

La Crosse - Winona

Section Newsletter

January, 2008

January Meeting: Delivering Innovation, Creating Value - Supply Chain Management

Location: Days Inn-Conference Center
101 Sky Harbour Drive, Lacrosse, WI
When: Thursday, January 17, 5:30pm
Phone: 507-453-4594

Quotes:

You can't build a reputation on what you are going to do.
— Henry Ford

Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.
— Dale Carnegie

The world cares very little about what a man or woman knows; it is what a man or woman is able to do that counts.
— Booker T. Washington

While IBM and Motorola's products may differ, it's missions are similar in delivering the best solutions and providing an excellent customer experience. What is additionally similar is the competitive advantage that a world-class supply chain brings to the bottom line. Both companies have hired a supply chain officer who reports directly to the Chairman and CEO, and who has articulated a clear vision to become a number one, best-in-class integrated supply chain organization. During this presentation, you will receive an overview of the global business environment as well as the integrated supply chain organization and the people who work there. You will gain an understanding on best practices these companies have used to create a refined focus on supply chain optimization, which has significantly contributed to the company's transformation.

Our speaker is Claudia Knowlton-Chike, PMP, Director of Strategy & Operations, specializing in New Product Introduction and Integrated Supply Chain at Motorola Corporation.

Claudia Knowlton-Chike is an experienced executive and change agent whose career spans the end-to-end supply chain. Claudia leads strategy and operational excellence activities focused on continuous improvements and an excellent customer experience, while driving lowest end-to-end landed costs and lead times. She brings a career background in package engineering combined with senior level experience in logistics, manufacturing, order fulfillment, supply/demand planning, new product introduction and business unit management.

At Motorola, Claudia led Global Transportation & Network Management where she was responsible for \$44B in annual shipments, supporting all four business units in all regions. Prior to joining Motorola, Claudia had twenty two years of experience with IBM, where she provided transformational leadership within a variety of technical and management roles.

Quality Link of the Month:

<http://www.wisegeek.com/>

Schedule: 5:30 – meet at Days Inn / Networking
6:00 – Dinner
7:00 – Presentation by Claudia
8:00 – Questions and Dismissal

Dinner will be: Chicken Kiev - chicken breast filled with herbs and butter, topped with a creamy mushroom sauce served with Rice Pilaf and vegetable medley.

Cost: 15.00 for members and guests and 8.00 for students with ID. Please RSVP by replying to the E-vite, or contact Al Spalding directly at: alan.spalding@bench.com



Upcoming Events for the 2007-2008 Year

The following is a list of tentative upcoming events for the 2007-2008 year. Meetings will be held on the 3rd Tuesday of each month, unless otherwise noted.

Feb 19 - TBD

Mar 18 - TBD

Apr 15 - TBD

Women in Quality Network Established

A recently created ASQ network geared toward women in the quality profession has attracted more than 500 members. The ASQ Women in Quality Network was formed in early September to offer a forum for women to discuss jobs, careers and gender-based issues in the workplace, such as work-life balance. The enthusiastic response from members reflects the largest participation during the launch of a network since ASQ started its network program.



The ASQ Women in Quality Network offers connections to discussion boards and articles. The network has partnered with the Leadership Institute - Women with Purpose Inc., for content in some areas. For more information about the women's network and registration details, visit www.asq.org/communities/women-in-quality/index.html. There is no cost to join.

2008-09 Candidates for ASQ Office

The American Society for Quality (ASQ) Nominating Committee has announced the 2008-09 membership year candidates for the positions of ASQ president-elect, treasurer, and two directors. (The president and chairman are also listed though previously selected.)

Chairman:	Michael D. Nichols, Principal Consultant Nichols Quality Associates, North Carolina
President:	Roberto M. Saco, Owner and Principal Aporia Advisors, Inc., Florida
President-elect:	Peter L. Andres, Quality Engineer Integrated Defense Systems The Boeing Company, California
Treasurer:	E. David Spong, Consultant Former President of Aerospace Support for Boeing Integrated Defense Systems, Missouri
Director:	Aimee H. Siegler, Global Compliance Manager Benchmark Electronics, Minnesota
Director:	Alexis P. Goncalves, Consultant Former Senior Vice President, Customer Experience Management Citigroup, Global Consumer Division, New York

Proxies and position statements for each candidate running for a contested office will be sent to all Regular members by postal mail, postmarked by February 29, 2008, or by electronic means, in accordance with ASQ's Bylaws. ASQ's election rules preclude candidates from campaigning or having others campaign for them. Any campaign activities should be reported to ASQ Headquarters. Following the compilation of the qualified votes, the results of the election shall be announced at the Annual Business Meeting on May 4, 2008, at the World Conference on Quality and Improvement in Houston, Texas.

2008 Baldrige Criteria Now Available

The 2008 Criteria for Performance Excellence (referred to as the Business/Nonprofit Criteria) is used by businesses and nonprofit organizations to develop business practices and prepare for participation in the Malcolm Baldrige National Quality Award process. A paper copy of this document will be mailed if requested from nqp@nist.gov or by calling (301) 975-2036. A pdf version can be downloaded at http://www.quality.nist.gov/Business_Criteria.htm.

The Baldrige Criteria for Performance Excellence provide a systems perspective for understanding performance management. They reflect validated, leading-edge management practices against which an organization can measure itself. With their acceptance nationally and internationally as the model for performance excellence, the Criteria represent a common language for communication among organizations for sharing best practices. The Criteria are also the basis for the Malcolm Baldrige National Quality Award process.

2007 Baldrige Award Winners Announced

President George W. Bush and Commerce Secretary Carlos M. Gutierrez announced on Nov. 20, 2007 that five organizations are the recipients of the 2007 Malcolm Baldrige National Quality Award, the nation's highest Presidential honor for organizational performance excellence. For the first time in the history of the Baldrige Award, nonprofit organizations have been selected.

The 2007 Baldrige Award recipients—listed with their category—are:

PRO-TEC Coating Co., Leipsic, Ohio (small business)
Mercy Health System, Janesville, Wisc. (health care)
Sharp HealthCare, San Diego, Calif. (health care)
City of Coral Springs, Coral Springs, Fla. (nonprofit)
U.S. Army Armament Research, Development and Engineering Center (ARDEC), Picatinny Arsenal, N.J. (nonprofit)

With these new recipients, the program celebrates its 20th anniversary. Along with recognizing the achievements of the award recipients, a key measure of the Baldrige National Quality Program's impact has been the widespread use of its Criteria for Performance Excellence, the guide designed to help organizations of all types improve their operations. Since 1987, about 10 million copies of the Baldrige criteria have been distributed. Downloads currently number about 1 million annually. Additionally, more than 40 U.S. states and more than 45 countries worldwide have implemented programs based on the Baldrige criteria.

The 2007 Baldrige Award recipients were selected from a field of 84 applicants. All of the applicants were evaluated rigorously by an independent board of examiners in seven areas: leadership; strategic planning; customer and market focus; measurement, analysis and knowledge management; workforce focus; process management; and results. The evaluation process for the 2007 Baldrige Award recipients included about 1,000 hours of review and an on-site visit by teams of examiners to clarify questions and verify information in the applications. The 2007 Baldrige Award recipients are expected to be presented with their awards in a ceremony in Washington, D.C., early next year.

Named after Malcolm Baldrige, the 26th Secretary of Commerce, the Baldrige Award was established by Congress in 1987 to enhance the competitiveness and performance of U.S. businesses. Originally, three types of organizations were eligible: manufacturers, service companies and small businesses. This was expanded in 1999 to include education and health care organizations, and again in 2007 to include nonprofit organizations (including charities, trade and professional associations, and government agencies). The award promotes excellence in organizational performance, recognizes the achievements and results of U.S. organizations, and publicizes successful performance strategies. The award is not given for specific products or services. Since 1988, 72 organizations have received Baldrige Awards.

The Baldrige program is managed by the National Institute of Standards and Technology (NIST) in conjunction with the private sector. As a non-regulatory agency of the Commerce Department, NIST promotes U.S. innovation and industrial competitiveness by advancing measurement science, standards and technology in ways that enhance economic security and improve our quality of life.

Six Sigma Forum at Medtronic on 2/5/08

The Council is pleased to announce its first Six Sigma Forum of 2008. Co-hosted by the Joseph M. Juran Quality Leadership Center at the Carlson School of Management, the Six Sigma Forum is scheduled for Tuesday, February 5 from 8:00-11:30 at Medtronic's World Headquarters in Fridley. Details will be forthcoming; save the date!



The Six Sigma Forum (formerly called the Six Sigma Focus Group) was started five years ago by the Joseph M. Juran Center to gather researchers and organizational leaders to share best practices and knowledge in the areas of Six Sigma, Lean, Design for Six Sigma, and related process ideas that accelerate enterprise improvement. The forum was also designed to provide Carlson School faculty and Ph.D. students with an opportunity to gather ideas for research. Over the years, the group has grown from a small "focus group" into a more formalized program that attracts an average of 35-40 quality practitioners (Black Belts, Master Black Belts, and related experts) to a discussion. For more information or to register for the Forum, please email brian.lassiter@councilforquality.org.

Great Manufacturing Get Together

Manufacturing Success Upper Midwest, Hennepin Technical College and Manufacturers Alliance announce the debut of the Great Manufacturing Get Together, January 22, 2008, at Hennepin Technical College, Brooklyn Park Campus. Created as a melting pot for the entire manufacturing industry, the Great Manufacturing Get Together (GMGT) features trade association membership meetings and workshops, special interviews with national leaders, area leading product and service vendors, manufacturing technology students and manufacturing shops. The MN Council for Quality and MN Quality Award recipient Mate Precision Tooling will be presenting "Achieving Excellence in Manufacturing: The MN Council for Quality and Mate Precision Tooling" during the Get Together.

"Our goal in creating the GMGT is to provide a fun and educational networking venue that is open to all manufacturing," says Charles Arnold, CEO of Manufacturing Success. "Manufacturing is about creativity and thinking outside the box to find solutions; why should a manufacturing event be any different?"

The GMGT opens at noon with a Manufacturers Alliance meeting, titled "Fun Ways to Engage and Retain Employees," Remmele Engineering, Wells Technology and Diversified Plastics will share their unique methods in overcoming workforce shortages and retaining issues. Following this meeting, multiple events get underway, anchored by a manufacturing vendor fair, featuring nearly 100 product and service booths. The vendor fair showcase runs from 1:30 p.m.–6:00 p.m. The exhibits range from machine tool distributors to work boot suppliers.

Throughout the day, area non-profit associations will hold meetings for their members. This gathering of members will create a continual traffic flow and unique networking opportunities. In the heart of the event, from 2:00 p.m. to 4:00 p.m., manufacturing shops will be showcasing their capabilities in the free "Shop2Shop" exhibit area. "Shop2Shop" is designed to initiate communication between shops that may be able to support each other with outsourcing opportunities.

A free dinner buffet will be served to all attendees from 5:00 p.m.–6:00 p.m. At 6:00 p.m. all events will close and ticket holders will go to the auditorium for the premier of "Jim Bensen Live." This grand finale event is a manufacturing-oriented "Tonight Show" featuring host Dr. James Bensen, a true leader in futuristic thinking. At the conclusion of his opening remarks, Dr. Bensen will introduce and interview "celebrities" in the manufacturing world. To date, guests include: Peter Eelman, CEO of IMTS 2008, the largest manufacturing tradeshow in the country, Andy Wells, President of Wells Technology, holder of over 300 patents, Don Tomann, president of UMC, who recently received an invitation the White House to personally receive an award from President George W. Bush. Guests pending final confirmation include: Bill George, former CEO of Medtronic, Harvard Professor, and Wall Street Journal best-selling author of "True North," Senator Norm Coleman, Senator Amy Klobuchar, and Ken Melrose, former CEO of Toro.

The GMGT is free for all manufacturing employees, managers, engineers and shop owners. Attendees who register their attendance by January 18, 2008 will be entered to win a free trip to IMTS 2008 with air, hotel and ground transportation included. Likewise, any manufacturing shop that would like to exhibit in the Shop2Shop Capability Showcase may do so for free as long as booths are available. Any product or service company that would like to exhibit in the vendor fair should contact Manufacturing Success for an exhibitor packet.

Contact Charles Arnold at charles@mfgsuccess.com for more information or to register your attendance.

Annual Excellence at Work Conference February 28-29

Our 2008 conference takes place at the American Family Conference Center in Madison, Wisconsin

FEATURED PRESENTERS

Javon Bea – Mercy Health System (2007 Baldrige recipient)
Greg Thomas – MESA Products, Inc. (2006 Baldrige recipient)
Michelle Serbenski – Bronson Methodist Hospital (2005 Baldrige recipient)



continued...

Also Presenting:

Denise Haynes and Doug Serrano – Quiet Excellence

Kay Kendall – Sun Microsystems

Robin Kitzrow – Fritsche Middle School

Cheryl Kmeicik

Ryan Magnon – The West Paces Hotel Group

For more conference information, visit <http://www.forwardaward.org/conference.htm> or see the attached brochure.

Job Postings

Benchmark Electronics, Inc. - Minnesota Operations: There are several engineering positions currently open. For more information, please visit the Corporate Employment web page at: <http://www.bench.com/viewer/employment.asp>

2007-2008 LA CROSSE - WINONA SECTION BOARD ASQ SECTION 1216

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PLEASE CHECK OUT THE SECTION WEBSITE AT:

[HTTP://WWW.ASQ1216.HOMESTEAD.COM/](http://www.asq1216.homestead.com/)

Excellence at Work Conference

February 28–29, 2008

American Family Conference Center, Madison WI

Featuring presenters from these Baldrige winning organizations:

Mercy Health Systems, WI
MESA Products, OK
Bronson Methodist Hospital, MI

Plus breakout sessions on:

- What are core competencies and how do I find mine?
- Visual Workplace and 5S
- Keys to delivering service excellence
- Strategies for coordinating an application writing team
- Lean strategies
- What's in your performance excellence toolbox
- Baldrige Goes to School!
- Case studies, best practices sharing, networking and more!

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ORGANIZATION
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Excellence at Work Conference

Thursday, February 28, 2008

Conference and networking opportunities

Best Practices for every sector of
Wisconsin's economy, including:

- Health Care • Education • Manufacturing
- Government • Service • Small Business
- Non-Profits

Friday, February 29, 2008

NEW! Half-day, hands-on workshops

- Benchmarking
- Root Cause Analysis and Corrective Action
- Addicted to Excellence: A 12-step Program
- 10 Essential Systems
- Applying Baldrige to a School District, School or Classroom



The conference day will include an array of learning opportunities, many of them interactive, with National Baldrige Quality Award recipients and other high-performing organizations. You'll learn how their unique and ongoing journeys to performance excellence, addressing their challenges as well as successes, have furthered their effectiveness—and sometimes their very survival. Other “experts of excellence” will focus on specific components of performance excellence throughout the day.

8:00 a.m.

Registration, refreshments and networking

8:30 – 9:20 a.m.

Conference Kick-off

Mercy's Performance Excellence Journey

Javon Bea, President and CEO of Mercy Health Systems, Janesville, WI

Wisconsin Forward Award proudly congratulates Mercy Health Systems, 2003 WFA Excellence

Award recipient and 2007 Baldrige National Quality Award Health Care winner

9:30 – 10:30 a.m.

Featured Speakers—Session A

A1: Keys to Delivering Service Excellence

Ryan Magnon, Director of Quality for The West Paces Hotel Group

This session will walk attendees through The West Paces system for executing performance excellence, ultimately delivering incredible customer experiences.

A2: What's in Your Performance Excellence Toolbox?

Denise Haynes and Doug Serrano, Quiet Excellence

Baldrige does not limit organizations to a single improvement model. Like any do-it-yourselfer can attest, the job goes easier if you have the right tools. Remember, to a person with only a hammer, everything looks like a nail. This session shares some best practices on blending ISO, JCAHO, Lean, Six Sigma, etc. with Baldrige.

A3: Performance Excellence Journey Case Study: Physicians Plus Insurance Corporation, Madison WI

Physicians Plus Insurance Corporation has used feedback from both Wisconsin Forward Award and the National Baldrige Quality Award programs to drive organizational performance excellence in a competitive and dynamic marketplace. P-Plus recently received a site visit from national Baldrige Examiners.

A4: Baldrige Goes to School Case Study: Pewaukee Public Schools, Pewaukee, WI

Pewaukee Public School district was the first K-12 district in Wisconsin to be recognized by Wisconsin Forward Award at the Mastery Level. Pewaukee's team will discuss their journey using the Baldrige framework, and where it can take them next.

10:45 – 11:45 a.m.

Featured Speakers—Session B

B1: Leadership Excellence – What Makes a Great Leader?

Ryan Magnon, Director of Quality for The West Paces Hotel Group

This session will focus on how managers/execs can become better leaders using the principles of performance excellence as well as approaches used by the West Paces Hotel Group.

B2: Process Management at MESA: Lean at MESA and Why It Fits

Greg Thomas, MESA Products, Inc.

2006 BALDRIGE RECIPIENT

B3: Getting from “We Got a Lot of Really Great People Doing a Lot of Really Great Stuff” to a Well Written Application

Denise Haynes and Doug Serrano, Quiet Excellence

This session focuses on the “how to” of capturing the thoughts, suggestions, and strengths of your organization, gathering them into one tool (provided with the session) and using them to craft your application. You'll have plenty of “leftovers” to use for site visit, too – so you don't spend the time repeating what was in your application.

B4: Baldrige Goes to School Case Study: Holmen School District, Holmen, WI

Holmen's Viking Elementary was the first K-12 entity in Wisconsin to submit an application to Wisconsin Forward Award. This pioneering spirit has spread across Holmen School District, and the entire school system is embracing the Baldrige framework to achieve success for all learners.

11:45 – 12:30 p.m.

Morning Keynote

MESA's Quality Journey And Lessons Learned

Greg Thomas, MESA Products, Inc.

2006 BALDRIGE SMALL BUSINESS RECIPIENT

12:30 – 1:15 p.m.

Buffet Networking Lunch

1:30 – 2:20 p.m.

Afternoon Keynote

Using Baldrige to Lead Your Organization to Excellence

Michele Serbenski, Executive Director, Corporate Effectiveness and Customer Satisfaction for Bronson Methodist Hospital

2005 BALDRIGE HEALTH CARE RECIPIENT



2:30 – 3:30 p.m.

Featured Speakers—Session C

C1: Bronson's Methodist Hospital's Focus on Patients, Other Customers, and Markets

Michele Serbenski, Executive Director, Corporate Effectiveness and Customer Satisfaction for Bronson Methodist Hospital
2005 BALDRIGE RECIPIENT

C2: What are Core Competencies and How do I Find Mine?

Denise Haynes and Doug Serrano, Quiet Excellence

The concept of “core competencies” was new for the Baldrige Criteria in 2007, and many organizations have struggled at recognizing and defining theirs. This session provides explanations, and considerations to enable your team to use the concept to your advantage.

C3: Visual Workplace and 5S

Kay Kendall, Sun Microsystems

This session will convince you that you don't need a professional organizer to get your workplace (and maybe your home!) in order. Reduce mistakes, rework, and unproductive time with a few simple techniques.

C4: Writing an Organizational Profile

WFA Staff
The organizational profile provides the “lens” through which Examiners evaluate your organization, and sets context for the rest of the application. This session provides explanations and considerations for first time writers, as well as tips for veterans looking to enhance their Baldrige or WFA applications.

3:45 – 4:45 p.m.

Featured Speakers—Session D*

D1: Showing the Difference ... Makes the Difference

Denise Haynes and Doug Serrano, Quiet Excellence

When is an improvement “innovative?” How many examples does it take to make a process? Is this new thing evidence of a cycle of learning, or lack of deployment? Learn how to differentiate these concepts, and how to show them to your advantage in your application.

D2: Metrics That Matter: Implementing a Balanced Scorecard

Kay Kendall, Sun Microsystems

Most organizations have an extensive array of measures, but how many of these measures reflect the different stakeholder requirements? And how many are predictive rather than reactive in nature? Learn how to create the balance in your measurement system, bring focus and priority to your organization, and create alignment from the leadership level to your individual employees.

D3: Launching an Application Writing Process in your Organization

Your organization is going to write a Baldrige or WFA application. Now what? Join this roundtable discussion facilitated by veteran application process coordinator Tim Hallock to learn about approaches used by organizations to manage the application writing process. Bring your questions and best practice ideas.

D4: Baldrige Goes to School Case Study: What does Baldrige Really Look Like Throughout a School System?

Cheryl Kmiecik with Milwaukee Public School's Fritsche Middle School Principal
Robin Kitzrow

Cheryl and Robin will share what it takes to develop aligned improvement plans for districts, schools, classrooms and students that use Baldrige as the approach to continual improvement. They will share real examples of how these organizations use the Baldrige Criteria to assess their organization as a system and then develop goals, measures, and an action plan for improvement.



Cancellation Policy

WFA will refund the registration fee less a \$25 administrative fee for each participant who cancels registration by February 14, 2008. No refunds can be extended after that date; however, registrations are fully transferable at any time prior to the conference.

Continuing Education Credit

Please indicate if you require documentation of attendance at the conference for submission to a licensure or professional certification agency. This documentation will be available by mail following the event.

Baldrige Goes to School

Baldrige goes to school will help educators, school board members, administrators and other stakeholders make the connection between the Baldrige framework, continuous improvement and quality practices. Learn from school districts using the Baldrige framework to achieve and sustain learning success for all students.

Congratulations!

Congratulations to our 2007 WFA Recipients:

Agnesian HealthCare (Fond du Lac)
Evergreen Retirement Community (Oshkosh)

MetaStar (Madison)

Pewaukee Public Schools (Pewaukee)

St. Clare Hospital & Health Services (Baraboo)

St. Clare Meadows Care Center (Baraboo)

St. Mary's Care Center (Madison)

St. Mary's Hospital (Madison)

Trostel Whitewater Molding (Whitewater)

Upland Hills Health (Dodgeville)

Check out www.forwardaward.org for more information, an updated schedule, and speaker biographies.



Workshops – Friday, February 29

NEW! By request, we are pleased to offer a series of half-day, hands-on workshops that will give you an opportunity to delve more deeply into improvement strategies and tools that can drive your organization to new levels of performance excellence. Whether you are just beginning or a guru, we've got something for you!

8:00 a.m. Registration & refreshments

8:00 – Noon Morning Workshop – Choose One:

Session A: Addicted to Excellence

Denise Haynes and Doug Serrano, Quiet Excellence

This session describes the 12 steps necessary to move from selection of the Baldrige Criteria as the organizational performance excellence model to completing and submitting an application.

Session B: Root Cause Analysis and Corrective Action

Kay Kendall, Sun Microsystems

Using case studies, this workshop will demonstrate the power of techniques to identify root cause(s) beyond the 5-why's. Examples will include product, service, and process defects across a variety of sectors.

Session C: Beginning Steps of Applying Baldrige at the District, School or Classroom level

Cheryl Kmiecik

This workshop will help you learn how to apply the Baldrige principles to your position – district, school, or classroom. We will work together to develop goals, measures, and strategies to begin the journey toward continuous improvement (PDSA cycle). Participants will walk away with examples they can take back to their workplace the very next day.

Noon – 12:45 Networking Lunch

12:45 – 4:00 Afternoon Workshop – Choose One:

Session D: 10 Essential Systems

Denise Haynes and Doug Serrano, Quiet Excellence

We have found that there are ten systems which are essential for organizations on a Baldrige journey to have in place – Leadership; Communication; Strategic Planning; Action Planning; Customer Relationship Management; Performance Measurement, Analysis, and Review; Knowledge Management; Workforce Engagement, Development, and Management; Disaster and Emergency Preparedness; and Process Management and Improvement. We will review the components of each, and how they answer the Criteria questions, considering that “a picture is worth a thousand words.”

Session E: Benchmarking

Kay Kendall, Sun Microsystems

This workshop provides tools and techniques to help you identify best practices in other organizations, understand them, and implement them to achieve breakthrough improvements in your own organization. Learn how to scale your efforts to match resource and schedule constraints.

Conference Lodging and Parking Information

Complimentary parking is available on the surface lot adjacent to the American Family Conference Center. Shuttle service is available to and from the conference hotel, La Quinta Inn & Suites.

A guest room block has been reserved for February 27-29, 2008 at La Quinta Inn & Suites. Please mention Wisconsin Forward Award when making your reservation. The cut-off date to make room reservations at the special rate of one-room/two room suites at \$89/\$109 per night is February 13, 2008. (After that you may still be able to get the special rate, but room availability is not guaranteed.)

La Quinta Inn & Suites
5217 East Terrace Drive, Madison, WI 53718
(608) 245-0123, Fax (608) 245-1644
Mention Wisconsin Forward Award

For directions and more information about the hotel, visit www.lq.com. You may call in advance to book their shuttle to and from the American Family Conference Center, although availability may be limited.

Other convenient hotels you may wish to contact for lodging on an individual basis are:

Staybridge Suites (*shuttle service available*)
3301 City View Drive, Madison, WI
(608) 241-2300

Grandstay Residential Suites
5317 High Crossing Blvd, Madison, WI
(608) 241-2500

Excellence at Work Conference Registration Form

American Family Conference Center – 6000 American Parkway, Madison, WI

Contact Information:

Please use photocopies of this form for more than one attendee.

Name _____

Title _____

Mailing Address _____

City _____ State _____ ZIP _____

Daytime Phone (____) _____

Email Address * _____

I'll be attending:

Feb. 28 – Conference

Feb. 29 – Half Day Workshops

Conference Registration

Please circle the workshop in each concurrent session you'd like to attend on February 28:

Session A – 9:30 AM	A1	A2	A3	A4
Session B – 10:45 PM	B1	B2	B3	B4
Session C – 2:30 PM	C1	C2	C3	C4
Session D – 3:45 PM	D1	D2	D3	D4

Workshop Registration

Please circle the workshop(s) you'd like to attend on February 29:

8:30 – Noon

12:45 – 4:00

Session A: Addicted

Session D: Essential Systems

Session B: Root Cause

Session E: Benchmarking

Session C: Schools

Special diet or other accommodations _____

Please register for all events you are attending.

	EARLY BIRD: On or before 2/1/08	REGULAR: After 2/1/08
February 28 only	\$200	\$250
February 29 (two workshops)	\$200	\$250
February 29 (one workshop)	\$125	\$150
February 28 PLUS one February 29 workshop	\$300	\$375
Entire two-day conference	\$350	\$450

Payment Due \$ _____

Payment Information

Check enclosed (payable to Wisconsin Forward Award)

P.O. enclosed P.O. # _____

Credit Card: MasterCard Visa

Name as it appears on card _____

Organization _____

Card Billing Address _____

City _____ State _____ ZIP _____

Card Number _____ - _____ - _____ Exp. Date: ____/____

Customer Code _____

For more information

Tel. (608) 663-5300 / Fax: (608) 663-5302 / Email: info@forwardaward.org

*We will confirm reservations by email.

Check out www.forwardaward.org for more information, an updated schedule, and speaker biographies.

Friends of Forward individuals or organizations receive a 15% discount on all registration fees. Members of the 2008 Board of Examiners receive a 25% discount.