

The 23rd Annual Quest for Excellence[®]

Official Conference of the Malcolm Baldrige National Quality Award

April 4-6, 2011

Marriott Wardman Park Hotel • Washington, DC

Pre-Conference Workshops: Sunday, April 3

Join Us and Learn from the Best

Featuring the 2010 Recipients of the Baldrige Award—the only Presidential Award for Performance Excellence.



Manufacturing

MEDRAD

President & CEO, Samuel Liang



Small Business

Studer Group

CEO & Founder, Quint Studer



Manufacturing

Nestle Purina PetCare Company

CEO, W. Patrick McGinnis



Education

Montgomery County Public Schools

Superintendent, Jerry D. West



Small Business

Freese and Nichols, Inc.

President & CEO, Robert F. Pence



Health Care

Advocate Good Samaritan

President, David Fox



Small Business

K&N Management

Owner, Ken Schiller

EXCELLENCE
INNOVATIVE practices
ENGAGING conversations
showcasing WORLD-CLASS RESULTS
dynamic LEADERS
SUSTAINABILITY



Conference Highlights

Imagine Being Best In Class. You may recognize something's not working in your organization. Maybe you're unsure of how to improve it. Or perhaps you are looking for ways to take your organization to the next level of breakthrough improvement into world-class performance—to achieve **performance excellence**. **Attend Quest and learn how.**

Conference Participants will:

- **Learn** best management practices from the 2010 Baldrige Award recipients
- **Gain knowledge** of the Baldrige Criteria in educational presentations
- **Engage** in dynamic networking opportunities
- **Take away** practices to apply to your organization to improve performance and get results
- **Be inspired** as part of a movement that is making America better by making organizations better

Who Should Attend? CEOs, senior managers, executives, directors, heads of operating units, or quality/performance improvement leaders/practitioners, from business, education, government, health care, and nonprofit sectors with an interest in personal learning and organizational improvement.

What's to Learn? Offering 60 management sessions to choose from, the Quest for Excellence is the leading conference designed around performance excellence. It will take a deeper dive into areas most important to you and your organization.

Virtual Options. Can't make the conference? We plan to offer virtual options to give you a chance to learn from the Quest speakers even if you cannot attend in person. Check our Website (www.nist.gov/baldrige) for information on this option.

Groupies. Groups of 5 can register together and receive a \$100 discount per registrant off the advance or regular registration fee.

Network, Network, Network! Who you know does matter. Connect with like-minded professionals who have a passion to improve and share experiences and practical solutions. Participate in a LinkedIn online forum, special breaks, educational sessions, and social activities to discuss, share, and engage. Learn from others in order to build on your organization's strengths and address your opportunities for improvement.

Shared Registration. A great way to involve more people to accelerate your organization's Baldrige journey. If you're in the DC area but can't attend the conference all 3 days, your registration is transferrable daily.

Invite a Friend or Colleague to an Evening Reception. Do you know someone who can't make it to the conference during the day, but would like to network with others in the field of performance excellence in a very interactive social setting? Invite them to the conference reception on Tuesday evening. For \$50, they will be able to expand their network and have a fun time doing so!

Exhibits at Quest. Showcase your organization's products and services at the Quest for Excellence®! A limited number of booth spaces are available for organizations in the fields of performance excellence, quality, and organizational improvement on a first-come, first-served basis. The cost is \$2,500 per space. Contact Sharon Halsey at Silver Crescent Foundation (sharon@silvercrescentsc.org, 803-657-6183) for more information and to reserve booth space.

For additional information, including testimonials, updates, and the complete conference schedule go to www.nist.gov/baldrige or check us out on: [YouTube](#) and [LinkedIn](#) and [follow us on Twitter](#).

Conference Schedule

Sunday, April 3

- 12:00 Pre-Conference Workshop Check-In Opens
1:00-4:00 Pre-Conference Workshops (concurrent sessions, limited seating)
-Getting Acquainted with Baldrige
-Intermediate Baldrige: Moving from Interest to Action

Monday, April 4

- 7:00-5:00 Registration Open
7:00 Breakfast and Exhibits
8:00 Welcome, Video, Remarks
8:30 Leadership Plenary Session
2010 Baldrige Award recipients' top executives will share how senior leaders guide and sustain the organization, and how it addresses ethical, legal, and community responsibilities.
10:00 Refreshment Break and Exhibits
10:30 Leadership Plenary (continued)
11:45 Networking Lunch and Exhibits
1:15-5:15 Concurrent Sessions
Presentations led by 2010 Baldrige Award recipients around the Criteria for Performance Excellence:
- Strategic Planning
 - Customer Focus
 - Measurement, Analysis, and Knowledge Management
 - Workforce Focus
 - Process Management

Concurrent sessions will also include presentations by former Award recipients.

Tuesday, April 5

- 7:00-5:30 Registration Open
7:00 Breakfast and Exhibits
8:00-12:00 Concurrent Sessions (continued)
12:00 Networking Lunch and Exhibits
1:30-5:30 Concurrent Sessions (continued)
6:00-7:30 Networking Reception and Exhibits
Complimentary hors d'oeuvres and Cash Bar

Wednesday, April 6

- 7:00-11:30 Registration Open
7:00 Breakfast and Exhibits
8:00 Senior Leader Q&A Panel
2010 Baldrige Award recipients' top executives will answer audience questions
9:00 Elements of Excellence Plenary Session
Leaders from the 2010 Baldrige Award recipients spotlight one of the elements of excellence demonstrated by their organization.
9:45 Refreshment Break and Exhibits
10:15 Elements of Excellence presentations (continued)
11:30 Conference Themes and New Directions Session
11:45 Conference Adjourns

Visit the Baldrige Web site (www.nist.gov/baldrige) for the complete conference schedule.

Plenary Sessions Let You Hear Directly From 2010 Award Recipient Senior Executives!

In Monday's opening session, the top executives from each of the 2010 Award Recipients will describe their organizations, as well as their roles in guiding the organizations and how their organizations address their social responsibilities to the public. On Wednesday morning, the leaders from the 2010 Award Recipients will spotlight one of the elements of excellence of their organizations, as well as participate in a question and answer session.

*Conference schedule subject to change.

Featuring Best Practices

Manufacturing: MEDRAD



MEDRAD's products include fluid injection systems for radiology and cardiology, endovascular devices for the treatment of cardiovascular disease, and equipment for visualization procedures such as computed tomography, magnetic resonance imaging, molecular imaging, and nuclear medicine.

Select Results and Highlights:

- MEDRAD's revenues grew steadily from about \$120 million in 1997 to approximately \$625 million in 2009, and it has sustained market leadership for most of its products over several years and, in many cases, at more than twice the share of its leading competitor.
- MEDRAD conducts an annual global "Day of Caring" event in which employees take a day to give back to their communities. Last year, MEDRAD coordinated 63 Day of Caring events worldwide.

Manufacturing: Nestlé Purina PetCare Company



Nestlé Purina PetCare Co. (NPPC) is a packaged consumer goods company that manufactures, markets and distributes pet food and snacks for dogs and cats, and cat litter throughout the United States and Canada. NPPC operates 23 manufacturing plants and 16 regional sales offices.

Select Results and Highlights:

- NPPC has continually grown its revenue over the past seven years, from \$4.2 billion in 2003 to more than \$6.9 billion in 2009.
- NPPC ranks number one in market share for pet care products in North America and has twice the market share of its closest competitor.
- NPPC was named the "Number One Best Place to Work in St. Louis" in 2009 and 2010 by the St. Louis Business Journal.

Small Business: Freese and Nichols, Inc.



Freese and Nichols is a Texas-based multidiscipline consulting firm that offers services in engineering, architecture, environmental science, planning, construction services, and program management. Among the markets served by Freese and Nichols are municipalities, water districts/river authorities, military/government, higher education, transportation entities, and energy.

Select Results and Highlights:

- Freese and Nichols has a strong ability to build long-term client relationships, retaining 42 percent of its key accounts for more than 30 years and 71 percent for more than 10 years.
- For the past four years, Freese and Nichols has achieved revenue growth between 12 and 16 percent, exceeding the industry benchmark in 2009 by 10 percentage points.

Small Business: K&N Management



K&N Management is the licensed Austin (Texas)-area developer for Rudy's Country Store & Bar-B-Q and the creator of Mighty Fine Burgers, Fries and Shakes, two fast-casual restaurant concepts.

Select Results and Highlights:

- Gross profit for Rudy's Country Store & Bar-B-Q has exceeded the industry standard of 40 percent in every year from 2001 to 2010, reaching nearly 47 percent in 2010. Mighty Fine Burgers, Fries and Shakes has exceeded the industry standard since 2008, with a gross profit of 44 percent in 2010.
- For both K&N restaurant concepts, guests rate their satisfaction with food quality, hospitality, cleanliness, speed of service, and value at least 4.7 on a 5-point scale.

2010 Malcolm Baldrige National Quality Award Recipients

Small Business: Studer Group



Studer Group is a private, for-profit healthcare consulting firm providing coaching, teaching, and evidenced-based tools and tactics to healthcare organizations throughout the United States. Studer Group's mission is to help create better places for employees to work, physicians to practice medicine, and patients to receive care.

Select Results and Highlights:

- On the standardized Hospital Consumer Assessment of Healthcare Providers and Systems survey, Studer Group partners achieve two to three times more improvement in the same time period than the national average.
- Studer Group was named as one of the "Top 25 Best Small Companies to Work for in America" by the Society for Human Resource Management and also ranked 12th on the list of "50 Best Florida Companies to Work For" by *Florida Trend Magazine* in 2010.

Health Care: Advocate Good Samaritan Hospital



Advocate Good Samaritan Hospital, an acute-care medical facility, has evolved in the past 30 years from a 333-bed community hospital to a nationally recognized leader in health care providing superior services in cardiology, gastroenterology, stroke care, women's health, and behavioral health.

Select Results and Highlights:

- Risk-adjusted mortality decreased from 0.55 in 2007 to 0.42 in 2010, exceeding the six-county top-decile level as measured by Thomson Reuters.
- Overall patient satisfaction exceeds top-decile ratings from Press Ganey for outpatient, emergency, ambulatory surgery and convenient care.
- Survey results from Morehead, an employee opinion research firm, show overall associate satisfaction that exceeds the top 10 percent level.

Education: Montgomery County Public Schools



Montgomery County Public Schools (MCPS) is the 16th largest school district in the United States, with 200 schools providing educational and support services for more than 144,000 students of wide-ranging ability and achievement levels. MCPS enrollment includes students from 164 countries speaking 134 languages.

Select Results and Highlights:

- MCPS's standardized assessment results show positive performance levels and steadily improved trends for student learning from 2007 to 2010.
- In 2009, 64 percent of MCPS graduates took at least one Advanced Placement (AP) exam, compared with 27 percent nationally and 40 percent in Maryland.
- MCPS has lowered its class size, which has allowed it to individualize attention to students and retain its priority of instructional services. In 2009, MCPS had 13.4 students for every teacher, compared to 14.1 for the state and 15.4 for the nation.

"The Baldrige Program has helped transform our organization and make it a focus of community pride...We are engaging employers, community organizations, and insurance companies in an effort to improve the way health care is provided, paid for, and consumed in our region...America's future success requires that businesses achieve higher levels of performance across all sectors of our economy. Baldrige Award recipients play a vital role."

David Tilton
President and CEO of AtlantiCare
2009 Baldrige Award Recipient



Registration, Conference, and Hotel Information

Conference Registration Fees

Advance registration costs \$1120 and is due by March 7, 2011. Registration after this date is \$1270. See the registration form for complete information.

Group, Faculty, and Examiner Discounts

Groups of 5 or more receive a \$100 discount per registrant off the advance or regular registration fee. Registrations must be made as a group. The full conference fee will be charged if cancellations reduce the group to fewer than 5 people. Substitutions may be made at any time. Full-time academic employees are eligible for discounted fees of \$795 (advance) or \$945 (regular). A \$100 discount is also available to members of the 2010 National Baldrige Program Examiners. The faculty and examiner discounts cannot be combined with any other discounts.

Payment Information

Payment is due with all registration forms. Phone or fax registrations must include the expiration date and number of a major credit card. If using a purchase order, ASQ must receive the hard copy with your registration form. Make checks payable to **23rd Annual Quest for Excellence-ASQ**. You will receive a confirmation of your registration via postal mail.

Cancellation and Substitution Policy

Requests for cancellation received on or before March 7, 2011 will receive a full refund. Requests received between March 8, 2011 and March 25, 2011 will incur a \$200 processing fee. No requests for reimbursement for cancellations will be accepted after March 25, 2011. Substitutions may be made at any time.

CEUs/RUs

The 23rd Annual Quest for Excellence attendance qualifies for 1.3 Recertification Units (RUs) from the American Society for Quality (ASQ). Participation in either Pre-Conference Workshop qualifies for .3 IACET CEUs and .3 ASQ RUs.

Green Proceedings

Attendees receive: Baldrige Learning Journal for the conference; access to all presentation slides posted online; and other Baldrige materials.

Location and Accommodations

The Marriott Wardman Park is located at 2660 Woodley Road NW, Washington DC at the intersection of Woodley Road and Connecticut Avenue. It is easily accessible by cab and shuttle from Ronald Reagan National Airport, Dulles International Airport, and Baltimore-Washington International Airport. From Reagan National Airport, it is also accessible from the Woodley Park-Zoo Metro subway station stop, which is just steps from the hotel.

Rooms have been reserved at the Marriott Wardman Park at the conference rate of \$279 single or double. You may reserve rooms by calling 202-328-2000 or 800-228-9290 and asking for the Baldrige Quest for Excellence group. You can also make reservations directly on-line from the Baldrige Website (www.nist.gov/baldrige). Reservations must be made by March 11 to receive the conference rate.

Pre-Conference Workshops

Limited seats available. Reserve early. Workshops not a pre-requisite for attending the conference. \$100 with Conference Registration; \$150 Workshop Only

Sunday, April 3, 2011 | 1:00-4:00 pm

Workshop 1

Getting Acquainted with Baldrige

- Designed for those who have had little or no exposure to the Baldrige Criteria.
- Participants will learn the history and structure of the Baldrige Program, the benefits of self-assessment and feedback, the structure of the Criteria, how to focus improvement and communication efforts, and how to use the Criteria and the Award recipient application summaries to enhance learning from the conference.

Workshop 2

Intermediate Baldrige: Moving from Interest to Action

- Designed for those who have begun to use the Baldrige Criteria or self-assessment tools and are ready to learn more – not for experienced Criteria users.
- Participants will learn the benefits of conducting a self-assessment using the Organizational Profile, an approach for managing an initial organizational self-assessment, and the value of using the Criteria to more fully articulate an organization's attributes, challenges, and needs.

Registration Form

Four Ways to Register

1. Call ASQ at 800-248-1946 and use your credit card.
2. Fax your complete registration form with credit card payment to ASQ at 414-272-1734.
3. Register online at www.nist.gov/baldrige.
4. Fill out the registration form below, enclose payment, and mail to:
The Quest for Excellence | ASQ Customer Care | 600 N. Plankinton Ave. | Milwaukee, WI 53203

Contact Information

Name _____
First Middle Last

First Name for Badge _____

Organization _____

Title _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Phone _____ Fax _____ E-mail* _____
*E-mail is required

Sector

Please indicate the sector to which your organization belongs:

- Manufacturing Service Small Business Education (Pre-K, K-12)
 Education (Higher Ed) Health Care Government Nonprofit

How did you learn about The Quest for Excellence?

- Brochure in the mail (Please fill in the code (A-Z) that appears above your name on the label) _____
- Colleague _____
- Association Web site or newsletter _____
- Baldrige Regional Conference _____
- Advertisement (list publication or Web site) _____
- Baldrige Criteria _____
- E-mail announcement _____
- Baldrige Web site _____
- Announcement in a trade publication _____
- Other _____
- Check here if this your first time attending Quest for Excellence.
- If **sharing registration**, please provide name, e-mail, and phone for up to 2 guests:

- Please indicate any special needs and/or dietary restrictions: _____

Registration Options

Advance Fee

By March 7, 2011

Regular Fee

After March 7, 2011

Pre-Conference Workshops

Sunday, April 3 | 1:00-4:00 pm | limited seating

Pre-Conference Workshop with Conference (In addition to the conference registration fee)

- | | | |
|---|-------|-------|
| <input type="checkbox"/> Getting Acquainted with Baldrige | \$100 | \$100 |
| <input type="checkbox"/> Moving from Interest to Action | \$100 | \$100 |

Pre-Conference Workshop Only (Does *not* include conference registration)

- | | | |
|---|-------|-------|
| <input type="checkbox"/> Getting Acquainted with Baldrige | \$150 | \$150 |
| <input type="checkbox"/> Moving from Interest to Action | \$150 | \$150 |

23rd Annual Quest for Excellence Conference

April 4-6

Includes conference materials, breakfast daily, lunch for 2 days, and a Tuesday evening reception.

Does *not* include Pre-Conference Workshop.

- | | | |
|--|--------|--------|
| <input type="checkbox"/> Individual or Shared Registration | \$1120 | \$1270 |
| <input type="checkbox"/> Faculty Discount | \$795 | \$945 |
| <input type="checkbox"/> Group Discount | \$1020 | \$1170 |

All registrations must be submitted at the same time to receive the group discount. The group discount may not be combined with any other discounts.

- | | | |
|--|--------|--------|
| <input type="checkbox"/> 2010 Baldrige Examiner Discount | \$1020 | \$1020 |
|--|--------|--------|

A discount of \$100 is available to the 2010 National Baldrige Program Examiners. The Examiner discount may not be combined with other discounts.

- | | | |
|--|-------|-------|
| <input type="checkbox"/> One Day Conference Registration Fee | \$520 | \$520 |
|--|-------|-------|

Monday Tuesday Wednesday

Guest Tickets to the Conference Reception (only)

Tuesday, April 5 6:00 pm	\$50	\$50
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Payment Information

- Check (Payable to 23rd Annual Quest for Excellence-ASQ) Purchase Order # _____

Credit Card: MC VISA AMEX

Card #: _____ Exp Date _____

Cardholder Name _____ Signature _____



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

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Conference Testimonials

"The plenary presentations were awesome—so passionate, inspiring, and thought provoking!"

"A key strength of the conference is the opportunity to interact and meet other organizations on the Baldrige Journey."

"The quest for Excellence is a very valuable and rich experience."

"Excellent conference. Great content and sharing."

"As always, the presentations by the recipients were extremely valuable. I only wish there was time to attend them all."

www.nist.gov/baldrige



Download QR
Reader for Smart
Phone to view
QR Code.