

Monday, April 16

6:45 am | **Convention Registration**

Registration Opens

7:00 am | **Exhibit Hall A**

Continental Breakfast, Networking; Exhibits Open

8:00 am | **Ballroom**

Welcome and Opening Remarks

Harry S. Hertz, Director, Baldrige Performance Excellence Program, National Institute of Standards and Technology
Patrick Gallagher, Under Secretary of Commerce for Standards and Technology and Director, National Institute of Standards and Technology

Individual video vignettes featuring the 2011 Baldrige Award recipients will be shown before each senior leader speaks.

8:10 am | **Ballroom**

Leadership Plenary

The top executive from each of the 2011 Baldrige Award recipients will describe the organization, his or her role in guiding it, and how the organization addresses its responsibilities to the public.

Moderator:

Jim Rooney, Chair, ASQ

Bruce G. Kintz, President and Chief Executive Officer, Concordia Publishing House

Nancy Schlichting, Chief Executive Officer, Henry Ford Health System

9:05 am | **Exhibit Hall A**

Refreshment Break and Exhibits Open

9:40 am | **Ballroom**

Leadership Plenary, continued

Gary A. Meyer, President and Chief Executive Officer, Schneck Medical Center

Katherine Gottlieb, President and Chief Executive Officer, Southcentral Foundation

10:35 am | Stretch Break

10:50 am | **Ballroom**

Senior Leadership Panel Discussion

Executives respond to questions submitted by the audience concerning the leadership of their organizations.

Moderator:

Robert Fangmeyer, Deputy Director, Baldrige Performance Excellence Program

Bruce G. Kintz, President and Chief Executive Officer, Concordia Publishing House

Jonathan D. Schultz, Vice President and Corporate Counsel, Concordia Publishing House

Nancy Schlichting, Chief Executive Officer, Henry Ford Health System

Mark A. Kelley, Executive Vice President and Chief Medical Officer, Henry Ford Health System; Chief Executive Officer, Henry Ford Medical Group

Gary A. Meyer, President and Chief Executive Officer, Schneck Medical Center

Tammy L. Dye, Vice President of Clinical Services and Chief Quality Officer, Schneck Medical Center

Katherine Gottlieb, President and Chief Executive Officer, Southcentral Foundation

Michelle Tierney, Vice President of Organizational Development and Innovation, Southcentral Foundation

11:45 am | Exhibit Hall A

Lunch and Exhibits Open

1:15–5:30 pm | Concurrent Sessions

Attendees select the sessions of their choice. Concurrent sessions will be held in Ballrooms 2 and 3 and the State Suites (Delaware A, Delaware B, Maryland, and Virginia). Please see the At-A-Glance Schedule for specific locations.

Baldrige Criteria-Based Concurrent Sessions

Sessions are offered by the 2011 award recipient organizations on these Baldrige Criteria categories: Strategic Planning; Customer Focus; Measurement, Analysis, and Knowledge Management; Workforce Focus; and Operations Focus. Organizational results are also addressed with the appropriate Criteria category describing related approaches and deployment.

Turning Point, Impact, Special Topics, and How-To Sessions

In the “Turning Point” sessions, the 2011 Baldrige Award recipients will address how each organization has been transformed by its Baldrige journey. Speakers may share an initial awakening or an inspiration that was the turning point of the journey. Impact session presentations feature descriptions of the real impacts that use of the Baldrige Criteria has had on key results such as those related to creating jobs, increasing sales/revenues, and saving lives. What’s more, representatives from current and former award recipients from every sector will present on other topics of special interest and conduct deep-dive “How-To” sessions; be sure to attend a few of these!

1:15 pm | Ballrooms/State Rooms

Concurrent Session 1

Concordia Publishing House | Strategic Planning

Jonathan D. Schultz, Vice President and Corporate Counsel

Henry Ford Health System | Customer Focus

Denise P. Beaudoin, Vice President, Customer Engagement

Schneck Medical Center | Measurement, Analysis, and Knowledge Management

Vicki L. Johnson, Vice President of Nursing and Chief Nursing Officer
Amy Pettit, Director of Nursing Excellence and Innovation

Southcentral Foundation | Workforce Focus

April Kyle, Director of Human Resources
Kristi Brenock-Leduc, Director of Learning and Development

Freese and Nichols, Inc. | Establishing and Maintaining Long-Term Customer Relationships

Cindy Milrany, Chief Financial Officer/Chief Administrative Officer

Montgomery County Public Schools | Leadership’s Role in the College Readiness Program

Larry Bowers, Chief Operating Officer

2:00 pm | Travel Break | Participants travel to Concurrent Session 2

2:15 PM | Ballroom/State Rooms

Concurrent Session 2

Concordia Publishing House | Customer Focus

Jeremy J. Roegner, Marketing Manager, Research and Projects
Jeffrey S. Johnson, Manager, Customer Focus

Henry Ford Health System | Measurement, Analysis, and Knowledge Management

Julia S. Swanson, Director of Analytics

Schneck Medical Center | Workforce Focus

Kathy Covert, Vice President of Human Resources
Eric Fish, M.D., Obstetrics/Gynecology

Southcentral Foundation | Operations Focus

Steve Tierney, Medical Director
KJ Worbey, Clinical Director of Quality Assurance

K&N Management | Baldrige Impacts

Ken Schiller, Owner

Allyson Young, Human Resources Director

Richland College | Building Capability for Student Success

Zarina Blankenbaker, Interim Vice President for Teaching and Learning

Bao Huynh, Director of Institutional Research

3:00 pm | Exhibit Hall A

Refreshment Break; Exhibits Open

3:45 pm | Ballroom/State Rooms

Concurrent Session 3

Concordia Publishing House | Measurement, Analysis, and Knowledge Management

Stephen J. Harris, Executive Director, Innovation Technologies

Henry Ford Health System | Workforce Focus

Kathy M. Oswald, Senior Vice President and Chief Human Resources Officer

Schneck Medical Center | Operations Focus

Suki L. Wright, Director of Organizational Excellence and Innovation

Amy Pettit, Director of Nursing Excellence and Innovation

Southcentral Foundation | Turning Point: Breakthrough in Our Journey

Karen McIntire, Director of Organizational Development

Jennifer Ambarian, Director of Process Improvement

MEDRAD | Using the Application Process to Drive Improvement

Rose Almon-Martin, Vice President of Performance Excellence and Brand

Matt Olayer, Project Quality Engineer

Advocate Good Samaritan Hospital | Creating Sustainable Excellence

David Fox, President

4:30 pm | Travel Break | Participants travel to Concurrent Session 4

4:45 pm | Ballroom/State Rooms

Concurrent Session 4

Concordia Publishing House | Workforce Focus

Dana M. Neuhaus, Senior Manager, Human Resources

Henry Ford Health System | Operations Focus

William A. Conway, Chief Quality Officer and Chief Medical Officer, Henry Ford Hospital

Schneck Medical Center | Turning Point: Piloting Ohio's Program in Indiana

Tammy L. Dye, Vice President of Clinical Services and Chief Quality Officer

Suki L. Wright, Director of Organizational Excellence and Innovation

Southcentral Foundation | Leading the Transformation

Katherine Gottlieb, President and Chief Executive Officer

Roy M. Huhndorf, Member, Board of Directors

DM Petroleum Operations Company | High Performance Workforce

Ron Schulingkamp, Office of Strategy Management

U.S. Army Armament Research and Development Center (ARDEC) | Integrating Baldrige and Other Best Industry Practices to Achieve Excellence

Joseph Brescia, Director, Strategic Management and Process Office

5:30 pm | Conference Sessions Adjourn for Day

Tuesday, April 17

7:00 am | **Convention Registration**

Registration Opens

7:00 am | **Exhibit Hall A**

Continental Breakfast, Networking, and Exhibits Open

8:00 am | **Ballroom/State Rooms**

Concurrent Session 5

Concordia Publishing House | Operations Focus

Karen M. Capps, Executive Director of Production Control and Quality Systems

Henry Ford Health System | Turning Point: Strategic Alignment and Accountability by Leveraging the Baldrige Framework

Susan S. Hawkins, Senior Vice President, Performance Excellence

Schneck Medical Center | Physician Engagement Leads to Physician Alignment

Doug Towriss, Chief Medical Officer

Southcentral Foundation | Strategic Planning

Sharon Fenn, Improvement Advisor

Michelle Tierney, Vice President of Organizational Development and Innovation

PRO-TEC Coating Company | Using Baldrige to Address Challenges

Eric Franks, Manager, Technology and Quality Assurance

AtlantiCare | Innovation in Health Care

Terri Schieder, Vice President, Clinical Integration and Business Development

8:45 am | Travel Break | Participants travel to Concurrent Session 6

9:00 am | **Ballroom/State Rooms**

Concurrent Session 6

Concordia Publishing House | Turning Point: User Access to Data

Stephen J. Harris, Executive Director, Innovation Technologies

Henry Ford Health System | Community Engagement

Kimberlydawn Wisdom, Senior Vice President, Community Health and Equity and Chief Wellness Officer

Schneck Medical Center | Strategic Planning

Warren L. Forgey, Executive Vice President, Fiscal and Business Development

Debbie Ridlen, Controller

Southcentral Foundation | Customer Focus

Chanda Aloysius, Vice President of Behavioral Services

Ileen Sylvester, Vice President of Executive and Tribal Services

Ritz-Carlton | Workforce Engagement and Culture

Janet Crutchfield Souter, Senior Director, Quality

North Mississippi Medical Center | Operations Focus in Health Care

Karen Koch, Patient Focused Improvement Department Director

9:45 am | **Exhibit Hall A**

Refreshment Break; Exhibits Open

10:15 am | Ballroom/State Rooms

Concurrent Session 7

Concordia Publishing House | Anyone Can Do It!

Bruce G. Kintz, President and Chief Executive Officer

Henry Ford Health System | Strategic Planning

Karen E. Kippen, Director, Corporate Planning

Schneck Medical Center | Customer Focus

Shery Tiemeyer, Director of Patient Services

Warren L. Forgey, Executive Vice President, Fiscal and Business Development

Southcentral Foundation | Measurement, Analysis and Knowledge Management

Mike Hirst, Director of Data Services

David Fenn, Improvement Advisor

Honeywell Federal Manufacturing & Technologies | Reducing Oversight with Baldrige

Barbara Rich, Operations Manager

Iredell-Statesville (I-SS) Schools | Baldrige Impacts

Marty Moore, Executive Director, I-SS Leadership Academy

Melanie Taylor, Associate Superintendent of Curriculum and Instruction

11:00 am | Travel Break | Participants travel to Concurrent Session 8

11:15 am | Ballroom/State Rooms

Open House Sessions

Each 2011 Baldrige Award recipient will host an open house in their session room. These sessions provide opportunities for attendees to informally visit with representatives of award recipient organizations, ask questions, and network. The Alliance for Performance Excellence will also host a session in which attendees can visit with representatives from the state and local Baldrige-based award programs. In addition, there will be an open house with Baldrige national examiners, who will be available to answer questions about their roles in the Baldrige Award process. There is no formal agenda for these open-house sessions, and attendees may drop in and visit as many of the sessions as they wish.

12:00 pm | Exhibit Hall A

Lunch and Exhibits Open

1:30 pm | Ballroom/State Rooms

How-To Sessions—Round 1

Southcentral Foundation | How to Execute Your Strategy

Katherine Gottlieb, President and Chief Executive Officer

Michelle Tierney, Vice President of Organizational Development and Innovation

Schneck Medical Center | How to Use Baldrige and MAGNET to Improve Quality

Tammy L. Dye, Vice President of Clinical Services and Chief Quality Officer

Vicki L. Johnson, Vice President of Nursing and Chief Nursing Officer

Henry Ford Health System | How to Communicate with Employees to Drive Engagement and Learning

Rose M. Glenn, Senior Vice President, Communications and Chief Marketing Officer

CH2M Hill (Formerly OMI) | How to Do Baldrige and Lean Six Sigma

Jeff Jones, Director of Quality

Sharp Healthcare | How to Get Started with Baldrige

Nancy Pratt, Senior Vice President, Clinical Effectiveness

3:00 pm | Exhibit Hall A

Refreshment Break; Exhibits Open

3:30 pm | Ballroom/State Rooms

How-To Sessions—Round 2

Poudre Valley Health System | How to Make Baldrige How You Do Business

Priscilla Nuwash, President, Center for Performance Excellence

Premier Inc. | How to Develop and Implement Strategy Maps

Jan Englert, Director of Client Services

Studer Group | How to Change the Culture of an Organization

Craig Deao, Research and Development Leader

Nestlé Purina Pet Care | How to Use Key Information for Analysis and Improvement

Ken Dean, Director, Quality Systems, Customer Development Group

Adam Pollard, Manager, Quality Systems

Jenks Public Schools | How to Identify, Manage, and Improve Work Systems and Processes

Lisa Muller, Assistant Superintendent, Curriculum and School Improvement

Shan Glandon, Director of Curriculum

Jennifer Bradshaw, Assistant Principal, Jenks East Elementary

James McNabb, Director of Transportation

Dana Ezell, Director of Human Resources

Eric Fox, Teacher, Jenks High School

5:00 pm | Conference Sessions Adjourn for Day

5:30 pm | 2010 and 2011 Baldrige National Examiner Recognition Event (Optional)

Wednesday, April 18

7:00 am | Convention Registration

Registration

7:00 am | Exhibit Hall A

Continental Breakfast, Networking, and Exhibits Open

8:15 am | Ballroom

Opening Remarks

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

8:30 am | Ballroom

Elements of Excellence

Leaders from the 2011 Baldrige Award recipients spotlight one of the elements of excellence of their organization.

Moderator:

Megan Smith, Vice President, Finance, ASTD

Southcentral Foundation | It's All About Relationships

Douglas Eby, Vice President of Medical Services

Katherine Gottlieb, President and Chief Executive Officer

Southcentral Foundation's ability to develop relationships with customer-owners, partners, community members, and co-workers is directly related to success. This session will review how RELATIONSHIPS, as an organizing principle, are deployed and integrated across the organization.

Schneck Medical Center | Bridging the Gap between Strategy and Culture

Tammy L. Dye, Vice President of Clinical Services and Chief Quality Officer

Which is more important to a successful execution of initiatives, strategy or culture? The answer is both. Strategy and culture are necessary for success and both are built by design. Schneck Medical Center will share how they use "BRIDGES" to connect the two for successful execution of their plans.

9:20 am | Exhibit Hall A

Refreshment Break; Exhibits Open

9:50 am | Ballroom

Elements of Excellence, continued

Henry Ford Health System | Leveraging Innovation for Performance Excellence and Growth

Robert G. Riney, President and Chief Operating Officer

This presentation will provide examples of clinical, technological, facility, and process innovation at Henry Ford Health System that have led to steady and sustained growth.

Concordia Publishing House | Management by Fact

Stephen J. Harris, Executive Director, Innovation Technologies

Concordia will review their user-friendly, real-time Key Performance Indicator (KPI) dashboard that drives their organizational performance measurement system. See how these measurement tools are used daily by members of the workforce to review performance data and to take corrective action as needed. Finally, learn how the organization of the KPI dashboard reflects Concordia's mission-centric culture.

10:35 am | Stretch Break

10:45 am | Ballroom

Senior Leader Panel Discussion

Leaders respond to questions submitted by the audience.

Moderator:

Robert Fangmeyer, Deputy Director, Baldrige Performance Excellence Program

Bruce G. Kintz, President and Chief Executive Officer, Concordia Publishing House

Stephen J. Harris, Executive Director, Innovation Technologies, Concordia Publishing House

Robert G. Riney, President and Chief Operating Officer, Henry Ford Health System

John Popovich Jr., President and Chief Executive Officer, Henry Ford Hospital

Gary A. Meyer, President and Chief Executive Officer, Schneck Medical Center

Tammy L. Dye, Vice President of Clinical Services and Chief Quality Officer, Schneck Medical Center

Douglas Eby, Vice President of Medical Services, Southcentral Foundation

Katherine Gottlieb, President and Chief Executive Officer, Southcentral Foundation

11:45 am | Ballroom

Conference Themes and New Directions

Harry S. Hertz, Director, Baldrige Performance Excellence Program, National Institute of Standards and Technology

12:00 pm | Conference Adjourns