

2010 Baldrige Regional Conferences

Welcome to the 2010 Baldrige Regional Conferences A Dynamic Day, Showcasing Best Management Practices!

As a busy professional, you face many organizational challenges, and you want your organization to excel. In short, **you seek real-world, proven best practices** to take your organization to the next level. The question is “Where can you find these proven best practices?”

The answer is the 2010 Baldrige Regional Conferences.

For more than a decade, the Regional Conferences have been a valuable forum for Baldrige Award recipients to showcase their exceptional performance practices. This year, the conferences feature the 2009 Award recipients and former Award recipients in a combination of plenary and concurrent sessions.

At the conferences, you will have the opportunity to hear:

- The senior leaders of the 2009 Award recipients present on their leadership practices.
- Current and former Award recipients and state award recipients present on their practices in the different Baldrige Categories as well as on numerous special topics of interest, such as Employee Engagement and Encouraging Innovation.

You will also be able to interact directly with the recipients to get answers to your most pressing questions and will have the opportunity to share your knowledge and best practices on select topics in Open Mic sessions.

Collectively, these sessions will provide you with a dynamic and interactive environment where you can maximize your learning and networking.

Who Should Attend: CEOs; senior managers; directors of staff functions; heads of operating units; quality/performance improvement practitioners; and other leaders and professionals from the business, education, government, health care, and nonprofit sectors with an interest in organizational improvement.

Conference Proceedings/Materials: This year, we are continuing our efforts to Go Green! To this end, all attendees will receive an e-mail link prior to the conference giving them access to the presentation visuals and the attendee list. Hard copies of these materials will not be available on site, so please print them out if you want them on hand at the conference. At the conference, attendees will receive a Learning Journal to take notes and reflect on what they have learned. A CD containing Baldrige Program Materials is also available upon request. A limited number of conference bags will also be available if needed, but we encourage you to support our Go Green initiative by reusing a bag from a previous event.

For more information on the Baldrige Regional Conferences and the Baldrige Program, call 301-975-2036, e-mail baldrige@nist.gov: or visit our Website at www.nist.gov/baldrige



A Closer Look at the 2009 Baldrige Award Recipients...



MANUFACTURING

Honeywell Federal Manufacturing & Technology

Honeywell FM&T is a management and operating contractor specializing in electrical, mechanical, and engineered material components. They are one of the nation's most diverse, low-volume, high reliability production facilities serving government agencies, national labs, universities, and industry. FM&T's overall customer satisfaction has been maintained at or above 95% for the past four years, and its product quality and reliability performance has remained at 99.9% for the past three years.



SMALL BUSINESS

MidwayUSA

MidwayUSA is a family-owned, catalog/Internet-based retail merchant that offers hunting, gunsmithing, shooting, and reloading products. Located in Missouri, MidwayUSA has a workforce of 243 and revenues of \$185 million, and it distributes more than 95,000 different products from more than 700 different vendors. Midway's overall customer retention was at an all-time high of 98% for 2009, and its employee survey score improved over the past several years from about 60% to more than 80%. Midway also supports its key communities by donating 10% of its annual profits and through volunteerism, memberships, fundraising efforts, endowments, and scholarships.



HEALTH CARE

AtlantiCare

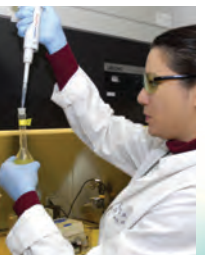
A nonprofit health system with seven locations in southeastern New Jersey, AtlantiCare is the largest health care provider in the region and has a workforce of more than 4,872. AtlantiCare is ranked in the National Top 10% by the Centers for Medicare and Medicaid Services for key patient outcomes. It is also a two-time Magnet nursing organization, and its Cancer Center Institute received LEED Gold certification in 2009. Its customer satisfaction exceeds the Professional Research Consultants 90th percentile national benchmark in several areas and led the market in 2008 in customer preference, and its workforce engagement levels remain around 90th percentile national performance levels. AtlantiCare also provides about 90% of the free care in its county.



HEALTH CARE

Heartland Health

Based in Missouri, Heartland Health is an integrated, not-for-profit, community-based health care delivery system that serves a 22-county market in four states. Heartland achieved 90% ratings in overall outpatient satisfaction between 2006-2009, and it is ranked in top 15% of hospitals nationally for patient safety on the HealthGrades "Best Hospital Scores." Heartland's cost savings from process improvements increased from around \$8 million in 2005 to more than \$25 million by 2009, and its Community Health Plan rated above the National Committee for Quality Assurance (NCQA) 90th percentile. An example of Heartland's efforts is emPowerU- a technology learning center where the Heartland Foundation manages extensive programs for youth and healthy communities.



NONPROFIT

VA Cooperative Studies Program Clinical Research Pharmacy Coordinating Center

The VA Pharmacy Center is a federal agency that supports clinical trials for current veteran health issues. Based in New Mexico, the Center manages drugs and devices used in clinical trials worldwide by the VA and other federal agencies. The Center's overall customer satisfaction went from 83% "good-excellent" in 2003 to 100% "good-excellent" in 2009, and 75% of the Center's customer relationships exceed 10 years, with the majority of extramural funding coming from repeat business. The Center was recognized as a Federal Executive Board Employer of Choice for 2008 and 2009, and it was ranked in the top 10 in the "New Mexico Best Places to Work for 2009."

Pre-Conference Workshop for Baldrige Beginners

A Pre-Conference Workshop will be offered from 1:00-4:00 p.m. on September 13 for the Newport Beach, CA conference and on September 27 for the Nashville, TN conference. This optional workshop is designed to familiarize people new to Baldrige with the Program and the Criteria to maximize their learning at the conference. **However, the workshop is not a prerequisite for attending the conference.** This workshop provides a hands-on opportunity to learn the basics of the Baldrige Criteria, the benefits of self-assessment, and the resources available to help organizations in their journey to excellence.

Pre-registration is required, as on site registration will not be available. Please register early to reserve a seat, as seating is limited. **The workshop is available with or without a Regional Conference registration, but conference registrants receive a significant discount.**

Should you attend the Pre-Conference Workshop? If you agree with all or most of the following statements, this workshop is designed for you:

- I am not familiar with the Baldrige Criteria for Performance Excellence
- I would like an introduction to the Baldrige Award Program and the Criteria
- I would like to understand the benefits of using the Criteria for self-assessment
- I have not previously attended a Baldrige conference

About Our Co-Sponsors

California Council for Excellence and Tennessee Center for Performance Excellence

These co-sponsors are state quality award programs and, as such, are key stakeholders of the Baldrige National Quality Program. The state and local award programs play an important national by helping many organizations start and continue with their performance excellence journey. The California Council for Excellence's mission is to help California's private and public sector organizations achieve world-class results through the principles and criteria of the Malcolm Baldrige Award. The Tennessee Center for Performance Excellence's mission is to lead organizations in the pursuit of performance excellence, improving results and contributing to the economic vitality of their region.

For more information on these programs, visit <http://www.calexcellence.org> and <http://www.tncpe.org>



The Alliance for Performance Excellence

The Alliance for Performance Excellence is a nonprofit network of national, state, and local quality award programs that use the Baldrige Criteria for Performance Excellence to advance organizational excellence and competitiveness in their states and regions.

For more information on the Alliance, visit <http://www.baldrigepe.org/alliance>



Hotel & Conference Registration Information

HOTELS

Newport Beach Marriott Hotel and Spa, Newport Beach, CA: Rooms have been reserved at the special conference rate of \$149 plus applicable taxes. To receive the conference rate, please reserve by August 26, 2010. To make reservations, call 949-640-4000 or 800-321-2211 and reference the Baldrige Regional Conference or reserve rooms online at www.nist.gov/baldrige.

Franklin Marriott Cool Springs, Nashville, TN: Rooms have been reserved at the special conference rate of \$135 (single or double) plus applicable taxes. To receive the conference rate, please reserve by September 6, 2009. To make reservations, call 888-403-6772 and reference the Baldrige Regional Conference or www.nist.gov/baldrige.

2010 BALDRIGE REGIONAL CONFERENCE REGISTRATION INFORMATION

Conference registrations include attendance to the plenary session and all concurrent sessions. Continental breakfast, refreshment breaks, and a networking lunch are also included. Advance and Regular registrations must be submitted by 5pm Eastern Daylight Time on the dates listed below. After the Regular registration cut-off dates, registrations must be paid on site on the day of the conference. For an additional fee, an optional Pre-Conference Workshop will be available to a limited number of registrants. Details are below describing fees; faculty, group, and Examiner discounts; payment information; and the cancellation and substitution policy.

Registration Type	Fee	Newport Beach, CA	Nashville, TN
Advance Registration	\$445	By August 24	By September 7
Regular Registration	\$495	August 25-September 8	September 8-22
On-site Registration*	\$545	Beginning September 8, 5 pm	Beginning September 22, 5 pm

EDUCATION, EXAMINER, and GROUP DISCOUNTS

Education Discount: Individuals who have full-time employment with a college, university, school district, secondary school, or elementary school receive a \$50 discount per registrant off the advance, regular, or on-site registration fee, as appropriate.

Examiner Discount: 2010 Baldrige Examiners, 2010 California Council for Excellence Examiners, and 2010 Tennessee Center for Performance Excellence Examiners receive a \$50 discount per registrant off the advance, regular, or on-site registration fee, as appropriate.

Group Discount: Groups of 5 or more receive a \$50 discount per registrant off the advance, regular, or on-site registration fee, as appropriate. Registrations must be made as a group. The full conference fee will be charged if cancellations reduce the group to fewer than 5 employees. Substitutions may be made at any time.

The Education, Examiner, and Group Discounts cannot be combined with one another.

PRE-CONFERENCE WORKSHOP

A Pre-Conference Workshop will be offered on September 13 for the Newport Beach, CA conference and on September 27 for the Nashville, TN conference. The workshop is available with or without a Regional Conference registration. The workshop is limited to 60 registrants. Because workshop materials are prepared in advance for each registrant, on site registrations are not accepted. **With a Regional Conference Registration (at the same location), the fee is \$50 (Advance or Regular). Pre-Conference Workshop Only, the fee is \$150 (Advance or Regular)**

PAYMENT INFORMATION

This registration form must be accompanied by payment in full (U.S. currency only), via a major credit card (VISA/MC/AMEX) that will be charged, or a check or money order. Sorry, we cannot accept purchase orders. **All checks for the Baldrige Regional Conferences should be made payable to the "MBNQA Foundation."** For credit card payments, **"Baldrige Regional Conference" will be listed as the payee on all registrants' credit card statements.** Those who **register by phone will be asked to fax a statement to MACC authorizing MACC to charge their named credit card in the amount of their registration fee in order to complete their registration.** You will receive confirmation of your registration by postal mail, e-mail, or fax (domestic attendees only). On-line registrants will be sent an automatic acknowledgement of registration by e-mail.

CANCELLATION AND SUBSTITUTION POLICY

All requests for cancellation must be made in writing and faxed or e-mailed to MACC by 5pm on the dates listed below. Substitutions may be made at any time.

Cancellation Type	Newport Beach, CA	Nashville, TN
Cancellation with full refund	By August 24	By September 7
Cancellation with \$100 fee	August 25-September 8	September 8-22
Cancellation with no refund	Beginning September 8, 5 pm	Beginning September 22, 5 pm

For information on registration contact MACC at 2010 Baldrige Regional Conferences, c/o MACC, Inc., P.O. Box 513, Colmar, PA 18915-0513, phone 215-822-6319, or fax 215-822-3332.

Baldrige Regional Conferences Registration Form

FOUR WAYS TO REGISTER

1. Fill out the registration form and mail to:
2010 Baldrige Regional Conferences • c/o MACC, Inc. • P.O. Box 513 • Colmar, PA 18915-0513
2. Call MACC, Inc. at **215-822-6319** and use your MasterCard, Visa, or American Express.
3. Fax your completed registration form with credit card payment to 2010 Baldrige Regional Conferences, c/o MACC, Inc., at **215-822-3332**.
4. Register on-line at **www.nist.gov/baldrige**. On-line registration will be open for the Newport Beach, CA conference through 5pm, Eastern Daylight Time (EDT), September 8 and through 5pm, EDT, September 22 for the Nashville, TN conference.

CONTACT INFORMATION

*First Name _____ Middle _____ *Last Name _____
*First Name for Badge _____
*Company _____
Title _____
*Address _____
*City _____
*State _____ *ZIP Code _____ *Country _____
*Phone _____ Fax _____
*E-mail _____

Sector

Please indicate the sector to which your organization belongs:

- Manufacturing Service Small Business Education Health Care Government Nonprofit

How did you hear about the 2010 Baldrige Regional Conferences?

- Received brochure in the mail E-mail announcement State or Local Quality Award Program
 From a colleague Blogs, LinkedIn, or Twitter Other: _____
 Baldrige Web site Web site banner ads or search engines

Please select the conference you wish to register for.

- Newport Beach, CA, September 14, 2010 Nashville, TN, September 28, 2010

SELECT REGISTRATION (Please select the type of registration you wish to have.)

	Advance*	Regular	On-site****
Regional Conference			
<input type="checkbox"/> Individual	\$445	\$495	\$545
<input type="checkbox"/> Education Discount	\$395	\$445	\$495
<input type="checkbox"/> Examiner Discount**	\$395	\$445	\$495
<input type="checkbox"/> Group Discount***	\$395	\$445	\$495

Pre-Conference Workshop (Limit 60 registrants)

- Pre-Conference Workshop with conference registration \$50 \$50 N/A
 Pre-Conference Workshop only \$150 \$150 N/A

* Advance registrations must be submitted by 5pm EDT, August 24 for Newport Beach, CA and by 5pm EDT September 8 for Nashville, TN

** Discount applies to 2010 Baldrige Examiners, 2010 California Council for Excellence Examiners, and 2010 Tennessee Center for Performance Excellence Examiners

*** All registrations must be submitted at the same time to receive the group discount.

**** On-site rates apply after 5pm EDT, September 8 for Newport Beach, CA and after 5pm EDT September 22 for Nashville, TN as these registrations will have to be completed on-site.

Special Needs (Check here if you wish to be contacted)

Do you have any special needs and/or dietary restrictions that we can address to make your participation more enjoyable? Please indicate these special needs in the space below:

Payment Information

- Check or money order (Make check payable to "MBNQA Foundation").
 Credit Card - **Your Credit Card Statement will list "Baldrige Regional Conference" as the Payee.**
 Visa MasterCard American Express Discover

Name as it appears on the card: _____ Account number: _____

CID/SVC number*: _____ Expiration date: _____ Signature: _____

This three- or four-digit number must be provided if you are paying by credit card. American Express: the number can be found above the embossed account number that appears on your card. Visa or MasterCard: the number can be found on the signature strip on the back of the card and is the last three printed numbers.

- By checking this box I have read and fully understand the conditions of this registration form and applicable registration and cancellation fees. If a credit card number has been provided, I authorize MACC to charge this card for all applicable registration fees. My credit card statement will read "Baldrige Regional Conference".

preliminary Conference schedules*

SEPTEMBER 13 AND 14, NEWPORT BEACH, CA

Registration Hours: September 13, 1:00 pm to 4:00 pm

September 14, 7:00 am to 3:00 pm

Monday, September 13, 2010: Newport Beach, CA

1:00 - 4:00 pm	Pre-Conference Workshop for Baldrige Beginners (Optional)
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Tuesday, September 14, 2010: Newport Beach, CA

7:00 - 8:00 am	Continental Breakfast		
8:00 - 9:30 am	Opening Plenary Session: Welcome and Opening Remarks: California Council for Excellence and Baldrige Program Leadership Presentations From 2009 Award Recipients: <ul style="list-style-type: none"> • Larry Potterfield, CEO, MidwayUSA • Lisa Michaelis, Administrator, Heartland Regional Medical Center, Heartland Health • Mike Sather, Center Director, VA Cooperative Studies Program Clinical Research Pharmacy Coordinating Center 		
9:30 - 9:45 am	Networking Break		
	Concurrent Sessions		
9:45 - 10:30 am	Leadership AtlantiCare	Sustainable Improvement Iredell-Statesville Schools	Encouraging Innovation Sharp HealthCare
10:45 - 11:30 am	Strategic Planning Honeywell FM&T	Using Baldrige to Align Your Organization Poudre Valley Health System	Workforce Focus AtlantiCare
11:45 am - 12:30 pm	Customer Focus AtlantiCare	Leadership Honeywell FM&T	Strategic Planning University of Wisconsin- Stout
12:30 - 1:30 pm	Lunch		
1:30 - 2:15 pm	Measurement, Analysis, and Knowledge Management Heartland Health	2009 California Gold Award Recipient Navy Fleet Readiness Center	Open Microphone Session on Starting Your Baldrige Journey Richland College
2:30 - 3:15 pm	Workforce Focus VA Pharmacy Center	Process Management Heartland Health	The Coral Springs Journey City of Coral Springs
3:15 - 3:30 pm	Networking Break		
3:30 - 4:15 pm	Process Management MidwayUSA	Using Employee Engagement to Stimulate Innovation and Magnify Results! VA Pharmacy Center	Open Microphone Session on Core Competencies Baldrige Program
4:30 - 5:00 pm	Closing Remarks: "Taking Your Next Steps With Baldrige," with Michael Murphy, President & CEO, Sharp HealthCare (2008 Health Care Award recipient)		

NEWPORT BEACH

* Conference schedules are subject to change. Please check our Web site for updated schedules at <http://www.nist.gov/baldrige/regionals/index.cfm>.

SEPTEMBER 27 AND 28, NASHVILLE, TN

Registration Hours: September 27, 1:00 pm to 4:00 pm
September 28, 7:00 am to 3:00 pm

Monday, September 27, 2010: Nashville, TN

1:00 - 4:00 pm	Pre-Conference Workshop for Baldrige Beginners (Optional)
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Tuesday, September 28, 2010: Nashville, TN

7:00 - 8:00 am	Continental Breakfast		
8:00 - 9:30 am	Opening Plenary Session: Welcome and Opening Remarks: Tennessee Center for Program Excellence and Baldrige Program Leadership Presentations From 2009 Award Recipients: <ul style="list-style-type: none"> • Sandra Rogers, Director, Supply Chain Management, Honeywell FM&T • Larry Potterfield, CEO, MidwayUSA • David Tilton, President & CEO, AtlantiCare 		
9:30 - 9:45 am	Networking Break		
	Concurrent Sessions		
9:45 - 10:30 am	Leadership Heartland Health	Surviving in a Tough Economy Caterpillar Financial Services Corporation- U.S.	Sustainable Improvement Iredell-Statesville Schools
10:45 - 11:30 am	Strategic Planning MidwayUSA	Leadership VA Pharmacy Center	Using Baldrige to Align Your Organization Poudre Valley Health System
11:45 am - 12:30 pm	Customer Focus Heartland Health	2009 Tennessee Excellence Award Recipients Maury Regional Medical Center and Mountain States Health Alliance	Implementing the Baldrige Criteria PRO-TEC Coating Company
12:30 - 1:30 pm	Lunch		
1:30 - 2:15 pm	Measurement, Analysis, and Knowledge Management AtlantiCare	Engaging Employees MidwayUSA	Leading the Journey to Performance Excellence: Perspectives from 14 Baldrige Recipient CEOs Kenneth W. Monfort College of Business
2:30 - 3:15 pm	Workforce Focus Honeywell FM&T	Open Microphone Session on Starting Your Baldrige Journey Jenks Public Schools	Customer Focus Premier Inc
3:15 - 3:30 pm	Networking Break		
3:30 - 4:15 pm	Process Management VA Pharmacy Center	Magnet and Baldrige AtlantiCare	Academic Program/Discipline Review to Remain Relevant, Robust, and Resilient Richland College
4:30 - 5:00 pm	Closing Remarks: "Taking a Bite of the Baldrige Burger!" with Thom Crosby, President & CEO, Pal's Sudden Service (2001 Small Business Award recipient)		

2010 Baldrige Regional Conferences

Join us for a day of dynamic learning and networking with the Malcolm Baldrige National Quality Award recipients.

Join these Presidential Award recipients and take part in:

- **An in-depth plenary session featuring the senior executives of the 2009 recipients.** Gain insights on world-class leadership.
- **More than 18 management sessions to chose from.** Learn real-world best practices, hear how the Baldrige Award recipients address issues affecting today's managers and leaders, and engage in the discussion.
- **Numerous opportunities to network** with the Baldrige Award recipients and leading practitioners who use the Baldrige Criteria on a daily basis to improve their organizations.

September 14, **Newport Beach, CA**

Newport Beach Marriott Hotel and Spa

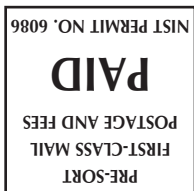
September 28, **Nashville, TN**

Franklin Marriott Cool Springs

Optional Pre-Conference Workshop for Baldrige Beginners



www.nist.gov/baldrige



Baldrige National Quality Program
National Institute of Standards and Technology
U.S. Department of Commerce
100 Bureau Drive, Stop 1020
Gaithersburg, MD 20899-1020

