

2008 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, we welcome select representatives of the 2007 Award recipients: PRO-TEC Coating Company (small business); Mercy Health System (health care); Sharp HealthCare (health care); City of Coral Springs (nonprofit); and U.S. Army Armament Research, Development and Engineering Center (nonprofit). In addition, the conferences also will feature former Award recipients from every sector.



Learn about their best practices and performance strategies in all seven Baldrige Criteria Categories:

- Leadership
- Strategic Planning
- Customer/Market/Student/Stakeholder/Patient Focus
- Measurement, Analysis, and Knowledge Management
- Workforce Focus
- Process Management
- Results



Whether your organization is large or small; involved in service or manufacturing, health care, education, or government; housed in one location or multiple sites around the globe; you can benefit from the knowledge and experience of the Baldrige Award recipients. Please join us at the 2008 Regional Conferences in Denver and New Orleans.



About the Baldrige Regional Conferences

The conferences will feature a combination of plenary, concurrent, and town hall presentations that provide a dynamic and interactive environment where you can maximize your learning and networking.



Who Should Attend: CEOs; senior managers; education, health care, and government/nonprofit leaders and professionals; directors of staff functions; heads of operating units; and quality/performance improvement practitioners.

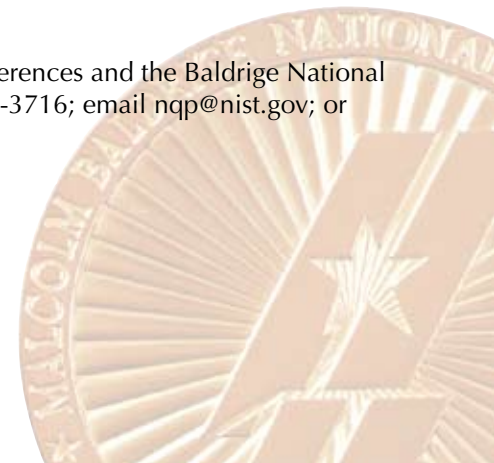
Proceedings: Attendees receive a conference bag containing Award recipient videos, presentation visuals, and other Baldrige materials.



For more information on the Baldrige Regional Conferences and the Baldrige National Quality Program, call (301) 975-2036; fax (301) 948-3716; email nqp@nist.gov; or visit our Web site at www.baldrige.nist.gov.

www.baldrige.nist.gov

Performance Excellence and Innovation



Showcasing the 2007 Baldrige Award Recipients



SMALL BUSINESS

PRO-TEC Coating Company



PRO-TEC provides world-class, hot-dipped galvanized coated sheet steel primarily for the most demanding customers and applications in the automotive market. Established in 1990 as a joint venture between United States Steel Corporation and Kobe Steel of Japan, PRO-TEC continues to operate under the joint venture agreement. PRO-TEC has been continuously profitable for 12 years. Over the past five years, profits have doubled. PRO-TEC is the industry leader in advanced-high-strength steel coating and ultra-high-strength steel coating, supplying about 15 percent of all hot-dipped galvanized steel to the automotive market. PRO-TEC produces in excess of 100 percent of design capacity in a 24/7 operation. PRO-TEC was the first steel-processing plant to earn both OSHA's Voluntary Protection Program (VPP) Star and EPA's National Environmental Performance Track (NEPT) recognition at the same time.

HEALTH CARE

Mercy Health System



Mercy Health System (MHS) is a vertically integrated health system that provides services to residents of southern Wisconsin and northeastern Illinois. Hospital based services (50%) include three hospitals; clinic based services (34%) include 285 physicians employed at 38 community clinics in six counties; post acute care/retail services (4%) include subacute care services, long-term care services, home health services, a community-based residential facility with hospice beds, a "health mall", and six retail pharmacies; and an insurance company. Insurance products (12%) include an HMO, POS (Point-of-Service) products, Medicaid HMO, and Medicare supplement plans. Results for community acquired pneumonia mortality rates have decreased steadily since 2003, with current results at 1.2%—significantly below the benchmark of 4.0%. MHS received the 2006 American Association of Retired Persons (AARP) "Best Employers for Workers Over Age 50" award and was named one of the "100 Best Companies in Which to Work" by *Working Mother* magazine. In addition, in 2007, MHS was named one of the "100 Best Adoption-Friendly Workplaces."

HEALTH CARE

Sharp HealthCare



Sharp HealthCare is an integrated health care delivery system that provides a full continuum of care through its 4 acute care hospitals, 3 specialty hospitals, 3 affiliated medical groups, 19 outpatient medical clinics, and a health insurance plan. Sharp HealthCare's net revenue increased by approximately \$900 million from 2001–2007. In 2006, Sharp HealthCare surpassed the performance level of its largest local competitor. Sharp's four acute-care hospitals—are in or approaching the top 10% in performance nationally for non-intensive-care-unit community-acquired pneumonia patients, with sustained improvement year after year. For all three hospitals with intensive care units, heart attack mortality is demonstrating sustained levels from 2004–2007, a mark that is at or better than the national benchmark. The economic value of community benefits provided by Sharp increased from approximately \$100 million in 2001 to approximately \$180 million in 2006. Management's donation of hours toward community programs increased from 10,000 hours to almost 60,000 during the period 2003–2006. Sharp is recognized as one of only nine health care organizations to receive the "100 Most Wired" award for nine consecutive years.

"Hard work, innovation, and the entrepreneurial spirit reflect the values that make our country strong. Twenty years ago, the Baldrige Award was established to honor American organizations that demonstrate a strong commitment to quality and performance excellence. This year's Baldrige Award recognizes business, health care, and nonprofit organizations for their leadership and management and their focus on putting people first."

-President George W. Bush

NONPROFIT

City of Coral Springs



The City of Coral Springs is a municipal corporation—a city government following a corporate management model. Coral Springs is a centrally planned community incorporated in July 1963. The population of 131,257 makes it the 13th largest city in the State of Florida. The city

demonstrates a consistently high level of financial performance, reflecting the city's effectiveness of running like a business, its key strategic advantage. Results include a AAA bond rating from the major rating agencies, the "Government Financial Officers Association Distinguished Budget" award for 16 consecutive years, and zero findings on external audits for 11 years. The city is committed to customer focus, demonstrated by senior leaders multiple approaches to communicate the city's strategic priorities, goals and plans, including the yearly "Slice of the Springs" meetings for its two key customer groups. The city's efforts to improve public safety have resulted in crime rate incidents per 100,000 decreasing by nearly half over the last 10 years. This is the lowest crime rate in the state, fourth lowest in the nation for cities with populations between 100,000–499,999. Employee satisfaction and willingness to recommend the city as a place to work has been 90% or higher for 10 consecutive years.

NONPROFIT

U.S. Army Armament Research, Development and Engineering Center (ARDEC)



ARDEC is the R&D center for armaments used by the U.S. Army, Special Operations Command, and other organizations. ARDEC's purpose is to provide battlefield supremacy for U.S. troops through "over-match capabilities." Over the past 10 years, ARDEC has developed and released more

than 20 products that have provided U.S. troops with "world's best" capabilities, compared with products from foreign military and other U.S. defense organizations. Efforts to diversify ARDEC's revenue stream have led to growth in non-Army revenue from about \$60 million in fiscal year (FY) 2001 to \$140 million in FY2007. Overall revenue has increased from approximately \$600 million in FY2001 to around \$1.2 billion in FY2007. ARDEC has received awards and recognition based on customer satisfaction and perceived value, including Value Engineering Accomplishments of Merit. Over the past five years, ARDEC has won 13 of the Army's "10 Greatest Inventions of the Year" awards. Additionally, ARDEC has won the "Army Research and Development Lab of the Year" award for two of the past four years. ARDEC's SWORDS robot was named one of the "most amazing inventions of 2004" by *TIME* magazine.

Pre-Conference Workshop for Baldrige Beginners (Optional)

September 15, 2008

2:00-5:00 p.m.

Denver, CO

Marriott Denver South
at Park Meadows

October 2, 2008

2:00-5:00 p.m.

New Orleans, LA

JW Marriott New Orleans

This optional workshop familiarizes people new to Baldrige with the Criteria and the Program 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 there is a limit of 60 participants. The workshop is available for \$100 with a Regional Conference registration or \$150 without.

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 Criteria and the Program
- I would like to understand the benefits of using the Criteria for self-assessment
- I have not previously attended a Baldrige conference

Hotel & Conference Registration Information

HOTEL AND TRAVEL

Marriott Denver South at Park Meadows, Denver, CO: Rooms have been reserved at the special conference rate of \$169 (single or double). To receive the conference rate, please reserve by August 25, 2008. To make reservations, call 1-800-686-2767 or 303-925-0004 and reference the Baldrige Regional Conference or reserve rooms on-line at www.baldrige.nist.gov.

JW Marriott New Orleans, New Orleans, LA: Rooms have been reserved at the special conference rate of \$169 (single or double). To receive the conference rate, please reserve by September 1, 2008. To make reservations, call 1-800-228-9290 or 1-504-525-6500 and reference the Baldrige Regional Conference or reserve rooms on-line at www.baldrige.nist.gov.

CONFERENCE REGISTRATION INFORMATION

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

Registrations must be submitted by 5pm Eastern Daylight Time on the dates listed below.

Registration Type	Fee	Denver	New Orleans
Advance Registration	\$445	By August 22	By September 10
Regular Registration	\$495	August 23-September 10	September 11-29
On-site Registration*	\$545	Beginning September 11	Beginning September 30

*After 5pm EDT, September 10 for Denver and after 5pm EDT, September 29 for New Orleans as these registrations will have to be completed on-site.

FACULTY AND GROUP DISCOUNTS

Individuals who have full-time academic 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. The faculty discounts cannot be combined with the group discounts.

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.

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 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 emailed to MACC by 5pm on the dates listed below. Substitutions may be made at any time.

Cancellation Type	Denver	New Orleans
Cancellation with full refund	By August 22	By September 10
Cancellation with \$100 fee	August 23-September 10	September 11-29
Cancellation with no refund	Beginning September 11	Beginning September 30

For information on registration, contact MACC at 2008 Baldrige Regional Conferences, c/o MACC, Inc., P.O. Box 513, Colmar, PA 18915-0513, phone 215-822-6319, fax 215-822-3332, or e-mail maccinc@enter.net.

Baldrige Regional Conferences Registration Form

FOUR WAYS TO REGISTER

1. Fill out the registration form and mail to:
2008 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 2008 Baldrige Regional Conferences, c/o MACC, Inc., at **215-822-3332**.
4. Register on-line at **www.baldrige.nist.gov**. On-line registration will be open for the Denver conference through 5pm, Eastern Daylight Time (EDT), on September 10 and through 5pm, EDT, September 29 for the New Orleans conference.

CONTACT INFORMATION

First Name _____ Middle _____ Last Name _____
First Name for Badge _____
Organization _____
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 2008 Baldrige Regional Conferences?

- Received brochure in the mail E-mail advertisement State Quality Award Program
 From a colleague Announcement in a trade publication Other: _____
 Baldrige Web site

Please select the conference you wish to register for.

- Denver, CO, September 16, 2008 New Orleans, LA, October 3, 2008

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"/> Faculty Discount.....	\$395.....	\$445.....	\$495
<input type="checkbox"/> Group Discount**.....	\$395.....	\$445.....	\$495

Pre-Conference Workshop (Day prior to conference, Limit 60 registrants)

- Pre-Conference Workshop with conference registration..... \$100.00..... \$100.00..... N/A
 Pre-Conference Workshop only..... \$150.00..... \$150.00..... N/A

*Advance Registration must be submitted by 5pm EDT, August 22 for Denver and by 5pm EDT, September 10 for New Orleans.

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

***On-site fees apply after 5pm EDT, September 10 for Denver and after 5pm EDT, September 29 for New Orleans 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 on the line 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

Card #: _____ CID/SVC number* _____ Expiration Date: _____
Cardholder Name: _____ Signature: _____

* This three- or four-digit number must be provided if you are paying by credit card. For American Express, the number can be found above the embossed account number that appears on your card. For 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 15 AND 16, 2008: DENVER, CO

Registration Hours: September 15, 1:00 pm to 5:00 pm
September 16, 7:00 am to 3:00 pm

Monday, September 15, 2008: Denver, CO

2:00 - 5:00 pm	Pre-Conference Workshop for Baldrige Beginners (Optional)
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Tuesday, September 16, 2008: Denver, CO

7:00 - 8:00 am	Continental Breakfast		
8:00 - 9:15 am	Opening Plenary Session: <ul style="list-style-type: none"> • Welcome and Opening Remarks: Colorado Performance Excellence and Baldrige Program • Leadership Presentations: <ul style="list-style-type: none"> PRO-TEC Coating Company Mercy Health System Sharp HealthCare U.S. Army Armament Research, Development and Engineering Center (ARDEC) 		
9:15 - 9:30 am	Networking Break		
	Concurrent Sessions		
9:30 - 10:45 am	Strategic Planning & Customer and Market Focus ARDEC	Measurement, Analysis, and Knowledge Management & Process Management Richland College	Leadership & Workforce Focus Mercy Health System
11:00 am - 12:15 pm	Measurement, Analysis, and Knowledge Management & Process Management PRO-TEC Coating Company	Leadership & Workforce Focus University of Wisconsin-Stout	Strategic Planning & Focus on Patients, Other Customers, and Markets Sharp HealthCare
12:15 - 1:15 pm	Lunch		
1:15 - 2:30 pm	Leadership & Workforce Focus ARDEC	Strategic Planning & Student, Stakeholder, and Market Focus Jenks Public Schools	Measurement, Analysis, and Knowledge Management & Process Management North Mississippi Medical Center
2:30 - 2:45 pm	Networking Break		
2:45 - 3:45 pm	Premier Values and Their Integration Premier Inc.	Partnerships with Education and Employers University of Wisconsin-Stout	How to Start Your Baldrige Journey Bronson Methodist Hospital
4:00 - 5:00 pm	Business and Nonprofit Town Hall <ul style="list-style-type: none"> • ARDEC • Premier Inc. • PRO-TEC Coating Company 	Education and Health Care Town Hall <ul style="list-style-type: none"> • Bronson Methodist Hospital • Jenks Public Schools • Mercy Health System • North Mississippi Medical Center • Richland College • Sharp HealthCare • University of Wisconsin-Stout 	

OCTOBER 2 AND 3, 2008: NEW ORLEANS, LA

Registration Hours: October 2, 1:00 pm to 5:00 pm
 October 3, 7:00 am to 3:00 pm

Thursday, October 2, 2008: New Orleans, LA	
2:00 - 5:00 pm	Pre-Conference Workshop for Baldrige Beginners (Optional)

Friday, October 3, 2008: New Orleans, LA			
7:00 - 8:00 am	Continental Breakfast		
8:00 - 9:15 am	Opening Plenary Session: <ul style="list-style-type: none"> • Welcome and Opening Remarks: Louisiana Quality Foundation and Baldrige Program • Leadership Presentations: <ul style="list-style-type: none"> PRO-TEC Coating Company Mercy Health System City of Coral Springs U.S. Army Armament Research, Development and Engineering Center (ARDEC) 		
9:15 - 9:30 am	Networking Break		
	Concurrent Sessions		
9:30 - 10:45 am	Strategic Planning & Customer and Market Focus PRO-TEC Coating Company	Measurement, Analysis, and Knowledge Management & Process Management Jenks Public Schools	Leadership & Workforce Focus Mercy Health System
11:00 am - 12:15 pm	Measurement, Analysis, and Knowledge Management & Process Management DynMcDermott Petroleum Operations	Leadership & Workforce Focus Richland College	Strategic Planning & Focus on Patients, Other Customers, and Markets Baptist Hospital, Inc.
12:15 - 1:15 pm	Lunch		
1:15 - 2:30 pm	Leadership & Workforce Focus City of Coral Springs	Strategic Planning & Student, Stakeholder, and Market Focus University of Wisconsin-Stout	Measurement, Analysis, and Knowledge Management & Process Management North Mississippi Medical Center
2:30 - 2:45 pm	Networking Break		
2:45 - 3:45 pm	Baldrige and Innovation at Ritz-Carlton Ritz-Carlton Hotel Company	How to Start Your Baldrige Journey Richland College	Consumer-centric Healthcare Delivery System of the Future Robert Wood Johnson University Hospital Hamilton
4:00 - 5:00 pm	Business and Nonprofit Town Hall <ul style="list-style-type: none"> • ARDEC • City of Coral Springs • DynMcDermott Petroleum Operations • PRO-TEC Coating Company • Ritz Carlton Hotel Company 		Education and Health Care Town Hall <ul style="list-style-type: none"> • Baptist Hospital, Inc. • Mercy Health System • North Mississippi Medical Center • Richland College • Robert Wood Johnson University Hospital Hamilton • University of Wisconsin-Stout

NEW ORLEANS

* Conference schedules are subject to change. Please check our Web site for updated schedules at www.baldrige.nist.gov/2008_Regionals/Regionals.htm.

Baldrige Regional Conferences 2008

September 16, 2008
Denver, CO
Marriott Denver South
at Park Meadows

October 3, 2008
New Orleans, LA
JW Marriott New Orleans

Join us for a day of dynamic learning and networking with the 2007 Malcolm Baldrige National Quality Award recipients:

Small Business
PRO-TEC Coating Company

Health Care
Mercy Health System

Health Care
Sharp HealthCare

Nonprofit
City of Coral Springs

Nonprofit
U.S. Army Armament Research,
Development and Engineering Center (ARDEC)

Also hear from former Award recipients on special topics!

Optional Pre-Conference Workshop for Baldrige Beginners



www.baldrige.nist.gov

Denver
New Orleans



Baldrige National Quality Program
National Institute of Standards and Technology
U.S. Department of Commerce
100 Bureau Drive, Stop 1020
Gaithersburg, MD 20899-1020
Official Business
Penalty for Private Use \$300
Address Service Requested



Pre-Sort
FIRST-CLASS MAIL
Postage and Fees
PAID
NIST Permit No. 6086