

# La Crosse - Winona

## Section Newsletter

January, 2009

### January Meeting: Learn About ISO 9001:2008, EMC (Electromagnetic Compatibility) and Other Requirements

#### Quotes:

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

—Maya Angelou

When we accept tough jobs as a challenge and wade into them with joy and enthusiasm, miracles can happen.

— Arland Gilbert

Not many men have both good fortune and good sense.

— Titus Livy, BC 59-17 AD, Roman Historian

#### Quality Link of the Month:

<http://www.qualityforum.org/>

Location: Jefferson's Pub and Grill  
58 Center Street, Winona, MN  
When: Tuesday, January 20, 5:30pm  
Phone: (507) 452-2718

Chris Godfrey from TUV will be discussing ISO 9001, EMC (Electromagnetic compatibility) and other requirements. The presentation will welcome open discussion as well.

Chris is currently an Account Executive for TUV SUD America in Testing and Regulatory Services, based in New Brighton, MN, about 15 minutes north of Minneapolis. Prior to TUV Chris spent 3 years in Puerto Rico as the General Sales and Engineering Manager for Tenere Inc, who is based out of Dresser, WI., where he worked with clients such as StorageTechnologies and Hewlett Packard.

Chris has 15 years of experience in the Engineering and Manufacturing working with High Tolerance Sheet metal and Plastic Injection Molding. Throughout that time he has worked as an Engineer, ISO Internal Auditor, Prototype Manager and Sales Manager for local companies such as Huot Manufacturing, Tenere Inc, and Minnesota Wire and Cable.

Networking to begin at 5:30pm  
Dinner at 6:00pm  
Presentation at 7:00pm

Cost: \$15.00 for members and guests, \$8.00 for students with ID. Please RSVP by replying to the Evite, or contact Shannon Hunt directly at: [shannon.hunt@bench.com](mailto:shannon.hunt@bench.com)

Pay for this meeting and other events with **PayPal™**  
on the section website: <http://asq1216.homestead.com/SectMtgs.html>

**SAVE THE DATE!**

THE LA CROSSE – WINONA SECTION

**SPRING CONFERENCE**

WILL BE HELD ON

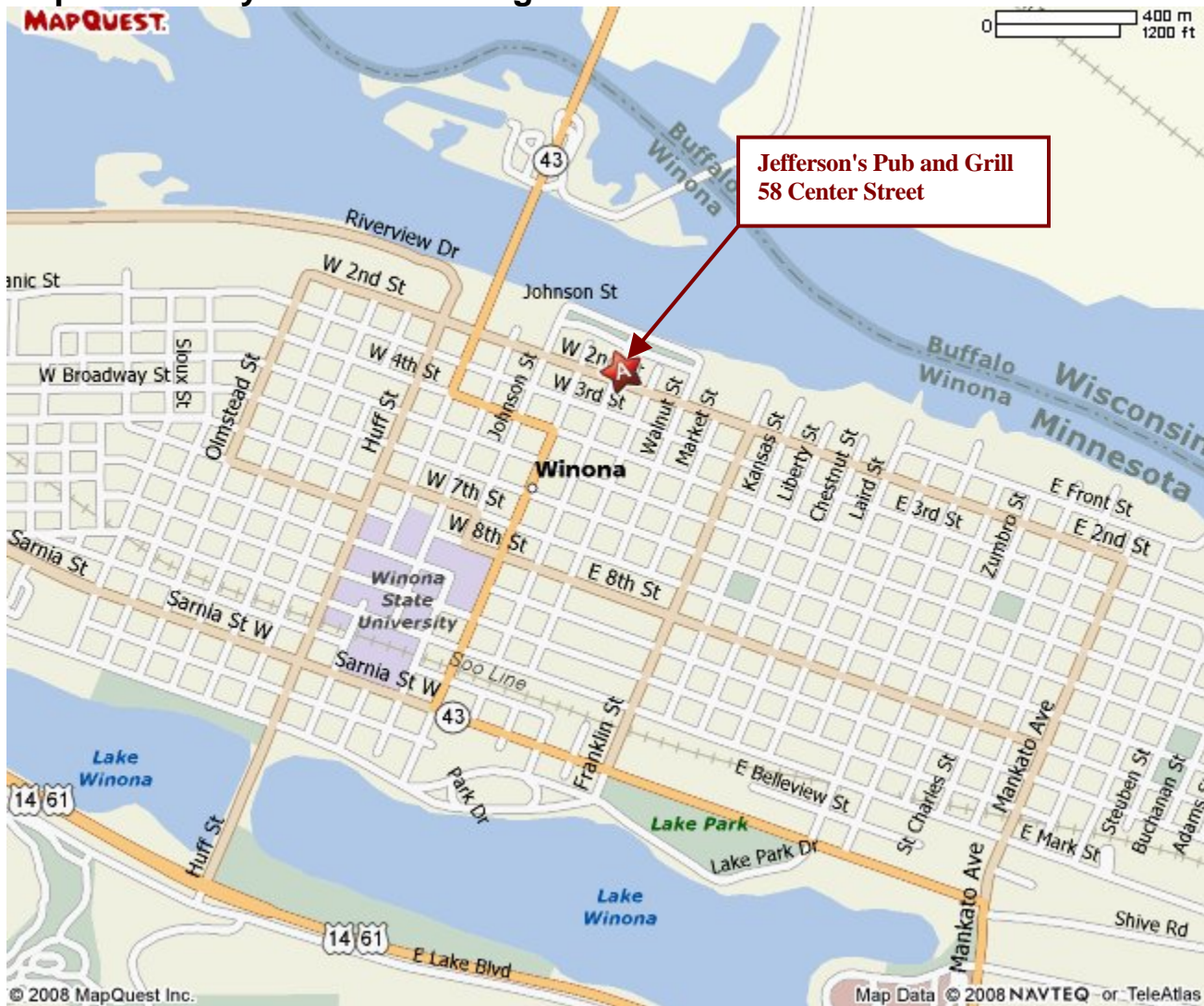
**APRIL 2, 2009**

WATCH FOR MORE DETAILS ON THE SECTION WEBSITE:

<http://asq1216.homestead.com/2009SpringConf.html>



## Map of January Section Meeting Location



## Excellence at Work Conference

February 26-27, 2009:

Featuring presenters from these Baldrige winning organizations:

Sister Mary Jean Ryan – President/CEO of SSM Health Care

David Spong – Boeing (retired)

Paul Worstell – PRO-TEC Coating Company

And presentations from these Baldrige winning organizations:

- City of Coral Springs
- Jenks Public Schools
- Mercy Health System

Plus practical, tactical breakout sessions to help your organization survive and thrive in difficult economic times.



*continued...*

**Thursday, February 26, 2009:**

Conference, Exhibit and Networking Opportunities

**Conference Kick-off – Process Wrapped in Culture Leads PRO-TEC'S Quest for Excellence**

Paul Worstell (PRO-TEC Coating Company)

Find out how the Malcolm Baldrige methodology helped an American/Japanese joint venture in rural northwest Ohio capitalize on its strengths to build a sustainable organization. You'll learn how the unique environment created by wrapping disciplined processes in a culture of Ownership, Responsibility, and Accountability (ORA) moved PRO-TEC along its quest for performance excellence. Learn about the strategic importance of mission, vision, and values as well as PRO-TEC's innovative approach to leadership.

**Morning Keynote: Sister Mary Jean Ryan, SSM Health Care: Calling Forth the Spirit of Leadership: Pathway to Organizational Transformation**

In tough economic times it is more important than ever to insist on performance excellence. Sister Mary Jean Ryan will discuss SSM Health Care's quality journey, including the use of the Baldrige process to improve all aspects of the organization.

**Afternoon Keynote: The Journey to Excellence in Two Organizations – David Spong (Boeing, ret.)**

How did David Spong lead two divisions of The Boeing Company to two National Baldrige Quality awards in two different sectors? Dr. Spong's inspirational story of Boeing's C-17 Journey that took the company from crisis to excellence show how Boeing applied learnings from another organization in order to go from good to great and includes important lessons for today's economic climate.

**Friday, February 27, 2009:**

A full day of workshops for beginners and experienced practitioners:

- Demystifying the Baldrige Journey ... or How to Get Started
- Achieving Breakthrough Improvement
- Advanced Baldrige – Taking it to the Next Level
- Baldrige Goes to School: How Do We Get There From Here?
- Governance Systems and Organization Societal Responsibilities
- Creating and Implementing a Balanced Scorecard with Measures that Matter

Visit <http://www.forwardaward.org> to register and for up-to-date conference information, or see the attached brochure.

**Learn What Drives Excellence during These Tough Times: 09 Evaluator Training**

**February 24-26 in Eagan MN**

Are you interested in learning more about what makes organizations successful? Are you interested in helping other organizations -- such as schools, hospitals, non-profits, and businesses -- around the state improve their performance? Would you be interested in networking, learning, and sharing with others who feel the same way?

The Minnesota Council for Quality is seeking candidates for the 2009 Minnesota Quality Award Board of Evaluators. The first training session in 2009 is February 24-26 in Eagan MN.

There are many benefits to becoming an Evaluator, such as:

- Strengthening your understanding of what drives organizational excellence (the Baldrige Criteria for Performance Excellence represent a validated set of best practices for organizational excellence, and can be useful for improving any organization's performance) – and the 2009 Criteria represent significant changes, especially in terms of customer focus/engagement, core competencies, and sustainability/social responsibility.

*continued...*



- Networking with influential leaders and professionals (this year's Board of Evaluators will include about 150 leaders from around the state – executives, middle managers, surgeons and physicians, superintendents and school teachers, non-profit and public sector leaders, quality professionals, and consultants).
- Seeing “best practices” deployed within another organization – knowledge that you could use back at your organization and/or in your career, helping organizations throughout the state – many of them schools, health care providers, non-profits, public sector agencies, and certainly businesses – improve their performance...simply get better at what they do.
- Developing a set of other professional skills that may help you advance your career – skills such as consensus- and team-building, written communication, verbal communication and interpersonal skills, interviewing, analysis, and systems thinking.

Most Evaluators consider the experience to be among the most valuable of their careers. In fact, many have claimed that the experience and knowledge gained from this process rivals getting an MBA or advanced business degree.

Furthermore, Evaluators can earn college (undergrad and post-grad) credit for participating in training. For interested Evaluators, the University of Minnesota and the University of Wisconsin-Stout both offer three (3) hours of credit in partnership with the Minnesota Council for Quality.

If you are interested in joining the 2009 Board of Evaluators, training will be February 24-26 in the Twin Cities. In addition to the full three-day training session, new Evaluators are also required to attend a one-day orientation (either February 4, 10, or 12 – all in the Twin Cities).

Applications for new Evaluators are due January 30. Applications for returning Evaluators (which only require updates from your most recent application) are due February 13.

Training will also be offered this summer (June 16-18 in Rochester) and fall (September 29-October 1 in the Twin Cities).

We hope that you would consider (re)joining the Board of Evaluators and/or encourage others to do so. For more information on the process or benefits, please visit [www.councilforquality.org/assess.cfm](http://www.councilforquality.org/assess.cfm). To obtain an application, visit [http://www.councilforquality.org/assess\\_eval\\_appl.cfm](http://www.councilforquality.org/assess_eval_appl.cfm) or email us at [brian.lassiter@councilforquality.org](mailto:brian.lassiter@councilforquality.org).

## **Region 12 and the World Conference in Minneapolis**

January 14, 2009

Dear Region 12 members and leaders:

May the Happy New Year enable you to reflect; make peace; and bring balance in your lives regardless of the conditions that prevail outside of our control.

As you might already know, 2009 ASQ World Conference (WCQI) is taking place in Minneapolis, in your own region 12, on May 18, 19, and 20, 2009. Region 12 has the largest number of members amongst all regions of ASQ. Naturally, we will like to attend the conference in large numbers as well. To encourage participation we are working out some initiatives that could considerably lower your registration costs. You will be hearing directly from ASQ or from your section leaders in the near future. I hope we can all come to the conference and make it the most attended conference in the history of ASQ.

I get inquiries about speakers from region 12 who have good presentation skills, some subject matter expertise or experiences and would like to share their knowledge with other quality practitioners in the region. If so, please register at ASQ speaker's list or do let me know at [citkam@gmail.com](mailto:citkam@gmail.com).

Even in tough economic climate, I am confident that you will continue to build and follow your dreams and make this year, 2009, a year of unprecedented achievements.

Best wishes for a wonderful year ahead.

*Kam Gupta*  
*Regional Director, Region 12*  
*Continuous Improvement Technology, Inc.*  
*[www.citcoaching.com](http://www.citcoaching.com)*

## The QC Group: Training Courses for February – April 2009

For a calendar listing of all public courses offered, please see [www.theQCgroup.com/calendar](http://www.theQCgroup.com/calendar).

### TECHNICAL

[Quality 101 Foundational Concepts](#) – MN, IL, FL, CA, WI, IN  
[Print Reading for Industry](#) – IL, FL, MN, WI, IN  
[Basic Dimensional Measurement Tools and Methods](#) – IL, FL, MN, WI  
[Measurement Uncertainty Overview](#) – MN  
[Measurement Uncertainty Budgets](#) – MN  
[Gage Calibration Methods & Hands-On Workshop](#) – MN, IL, WI, GA, KY, CA, NV, AZ, TX  
[Coordinate Measuring Machine \(CMM\) Training](#) – MN  
[GD&T Management Overview](#) – MI, IL, FL, MN, IN, WI  
[GD&T - Fundamentals](#) – MI, IL, FL, MN, IN, WI  
[GD&T - Advanced Concepts](#) – IL, MI, MN, IN, WI  
[GD&T for CMM Operators](#) – IL  
[GD&T - How to Inspect GD&T Specifications](#) – IL  
[GD&T - Functional Gage Design](#) – IL  
[GD&T Tolerance Stack-Up Analysis](#) – IL  
[GD&T - Application and Interpretation](#) – IL  
[Geometric Dimensioning and Tolerancing Professional \(GD&TP\)](#) – IL  
[Fundamentals of Minitab](#) – MN

### SIX SIGMA/CORE TOOLS/AUTOMOTIVE

[Process Failure Mode Effects Analysis \(PFMEA\) with Control and Action Plans](#) – IL, CA, MN, MS, WI  
[Design Failure Mode Effects Analysis \(DFMEA\)](#) – IL, CA, MN, MS, WI  
[Statistical Process Control \(SPC\) - Basic Workshop](#) – IL, MS, CA, MN, WI, IN, MI  
[Statistical Process Control \(SPC\) - Advanced Workshop](#) – IL, MN, CA, MS, WI, IN  
[Advanced Product Quality Planning \(APQP\)](#) – CA, MN, IL, MS, WI  
[Measurement Systems Analysis \(MSA\)](#) – MS, CA, MN, WI, IN  
[Production Part Approval Process \(PPAP\)](#) – IL, MN, CA, MS, WI  
[Design of Experiments \(DOE\)](#) – MN, WI

### ASQ CERTIFICATION REVIEW

[Certified Quality Inspector \(CQI\) Review](#) – IL, FL, CA, IN, MN  
[Certified Quality Technician \(CQT\) Review](#) – IL, FL, CA, IN, MN  
[Certified Manager of Quality/Organizational Excellence \(CMQ/OE\) Review](#) – IN, FL, WI, MS  
[Certified Six Sigma Black Belt \(CSSBB\) Review](#) – IN, WI  
[Certified Quality Auditor \(CQA\) Review](#) – IL, FL, WI, IN, MN

### AUDITING

[Process Driven Comprehensive Auditing](#) - MN  
[Auditing to ISO 17025](#) – MN  
[ISO 9001:2008 Certified Lead Auditor](#) – NV, TX, IL, AL, NJ, CO, TN, CA, PA, MO, MI, WA, MN, NH, NY, DC, LA  
[ISO 9001:2008 Internal Auditor](#) – TX, PA, AL, CO, MO, WA, NH, MN  
[ISO 9001:2008 Certified Internal Auditor](#) – NV, NJ, TN, CA, MI, MN, NY, CO, WA  
[ISO 9001:2008 Certified Lead Auditor \(ISO/TS 16949\)](#) – PA, TX, AL, MO, CO, MI, MN, NH, WA  
[ISO 9001:2008 Internal Auditor \(ISO/TS 16949\)](#) – PA, AL, MO, CO, MN, TX, NH, WA  
[ISO 9001:2008 Certified Lead Auditor \(ISO 13485\)](#) – NJ, CA, MN  
[ISO 9001:2008 Certified Internal Auditor \(ISO 13485\)](#) – CA  
[OHSAS 18001 Lead Auditor](#) – WI, CA, IL, CO, AL, PA, MO, WA, NH, MN, TX  
[Blended ISO 9001:2008 Certified Lead Auditor](#) – TX, NV  
[ISO 14001 EMS Certified Lead Auditor](#) – NV, CA, IL, WI, CO, NJ, AL, TN, PA, MI, MO, MN, NH, NY, WA, TX  
[AS 9100:2004 Certified Lead Auditor](#) – NJ, CA  
[AS9100 Internal Auditor with Aerospace Focus](#) – AL, MO, WA, TX  
[ISO 22000 Lead Auditor \(Food Safety\)](#) – CA

## 2009 ASQ World Conference Regional Promotion

The 2009 World Conference on Quality and Improvement is coming to Minneapolis this May and ASQ would like to show our appreciation to all of our members, but particularly to all those in and around the Minneapolis area. We have established a Special Regional Pricing for Sections within North Dakota, South Dakota, Minnesota, Illinois, Wisconsin and Iowa. All current and potential ASQ members that reside within these states will be offered a special conference rate of \$735 per person.

Attached is a document with details on all Section or Member Leader related promotions for your review. We are very excited about the upcoming World Conference on Quality and Improvement and look forward to working together with all of you.

Sincerely,  
Jessica Miller, ASQ Speaker Activities Coordinator  
800-248-1946 x7720  
jmiller@asq.org

## 2008-2009 LA CROSSE - WINONA SECTION BOARD ASQ SECTION 1216

### CHAIR

Byron Collins  
Viracon  
507-444-3142  
bcollins@viracon.com

### VICE CHAIR, CHAIR ELECT,

James Subart  
Riverside Electronics  
(507) 523-5550  
jsubart@rellew.com

### TREASURER

Denise Wermager  
Watlow  
(507) 494-5519  
dwerwager@watlow.com

### SECRETARY

Dan Rand  
Winona State University  
507-457-5655  
drand@winona.edu

### NEWSLETTER EDITOR,

Lynn Keller  
Benchmark Electronics  
507-453-4620  
lynn.keller@bench.com

### INTERNET LIAISON

Eric Derbyshire  
Benchmark Electronics  
507-453-4659  
eric.derbyshire@bench.com

### ARRANGEMENTS

Shannon Hunt  
Benchmark Electronics  
507-535-4477  
shannon.hunt@bench.com

### PROGRAM CHAIR

Scott Braaten  
Trane Company  
608-787-2835  
608-787-3508 (fax)  
sbraaten@trane.com

### PUBLICITY CHAIR

Marvin Seppanen  
Productive Systems  
507-454-7179  
507-454-6245 (fax)  
seppanen@hbc.com

### MEMBERSHIP CHAIR

Curt Everson  
Trane Company  
608-787-3354  
608-787-4835 (fax)  
ceversen@trane.com

### SCHOLARSHIP CHAIR

Chris Parker  
Benchmark Electronics  
507-453-4729  
507-453-4960 (fax)  
chris.parker@bench.com

### PLACEMENT CHAIR, DIVISION

LIASON  
Jack Gerson  
Benchmark Electronics  
507-453-4897  
507-453-4960 (fax)  
jack.gerson@bench.com

### AUDITING CHAIR

Greg Ruben  
Benchmark Electronics  
507-453-4891  
507-453-4606 (fax)  
greg.ruben@bench.com

### CERTIFICATION CHAIR

Kim Linton  
Logistics Healthcare  
800-666-2833 ext. 2323  
klinton@logisticshealth.com

### RECERTIFICATION CHAIR

Donna Kinley  
PO Box 75  
205 Granger Street  
Marquette Iowa  
dmk@alpinecom.net

### EDUCATION CHAIR

Glenn Nastachowski  
Regal Beloit  
715-284-9801 x5617  
715-284-9821 (fax)  
nastfam@hotmail.com

PLEASE CHECK OUT THE SECTION WEBSITE AT:

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

## **2009 World Conference on Quality and Improvement**

Each conference registration allows you to enjoy the sessions, keynote speakers, and networking events of the World Conference on Quality and Improvement as well as more targeted sessions within the concurrently-held [Quality Institute for Healthcare](#), [Institute for Software Excellence](#), and the [Quality in Sustainability Conference](#).

### **Available to All ASQ Sections**

If you promote the 2009 World Conference on Quality and Improvement on your section Web site, ASQ will recognize your section at the conference in the onsite program and during the opening session. For more information on how to participate and to download the materials you'll need, visit the special [promotion page](#).

### **Member Leader Pricing**

Two member leaders from each section or division are eligible to attend the conference at a special rate of \$380.

*(Anyone attending the conference at this rate must attend the Community Leadership Institute on Saturday, May 16 from 8:30 a.m. – 5:00 p.m. For more information, visit <http://wcqi.asq.org/member-leader> or contact ASQ Community Development at [communitydevelopment@asq.org](mailto:communitydevelopment@asq.org).)*

### **Surrounding States Special Pricing**

All current and potential ASQ members who reside within surrounding states of Minnesota will be offered a special conference rate of \$735 per person.

- With this offer, members save \$90 on the early-bird rate and \$190 after the April 3, 2009, early-bird deadline.
- Nonmembers are also eligible for this offer and save \$235 on the early-bird rate and \$365 after April 3, 2009. This could be a great opportunity to recruit new members by allowing them to experience an ASQ event for a minimal cost.

**To receive this rate each registration *must* include a special priority code that will be provided to you and you *must* reside within ND, SD, MN, IL, IA, or WI.**

## Excellence at Work Conference

February 26-27, 2009

American Family Conference Center, Madison WI

### Featuring presenters from these Baldrige winning organizations:



Sister Mary Jean Ryan  
 President/CEO of  
 SSM Health Care



David Spong  
 Boeing  
 (retired)



Paul Worstell  
 PRO-TEC Coating  
 Company

And presentations from these Baldrige winning organizations:

- City of Coral Springs
- Jenks Public Schools
- Mercy Health System

Plus practical, tactical breakout sessions to help your organization survive and thrive in difficult economic times.

#### Sponsors:

- Mercy Health System
- Runzheimer International
- Dean & St. Mary's
- University of Wisconsin–Stout
- ActiveStrategy
- American Family Insurance
- Organizational Skills Associates
- Milwaukee Area Technical College
- Wisconsin Manufacturing Extension Partnership

WFA gratefully acknowledges ongoing support from the Wisconsin Department of Workforce Development and the Wisconsin Department of Commerce.

NONPROFIT  
 ORGANIZATION  
 U.S. POSTAGE  
 PAID  
 MADISON, WI  
 PERMIT NO. 1708

Please share this brochure with others in your organization!

# Excellence at Work Conference

Thursday, February 26, 2009

Conference, Exhibit and  
 Networking Opportunities

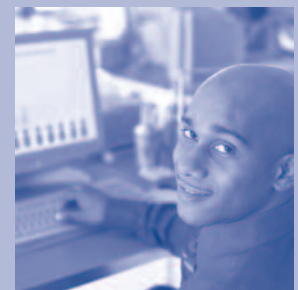
Visit [www.forwardaward.org](http://www.forwardaward.org) to register and for up-to-date conference information

~ ~ ~ ~ ~

Friday, February 27, 2009

A full day of workshops for beginners and experienced practitioners:

- Demystifying the Baldrige Journey ... or How to Get Started
- Achieving Breakthrough Improvement
- Advanced Baldrige – Taking it to the Next Level
- Baldrige Goes to School: How Do We Get There From Here?
- Governance Systems and Organization Societal Responsibilities
- Creating and Implementing a Balanced Scorecard with Measures that Matter



2009



**8:00 a.m.**      **Registration, exhibits, networking, and refreshments**

---

**8:30 – 9:20 a.m.**      **Conference Kick-off – Process Wrapped in Culture Leads PRO-TEC'S Quest for Excellence**

*Paul Worstell (PRO-TEC Coating Company)*

Find out how the Malcolm Baldrige methodology helped an American/Japanese joint venture in rural northwest Ohio capitalize on its strengths to build a sustainable organization. You'll learn how the unique environment created by wrapping disciplined processes in a culture of Ownership, Responsibility, and Accountability (ORA) moved PRO-TEC along its quest for performance excellence. Learn about the strategic importance of mission, vision, and values as well as PRO-TEC's innovative approach to leadership.

**9:30–10:30 a.m.**      **Breakout Sessions A**

**A1: St. Mary's Care Center's Quality Journey**

*Bill Bender, St. Mary's Care Center*

St. Mary's Care Center, a 184 bed skilled care facility, is the first skilled care facility in the state to receive WFA's Excellence award. Listen to and learn from SMCC's performance excellence journey.

---

**A2: Leveraging Core Competencies and Strategic Advantages to Drive Competitive Advantage**

*Kay Kendall, Principal, BaldrigeCoach*

The concepts of core competencies, strategic advantages, and strategic challenges are often difficult for organizations to understand, identify, and address. However, their significance in large-scale organizational improvement and sustainability cannot be overestimated. This presentation will help define the concepts, their relationship to one another, and their criticality within the Criteria for Performance Excellence.

---

**A3: The Value Is in the Feedback**

*Brett Remington, Runzheimer International*

A comprehensive feedback report from teams of WFA Examiners may be one of the best values in Wisconsin. Learn how to use the insights gleaned from WFA's external review process to help your organization close the gap between its performance—and potential!

---

**A4: Baldrige Goes to School—Punch Up Your Hiring Process: Best Practices to Recruit, Hire and Mentor the Best Teachers for Your Schools**

*JoAnn Sternke and Susan Muentzer, Pewaukee Public Schools*

---

**10:45–11:30 a.m.**

**Morning Keynote: Sister Mary Jean Ryan, SSM Health Care**

**Calling Forth the Spirit of Leadership: Pathway to Organizational Transformation**

In tough economic times it is more important than ever to insist on performance excellence. Sister Mary Jean Ryan will discuss SSM Health Care's quality journey, including the use of the Baldrige process to improve all aspects of the organization.

**11:45–12:30 p.m.**      **Breakout Sessions B**

**B1: Baldrige Goes to School—Jenks Public Schools' Quality Journey**

*Lisa Muller, Jenks Public Schools*

Though Jenks Public Schools received the Baldrige Award in 2005, the organization's quality journey began ten years earlier. Lisa Muller, Assistant Superintendent of Curriculum and School Improvement, will share the highlights of the first ten years of continuous improvement efforts as well as the district's post-award experiences.

---

**B2: Does Baldrige Work Within Non-Profits, Governments, and Other Mission-Based Organizations?**

*Chris Heflin*

Yes! And in this workshop you'll hear directly from a practitioner who has made it work within the city of Coral Springs, Florida, a local government Baldrige recipient in 2007. Chris will discuss such topics as getting leadership on board for this approach (including challenges involving such stakeholders as elected officials and boards of directors), determining customer needs in such organizations, and some success strategies for effective measurement and review practices.

---

**B3: Enhancing the Customer Experience**

*Barb Bortner, Mercy Health System*

Discover how customer-focused organizations like Mercy Health System use the Baldrige Criteria to develop a cohesive customer relationship strategy and seamlessly integrate internal quality processes to enhance the customer experience. This session covers how to better identify, define, and analyze your customers and their unique needs within a larger systematic quality framework. The importance of an integrated, responsive, and measurable service recovery model is also emphasized.

---

**B4: Using Lean Metrics to Skinny Down Your Processes**

*Kay Kendall, Principal, BaldrigeCoach*

While manufacturing organizations have used Lean concepts for decades, their application to the service, health care, and education sectors is just now getting traction. Learn how the selection and use of some key metrics from the world of Lean can help you identify and eliminate waste in your processes and reduce cycle time.

**1:20–2:20 p.m.**      **Afternoon Keynote: The Journey to Excellence in Two Organizations – David Spong (Boeing, ret.)**

How did David Spong lead two divisions of The Boeing Company to two National Baldrige Quality awards in two different sectors? Dr. Spong's inspirational story of Boeing's C-17 Journey that took the company from crisis to excellence show how Boeing applied learnings from another organization in order to go from good to great and includes important lessons for today's economic climate.

# Conference Schedule – Thursday, February 26

2:30–3:20 p.m.

## Breakout Sessions C

### **C1: City of Coral Springs: The Baldrige Journey in Government** *Chris Heflin*

Over the past decade, this small governmental organization won its state quality award (the Florida Sterling) twice, went on to become the first and only municipal government to win the Baldrige Award, and has consistently delivered highly-valued services to its citizens, even during tough economic times.

### **C2: Lions and Tigers and Category 4—Oh My!** *Kay Kendall, Principal, BaldrigeCoach*

Category 4 of the Baldrige Criteria serves as the foundation for the systems framework. Yet, the pieces sometimes seem fragmented and disconnected. During this session, we'll examine each Area to Address by itself and then link them back to the Organizational Profile and other Items in the Criteria.

### **C3: Baldrige Goes to School—Keys to Collaboration: The Use of Quality Tools, Professional Learning Communities, and Instructional Coaching to Improve Student Performance**

*Tracy Bayles and Shan Glandon, Jenks Public Schools*

Jenks Public Schools uses a wide variety of quality tools to facilitate the work of the district. This session addresses ways in which personnel across the organization utilize these tools in their collaborative work to improve student learning. Tracy Bayles, Director of Professional Development, and Shan Glandon, Director of Curriculum, will share specific tools and examples of their implementation.

### **C4: Writing a Successful Application**

*Maryann Brennan, Brennan Worldwide and Peter LaBonte, American Society for Quality*

Learn how to put together an application development strategy and team, gather the “right type” and “right amount” of information, and develop narrative and graphic responses that are Examiner-friendly and optimize your evidence. Gain insight on how to address the challenge of presenting results given the impact of the economic crisis. A well-written application increases your chance of getting a site visit and getting the most helpful feedback report, and it also helps you earn the highest point score to which you are entitled. This session will also share application mistakes often seen by Examiners and Judges and recommend best practices for avoiding them.

3:35–4:30 p.m.

## Breakout Sessions D

### **D1: From the Beginning – Creating a Quality Organization at Monona Terrace** *Gregg McManners, Monona Terrace*

Monona Terrace Community and Convention Center, a city-owned and operated convention center in Madison, Wisconsin, undertook the quality journey in 2007. Over the course of its 11 year history, the facility has earned local, regional and national acclaim for its architecture and its quality service—so what value could the organization find in the Wisconsin Forward Award process? Come and learn about MT's journey from the beginning.

### **D2: Designing Key Processes by Chris Heflin**

Process management is a relatively new concept in public administration. Learn process design steps that contribute to customer value, help control costs, and accelerate innovation.

### **D3: Developing and Deploying Effective, System-Wide Goals** *Debbie Burchfield and Lisa Muller, Jenks Public Schools*

Alignment of efforts is a key to accomplishing any goal. In this session, participants will learn the process used with the Board of Education to set district-wide triennial goals, how site principals create action plans to meet the goals established by the Board of Education, and then how individual classroom teachers use district and site goals to drive instruction.

### **D4: Preparing for a Successful Site Visit**

*Maryann Brennan, Brennan Worldwide and Peter LaBonte, American Society for Quality*

This session will cover the three phases of a site visit: planning, preparation and onsite review. Understand the importance of planning your site visit strategy while you are still developing your application. Learn how to prepare leaders, teams, and employees for interviews and walkabouts by identifying the site visit issues most likely to be verified and clarified by the Examiners. Understand how to partner with the Site Visit Review Team and effectively manage onsite activities to optimize your role model evidence and demonstrate a culture that reflects Baldrige core values.

*“I see the Baldrige process as a powerful set of mechanisms for disciplined people engaged in disciplined thought and taking disciplined action to create great organizations that produce exceptional results.”*

Jim Collins, author of *Good to Great: Why Some Companies Make the Leap*

~ ~ ~ ~ ~

## 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 to our 2008 WFA Recipients:

### Excellence

Agnesian HealthCare, Inc. (Fond du Lac)  
St. Mary's Care Center (Madison)

### Mastery

American Society for Quality  
(Milwaukee)  
Bay Area Medical Center (Marinette)  
Physicians Plus Insurance Corporation  
(Madison)  
Sacred Heart Hospital (Eau Claire)  
St. Clare Hospital & Health Services  
(Baraboo)  
St. Clare Meadows Care Center  
(Baraboo)  
St. Mary's Hospital (Madison)

### Proficiency

Franciscan Skemp Health Care – Mayo  
Health System (La Crosse)  
Kohl's Department Stores – Credit  
Division (Menomonee Falls)  
Monona Terrace Community and  
Convention Center (Madison)  
Red Cedar Medical Center – Mayo  
Health System (Menomonie)  
Saint Michael's Hospital (Stevens Point)  
Stoughton Hospital (Stoughton)

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, exhibits, networking, and refreshments**

---

**8:30–11:30**      **Concurrent Workshops A–D**

**Workshop A: Demystifying the Baldrige Journey or How to Get Started**

*Kay Kendall, Principal, BaldrigeCoach*

The first step of the journey toward Performance Excellence is often the most difficult. Understanding and addressing all of the requirements of the Baldrige Criteria can seem overwhelming. In this workshop, participants will explore the key elements of the Baldrige framework and begin to identify related approaches in their organizations. Those interested in submitting an application will also learn tips for “telling their story” in ways to make their feedback more valuable.

---

**Workshop B: Leading an Organization Using the Baldrige Criteria**

*David Spong*

On his two Baldrige Award-winning journeys, Dr. David Spong discovered that much of an organization's success or failure hinges upon leaders' ability to establish a vision that inspires people to take action, set guiding principles that ensure ethical conduct, introduce processes that make work easier and less costly, help people work together to overcome workplace and customer challenge, resolve people and product problems, innovate, and achieve long-term growth and results. This session is directed at managers and executives who are seeking proven approaches to drive performance to a higher level of excellence. Dr. Spong will also discuss what it takes in today's challenging times for leaders to truly “lead.” Get ready for an inspiring, humorous, and invaluable session.

---

**Workshop C: How Do We Get There from Here? A Hands-on Session for Schools on the Baldrige Journey**

*Jenks Public Schools*

This session is designed for school teams, whether at the beginning of a quality journey or well underway with continuous improvement efforts. Representatives from Jenks Public Schools, a 2005 Malcolm Baldrige National Quality Award recipient, will share their experiences during the district's 13-year quality journey and will lead teams through a series of exercises designed to help identify next steps for their districts.

---

**Workshop D: Advanced Baldrige—Taking It to the Next Level**

*Maryann Brennan, Brennan Worldwide and Peter LaBonte, ASQ*

This highly interactive session is designed for individuals or teams from organizations that have completed an internal self-assessment or submitted an application using the Baldrige Criteria for Performance Excellence. Gain insight into the recent changes to the Criteria. The session will provide a technique for developing robust application responses. Discover how award winners demonstrate learning and integration and link results to their Organizational Profiles and processes. Learn best practices for how to use your feedback report to develop strategies for improvement and make it over the next hurdle. The session will also cover the relevance of Baldrige in sustaining your organization through turbulent times.

---

**12:15–2:15**

**Workshop E: Governance Systems and Organization Societal Responsibilities**

*Terri Potter*

The man who led Meriter Hospital to the Governor's Forward Award of Excellence reviews the Baldrige Criteria's Item 1.2 requirements for governance and social responsibility, including changes in the newly-issued 2009–2010 Criteria. Terri Potter shows you how to respond to this sometimes misunderstood Item, including takeaway formats for your organization's response.

---

**12:15–3:00**

**Workshop F: Creating and Implementing a Balanced Scorecard with Measures that Matter**

*Kay Kendall, Principal, BaldrigeCoach*

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 with metrics that reinforce your organization's focus and promote the right behaviors.

---

**12:15–3:00**

**Workshop G: Achieving Breakthrough Improvement**

*Chris Heflin*

How does “breakthrough improvement” differ from incremental improvement and how can your organization achieve it in a reliable, sustainable manner? This session will help you lay out a framework for establishing key organizational improvement goals to get your enterprise on a path to achieving breakthrough improvement.

---

## 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 25-27, 2009 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 per night is February 3, 2009. (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](http://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 and Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Daytime Phone (\_\_\_\_\_) \_\_\_\_\_

Email Address\* \_\_\_\_\_

### Conference Registration

Please circle the workshop in each concurrent session you'd like to attend on February 26:

Session A:	A1	A2	A3	A4
Session B:	B1	B2	B3	B4
Session C:	C1	C2	C3	C4
Session D:	D1	D2	D3	D4

### Workshop Registration

Please circle the workshop(s) you'd like to attend on February 27:

#### Morning

Workshop A  
Workshop B  
Workshop C  
Workshop D

#### Afternoon

Workshop E  
Workshop F  
Workshop G

Special diet or other accommodations \_\_\_\_\_

Please register for all events you are attending:

	<b>EARLY BIRD: On or before Feb. 6</b>	<b>REGULAR: After Feb. 6</b>
February 26 only	\$200	\$250
One keynote only	\$50	\$50
February 27 (one workshop)	\$125	\$150
February 27 (two workshops)	\$200	\$250
February 26 PLUS one February 27 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. # \_\_\_\_\_

I would like to pay by Visa/MasterCard/Discover. Please call me at (\_\_\_\_\_) \_\_\_\_\_.

## For More Information

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

Check out [www.forwardaward.org](http://www.forwardaward.org) for more information, an updated schedule, and speaker biographies.

**Cancellation Policy** – WFA will refund the registration fee less a \$50 administrative fee for each participant who cancels registration by February 13, 2009. No refunds can be extended after that date; however, registrations are fully transferable at any time prior to the conference.

\*We will confirm reservations by email.



Friends of Forward individuals or organizations receive a 10% discount on all registration fees. Members of the 2009 Board of Examiners receive a 25% discount.

# Spring 2009 Quality Education Seminar

**Time** 8:30am - 4:30pm each day

**Location** Waukesha, WI at I-94 & WI-164

**Credits** 0.1 RUs / CEUs per hour, 0.8 per day

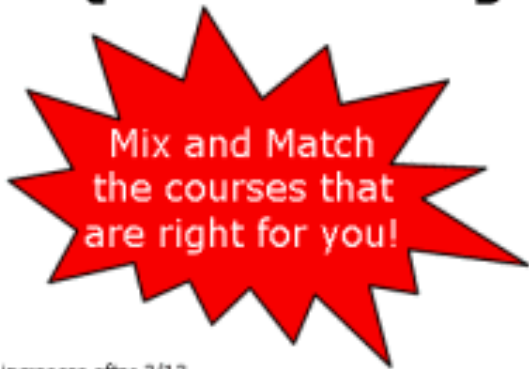
**Price** \$225\* for 1 day, \$375\* for 2 or 3 days  
 Refreshments, lunch, and materials included  
 10% group discounts for three or more from same company

ASQ Milwaukee has provided high value education and training to the community for over 25 years

- Instructors average above 4.3 / 5 from students
- Less than half the price of comparable training

For course descriptions, instructor bios, registration information, and more, please visit our website:

[www.ASQmilwaukee.org](http://www.ASQmilwaukee.org)



	<b>February 28</b> 2009	<b>March 7</b> 2009	<b>March 14</b> 2009
<b>Quality Systems</b> QC 100	System and Process Audits	Gage Calibration	Data Analysis - I have my data, now what?
<b>Statistical Methods</b> QC 200	Fundamental Statistical Methods - Part 1	Fundamental Statistical Methods - Part 2	Design of Experiments
<b>Lean Concepts</b> QC 300	FMEA and Mistake-Proofing	Supplier Quality and Use of PPAP	Kaizen & 5S Process
<b>Special Skills</b> QC 400	A Fresh Look at Problem Solving using CQI-10	Motivated Ability Patterns	Team Leadership and Team Management

\*Registration price increases after 2/12  
 \*\* Details subject to change, please see website for current information