
2011 Baldrige Regional Conference

Featuring
Recipients of the Malcolm Baldrige National Quality Award

MEDRAD (2010)
Nestlé Purina PetCare Company (2010)
Freese and Nichols (2010)
K&N Management (2010)
Studer Group (2010)
Montgomery County Public Schools (2010)
Advocate Good Samaritan Hospital (2010)
AtlantiCare (2009)
MidwayUSA (2009)
**VA Cooperative Studies Program Clinical Research Pharmacy Coordinating Center
(VA Pharmacy Center) (2009)**
U.S. Army Armament, Research, Development, and Engineering Center (ARDEC) (2007)
North Mississippi Medical Center (2006)
Jenks Public Schools (2005)
University of Wisconsin-Stout (2001)

And Introducing **DCH Health System**, Alabama Quality Award Recipient

Renaissance Birmingham Ross Bridge Golf Resort & Spa
Birmingham, AL
September 27, 2011

7:00 a.m.–2:00 p.m.	Registration	Hoover Ballroom Foyer
7:00 a.m.	Continental Breakfast and Networking	Hoover Ballroom Foyer
8:00 a.m.	Plenary Session	Hoover Ballroom Salon D

Welcome

J. Barry Mason, Interim Director, Alabama Productivity Center

Opening Remarks

Phillip Singerman, Associate Director for Innovation and Industry Services, National Institute of Standards and Technology

Conference Overview and Leadership Presentations

Moderator: Jeff Lucas, Deputy Director, Baldrige Performance Excellence Program

John Friel, Retired President and CEO (1997–2010), MEDRAD

Ken Schiller, Owner, K&N Management

Barry G. Porter, President, Studer Group

Larry Bowers, Chief Operating Officer, Montgomery County Public Schools

9:30 a.m.	Networking Break	Hoover Ballroom Foyer
-----------	-------------------------	------------------------------

Concurrent Sessions

Attendees select the session of their choice to follow Business, Nonprofit, Health Care, and Education Award recipients. Sessions include a presentation related to the Baldrige Criteria or a special topic as noted below. Results are addressed along with the appropriate Criteria category describing the approaches and deployment. Question-and-answer time follows the presentations.

Baldrige Criteria Categories

Leadership

Award recipients describe how the organization's senior leaders guide and sustain the organization. Also addressed are the organization's governance and how the organization addresses its ethical, legal, and community responsibilities.

Strategic Planning

Award recipients describe how the organization develops strategic objectives and action plans. Also examined is how the chosen strategic objectives and action plans are deployed and changed if circumstances require, and how progress is measured.

Customer Focus

Award recipients describe how the organization engages customers for long-term marketplace success. This engagement strategy includes how the organization listens to the voice of its customers, builds customer relationships, and uses customer information to improve and identify opportunities for innovation.

Measurement, Analysis, and Knowledge Management

Award recipients discuss how the organization selects, gathers, analyzes, manages, and improves the data, information, and knowledge assets and how it manages its information technology. Also examined is how the organization reviews and uses reviews to improve its performance.

Workforce Focus

Award recipients describe how the organization engages, manages, and develops its workforce to utilize its full potential in alignment with the organization's overall mission, strategy, and action plans. The organization's ability to assess workforce capability and capacity needs and to build a workforce environment conducive to high performance will be described.

Process Management

Award recipients address how the organization designs its work systems as well as how it designs, manages, and improves its key processes for implementing those work systems to deliver customer value and achieve organizational success and sustainability. The organization's readiness for emergencies may also be addressed.

Special Topic Sessions address topics of interest in a sector/industry or topics related to using Baldrige to improve an organization.

9:45 a.m.	Concurrent Session 1	
Freese and Nichols	Leadership Bob Pence Moderator: John Dew, Former Baldrige Judge	Hoover Ballroom Salon D
Jenks Public Schools	Systems and Process in the 5 A's of Learning Shan Glandon	Hoover Ballroom Salon ABC

AtlantiCare Moderator: Candace Holcomb, Baldrige Alumni Examiner
Innovation and the Quality Journey Hoover Ballroom Salon E
Terri Schieder
Moderator: Jackie Beede, Baldrige Judge

10:45 a.m. Concurrent Session 2

MEDRAD **Strategic Planning** Hoover Ballroom Salon D
Rose Almon-Martin
Moderator: John Dew

Nestlé Purina **Linking Customer Feedback to Business Results** Hoover Ballroom Salon ABC
Ken Dean
Moderator: Candace Holcomb

DCH Health System **DCH Stands on the Hill: Emergency Preparedness and Real-Life Testing** Hoover Ballroom Salon E
Janet Teer
Moderator: Jackie Beede

11:45 a.m. Concurrent Session 3

K&N Management **Customer Focus** Hoover Ballroom Salon D
Craig Haley and Allyson Young
Moderator: John Dew

Studer Group **Tactics to Accelerate Performance Excellence** Hoover Ballroom Salon ABC
Barry G. Porter
Moderator: Candace Holcomb

Freese and Nichols **Strategic Planning** Hoover Ballroom Salon E
Cindy Milrany
Moderator: Jackie Beede

12:30 p.m. Networking Lunch Terrace

1:30 p.m. Concurrent Session 4

Montgomery County Public Schools **Measurement, Analysis, and Knowledge Management** Hoover Ballroom Salon D
Sherwin Collette
Moderator: John Dew

Advocate Good Samaritan Hospital **Leadership System/Patient Safety** Hoover Ballroom Salon ABC
Tamara Schaeffer and Patricia Skriba
Moderator: Candace Holcomb

K&N Management **Engaging the Gen Y Workforce** Hoover Ballroom Salon E
Jack Allen and Allyson Young

Moderator: Jackie Beede

2:30 p.m.	Concurrent Session 5	
Nestlé Purina PetCare	Workforce Focus Steve Degnan Moderator: John Dew	Hoover Ballroom Salon D
ARDEC and VA Pharmacy Center	Government Needs Baldrige Mary Manser and Wanda Umber Moderator: Candace Holcomb	Hoover Ballroom Salon ABC
MEDRAD	Customer Focus Bill Snyder Moderator: Jackie Beede	Hoover Ballroom Salon E
3:15 p.m.	Networking Break and Refreshments	Hoover Ballroom Foyer
3:30 p.m.	Concurrent Session 6	
Advocate Good Samaritan Hospital	Process Management Marty Dietrich Moderator: John Dew	Hoover Ballroom Salon D
North Mississippi Medical Center	Workforce Focus Rodger Brown Moderator: Candace Holcomb	Hoover Ballroom Salon ABC
UW-Stout	Sustaining Performance Excellence Julie Furst-Bowe Moderator: Jackie Beede	Hoover Ballroom Salon E
4:30 p.m.	Closing Remarks	Hoover Ballroom Salon D
	America Needs Baldrige! How to Present it to Your Organizational Leaders Larry Potterfield, President and CEO, MidwayUSA	
5:00 p.m.	Adjourn	
