

2007 Deming Prize Ceremony Is Held in Tokyo, Japan

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On November 14th, an unseasonably warm evening in Tokyo, more than three hundred executives from several countries gathered to attend the annual Deming Prize ceremony. The annual ceremony acknowledges Dr. W. Edwards Deming's contribution for his guidance in helping them **transform** Japan after WWII and become a global competitor by learning a **new Philosophy of Management** that would deliver Quality--that they had never achieved before. The Deming Prize is the world's highest Quality award. Sponsored by the Joint Union of Scientists and Engineers (JUSE), the evening began with the presentations of the Japan Quality Recognition Award, which was established in 1969 to commemorate Quality Control. It was followed by the Deming Prize Award ceremony and reception.

Japan Quality Recognition Award

The ceremony opened with an address from JUSE President and CEO Mr. Jyunichi Hamanaka. Three companies were then presented with awards for Total Quality Management (TQM) Achievement: Anritsu Techmac Co. Ltd., Nabtesco Corporation (Seishin Plant Manufacturing Division), and Yukiguni Maitake Co.Ltd. (Production Division, R&D Department.) The next awards were presented for Quality Innovation to: Corona Company (Manufacturing Division), Computer Institute of Japan, Ltd. (Wide Business Division, SI Business Division), CBM Co., Ltd. and Nissan Shatai Co. Ltd.

Deming Prize Award

Mr. Fujio Mitarai, Chairman of the Deming Prize Committee welcomed the standing-room only audience to the Prize ceremony. The Prize has been awarded for 57 years, the Prize was awarded in 1951 at the 1st Quality Control Congress to commemorate achievement and friendship. Of the Deming prize awards, the first one was the Japan Quality Award and it was secured by Mahindra & Mahindra Limited, Farm Equipment sector. As the #3 market leader or tractors in the world with revenues of \$120 million, they were recipients of the Deming prize in 2003.

The Deming Prize for Individuals was awarded to Mr. Masayoshi Ushikubo, Chairmen, Sanden Corporation for his leadership in helping his and other companies adopt the Deming Quality philosophy. The Deming Application Prizes were awarded to Asahi India Glass Limited (Auto Glass Division)and Rane (Madras) Limited. The Quality Control Award for Operations Business Units was awarded to Reliance Industries Limited, Hariza Manufacturing Division.

Mr. Sanjay Labroo, CEO of Asahi commented after his company received the award, "Quality management has enabled us unlock the ability for more creativity and massive

improvements. We are on a never-ending journey and accept this award as a milestone on this long journey." Reliance's Executive Director, Mr. H.S. Kohli emphatically echoed similar sentiments, "I'm committed to Quality and we will continue our journey, and we will spread the movement."

In 1954, the Nikkei QC Literature Prize was established. This year it was awarded to three recipients: Mr. Masahiro Sakane, Chairman of the Board for Komatsu Ltd for "Taking up the Never-ending Challenge of DANTOTSU Management: Refining the Strengths and Reforming the Weaknesses", Ms. Michiko Tsubaki, Associate Professor, The University of Electro-Communications for "Data analysis for Quality Improvement of Education-Quality system Engineering Approaches to between student variability" and to Dr. Tadashi Nakajo, Professor at Chuo University and Dr. Shu Yamada, Professor at the University of Tsukuba "The fundamentals of TQM for Those who are Involved in the Examination and Evaluation of Management Systems."

A congratulatory Address was presented from the Ministry of Education, Culture, Sports, Science and Technology of Japan. In attendance at the ceremony was Dr. Deming's daughter from California, Diana Deming Cahill, her husband Robert and their son Kevin and his wife Judy. A reception followed where all attendees could congratulate the Prize winners.

Marcia Daszko founded Marcia Daszko & Associates, a strategic communication, leadership and transformation consulting firm based in Santa Clara, California in 1992. Mentored by Dr. W. Edwards Deming, Marcia has consulted with small to the Fortune 500 corporations, the military, non-profits, and school districts. Marcia works with executive management teams to guide their transformations to levels never before achieved. She is a speaker at international conferences, an executive retreat and workshop leader and coach. She can be contacted at md@mdaszko.com.
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