

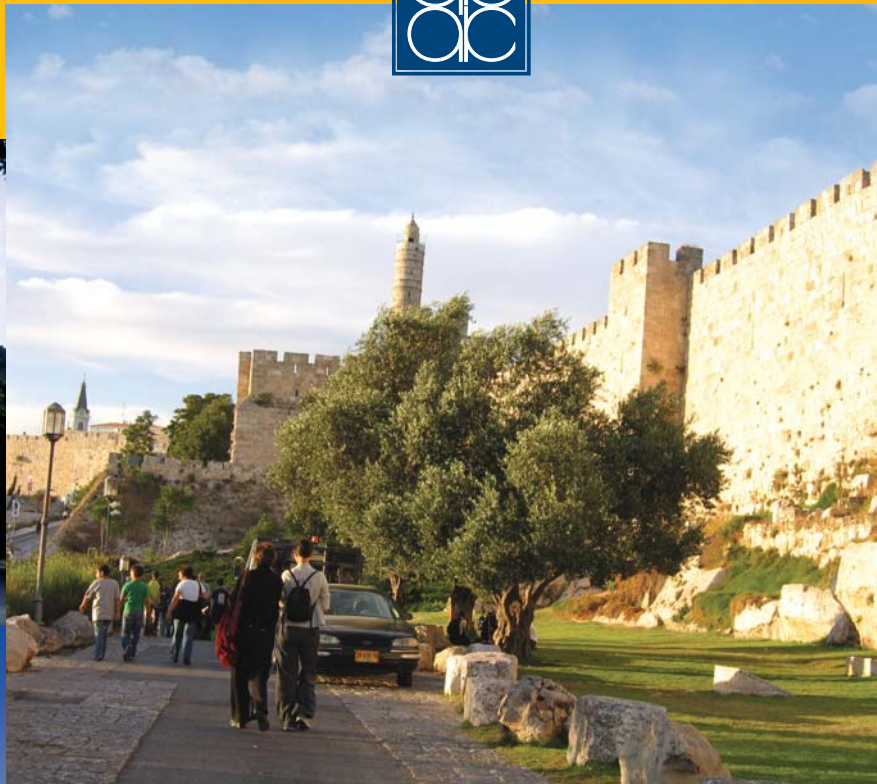


Quality
Today &
Beyond

Exploring
Uncharted
Dimensions

First Announcement and Call for Papers

The 17th International Conference of the Israel Society for Quality



With the participation of



ASQ

CITAC

Cooperation on International Traceability in Analytical Chemistry



Jerusalem

November 18-20, 2008
Renaissance Hotel

Organizing Committee

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Dr. Avigdor Zonnenshain, RAFAEL - Advanced Defense Systems
Shalhevet L. Zur, Consultant



Dear Colleague,

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, which will take place November 18-20, 2008.

The time - 60 years since the rebirth of Israel.

The place - Jerusalem, Israel's capital and the heart of the world.

We will link the conference with Israel's 60th anniversary celebrations. During the Conference we will be looking proudly at the past, learning and implementing in the present and looking forward to the future.

The goal of an international conference is to enable each participant to see and to show, to present his newly initiated and developed methods and to become acquainted with those developed by other participants, to share fresh insights, and of course to meet colleagues from other countries.

The term "quality" carries within it so much more than what we were familiar with in the previous century. It is in fact the combination of all the properties that bring customer satisfaction, which in turn influences the bottom line of every business organization. In fact, we expect positive results not just in the commercial arena, but also in many other areas of life, which contribute to a better world and are measured in different ways.

The frequency of change in our lives is constantly increasing; with this increase caused by technological changes, disappearing barriers of time and place and the bridging of cultural gaps. This fact therefore demands that the quality professions cannot stagnate. In other words, these changes require us to consider quality in wider and maybe even different dimensions than what we have done in the past.

We have been taught that "the rules of the game are changing" and "if you don't move forward, you will fall behind". Today, standing still means going backwards; and this includes the fields of quality.

The first part of the conference's slogan, **Quality – Today & Beyond**, indicates one of the dimensions we will be considering: the time dimension. Besides learning from the past and present, and preparing for the future, the conference will deal with questions such as: What is the role of the quality manager today? Do we still need quality managers/engineers? Will they be needed in the future? If so, what will be their function?

But there are other dimensions besides time in the quality conundrum, and I invite you to also take part in this second aspect of our program, **Exploring Uncharted Dimensions**.

We hope that you will join us in constructing the conference program and in building the world's next generation of quality.

The conference program will incorporate a wide variety of subjects in which we will explore many dimensions.

Topics will relate to industries such as:

- Biotechnology • Alternative Energy • Aerospace • Electronics • Pharmaceuticals • Food • Process
- Medical Equipment

and sectors such as:

- Small Organizations • Start-ups • e-business • Services • Banks and Insurance • Hotels • Public • Education
- Transportation • Infrastructure • Health • Marketing

This year, among other topics, we will focus on:

- The Strategy and the Future of Quality Management • The Role of the Quality Manager • Quality Education
- Organizational Excellence • Environmental Quality • Information Security • Safety • Business Continuity Management
- Homeland Security • Project Assurance • Innovations in Standardization • RAMS • Metrology

You are invited to submit abstracts in all areas of quality and quality management. Joining us at the conference will enable you to both participate in a stimulating and challenging learning experience and enjoy exploring the Land of Israel from Eilat to the Galilee. Known as the birthplace of three great monotheistic religions, Israel has always been a center of knowledge and continuous learning.

We look forward to greeting you in Jerusalem.

Sincerely,

Oren Nakar

Conference Chair

General Information

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

Date: November 18-20, 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

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

Abstracts of 300-500 words must be submitted in WORD format by May 30, 2008 by email to: confer@isas.co.il and hard copy by fax to: +972-2-6520558

Tours

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

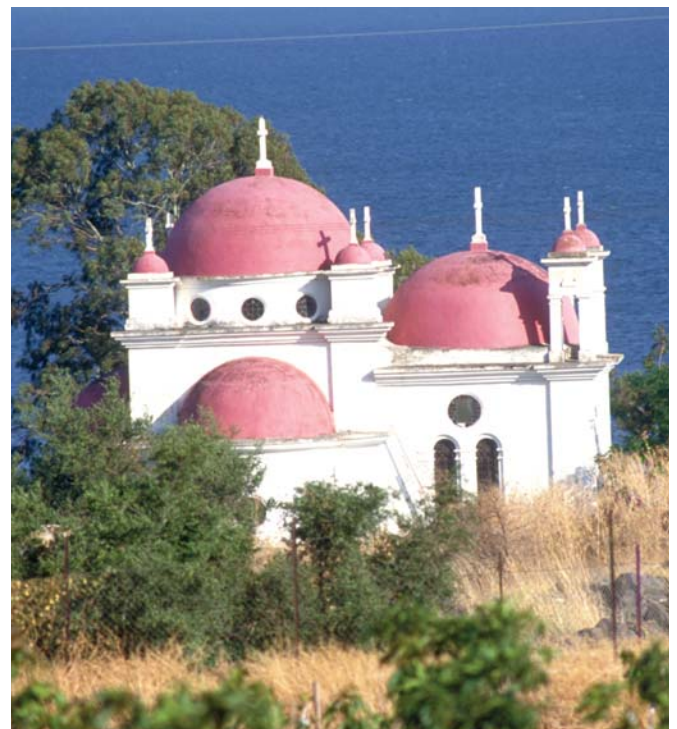
Friday, November 21st

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 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.