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# ASQ Feigenbaum Medal An Overview by The ASQ Feigenbaum Medal Committee



# Dr Armand (Val) Feigenbaum



■ 1922-2014

The name Armand V. Feigenbaum and the term "total quality control" are virtually synonymous. In 1986, when the ASQ board of directors selected Feigenbaum an Honorary member, it acknowledged a career of more than 35 years in the quality field. During that career, the precepts of total quality control were carefully laid out and tirelessly promulgated in the United States and around the world. Feigenbaum's ideas are contained in his now famous book *Total Quality Control*, first published in 1951 under the title *Quality Control: Principles, Practice, and Administration*, and based on his earlier articles and program installations in the field.

He received a doctorate and a master of science degree from the Massachusetts Institute of Technology and was president and CEO of General Systems Co. in Pittsfield, MA.

Feigenbaum was the founding chairman of the board of the International Academy for Quality, which brought together leaders of the European Organization for Quality, the Union of Japanese Scientists and Engineers, and ASQ.

Feigenbaum's involvement in ASQ was capped by two consecutive terms as president (1961-1963) following service from 1958 to 1961 as a vice president. In recognition of "his origination and implementation of basic foundations for modern quality control," Feigenbaum was awarded ASQ's Edwards Medal for 1965. He also received the National Security Industrial Association Award of Merit for leadership in defense of the nation.



# What is the Feigenbaum Medal?

- The Feigenbaum Medal was created and is administered by the American Society for Quality Awards Board and Board of Directors.
- The awards recognize individuals for superior achievements in the development, promotion, and communication of quality information and technology.
- Awards and medals are named after people who have made outstanding achievements in the field of quality. The Feigenbaum Medal was named after Dr. A.V. Feigenbaum, a distinguished pioneer in the development and application of a systems approach to Quality Management, and promoter of the Quality Ethic.
- These awards are presented at ASQ's World Conference for Quality & Improvement in the spring of each year.



# What does the Medal recognize?

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- The Feigenbaum Medal is one of the awards of distinction provided by the American Society for Quality to members and participants worldwide.
- The Feigenbaum Medal is presented to the individual who is 35 years of age or younger (as of October 1 of applying year), who has displayed outstanding characteristics of leadership, professionalism, and potential in the field of quality and also whose work has been or, will become of distinct benefit to Humanity.

# Quality as an Ethic

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- *“The pursuit of excellence, deep recognition that what you are doing is right, is the strongest human emotional motivator in any organization and is the basic driver in true quality leadership.”*

Dr. A.V. Feigenbaum

# How are nomination forms obtained?

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- Forms and a full list of medal recipients are available at The American Society for Quality website at <http://asq.org/about-asq/awards/feigenbaum.html>

# Who can be nominated?

- Aside from the age limit of 35 years or younger, there are no restrictions.
- Nominations will be accepted regardless of membership, profession, country of origin, education level, or other considerations.
- The award's image is international and evaluation of candidates considers their contribution to quality namely regarding:
  - Innovation (research, development, application and publication of new concepts),
  - Promotion (training, presentations, teaching, etc.),
  - Application (professional activities, implementations, consulting) and
  - Sponsoring (support to quality and other professional societies, public sector and not for profit organizations, etc.).

# How are medalists selected?

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1. Applications are reviewed for validity and completion. Applications lacking names and contact addresses for valid Nominator and five References will not be accepted.
2. Accepted applications will be reviewed against an evaluation standard. Applicants meeting or exceeding that standard will be shortlisted for further consideration.
3. A Nominee will be selected from the shortlist and forwarded to the ASQ Awards Board. Upon their acceptance, this individual will be submitted as the next recipient of the ASQ Feigenbaum Medal.





# How does this benefit Applicants?

- Organization of accomplishments and credentials can be applied to other ASQ endeavors (Recertification, upgrade to Senior or Fellow Membership).
- Requirement for Nominator and References prompts mentor-protégé relationships for young professionals.
- Potential for recognition and affiliation beyond normal level of Section, Region, or Division.
- Opportunity to attend the ASQ World Conference for interaction with elite echelon of international Quality practitioners.



# Does this benefit Sections, Regions & Divisions?

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- Feigenbaum Medal program is a mechanism to promote ASQ involvement among younger members and instill awareness of a Quality Ethic.
- Replication of Feigenbaum Medal process (rewarding a Quality Management practitioner under 35 years) at the Section, Region, or Division level creates awareness and qualified candidates for the ASQ-wide award.
- Medalists and Finalists reflect positively on their mentors, and bring credit and recognition to their respective Sections, Regions, and Divisions.
- Base from which to promote other ASQ initiatives such as Certification and Fellow Membership upgrades.

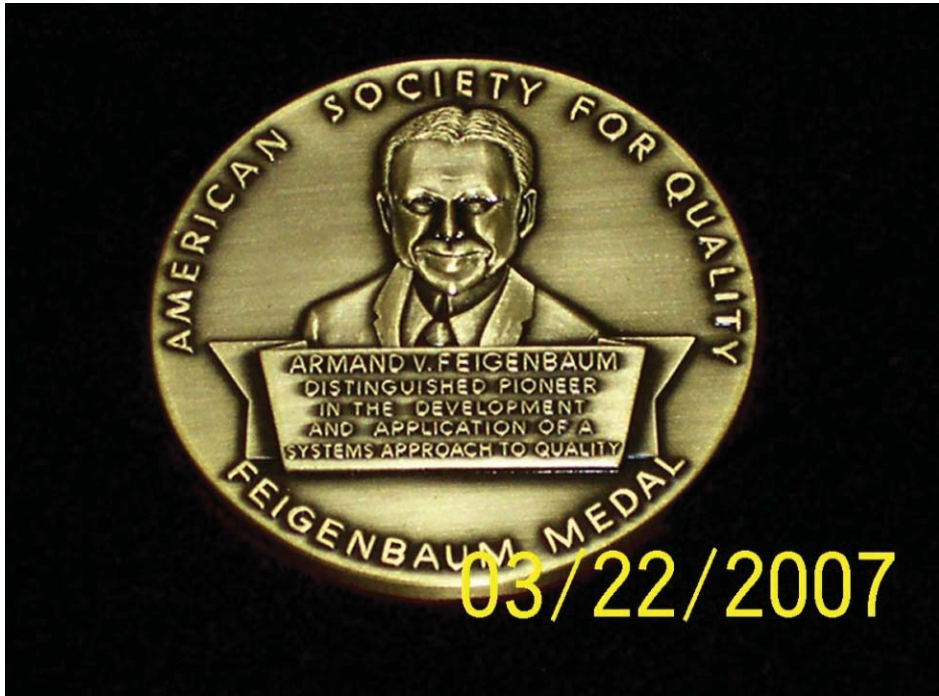


# Sounds great! What are the next steps?

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- Advise your members, colleagues, associates, and acquaintances under 35 of the Feigenbaum Medal program.
- Identify potential candidates for the Feigenbaum Medal for this year and beyond.
- Motivate those individuals to increase their involvement, accomplishments, and education in Quality Management.
- Arrange for a Nominator and a minimum of five References for the applicants.
- Ensure qualified and completed applications are submitted for consideration.

# The Feigenbaum Medal



Front View of Medal



Back of Medal, includes name of Medalist



# Feigenbaum Medalists

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Rajesh Jugulum, Dan Zrymiak,  
and Denis Leonard with  
Dr. Armand V. Feigenbaum

# 2003 Feigenbaum Medalist

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Chris FitzGibbon with  
Dr. Armand V. Feigenbaum



# 2007 Feigenbaum Medalist



Beth Cudney with  
Dr. Armand V. Feigenbaum

# Summary

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- ASQ Feigenbaum Medal – Dedicated by Dr. A.V. Feigenbaum.
- Recipients – Anyone under 35 years who has demonstrated a positive record of leadership and accomplishment in Quality Management, and promotes a Quality Ethic.
- Process – Applicants can enter submissions until Oct 1st. After that date, applicants will be qualified, short-listed, and evaluated until a nominee is determined by the Feigenbaum Medal Committee. The nominee will be forwarded to the ASQ Awards Board for approval.
- Benefits – Individuals, Sections, Regions, and Divisions will benefit from this activity as awareness, interest, and involvement is promoted.



# Comments? Questions?

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- Contact

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