in Higher Education in Israel and Elsewhere: Evaluation of Research and Teaching Outcomes

Dr. Nitza Davidovitch, Ariel University of Samaria, Israel

Thermal Mapping in Communication Products as Quality and Reliability Booster

Zion Eliya, Nir Cohen, Motorola Solutions Israel

ISO 9001:2015 – An Opportunity or a Deception?

Gideon D. Haddan, Massad Quality Management – Business Excellence, Israel

Dependence of Selected Water Quality Parameters Balance on Water Flow Rate

Dr. Eduard Hanslík, D. Marešová, E. Juranová, R. Vlínas, T.G. Masaryk Water Research Institute, Public Research Institution, Czech Republic

Rational Decision-Making as a Key Component of Transformation Processes in Organizations

Dr. Oleg Savelzon, Yehuda Hoffman, MASSDECISION™, Israel

1. Industrial Tour

07:45

Leaving from David InterContinental lobby

08:30-11:00

Israel Aerospace Industries – Systems Missiles & Space Group

The visit will start with brief presentations of the Israel Aerospace Industries and the Systems Missiles & Space Group, followed by a tour of the Integration/Assembly line. The Quality System will be discussed and presented during the visit.

12:00-15:30

Weizmann Institute of Science – Levinson Visitors Center and Weizmann House

12:00-13:00 Lunch

13:00-15:30 Tour

The center, with its unique interactive exhibits and state of the art multi-media presentation, offers a rare glimpse into the wonders of the Weizmann Institute, and serves as a focal point for arranging visits to the different attractions on campus including the Weizmann House, the home of the first President of the State of Israel, Dr. Chaim Weizmann, and the Clore Garden of Science, a unique outdoor science museum.

16:00-17:00

An “Iron Dome” Field Battery

A visit in a field battery of “Iron Dome”. We will hear about the “Iron Dome” principles and its recent activities during the last military operation “Protective Edge”.

2. Beyond the State of the Art: Designing a Customer Experience Measurement System with Integrity

Gregory H. Watson, BES Business Excellence Solutions, Finland

The seminar will take place at the Metropolitan Hotel, 11 Trumpeldor St. Tel Aviv

Measurement of customer-perceived performance has been plagued by too many trends and too little science. It seems like the Lemmings have returned and we are all going to march off a cliff together! We are faced with yet another consultant lead program that claims to be fit for our future – Net Promoter Score (NPS)! An academic from a respected university makes the highly exaggerated that a “one-size-fits-all” single question is adequate to provide all you need to know about your customers. Do you believe this claim? Are you now using NPS in your organization? This seminar will put the entire issue customer experience measurement and reporting into perspective so that you can understand just how complex and difficult the issue really is.

This one-day seminar will delve into four issues related to customer experience measurement: performance measurement in the domain of the customer’s behavior and experience; common errors and problems that are inherent in customer experience measurement systems; an in-depth presentation and assessment of the Net Promoter Score and its application; and a recommended approach for developing a Customer Experience Measurement System that has integrity - honestly reports the situation and provides a clear, objective description of the current state of the customer experience. Examples will be shown from the systems that were designed for three companies who have taken different approaches to understanding customer perception of their business performance. Critique of these systems will be done as a classroom exercise by the participants.

Don’t change your customer measurement system until you have attended this seminar – it will protect your executives from making bad decisions based on “supposedly reliable” information. Remember the words of Stephen Hawking: “the cost of bad data is the illusion of knowledge”.

9:00-10:30 Performance Measurement in the Customer Domain

This first module will present the dynamics of the customer relationship and describe all of the opportunities that exist for measuring the customer experience. What information can be captured that describes how customers feel about the deliverables that they receive as a result of your process performance?

11:00-12:30 Critique of Customer Experience Measurement Systems (CEMS)

The second module will present three different approaches to manage a customer-focused experience measurement system. The three systems will be described and the class will use a set of assessment questions that will be proposed as a guideline for evaluation of relative adequacy of a CEMS to perform and provide the desired business outcome.

13:15-14:45 Net Promoter Score – Is it the only question necessary?

The third module will explain the proposed NPS metric that was created by Professor Frederick F. Reichheld of Harvard University. He claims that this is the only performance measure needed by an organization's management team. At the end of this module you can be the judge of the adequacy of his claim.

14:45-16:15 Developing a Coherent Customer Climate Control Contraption

The final module will be conducted as a decision workout to design the elements of an ideal Customer Experience Measurement System that can be used for control of the customer climate in the market environment. By constructing these elements as a team, a general approach to customer information management will become evident and this may then be used to formulate improvement of your company's own CEMS methods.

Gregory H. Watson is a past-President and Honorary Member of the International Academy for Quality (IAQ) and past-President and Fellow of the American Society for Quality (ASQ). He has also served as a Senior Vice President on the Board of Trustees for the Institute of Industrial Engineers and was elected a Fellow. As a respected applied statistician, Mr. Watson was elected to membership in the International Statistical Institute. Mr. Watson holds advanced degrees in engineering, law and management. He is Chairman of BES Business Excellence Solutions, Ltd., Executive Coach with Laatukskus Excellence Finland, and an Adjunct

Professor of Engineering Management at Oklahoma State University. Mr. Watson has previously held executive positions with Xerox Corporation, Compaq Computer Corporation and the Hewlett-Packard Company. He is the author of ten quality books. He is the first non-Japanese recipient of the Deming Medal from the Union of Japanese Scientists and Engineers. In addition, Mr. Watson has received over thirty awards including the Distinguished Service, Ishikawa, Crosby and Lancaster Medals from ASQ; the Founders, Masing and Kondo Medals from IAQ; the Grayson Medal from the American Productivity & Quality Center; and the Borel Medal from the European Organization for Quality. He has been elected as an Honorary Member of nine national associations of quality professionals.

General Information

Venue: The conference will take place at the David InterContinental Hotel in Tel Aviv.

Date: November 18-20, 2014

Program: The conference will consist of two days of sessions and a third day of industrial tours.

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

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

Gala Banquet: A festive evening will be held on Tuesday, November 18th at 20:00. The evening will include entertainment and dinner.

Night Tour: On Wednesday evening, November 19th, there will be a walking tour of old Jaffa.

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.

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

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 \$875 for participants includes participation in all sessions, tutorials and industrial tours, conference kit, program, proceedings, lunch and coffee breaks, welcoming reception, gala banquet and night tour of old Jaffa. There is a reduced fee of \$650 for presenters (only one presenter per paper).

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

Accompanying Persons' fee of \$350 includes the welcoming reception, opening ceremony, gala banquet, night tour of old Jaffa and a daylong tour of Jerusalem. The fee does not include attendance in program sessions.

Cancellation Policy: There will be a 50% refund for cancellations received between October 21 and November 12, 2014. No refunds for cancellations received after November 12, 2014.



Conference Secretariat:
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Email: confer@isas.co.il
Check updates on the conference site:
www.quality2014.com

Accommodations and Tours

Organized by Eshet Incoming

for details and registration: www.quality2014.com/hotels-tours

email: congresses@eshetincoming.com



Accommodations

Rooms are available at the following Tel Aviv hotels:

David InterContinental / Dan Panorama / Mercure / Metropolitan

Tours

Jerusalem



Masada & Dead Sea



Biblical Highlights in Nazereth and North / Western Coast



Heritage Tours / Bethlehem &



Registration Form Quality 2014

Please send to: ISAS International Seminars
POB 34001, Jerusalem 9134001, Israel
Tel: +972-2-6520574, Fax: +972-2-6520558
Email: register@isas.co.il

Surname

First Name

Email

Place of Work

Mailing Address (please check: Work Home)

City

Postal Code

Country

Telephone

Fax

Accompanying Person(s):

Please itemize payments

Registration fee

\$

Accompanying person(s)

\$

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

Bank transfer to: ISAS International Seminars Ltd.

Bank Leumi Branch #780

19 King David St., Jerusalem, Israel

Account Number 9400/87

SWIFT Account: LUMIILIT

IBAN Code: IL 69010780000000940087

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

Signature

Date
