
2011 Baldrige Regional Conference

Featuring
Recipients of the Malcolm Baldrige National Quality Award

MEDRAD (2010)
Nestlé Purina PetCare Company (2010)
Freese and Nichols Inc. (2010)
Studer Group (2010)
Montgomery County Public Schools (2010)
Advocate Good Samaritan Hospital (2010)
AtlantiCare (2009)
Honeywell Federal Manufacturing & Technologies (2009)
MidwayUSA (2009)
Iredell-Statesville Schools (2008)
Poudre Valley Health System (2008)
PRO-TEC Coating Company (2007)
Sharp HealthCare (2007)
Premier Inc. (2006)
Richland College (2005)
St. Luke's Hospital of Kansas City (2003)

Westin Crown Center
Kansas City, MO
September 13, 2011

7:00 a.m.–2:00 p.m.	Registration	Century Foyer
7:00 a.m.	Continental Breakfast and Networking	Century Foyer
8:00 a.m.	Plenary Session	Century Ballroom C

Welcome

Raina Knox, President, Excellence in Missouri Foundation

Conference Overview and Leadership Presentations

Moderator: Harry Hertz, Director, Baldrige Performance Excellence Program

John McGinty, Vice President, Customer Development Group, Nestlé Purina PetCare Company

Bob Pence, President and CEO, Freese and Nichols

Michael Perich, Consultant for Continuous Improvement, Montgomery County Public Schools

David Fox, President, Advocate Good Samaritan Hospital

9:30 a.m.	Networking Break	Century Foyer
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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 as noted below. Results are addressed along with the appropriate Criteria Category describing the approaches and deployment. Question-and-answer time follows the presentations.

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

Health Care award recipients address how the organization engages its patients and stakeholders for long-term marketplace success. This engagement strategy includes how the organization builds a patient- and stakeholder-focused culture. Also examined is how the organization listens to the voice of its customers and uses this 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 its 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

Studer Group

Leadership

Craig Deao

Moderator: Cheryl Williams, Baldrige Examiner

Washington Park Place 1

**Iredell-Statesville
Schools**

Proactive Processes for Sustainability

Marty Moore and Melanie Taylor

Moderator: Scott Rogers, Baldrige Examiner

Washington Park Place 2

**Sharp Healthcare
Place 3**

Patient Safety

Nancy Pratt

Moderator: Jean Morrow, Past Baldrige Examiner

Washington Park

10:45 a.m.	Concurrent Session 2	
MEDRAD	Strategic Planning Dave Griffiths Moderator: Cheryl Williams	Washington Park Place 1
Studer Group	Tactics to Accelerate Performance Excellence Craig Deao Moderator: Scott Rogers	Washington Park Place 2
Richland College	Applying the Baldrige Concept of Intelligent Risk Fonda Vera Moderator: Jean Morrow	Washington Park Place 3
11:45 a.m.	Concurrent Session 3	
Advocate Good Samaritan	Customer Focus Marjorie Maurer Moderator: Cheryl Williams	Washington Park Place 1
Honeywell FM&T	Managing Change Barbara Rich Moderator: Scott Rogers	Washington Park Place 2
AtlantiCare	Strategic Planning Ira Peezick Moderator: Jean Morrow	Washington Park Place 3
12:30 p.m.	Networking Lunch	Century Ballroom C
1:30 p.m.	Concurrent Session 4	
Montgomery County Public Schools	Measurement, Analysis, and Knowledge Management Sherwin Collette Moderator: Cheryl Williams	Washington Park Place 1
Advocate Good Samaritan	Leadership System/Patient Safety Tamara Schaeffer and Patricia Skriba Moderator: Scott Rogers	Washington Park Place 2
PRO-TEC Coating	Surviving in a Tough Economy Eric Franks Moderator: Jean Morrow	Washington Park Place 3

2:30 p.m.	Concurrent Session 5	
Freese and Nichols	Workforce Focus Peggy Freeby Moderator: Cheryl Williams	Washington Park Place 1
St. Luke's Hospital	Integrating the Baldrige Business Model in a Health Care Setting Sherry Marshall Moderator: Scott Rogers	Washington Park Place 2
MidwayUSA	Baldrige Performance Excellence Groups—The Key To the Future of Baldrige Larry Potterfield Moderator: Jean Morrow	Washington Park Place 3
3:15 p.m.	Networking Break and Refreshments	Washington Park Place Foyer
3:30 p.m.	Concurrent Session 6	
Nestlé Purina PetCare	Process Management Bill Cooper Moderator: Cheryl Williams	Washington Park Place 1
Poudre Valley Health System	Achieving Excellence in Transformational Times William Neff Moderator: Scott Rogers	Washington Park Place 2
Premier	Customer Focus Jan Englert Moderator: Jean Morrow	Washington Park Place 3
4:30 p.m.	Closing Remarks	Century Ballroom C
	America Needs Baldrige! How to Present it to Your Organizational Leaders Larry Potterfield, President and CEO, MidwayUSA	
5:00 p.m.	Adjourn	