



**Canada  
Hamilton**  
Section 400

[www.asqhamilton.com](http://www.asqhamilton.com)

The Hamilton Section Of The  
American Society For Quality

# **Newsletter**

## **November 2010**

Editor-  
**Adam Kossowski**

### **NOTICE OF MEMBERSHIP MEETING**

**Thursday, November 25, 2010**

**Chan's Buffet Restaurant,  
1400 Upper James St, Hamilton (Just South of Stone Church Rd)**  
(See map on page 2)

6:00 pm Cash bar, networking and registration  
7:00 pm Buffet dinner  
8:00 pm Welcoming and Presentation

Charge: \$30 includes Dinner and Presentation. \$10 for Presentation only.  
Non-member guests are welcome

### **Topic: Consumer Research – Survey Design & Analysis**

Consumer Research Survey Design and Analysis requires a systemic approach. ACCE's specialized services are the initiation, execution and interpretation of online and offline quantitative and qualitative research including Central Location Tests, Home-Use Tests, focus groups and descriptive sensory panels. Testing is administered from ACCE's central facility in Mississauga and applied to relevant demographics anywhere in Canada and across the world.

Project goals can range anywhere from claims and advertising tests, shelf-life studies and concept and prototype evaluation, ultimately aiming to ascertain and/or improve the profitability of a product amongst the demographic of interest. The food and beverage industry is a highly competitive market; each product and idea launch/reformulation is associated with a sizeable financial risk to the client. Accurate interpretation and reporting of results is therefore crucial to provide actionable recommendations for the client.

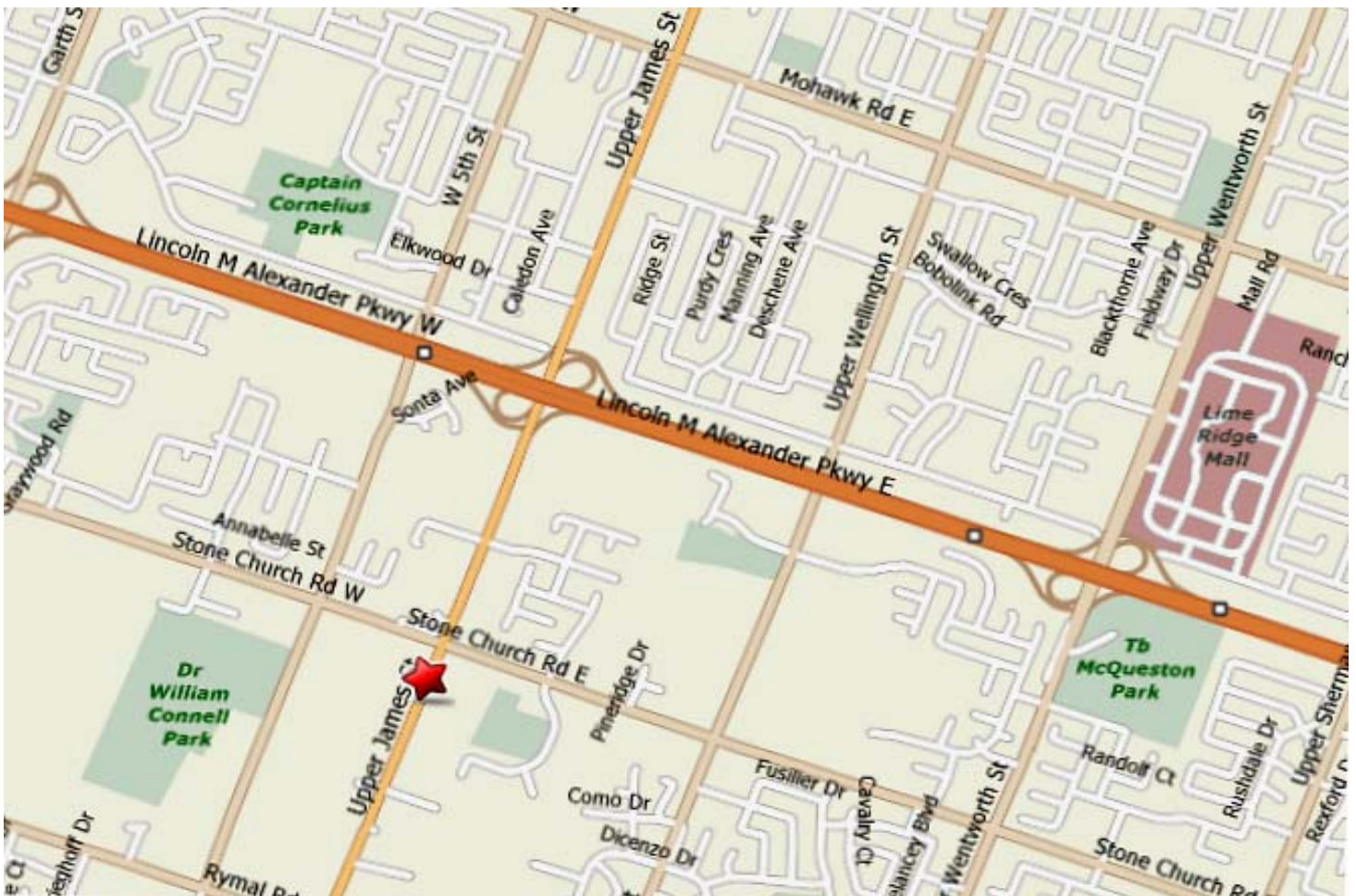
ACCE International has been an ISO registered company for over 15 years. They grew from the initial stages of being an ISO registered company to discovering the real advantage that it brought to a small international organization providing their clients with confidence that ACCE expert recommendations are accurately verified by their target demographic.

## Speaker: Raymond Berta – President & CEO, ACCE International

Raymond Berta founded the market research company ACCE International in 1986 and currently is the President and CEO. Ray brings a unique and meaningful perspective to ACCE, gained from many years of experience in the fields of Dental, Optical Research, Clinical Product Development and Clinical Regulatory Management. Involved in the launch of several new products, among them Bifocal Soft Contact Lenses and Tinted Soft Contact Lenses, Ray is equally at ease in the laboratory as he is in a client's production department. ACCE provides internationally acclaimed research design expertise and consultation with every study.

Today, ACCE continues as a successful provider of consumer guidance research for major food, beverage and pharmaceutical companies of local and international scope.

### Location of ASQ Hamilton Section Meeting: Chan's Buffet Restaurant, 1400 Upper James St, Hamilton



*If attending the November 25 dinner, please e-mail Carl Weidhaas at [weidhaas.carl@rogers.com](mailto:weidhaas.carl@rogers.com) by noon on Friday, November 19 and provide your name and phone number.*

## Other Upcoming Events

Event	Organizer	Date	Details
Use Your Creativity to Solve Problems	ASQ Toronto	Jan 12, 2011	<a href="http://www.asqtoronto.org">www.asqtoronto.org</a>
Effective Root Cause Analysis & Corrective Action	ASQ Hamilton	Jan 20, 2011	January Newsletter

### Web-based CQE Practice Exams

ASQ Hamilton Section provides a complimentary web-based e-learning solution for candidates wishing to become ASQ-Certified Quality Engineers (CQE). For further details go to:  
<http://www.asqhamilton.com/cqepexam.htm>

### Jobs and Ads Web Page

Check out our Jobs & Ads web page - link on side bar at [www.asqhamilton.com](http://www.asqhamilton.com)  
- for employment opportunities in the quality field.

ASQ Hamilton members seeking employment or a career change can also have their resumes posted in the Classified section of our Jobs and Ads web page. There is no charge for this service to our members. Resumes (MS Word preferred) should be sent to the section webmaster Bob Mok at [isgas@yahoo.ca](mailto:isgas@yahoo.ca)

**The ASQ Hamilton Section Newsletter is posted online about seven times per year to announce upcoming section meetings, plant tours and other events of interest to members.**

The newsletter will be sent electronically only to those members who have agreed to receive Section information by e-mail.

Except for the September issue, the newsletter is not sent out by regular mail.

IMPORTANT: To ensure that you receive your copy, as well as special announcements of ASQ events in between issues, check your ASQ profile at [www.asq.org](http://www.asq.org). Log in and type the word profile in the search box. Select My Account: Update Your My ASQ Profile, and verify that your correct e-mail address is included in your profile.

**IF YOU HAVE CHANGED YOUR E-MAIL ADDRESS,  
PLEASE UPDATE IT AS DESCRIBED ABOVE.  
WE CANNOT UPDATE YOUR E-MAIL ADDRESS AT THE SECTION LEVEL.**