

20th

Quality Management Conference

February 21-22, 2008



BRITT BERRETT
CEO, MEDICAL CITY



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GROUP, LLC



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LIEUTENANT GENERAL
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DAVID SPONG
PRESIDENT (RET.),
AEROSPACE
SUPPORT, THE
BOEING COMPANY

Attaining Excellence

**ROSEN CENTRE HOTEL
ORLANDO, FL**



MAKE GOOD GREAT™

Preconference Courses: February 18-20, 2008
Post-Conference Courses: February 23-24, 2008
Certification Examinations: February 23, 2008
www.asq.org/qm/conferences

Attaining Excellence

Exceptional customer service, exceptional product quality, exceptional project management, and exceptional operational effectiveness—all organizations are seeking this level of excellence.

The 20th Quality Management Conference

will provide proven approaches, valuable tools, and successful strategies for “Attaining Excellence.” This conference will offer attendees outstanding learning opportunities in a variety of forums—pre- and post-conference courses, presentations, keynote addresses, and interactive sessions. ASQ certification examinations will be part of the post-conference program.



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TAKE ADVANTAGE OF SPRING BREAK. The Quality Management Division’s 2008 conference, Attaining Excellence, will not disappoint. This year’s conference features expanded pre- and post-conference courses on current quality topics critical to the success of contemporary quality-focused organizations. There is also a substantial increase in the offerings of the concurrent sessions focused on traditional quality concepts, case studies, and the challenging migration of quality “best practices” to the complex healthcare and service industries.

Expert Information

You will benefit from the expertise of leaders, practitioners, and subject-matter experts through a variety of opportunities including:

- Renowned keynote speakers
- Outstanding presentations on quality and organizational excellence
- Healthcare focused sessions
- Service sessions
- Exhibitors with innovative products and services

Networking

Please join your fellow quality practitioners for a Welcome Reception in the Exhibit Area on Wednesday. The Exhibit Area will serve as a networking focal point throughout the conference. Here you will also have the opportunity to interact with quality-related organizations exhibiting their products and services, all designed to support your organizational excellence efforts.

Location

While in Orlando, be sure to take advantage of the attractions and activities this modern city has to offer. The Rosen Centre Hotel is conveniently located near many fine-dining restaurants, an array of shopping opportunities, theaters and concert halls, and amusement parks. Visit our Web site at www.asq.org/qm/conferences for details on attractions and events. For more local information about visiting Orlando, visit <http://asq.orlandomeetinginfo.com>.

Certification Examinations SATURDAY, FEBRUARY 23

- Certified Manager of Quality/Organizational Excellence
- Certified Quality Auditor
- Certified Quality Engineer
- Certified Quality Improvement Associate

Reserve Your Spot!
Register online @ www.asq.org/qm/conferences by January 18, 2008



Attaining Excellence

COURSES

Preconference Courses: February 18-20, 2008

Post-Conference Courses: February 23-24, 2008

Continental breakfast every morning 7:00 a.m. – 7:45 a.m.

Courses scheduled for 8:00 a.m. – 5:00 p.m.



CONFERENCE OVERVIEW

Thursday, February 21

7:00 a.m. to 7:45 a.m.	Continental Breakfast
8:00 a.m. to 9:10 a.m.	Welcome/Opening Remarks Jefferson D. Howell Jr.
9:15 a.m. to 10:15 a.m.	Conference Sessions A-F
10:15 a.m. to 10:45 a.m.	Networking and Break in Exhibit Area
10:45 a.m. to 11:45 a.m.	Conference Sessions G-L
11:45 a.m. to 1:00 p.m.	Lunch
1:00 p.m. to 2:00 p.m.	Speaker Introductions/Keynote Speaker David Spang
2:10 p.m. to 3:10 p.m.	Conference Sessions M-R
3:10 p.m. to 3:45 p.m.	Networking and Break in Exhibit Area
3:45 p.m. to 4:45 p.m.	Conference Sessions S-X
5:00 p.m. to 6:00 p.m.	QMD Business Meeting

Friday, February 22

Our Partners in Quality program will feature brief opening comments from John Pieno of the Florida Sterling Council.

7:00 a.m. to 7:45 a.m.	Continental Breakfast
8:00 a.m. to 9:10 a.m.	Welcome/Partners in Quality Award Speaker Michael Dreikorn
9:15 a.m. to 10:15 a.m.	Conference Sessions AA-AF
10:15 a.m. to 10:45 a.m.	Networking and Break in Exhibit Area
10:45 a.m. to 11:45 a.m.	Conference Sessions AG-AL
11:45 a.m. to 1:00 p.m.	Lunch
1:00 p.m. to 2:00 p.m.	Speaker Introductions/Keynote Speaker Britt Berrett
2:10 p.m. to 3:10 p.m.	Conference Sessions AM-AR
3:10 p.m. to 3:45 p.m.	Networking and Break in Exhibit Area
3:45 p.m. to 4:45 p.m.	Conference Sessions AS-AX

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Pre- and Post-Conference Courses

Courses Beginning Monday, February 18

Selecting, Defining, and Managing Performance Measures CRS01

One Day

Doug Wood

Date: Monday, February 18

Time: 8:00 a.m. – 5:00 p.m.

Metrics are a key component for managing a process/organization. Yet many struggle to identify what to measure, how to define and capture them, and how to use them for running a business. This workshop will present a process for selecting what to measure; how to specify in sufficient detail what and how to capture in order to create the metric; and how to report, review, and act on them. The basics such as differences between leading and lagging indicators, outcomes versus controls, and efficiency versus effectiveness will be discussed as well as more difficult issues such as aligning metrics and identifying gaps. Lecture and cases studies will provide the basis for course delivery.

Certified Quality Engineer Refresher CRS02

Three Days

Joe DeSimone

Date: Monday, February 18

Time: 8:00 a.m. – 5:00 p.m.

The method of instruction will be to present in class a detailed coverage of each of the areas in the body of knowledge (BOK), followed by a discussion and review of exam-type questions. The instructor will make every effort to tailor the instruction so that it relates to the actual exam, as well as how the material is applied to the workplace. Included in this course is a revolutionary way of learning, Subliminal Learning. You will learn and refresh the CQE fundamentals and statistics in a new way. Each class session will also allow time for the Subliminal Learning, followed by retention checks to solidify mastery of the CQE BOK. Course attendees will need the following items:

- *CQE Primer* text by the Quality Council of Indiana (800-660-4215) is required for this course. It is recommended that participants purchase and read this text before attending the course.
- Statistical calculator (single variable, with simple statistical functions). Each calculator should have the following: sample standard deviation, average, combination, permutation, natural log, and square root.

Certified Manager of Quality/Organizational Excellence Refresher CRS03

Three Days

Heather McCain and Milt Krivokuca

Date: Monday, February 18

Time: 8:00 a.m. – 5:00 p.m.

This course is designed to help participants become familiar with the breadth of the body of knowledge and identify areas for more in-depth study. During the course, participants will have the opportunity to practice and discuss both multiple-choice and constructed response questions. The new *Certified Manager of Quality/Organizational Excellence Handbook*, published by the ASQ Quality Management Division and ASQ Quality Press, will be used during the course and will be sent to you to read before the course begins. Participants are expected to complete prework reading and questions, and do homework the first two nights of the class. It is recommended that participants register by January 25 to allow adequate time for course prework.

Certified Quality Improvement Associate Refresher CRS04

Two Days

Mike Ensby

Date: Monday, February 18

Time: 8:00 a.m. – 5:00 p.m.

The Certified Quality Improvement Associate (CQIA) refresher is designed for the individual who wants to understand the basics of what goes into developing a proactive quality-based workplace. Starting with an overview of quality terms and moving into the history of the modern quality movement via the teachings of Deming, Juran, and Crosby, attendees will learn the principles of the continuous improvement methodology. Significant time will be spent introducing the qualitative and quantitative tools of problem solving and where each fits into the continuous improvement process. The course finishes up with discussion of team-based quality, customer satisfaction, and supplier management. This is an excellent course to use to prepare for the Quality Improvement Associate certification exam.

Learn and Measure Process Improvement on Your Personal Computer CRS05

One Day

Mark Berron

Date: Monday, February 18

Time: 8:00 a.m. – 5:00 p.m.

Process improvement has been known by various terms throughout the years, from TQM and Kaizen, to Six Sigma, which has created an impression that it should be relegated to those in quality and kept there. This has sometimes proved detrimental to the quality profession, as the leaders of the company many times do not know or care about what quality does and thus assign it a secondary role. This course is meant to teach those who are familiar with Quality Process Improvement techniques, but is also for those unfamiliar with not only the techniques, but also with what quality does in the organization.

Six Sigma for Service Organizations CRS06

One Day

Jim Duarte

Date: Monday, February 18

Time: 8:00 a.m. – 5:00 p.m.

Are you tired of being told that evaluating patient care, processing paperwork, or handling telephone calls is no different from measuring widgets? In this Six Sigma tutorial, you will discover what to measure, identify the key performance indicators in your systems, and understand how critical it is to identify the cycles of your processes to ensure accurate results for critical decision making. (Bringing a calculator is recommended.)

Mind Your P's and Q's Will Follow CRS07

One Day

Denise Haynes

Date: Monday, February 18

Time: 8:00 a.m. – 5:00 p.m.

This class provides participants with a model for success in leading an organization of any type. The organizational culture created by leadership role modeling these behaviors is conducive to high performance through all levels of the company. You will learn five characteristics that promote the potential to influence and motivate others. From these, quality will follow.

Team and Team Dynamics CRS08

One Day

Michele Ianello

Date: Monday, February 18

Time: 8:00 a.m. – 5:00 p.m.

This course is intended to help the participant understand what to do in order to make a team successful. Attendees will gain an understanding from practical examples and have the ability to implement knowledge gained from the course to immediately improve team performance. This course is ideal for team leaders, team members, new managers, supervisors, and others responsible for building teams and ensuring teams produce results.

8 Dimensions of Excellence: Aligning Strategy, Measures, Customers CRS09

One Day

Rob Lawton

Date: Monday, February 18

Time: 8:00 a.m. – 5:00 p.m.

In this class, you will be stimulated and equipped to understand *why* we measure the things we do, *what* we really should measure, and *who* to do the improvement and measuring for. It will help you better frame and meet strategic objectives, satisfy the Baldrige Award criteria, create a customer-balanced scorecard, and integrate existing change initiatives.

Introduction to the Malcolm Baldrige National Quality Award Criteria for Performance Excellence CRS10

One Day

Mac McGuire

Date: Monday, February 18

Time: 8:00 a.m. – 5:00 p.m.

This course provides actionable approaches for organizations that intend to use the Baldrige Criteria for Performance Excellence to improve performance. Various methods are explained for driving continuous improvement in each of the criteria categories. This is a "how-to" class and is intended primarily for those organizations that use or intend to use the criteria, or those that have done a self-assessment and need to formulate next steps.



Pre- and Post-Conference Courses cont.

Six Sigma at N.I.S.H. CRS11

One Day

Leejay Acham and Barry Johnson

Date: Monday, February 18

Time: 8:00 a.m. – 5:00 p.m.

Many leading researchers (e.g., Norton and Kaplan) tell us that we need to create a “value proposition” to align organizational improvement efforts with customer expectations of “value.” None of them tells us how to perform this essential first step toward aligning organizational improvement with customer focus.

This session will describe the specific steps taken by NISH, a national nonprofit agency whose mission is to create employment opportunities for people with severe disabilities by securing federal contracts through the AbilityOne Program, formerly Javits-Wagner-O’Day (JWOD), for its network of community-based, nonprofit agencies, to (1) define value for its three customer groups, (2) identify specific produce-and-serve attributes that customers use to define value, and (3) integrate these research findings into clear and targeted “value proposition” statements.

Courses Beginning Tuesday, February 19

Cost of Quality CRS17

Two Days

Doug Wood

Date: Tuesday, February 19

Time: 8:00 a.m. – 5:00 p.m.

This course developed by the Quality Cost Committee of ASQ’s Quality Management Division integrates quality costs with continuous improvement to achieve improved financial results. To accomplish this, participants learn a methodology called “Cost of Poor Quality” or “Quality Costs.” This methodology has more than 40 years of successful application and has been strongly endorsed and promoted by such leading quality gurus as J.M. Juran and Phil Crosby. Cost of quality principles, benefits, definitions, and models are presented and discussed. Practical advice on getting started in setting up a quality cost system is provided as well as proven techniques for collecting and analyzing quality costs. Through a series of interactive exercises and workshops participants will have the opportunity to estimate various categories of quality costs, organize them in a report to management, identify cost drivers and root causes, perform cost-benefit analyses for improvement projects, and relate improvement activities to organizational goals.

Excellence in Team Leadership: Creating Greater Efficiency CRS18

One Day

Wendy Blumenstein

Date: Tuesday, February 19

Time: 8:00 a.m. – 5:00 p.m.

A leader’s approach must motivate each member to gain greater effectiveness and better outcomes. What methods does a Team Leader need to motivate his or her staff? This workshop will give participants tools needed to motivate a team. **Note:** There is an extra fee of \$65 associated with this course. Participants must take an online validated assessment to determine their own profile in advance of the conference. The fee of \$65.00 for the online assessment is payable in advance of the conference. We will need participants’ e-mail addresses to send the assessment link three weeks prior to the session. An individualized report will be sent to each participant, which they will bring to the session. We will use their reports as part of the workshop. All session participants must take the assessment.

Strategy Deployment for Optimizing Lean Six Sigma CRS19

Two Days

Jim Duarte

Date: Tuesday, February 19

Time: 8:00 a.m. – 5:00 p.m.

One of the more difficult tasks on the road to Lean Six Sigma is how to select the right projects and manage them. Participants will be led through a systematic evaluation process to determine the Critical Success Factors (CSF) for their organization, the Core Value Streams (CVS), and how to prioritize Lean Six Sigma projects for maximum impact and return.

Systems Alignment and Integration CRS20

One Day

Denise Haynes

Date: Tuesday, February 19

Time: 8:00 – 5:00 p.m.

This class describes the integrated processes needed to manage an organization. It also details how to create each of the organizational systems to ensure that all remain in alignment within the context of the Baldrige Criteria. You will be involved in discussions and consideration of how the model could be used to create the conditions for success within your own organizations.

Supplier and Part Number Rationalization CRS21

One Day

Hugh Kroehling

Date: Tuesday, February 19

Time: 8:00 a.m. – 5:00 p.m.

The presentation will take the audience through a five-year-long supply chain journey and will cover: (1) How timing impacts implementation of supply chain objectives. (2) How to corral the varying objectives of 26 different boat brands to create an incentive for them to standardize parts and suppliers. (3) How the implementation of Lean Six Sigma interacts and assists with other corporate objectives.

CSI Modeling for Team Chartering CRS22

One Day

Rob Lawton

Date: Tuesday, February 19

Time: 8:00 a.m. – 5:00 p.m.

The crime scene investigation (CSI) scenario is not unlike creating a Customer-Centered Culture. Come learn how your team can carefully define a problem with a basis toward the customers’ view, collect the data that describe the length and depth of the problem, evaluate alternatives, and propose solutions with a compelling action plan.

Quality Management Initiatives in Support of Sarbanes-Oxley—What’s In It for You? CRS23

One Day

Sandford Liebesman

Date: Tuesday, February 19

Time: 8:00 a.m. – 5:00 p.m.

The workshop provides attendees with an understanding of how quality tools can support Sarbanes-Oxley (SOX) compliance and help demonstrate the economic case for quality in their organizations. It brings the best of both SOX and Quality Management into the classroom with the goals of demonstrating best practices from both disciplines, and showing (through case studies and class discussion) how such initiatives can provide leverage for each other.

Lean Performance Measure CRS24

One Day

Todd McAdam

Date: Tuesday, February 19

Time: 8:00 a.m. – 5:00 p.m.

Measurements drive behavior. Measure the wrong indicators and you will get the wrong behavior! Workshop participants will develop metrics that drive the right Lean behaviors. They will select five or six key measures and learn how to track these. After identifying a handful of key metrics, participants will cascade these metrics down the value stream, and then again to the process level. By linking metrics in this manner, organizations can ensure that everyone is working toward the same goals.

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How to Write an Application Based Upon the Malcolm Baldrige National Quality Award Criteria for Performance Excellence CRS25

One Day

Mac McGuire

Date: Tuesday, February 19

Time: 8:00 a.m. – 5:00 p.m.

This course provides actionable approaches for organizations that intend to use the Baldrige Criteria for Performance Excellence to improve performance. Various methods are explained for driving continuous improvement in each of the criteria categories. This is a “how-to” class and is intended primarily for those organizations that use or intend to use the criteria, or those that have done a self-assessment and need to formulate next steps.

Introduction to Shainin Methods: Red X; Y > X, and Talk to the Parts CRS26

One Day

Richard Shainin

Date: Tuesday, February 19

Time: 8:00 a.m. – 5:00 p.m.

This course will introduce and demonstrate the application of Shainin tools through a series of case studies. Shainin Methods are the fastest, most effective way to solve manufacturing and engineering problems. They are simple enough for the shop floor and sophisticated enough to solve the toughest field reliability problems. Based on the pioneering work of Dorian Shainin, Shainin Methods bring standardized work to problem solving with disciplined strategies and a common language that speed convergence to the Red X® cause. This course will introduce and demonstrate the application of Shainin tools through a series of case studies.

Courses Beginning

Wednesday, February 20

Project Management Tools CRS30

One Day

Mike Ensby

Date: Wednesday, February 20

Time: 8:00 a.m. – 5:00 p.m.

This one-day course is designed to integrate traditional tools of quality-based problem-solving as proactive planning “enhancers” in the early stages of the project life cycle (PLC). Learn how to better handle the Definition and Planning stages of the PLC via the use of quality function deployment (QFD), failure mode and effects analysis (FMEA), and other matrix-based tools. Attendees will receive an overview of the “Value of the Effort” PLC model before spending the majority of the session using matrices to iteratively define and plan a simulated project with data from construction, IT, or product development. This is intended to be a “hands-on” experience, designed for those working professionals who are currently in key PM roles or aspiring to get involved in the field and are looking to learn process and tools based on solid quality fundamentals.

Using Baldrige Feedback CRS31

One Day

Denise Haynes

Date: Wednesday, February 20

Time: 8:00 a.m. – 5:00 p.m.

Participants will learn how to use and obtain maximum benefit from Baldrige-based feedback reports. This hands-on workshop will teach participants a systematic approach to performing critical analysis of the content of a feedback report, establish objective criteria for determining priorities for action planning, and specific “next steps” to take in action planning for improvement of the organization and/or of the application itself.

12 Voices of the Customer CRS32

One Day

Rob Lawton

Date: Wednesday, February 20

Time: 8:00 a.m. – 5:00 p.m.

This humorous but high-content presentation interactively shows you how to uncover what customers care most about. Significantly strengthen your product design work, Six Sigma initiative, satisfaction surveys, and other efforts aimed at business growth and competitive position. Customers often don't tell you their highest priorities, yet they'll hold you accountable for knowing and satisfying them.

Voice of Customer Analysis CRS33

One Day

Glenn Mazur

Date: Wednesday, February 20

Time: 8:00 a.m. – 5:00 p.m.

Traditional QFD assumes that what the customer asks for is all he or she really needs. The Voice of Customer (VOC) tool set in Blitz QFD® is designed specifically to uncover unspoken customer needs by analyzing both verbal and behavioral clues. Participants will learn several of the new tools including Customer Voice table, affinity diagram, hierarchy diagram, and the analytic hierarchy process for prioritizing customer needs.

Pre- and Post-Conference Courses cont.

Lean Principles Overview CRS34

One Day

Todd McAdam

Date: Wednesday, February 20

Time: 8:00 a.m. – 5:00 p.m.

Measurements drive behavior. Measure the wrong indicators and you will get the wrong behavior! Workshop participants will develop metrics that drive the right Lean behaviors. Participants will select five or six key measures and learn how to track these. After identifying a handful of key metrics, participants will cascade these metrics down the value stream, and then again to the process level. By linking metrics in this manner, organizations can ensure that everyone is working toward the same goals.

Got Junk in the Trunk? CRS35

One Day

Mike Micklewright

Date: Wednesday, February 20

Time: 8:00 a.m. – 5:00 p.m.

Sustaining Lean efforts is very difficult for many companies and yet it is one of the most important steps in the Lean Journey. The vehicle through which Lean successes are best sustained is your Quality Management System (QMS). The QMS is all about CONTROL and SUSTENANCE. This workshop will show participants how compatible Lean and QMS are to each other and how they can make each other more effective.

Measuring and Improving Employee Satisfaction and Commitment CRS36

One Day

Bill Self

Date: Wednesday, February 20

Time: 8:00 a.m. – 5:00 p.m.

The American Customer Satisfaction Index has demonstrated the relationship between customer satisfaction and profits. Now, research has shown that satisfied, motivated employees will also create higher customer satisfaction. Successful organizations realize that involved and motivated employees are the first link in a causal chain that leads to greater customer loyalty and profits. This course will provide participants with the best system for improving employee commitment and retaining high-performing employees.

POST-CONFERENCE WORKSHOPS

Saturday, February 23

Strategy Deployment for Optimizing Lean Six Sigma CRS40

Two Days

Jim Duarte

Date: Saturday, February 23

Time: 8:00 a.m. – 5:00 p.m.

See Tuesday for overview.

Using Baldrige Feedback CRS41

One Day

Denise Haynes

Date: Saturday, February 23

Time: 8:00 a.m. – 5:00 p.m.

See Wednesday for overview.

Supplier and Part Number Rationalization CRS42

One Day

Hugh Kroehling

Date: Saturday, February 23

Time: 8:00 a.m. – 5:00 p.m.

See Tuesday for overview.

Quality Management Initiatives in Support of Sarbanes-Oxley—What's In It for You? CRS43

One Day

Sandford Liebesman

Date: Saturday, February 23

Time: 8:00 a.m. – 5:00 p.m.

See Tuesday for overview.

Value Stream Mapping CRS44

Two Days

Todd McAdam

Date: Saturday, February 23

Time: 8:00 a.m. – 5:00 p.m.

Value Stream Mapping examines an organization's material and information flows from raw materials to the customer. By examining the entire value stream, organizations can properly focus their efforts on removing waste. Participants will learn how to create value stream maps using a case study simulation. This workshop will teach participants a repeatable process for creating a vision of the future state as well as a detailed implementation plan that can make it a reality in 6 to 12 months!

Introduction to the Malcolm Baldrige National Quality Award Criteria for Performance Excellence CRS45

One Day

Mac McGuire

Date: Saturday, February 23

Time: 8:00 a.m. – 5:00 p.m.

See Monday for overview.

Pre- and Post-Conference Courses cont.

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How to Get Published CRSWED Complimentary Session

(You must pre-register to attend.)

Date: Wednesday, February 20

Time: 1:00 p.m. – 5:00 p.m.

H. Fred Walker

In this short course, the essentials are presented of how to get published in trade magazines such as *Quality Progress*, peer reviewed journals such as the *Quality Management Journal*, and books published by ASQ Quality Press. Highlights for this short course include formulating ideas, understanding the needs of the intended audience, identifying an appropriate publication type, laying the initial groundwork, navigating the expectations of manuscript preparation and submission, techniques to make writing easier, potential pitfalls, steps in the publication process, what to expect in terms of timing and communications with editors and publishers.

Sunday, February 24



How to Write An Application Based Upon the Malcolm Baldrige National Quality Award Criteria for Performance Excellence CRS50

One Day

Mac McGuire

Date: Sunday, February 24

Time: 8:00 a.m. – 5:00 p.m.

See Tuesday for overview.

conference schedule

Thursday, February 21

Continental Breakfast 7:00 a.m. – 7:45 a.m.

Keynote Speaker Jefferson D. Howell Jr.

8:00 a.m. – 9:10 a.m.

Concurrent Sessions

9:15 a.m. – 10:15 a.m.

Networking Break and Exhibits

10:15 a.m. – 10:45 a.m.

Concurrent Sessions

10:45 a.m. – 11:45 a.m.

Lunch

11:45 a.m. – 1:00 p.m.

Keynote Speaker David Spong

1:00 p.m. – 2:00 p.m.

Concurrent Sessions

2:10 p.m. – 3:10 p.m.

Networking Break and Exhibits

3:10 p.m. – 3:45 p.m.

Concurrent Sessions

3:45 p.m. – 4:45 p.m.

QMD Business Meeting

5:00 p.m. – 6:00 p.m.

Concurrent Sessions

9:15 a.m. – 10:15 a.m.

Leaving Your Leadership Legacy

SESSION A

Shane Yount

This presentation will redefine personal leadership development and will be a coveted experience for any leader desiring to leave a positive and lasting imprint upon his or her organization, and more importantly their staff. Participants will follow an intensive format of both self actualization and development of future systems and processes.

Developing Organizational Excellence
Through Measuring Performance CRS52

SESSION B

Sam Holland

This interactive session will focus on the strategic value that measuring performance can bring to an organization and how it can drive excellence. Discussion will focus on measuring and leveraging performance measure in pursuit of organizational excellence.

Roadmap to Success in Quality Healthcare

SESSION C

Jeannette Sanger/Mark Monn

Case Study - The Quality Resources Department of the Saint Luke's Cancer Institute tracks performance metrics and conducts informal audits on various patient care quality indicators to assure quality and compliance are achieved.

conference schedule

Thursday, February 21

Don't Just Plan It—Make Excellence Happen Now

SESSION D

Sandy Miller

A well-executed Rapid Improvement Event will make an immediate impact on the subject process and on the participants. The main focus will be on understanding the rules, preparation, structure, and pitfalls of running an RIE, including getting management buy in. Tools and forms will be shown and discussed.

Doing Economic Case for Quality Part I

SESSION E

Grace Duffy

The Quality Management Division took an early lead with the ASQ strategic theme for the Economic Case for Quality. Many resources are available for the concept of ECQ, but few references for applying the approaches to real life. This session provides tools, examples, and activities for participants to envision and design their individual ECQ application.

Facilitating Productive Project Meetings

SESSION F

Janet Means/Tammy Adams/Michael Spivey

Unfortunately many project meetings aren't well-run. But you can change that. Facilitating Productive Project Meetings contains practical techniques and practices that will help you facilitate your meetings more effectively, transforming them into well-planned, well-managed journeys that engage the team while achieving the intended goals.

Network Break and Exhibits

10:15 a.m. - 10:45 a.m.

Concurrent Sessions

10:45 a.m. - 11:45 a.m.

A Survival Guide for Middle Management Change Agents

SESSION G

JR McGee

Many in middle management positions find themselves struggling with how to achieve their goals and objectives in the face of seemingly overwhelming obstacles. This session introduces and demonstrates a dynamic model that illustrates the reasons for change resistance and explores different techniques and tactics to become a successful change agent.

ISO 9000:2000 Registration in the Public Sector

SESSION H

John Baranzelli

ISO 9001:2000 registration of government agencies represents a small but growing sector in the area of quality management. ISO 9001:2000 registration provides evidence that government agencies are working to continually improve their effectiveness and efficiency. This session will explain the benefits of ISO 9001:2000 registration of government agencies.

Sustaining Lean Six Sigma Results in Healthcare

SESSION I

Chuck Debusk

Whether you are seeking to resolve specific challenges or want to build a solid framework for transformation, this session provides a full toolkit for driving change. Strategically blending the best elements of each methodology has proved to be an effective approach for improving clinical and operational efficiency in healthcare.

Voice of the Customer for Six Sigma

SESSION J

Bill Self

The greatest problem in Six Sigma deployment has been connecting project deployment with the most important needs of the customers. This session will teach participants how to predict the impact of innovation based on the value to the customer and the differentiation from competitors' current products and services.

Doing Economic Case for Quality (Part II)

SESSION K

Grace Duffy

The Quality Management Division took an early lead with the ASQ strategic theme for the Economic Case for Quality. Many resources are available for the concept of ECQ, but few references for applying the approaches to real life. This session provides tools, examples, and activities for participants to envision and design their individual ECQ application.

Unity of the Management Systems

SESSION L

Patsy Brown

This session addresses the linkages among various quality management standards and initiatives that often compete for resources and management support. Linkages are demonstrated for ISO 9001-based QMS with Lean Enterprise and Six Sigma. These systems are discussed, and application of these systems to the Baldrige criteria are presented.

Lunch 11:45 a.m. - 1:00 p.m.

Keynote Speaker David Spong

1:00 p.m. - 2:00 p.m.

Concurrent Sessions

2:10 p.m. - 3:10 p.m.

Quality or Performance Applications—Choose One The Continuous Development of the People Process

SESSION M

Wally Hauch/Sergio Huerta

This highly interactive session will challenge the way attendees think about typical performance appraisals. Accelerated learning methods such as games and video will involve attendees in examining underlying beliefs and practices concerning performance appraisals which have been a barrier to organizational excellence.

Mapping Your Course to Excellence and Greatness

SESSION N

Paul Armstrong

This interactive workshop maps the complementary theories of Herzberg and Kano. Using this modified Kano model, participants will differentiate how various performance approaches help, or hinder, their own journey to excellence; revealing the strengths and weaknesses of each approach and how well each approach suits your organization's personality.

Evolving Legal Requirements for Medical Errors, Apologies, and Disclosures

SESSION O

Rene Martin/Sweeney Tsoules

While medical error disclosure may be an ethical responsibility of the provider, tension exists between fear of malpractice liability exposure and the ethical disclosure. Numerous states have enacted so-called "apology laws" which mandate medical error disclosure and potentially impact malpractice liability. Knowing these new requirements is essential.

conference schedule

Thursday, February 21

Lean for Your Organization

SESSION P

Jd Marhevko

This is a hands-on, high-level, walk-through session of how to utilize Lean Six Sigma (LSS) tools at the management/organizational level. The discussion takes the participants through a DMAIC process where they define their key objectives via a strategic planning goal-setting matrix.

The Power of Positive Change Part I

SESSION Q

Anton Camarota

In this fun and engaging session, the traditional quality problem-solving model turns upside down and reframes our perceptions of what a business is, how it should work, and what it really needs to do in order to gain performance excellence. Quality management is about developing what is best in our organizations.

It's a Fluke...And Other Vital Lies (Part I)

SESSION R

Rob Lawton

You have an amazing gift when you are a customer: 20/20 vision. Opening a new CD without breaking the case requires surgical skills and dangerous tools. Yet opening a package of gum does not. Such elegant simplicity of design is surely a fluke. Hmm...maybe there's a principle at work here.

Networking Break With Exhibitors

3:10 p.m. – 3:45 p.m.

Concurrent Sessions

3:45 p.m. – 4:45 p.m.

Managing Culture Shock: Journey to Organizational Change

SESSION S

Clyneice Chaney

Implementing process improvement in an organization can vastly change that culture and often creates resistance. Understanding organizational change and its principles can help process improvement implementers lead more successful projects with less resistance. This presentation discusses the approach used to introduce organizational change as well as a CMMI implementation project.

MBARQC - The Next Leadership Process

SESSION T

Denise Haynes/Doug Serrano

This session discusses the value of using the Baldrige Criteria for Performance Excellence. The criteria questions regarding processes illustrate the benefits of systematic approaches deployed throughout the organization. The “unwritten” question (how do you know?) will be discussed—analysis of results derived from processes fostering a culture of “management by fact.”

Predicting Future Market Scenarios at Blue Cross Blue Shield of Florida Using QFD and AHP

SESSION U

Glenn Mazur/Carey Hepler

Blue Cross Blue Shield of Florida uses Quality Function Deployment and the Analytical Hierarchy Process to forecast the 2008 presidential elections and to anticipate possible healthcare policy outcomes to plan new opportunities for serving traditional members and the uninsured in Florida.

Using Lean Six Sigma and Integrated Management Systems for Environmental Management

SESSION V

Steve Babb

One of the exciting new frontiers for Lean Six Sigma and integrated management systems is achieving excellence in environmental management, which may recognize breakthroughs in cost and environmental impact when moving beyond compliance-only thinking. Discussion will include examples for application of Lean Six Sigma to integrated quality and environmental strategies.

Viable Vision and Quality's Role in Attaining Excellence

SESSION W

Russ Johnson

This presentation exposes key decision makers and quality professionals to the growth opportunities presented to our organizations via the Viable Vision process. Quality professionals and business leaders will become aware of the approach that will allow them to decide whether to follow up on the concepts and how to do it.

It's a Fluke...And Other Vital Lies (Part II)

SESSION X

Rob Lawton

You have an amazing gift when you are a customer: 20/20 vision. Opening a new CD without breaking the case requires surgical skills and dangerous tools. Yet opening a package of gum does not. Such elegant simplicity of design is surely a fluke. Hmm...maybe there's a principle at work here.

Friday, February 22

Continental Breakfast 7:00 a.m.– 7:45 a.m.

Keynote Speaker Michael Dreikorn

8:00 a.m. – 9:10 a.m.

Concurrent Sessions

9:15 a.m. – 10:15 a.m.

Networking Break and Exhibits

10:15 a.m. – 10:45 a.m.

Concurrent Sessions

10:45 a.m. – 11:45 a.m.

Lunch

11:45 a.m. – 1:00 p.m.

Keynote Speaker Britt Berrett

1:00 p.m. – 2:00 p.m.

Concurrent Sessions

2:10 p.m. – 3:10 p.m.

Networking Break and Exhibits

3:10 p.m. – 3:45 p.m.

Concurrent Sessions

3:45 p.m. – 4:45 p.m.

conference schedule

Friday, February 22

Concurrent Sessions

9:15 a.m. – 10:15 a.m.

Effective Strategy Planning for Organizational Excellence

SESSION AA

Steve Novak

To attain organizational excellence you need a detailed plan and an effective methodology. This session will guide you through the process of developing and deploying an effective strategic plan. The four dimensions of a strategic plan will be discussed, along with a methodology with which to reach your objectives.

QMS Audits as an Enabler for Organizational Change

SESSION AB

Denis Devos

Quality Management System Audits are not just for assessing compliance with customer requirements or a QMS standard, but can also be used by senior management to gauge the performance of their organization. Examples will show how Quality Management System Audits can be an important tool to assist with organizational turn-around.

A Systematic Approach for Healthcare P4P Success

SESSION AC

Denise Haynes/Doug Serrano

There are currently many pay-for-performance and public reporting of quality initiatives for healthcare providers, causing these providers to continue to search for ways to ensure that they receive the full benefits of their actions. The Baldrige criteria provide such a framework for attaining organizational excellence for success in a pay-for-performance environment.

Mission Excellence: Collaborative Risk Reduction Across the Value Stream

SESSION AD

Linda Reed

The broad charter of Mission Excellence goes to the heart of the “space is broke” concern. As systems have gotten more and more complex, the need for early and proactive engagement has risen, with emphasis on design assurance, risk-based mission assurance, and practices such as failure mode and effects analysis.

Application of Value Stream Mapping in Logistics Environment for Economic Analysis of AIT

SESSION AE

Jayjeet Govardhan/Satisu Bukkapatnam

For one of the largest logistics centers in the USA, this presenter developed a calculating tool to understand the effects of using Automatic Identification Technology (AIT) in any business application and to understand the hidden cost savings associated with the use of commonly used AIT solutions.

Listening to the Voice of the Customer

SESSION AF

Russ Westcott

Knowledge is recognized as a vital contributor to organizational performance. Audits are one way to help raise awareness of the importance of including knowledge management as part of the business performance management process. This presentation will review how one such audit was carried out and some of the key learnings.

Networking Break and Exhibits

10:15 a.m. – 10:45 a.m.

Concurrent Sessions

10:45 a.m. – 11:45 a.m.

Establishing Relationships: The Key to Maintaining Quality Teams

SESSION AG

Judith Pauley/Joseph Pauley

In implementing a quality program, quality managers must be able to communicate their vision and motivate all stakeholders to want to implement it by helping them get their motivational needs met positively. This presentation will explain how leaders and managers can communicate and motivate to make this happen.

Synergy Between Baldrige and Data-Driven Decision Making

SESSION AH

Jonathan Andell

The synergy between the Baldrige Criteria and a key aspect of statistical thinking, known as Data-Driven Decision Making is explored. Effective data analysis enhances an organization’s efforts to make decisions effectively. The emphasis of this presentation leans somewhat less towards the technical or quantitative aspects, and more on the leadership behaviors.

Improving Quality Measures Using Control Plan Methodology

SESSION AI

Brian Vander Weele

This session explores the failure mode analysis approach to problem solving and quality improvement using a modified version of the Process Control Plan as the improvement tool. This has been successful in healthcare to improve publicly reported quality measures. And it also provides the means for sustainability of implemented improvements.

Using Standards and Maturity Models to Optimize Six Sigma Projects

SESSION AJ

Glenn Strausser

Lean Six Sigma offers many tools and techniques to improve processes. Maturity models and best practice standards can support Six Sigma improvement projects in many ways: in the definition stage, providing a benchmark to measure current and future states, providing best practices when revising processes, and reducing time to develop future state processes.

Attaining Team Excellence

SESSION AK

Sandy Miller

Leading teams to achieve their greatest potential is about as easy as herding cats. Learn some simple tools to use to get a team working together as well as tools that will help you easily assess and use the different personalities on a team to attain bottom line excellence.

An Approach to Measuring Customer Satisfaction

SESSION AL

Karl Arbanas

The challenge for many organizations is how to effectively measure customer satisfaction and effectively use the results. This case study describes questionnaire design and sampling. Techniques to optimize response rates, to improve customer satisfaction, and to monitor the pulse of customer satisfaction will also be discussed.

Lunch 11:45 a.m. – 1:00 p.m.

conference schedule

Friday, February 22

Keynote Speaker Britt Berrett

1:00 p.m. – 2:00 p.m.

Concurrent Sessions

2:10 p.m. – 3:10 p.m.

Smooth Sailing: Techniques to Navigate the Waters of Change

SESSION AM

Jackie Yannoy

Attendees learn about the importance of managing and navigating change. We will determine individual team-building personality/ leadership traits using the Sailboat Model and look at how different styles can work together in order to build great teams. The session will also provide numerous tools for Change Management and Risk Assessment.

Sustainable Certification Using ISO 20000

SESSION AN

Sue Conger/Beki Picus

Affiliated Computer Services, Inc. (ACS) was the first ISO 20000-certified U.S. company in 2006, and in April 2007 became the first to certify 13 data centers simultaneously. Sustaining certification is risky; if a single organization has any major noncompliance or systemic noncompliances, none of the organizations remains certified.

Laying the Foundation for Excellence—Triage Prior to Treatment

SESSION AO

Tim Mattis

Back-to-basics—and sometimes brute force—improvement methods are the first step in laying a foundation for an effective quality system. Quality triage is about what can be done NOW to improve current conditions and performance to allow enough time for longer-term methods to ensure excellence in a quality system.

5S—A Fundamental Building Block of Lean

SESSION AP

Anthony Manos

Learn what 5S is about and how it is a fundamental building block of Lean, quick changeover, and total productive maintenance. Explore how to perform a 5S event including the timeline, target area, team, and supplies—or to set up an effective 5S program using a 5S coordinator, design team, and champions.

Myth Busting: Leadership vs. Management

SESSION AQ

JR McGee

An interactive presentation and discussion session to understand the difference between management and leadership and why that distinction is so critical in today's business environment. Our session is designed to help the participant develop the ability to use that knowledge to increase their effectiveness in their present role.

Selecting the Right Tools to Attain Excellence

SESSION AR

Steve Novak

Many tools are available to help your organization Attain Excellence—Lean, Six Sigma, the Baldrige Criteria; how do you know which are right for you? This session will provide you with a methodology that lets you to make the best decision, and sets you on your way to Attaining Excellence.

Networking Break and Exhibits

3:10 p.m. – 3:45 p.m.

Concurrent Sessions

3:45 p.m. – 4:45 p.m.

Methods vs. Leadership: Which Matters Most?

SESSION AS

Dick Shainin

A synergy of effective methods and strong leadership creates a strong problem-solving culture. This presentation examines ineffective and effective problem solving and weak and strong leadership as independent inputs to a full factorial experiment. Expected results are examined in terms of waste to apply lean thinking to problem solving.

Driving Breakthrough Improvement through Peer Reviews

SESSION AT

Laura Longmire/Archie Blanson

The presentation is a discussion of how a large, urban public school district has integrated Baldrige-based organizational assessments into a peer review model. The model enabled the assessment of strategic goals, implemented strategies, best practices, and crosscutting opportunities for improvement, which are then translated into improvement strategies.

Building Diversity Using QFD in Innovation at Blue Cross Blue Shield of Florida

SESSION AU

Glenn Mazur/Kathy Hines

Blue Cross Blue Shield of Florida uses Quality Function Deployment and the Analytical Hierarchy Process to translate employees' new product suggestions into underlying customer needs, then they ask ethnic communities to prioritize these needs. BCBSF then uses this input to help them select concepts for later product development.

Is Your Company Lean or Anorexic?

SESSION AV

Jacob Sorrentino

Quality management is changing, and not always for the better. By attending this presentation, attendees will learn how to become a "Quality Representative of the Future," and why they must have a clear understanding of "Configuration Management" to be successful. The ideal "Configuration Manager" should have a thorough background in new and old techniques.

Risk Management: Essential in Today's Global Economy

SESSION AW

Sandford Liebesman

In this presentation an assessment process is described that can be used to manage risk to an organization's objectives. The process consists of defining the organization's objectives, specifying the risk categories, the identified risks to the objectives, and specifying methods of managing risk.

Why Can't We Produce Quality Products?

SESSION AX

K.S. Krishnamoorthi

"The average Japanese worker has a more in-depth knowledge of statistics than an average U.S. engineer" was the assessment from a U.S. business executive returning from a visit to Japan in 1980. This observation may contain the clue to a root cause of why the U.S. manufacturers, including auto manufacturers, are unable—even today—to compete with the Japanese in quality and reliability. The presenter makes a case for providing basic literacy in statistics and proposes a plan for increasing this proportion.

keynote speakers

Thursday, February 21

8:00 a.m. – 9:10 a.m.

Jefferson D. Howell Jr.

Retired Marine Corps Lieutenant General Jefferson Davis Howell Jr. is a visiting professor at the Lyndon B. Johnson School for Public Affairs at the University of Texas at Austin. His area of interest is leadership and ethics.



Howell came from the Lyndon B. Johnson Space Center in Houston, where he served as the center director from April 2002 until November 2005.

Howell is a native of Victoria, BC, and retired from the U.S. Marine Corps in 1998.

He served initially as an infantry officer before becoming a naval aviator in 1965. Two of his squadron tours included flying more than 300 combat missions from Chu Lai and Da Nang, Republic of Vietnam.

His staff tours have included service as an economics instructor at the U.S. Naval Academy, chief of staff, 1st Marine Expeditionary Brigade; as well as various staff positions at Headquarters Marine Corps and the Pentagon in aviation related duties. Promoted to brigadier general in 1989, he served as assistant chief of staff for Joint Operations—Headquarters Allied Forces, NATO. He also served as the inspector general of the Marine Corps.

Howell's personal decorations from military service include: Department of Navy Distinguished Service Medal; Defense Superior Service Medal; Legion of Merit; Bronze Star, Air Medal; Navy Commendation Medal, and the Republic of Korea Cross of Gallantry.

1:00 p.m. – 2:00 p.m.

David Spong

Dr. David Spong recently retired from a 40-year career with Boeing as president of Aerospace Support for Boeing Integrated Defense Systems. Culminating his three years of leadership of this more than \$4 billion revenue, double-digit margin, and double-digit growth business it was awarded the 2003 Malcolm Baldrige National Quality Award for service.



Prior to this assignment, Spong served as vice president and general manager of Airlift and Tanker Programs for Boeing Military Aircraft and Missile Systems in Long Beach, CA. While Spong held this position, this unit received the 1998 Malcolm Baldrige National Quality Award for manufacturing.

Dr. Spong is the only two-time winner of the Baldrige Award for two different organizations in two different sectors!

Spong holds a bachelor's degree in engineering from London University, a master's degree in engineering from the University of Missouri, and a doctorate in engineering from Washington University in St. Louis.

Spong currently serves as chair of the Visiting Committee for Advanced Technology for the National Institute of Standards and Technology (NIST), as chair of the board of directors for the Baldrige Foundation, and as treasurer of the American Society for Quality (ASQ).

Friday, February 22

8:00 a.m. – 9:10 a.m.

Michael Dreikorn

Michael Dreikorn is the founder and president of The IPL Group, LLC, a business performance consulting, program management, aerospace engineering, training and auditing firm. Prior to present responsibilities, Dreikorn was vice president regulatory and compliance integrity for Pratt & Whitney companywide businesses. He has more than 25 years of aerospace experience, which includes responsibilities in engineering, production, procurement, and quality. He has global experience working for organizations such as the Federal Aviation Administration, McDonnell Douglas, and Northrop, as well as others. Strengthening his global perspectives, Dreikorn has lived and worked outside the United States for more than half his professional life. He began his career in aviation in the U.S. Army, spending seven years in helicopter operations in West Germany.



Dreikorn is the author of *The Synergy of One: Creating High-Performing Sustainable Organizations Through Integrated Performance Leadership (IPL)* (Quality Press, 2003) and *Aviation Industry Quality Systems: ISO 9000 and the Federal Aviation Regulations* (Quality Press, 1995), as well as various articles on quality management. In addition to several other professional credentials that include FAA Designated Airworthiness representative, FAA Airframe & Powerplant license, FAA Inspection Authorization, and ISO 9000 Lead Auditor certification, Dreikorn holds a bachelor's degree in professional aeronautics from Embry-Riddle Aeronautical University, a master's degree in management from Friends University, and is a doctoral candidate in the executive leadership program at The George Washington University in Washington, DC, in the field of human resource development. Dreikorn serves on numerous industry managed initiatives and is a founding member of the International Aerospace Quality Group, as well as a founding member of the research committee of the Society for Organizational Learning at MIT.

1:00 p.m. – 2:00 p.m.

Britt Berrett

Britt Berrett has served as president and chief executive officer of Medical City, in Dallas, TX, since April 2000. He oversees strategic planning and operations for both Medical City and Medical City Children's Hospitals, guiding the hospital in its mission to be a dynamic learning healthcare organization that sets the standard of excellence for its employees, patients, physicians, and the community.



While on a two-year mission in Peru, Berrett developed a great appreciation for the role that healthcare providers can play in improving the quality of life for an entire community. It is his concern for the quality of life in the community that makes him a passionate advocate for excellence in healthcare and a perfect fit for Medical City.

Prior to joining Medical City, Berrett served as chief executive officer of Sharp Chula Vista Medical Center, a 306-bed facility located in San Diego, and Daniel Freeman Memorial Hospital in Los Angeles, CA. He received his bachelor's degree in finance from Brigham Young University and his master's degree in hospital administration from Washington University School of Medicine in St. Louis.

Recent Community Involvement and Honors include:

ACHE Regent, Texas - Northeast

Dallas Medical Resource (DMR) Executive Committee, 2004 - 06

Texas Business and Education Coalition, Board of Directors, 2002 - 06

UTD Executive Education Advisory Board, 2005 - present

UTD MPA Program Advisory Board, 2006 -

SMU Executive MBA Scholarship Merit & Mentoring Program, mentor, 2005 - present

Dallas Business Journal 40 Under 40



20th Quality

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Please note, there are TWO Rosen Hotels located on International Drive in Orlando. Please note the conference is located at the Rosen Centre Hotel, NOT the Rosen Plaza Hotel.

Room Rates: Group Code: 7975

Please identify yourself as an attendee of the ASQ Annual Quality Management Conference; \$170 single/double occupancy; \$190 triple occupancy; \$210 quad occupancy plus applicable taxes (currently 13.5%, subject to change)—based on availability. Rates are good three days pre- and post-conference based on availability when the request is made and are not guaranteed. Rooms must be guaranteed for one night with a credit card at the time the reservation is made, including those arriving after 6:00 p.m. Children aged 12 and under stay free in room occupied by a parent. Government per diem rate is \$121; please contact the hotel directly at 800-204-7234 or 407-996-9840 for government per diem rate availability. These rooms are on a first-come, first-served basis.

CUTOFF DATE

Reservations must be made by Saturday, January 26, 2008, to receive group rates mentioned above. Room reservations made after January 26 are subject to room and group rate availability and cannot be made online.

AIRLINE DISCOUNTS

As the "Official Carrier" for the 20th Quality Management Conference in Orlando, Florida, Midwest Airlines invites you to experience "The best care in the air" at a discount of up to 10% off published fares*. These discounts are available for travel between February 12-28, 2008.

There are three convenient purchase options:

Online: visit www.midwestairlines.com and type code **CMZ1576** in promo code box (bonus Midwest Miles offered for online bookings).

Phone: call Midwest Airlines at 800-452-2022 and provide code **CMZ1576** to reservations agent.

Travel Agent: purchase ticket(s) through a travel agent, provide them with the following information for ticketing, or have them call our reservations department.

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Fare Basis: 6% discount off any published fare purchased more than 60 days in advance (provided all fare restrictions are met). Enter applicable fare basis code followed by /**CM06** as the ticket designator. 10% discount off any published fare for tickets **purchased 60 days in advance** (and all fare restrictions are met). Enter the applicable fare basis code followed by /**CM10** as the ticket designator.

All passengers are eligible for accrued flight miles, plus bonus miles if you book online at www.midwestairlines.com.

*Published fares are widely distributed and available to the general public. Discounts are not eligible on previously purchased, already discounted, private, Internet-only fares, or via other online agencies such as Expedia. Discount is applied before taxes and security fees.

HOTEL LOCATION:

Rosen Centre is located on the famous International Drive in south Orlando. The hotel is at the center of Orlando's famous theme parks Universal Studios Orlando, Sea World, and Walt Disney World. Rosen Centre is only 15 minutes from downtown Orlando; just a short stroll from the Pointe Orlando shopping, dining, and entertainment complex; and only 12 minutes from Orlando International Airport. The Quality Management Conference has a customized Orlando Convention and Visitors' Web page to help you plan your trip.

Event Information:

<http://asq.orlandomeetinginfo.com>

TRANSPORTATION:

The hotel is located approximately 12 minutes from the Orlando International Airport. Shuttle buses are available at the baggage claim area and cost is \$18 per person, one-way; taxi cabs are approximately \$40 each way. All prices are subject to change.

TRANSPORTATION DISCOUNT

Ground transportation in Orlando:

Mears Transportation 800-223-3868, provides a shuttle from the airport to the Rosen Centre. For this event, Mears has provided a \$4 discount coupon. To take advantage of this discount, download the coupon from <https://secure.mears transportation.com/default.asp?referrer=31380323>.

SPECIAL NEEDS

Do you have any special needs or dietary restrictions that ASQ can be aware of to make your participation more enjoyable? Please e-mail Customer Care at help@asq.org or fax 414-272-1734.

SATISFACTION GUARANTEED

Your satisfaction is our goal. If you are not completely satisfied with the content of the 20th Quality Management Conference, we will gladly apply your conference fees to the 21st Quality Management Conference. Requests must be received by March 7, 2008. Your feedback is valuable and essential to continuous improvement of ASQ and Management Division conferences and educational programs. If you have any questions or concerns, please call ASQ at 800-248-1946 or 414-272-8575 and ask for Event Management, Stefanie Pettigrew Simmons.

SUBSTITUTION/ CANCELLATIONS

If you find that you cannot attend the 20th Annual Quality Management Conference after you have registered, you do have alternatives.

1. Send a substitute. Substitutions can be made at any time, even on site at the conference.
2. Request a cancellation. Requests for cancellations received on or before February 1, 2008, will receive a complete refund. Requests for cancellations received between February 2 and February 8, 2008, will incur a \$100 processing fee. No refunds will be given after February 8, 2008. To arrange for a substitution or a cancellation, please call 800-248-1946, or 414-272-8575, or fax at 414-272-1734.

EVENT CANCELLATION

ASQ reserves the right to cancel or reschedule any course, conference, session, instructor, or presenter. Please be advised that neither ASQ nor its Quality Management Division is responsible for airfare penalties or other travel expenses you may incur.

If you call your order in to ASQ please provide the priority code MNHFJ37.

Registration

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Fill in circle if you would like your address updated in the ASQ database.

Pre- and Post-Conference Courses

Continental breakfast, lunch, and break refreshments will be provided each day.

THREE-DAY COURSES \$900 EACH

Monday 2/18 - Wednesday 2/20

- Certified Quality Engineer (CQE) Refresher Course (CRS02)
- Certified Manager of Quality/Organizational Excellence Refresher Course (CRS03)

TWO-DAY COURSES \$700 EACH

Monday 2/18 - Tuesday 2/19

- Certified Quality Improvement Associate (CQIA) Refresher Course (CRS04)

Tuesday 2/19 - Wednesday 2/20

- Cost of Quality (COQ) (CRS17)
- Strategy Deployment for Optimizing Lean Six Sigma (CRS19)

Saturday 2/23 - Sunday 2/24

- Strategy Deployment for Optimizing Lean Six Sigma (CRS40)
- Value Stream Mapping (CRS44)

ONE-DAY COURSES \$400 EACH

Monday 2/18

- Selecting Defining and Managing Performance Measures (CRS01)
- Learn and Measure Process Improvement on Your Personal Computer (CRS05)
- Six Sigma for Service Organizations (CRS06)
- Mind Your P's and Q's Will Follow (CRS07)
- Team and Team Dynamics (CRS08)
- 8 Dimensions of Excellence: Aligning Strategy, Measures, Customers (CRS09)
- Introduction to the National Malcolm Baldrige/Performance Excellence (CRS10)
- Six Sigma at N.I.S.H. (CRS11)

Tuesday 2/19

- Excellence in Team Leadership (CRS18)
- Systems Alignment and Integration (CRS20)
- Supplier and Part Number Rationalization (CRS21)
- CSI Modeling for Team Chartering (CRS22)
- Quality Management Initiatives in Support of Sarbanes Oxley (CRS23)
- Lean Performance Measures (CRS24)
- How to Write an Application/Malcom Baldrige (CRS25)
- Introduction to Shainin Methods (CRS26)

Wednesday 2/20

- Project Management Tools (CRS30)
- Using Baldrige Feedback (CRS31)
- 12 Voices of the Customer (CRS32)
- Voice of Customer Analysis (CRS33)
- Lean Principles Overview (CRS34)
- Got Junk in the Trunk (CRS35)
- Measuring and Improving Employee Satisfaction (CRS36)
- How to Get Published (Complimentary 4-hour Session) (CRSWED)

20TH QUALITY MANAGEMENT DIVISION CONFERENCE REGISTRATION FORM

Saturday 2/23

- Using Baldrige Feedback (CRS41)
- Supplier and Part Number Rationalization (CRS42)
- Quality Management Initiatives in Support of Sarbanes Oxley (CRS43)
- Introduction to the National Malcolm Baldrige/Performance Excellence (CRS45)

Sunday 2/24

- How to Write an Application/Malcom Baldrige (CRS50)

Conference Registration

Registration includes admission to all sessions and the welcome reception, one copy of the conference proceedings on CD, two continental breakfasts, two lunches, and admission to the Exhibit Area.

Before 1/12/08

- QMD Member..... \$649
- ASQ Member..... \$674
- Nonmember..... \$699

After 1/12/08

- QMD Member..... \$699
- ASQ Member..... \$724
- Nonmember..... \$749

Groups of three or more:

- Before 1/12/08..... \$624
- After 1/12/08..... \$674

All registrants must be from the same organization and all registrations must be received at the same time to qualify for this discount.

GRAND TOTAL

\$ _____

Please circle your preferred sessions so we can best assign session rooms. You are not bound by your choices.

Thursday, February 21

9:15 AM - 10:15 AM	A	B	C	D	E	F
10:45 AM - 11:45 AM	G	H	I	J	K	L
2:10 PM - 3:10 PM	M	N	O	P	Q	R
3:45 PM - 4:45 PM	S	T	U	V	W	X

Friday, February 22

9:15 AM - 10:15 AM	AA	AB	AC	AD	AE	AF
10:45 AM - 11:45 AM	AG	AH	AI	AJ	AK	AL
2:10 PM - 3:10 PM	AM	AN	AO	AP	AQ	AR
3:45 PM - 4:45 PM	AS	AT	AU	AV	AW	AX

Payment Information

Advance registration must be accompanied by payment in full (U.S. currency) for all desired activities. Purchase orders will be accepted if sent along with your completed registration form. All phone registrations or faxes must include the number of a major credit card that will be charged for registration fees (MC/Visa/AMEX accepted). Do not follow up phone or fax registrations with mail-in registration. Registrations (whether phoned, faxed, or mailed) will be confirmed by mail with a receipt and confirmation letter.

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To speed your registration process we recommend that you fill out the registration form and provide the priority code located above your name on the mail panel of this brochure.
3. **FAX** your completed registration form with the payment information to: ASQ E.M./CC, 414-272-1734
4. **ONLINE** registrations can be made at: www.asq.org/qm/conferences.

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