

# 2002 Baldrige Regional Conferences

## A New Era of Sharing

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, the conferences usher in a new era of sharing as our first Baldrige Award recipients in Education will join our many past and current Business recipients in sharing their practices. We are excited with the new Award recipients and are confident that they will make the conferences better than ever.

We also know that, whether your organization is large or small; involved in service or manufacturing, health care or education; housed in one location or multiple sites around the globe, you can benefit from the knowledge and experience of the Baldrige Award recipients. In this period of global challenge and transformation, you will learn how world-class organizations not only survive, but thrive. Please join us at the 2002 Regional Conferences in Fremont and Dearborn.

[www.quality.nist.gov](http://www.quality.nist.gov)

Co-Sponsored by



**NIST**

# Award recipients 2001

## MANUFACTURING

### Clarke American Checks, Inc.



Headquartered in San Antonio, Texas, Clarke American provides a wide range of products and services to financial services partners across the United States. Products include personalized checks, checkbooks, checking account and bill-paying accessories, and financial forms. Services include customer contact call centers and e-commerce and direct response marketing solutions on behalf of their partners. The company has about 3,200 associates in its headquarters and at 17 manufacturing facilities and six customer contact call centers located in 15 states. Clarke American is the only major financial services check provider with expanding market share over the last four years. Since 1996, its market share has increased 50 percent.

## SMALL BUSINESS

### Pal's Sudden Service



Pal's Sudden Service is a privately owned quick-service restaurant company with 17 locations in northeastern Tennessee and southwestern Virginia. Pal's has about 465 employees, and it competes directly with national fast food chains. Pal's customer satisfaction for quality in 2001 was at 95.8 percent versus its best competitor's, which was at 84.1 percent. All menu items are freshly prepared in the individual stores and are thrown away if they are not sold within a predetermined time. Pal's order handout speed has improved by over 30 percent since 1995, decreasing from 31 seconds to 20 seconds, compared to its competitors' performance, which increased from 73 seconds to 76 seconds.

## EDUCATION

### Chugach School District



The Chugach School District Office is based in Anchorage, Alaska. Chugach's 214 students are scattered throughout 22,000 square miles of mostly isolated and remote areas of south central Alaska. With 30 faculty and staff, CSD delivers education instruction in the workplace, in the community, in the home and in school to students from preschool up to age 21 using a comprehensive, standards-based system. CSD uses a set of developmental levels instead of traditional grade divisions to achieve district and state standards. The four-step Chugach Instructional Model enables students to progress through 10 content areas by using drill and practice, practical application, interactive simulation, and real-life situations.

### Pearl River School District



Located 20 miles north of New York City, the Pearl River School District (PRSD) has five schools: three elementary schools (kindergarten through grade four), one middle school (grades five through seven), and one high school (grades eight through 12). The district has about 330 employees and approximately 2,460 students. The percentage of students graduating with a Regents diploma, a key objective of Pearl River School District, has increased from 63 percent in 1996 to 86 percent in 2001, while the percentage of students in schools with similar socio-economic profiles has decreased from 61 percent in 1996 to 58 percent in 2000.

### University of Wisconsin-Stout



One of 13 publicly supported universities in the University of Wisconsin System, University of Wisconsin-Stout has about 1,200 faculty and staff and about 7,700 students. Located in Menomonie, Wisconsin, UW-Stout offers 27 undergraduate and 16 graduate degrees through three academic colleges. UW-Stout's "Mission Driven-Market Smart" focus is aimed at developing students for careers in industry and education and has led to a graduate placement rate at or above 98 percent since 1996. More than 68 percent of students graduate with practical work experience through internships or co-ops, field experiences, and student teaching experiences.

**To learn more about these role model organizations, visit [www.quality.nist.gov](http://www.quality.nist.gov).**

# 2002 BALDRIGE REGIONAL CONFERENCES REGISTRATION FORM

## Address Information

First Name \_\_\_\_\_ Middle \_\_\_\_\_ Last Name \_\_\_\_\_  
First Name for Badge \_\_\_\_\_  
Company \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_ Address 2 \_\_\_\_\_  
City \_\_\_\_\_  
State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

## Sector

Please indicate the sector to which your organization belongs:

Manufacturing     Service     Small Business     Education     Health Care     Government     Non-profit

## How did you hear about the 2002 Baldrige Regional Conferences?

- Received brochure in the mail (Please fill in the two-digit code that appears above your name on your brochure label: \_\_\_\_\_)  
 From a colleague  
 Baldrige Web site  
 Award Criteria  
 Email advertisement  
 Announcement in trade publication  
 Other: \_\_\_\_\_

## Please select the conference you wish to register for.

- Fremont, CA, October 10, 2002  
 Dearborn, MI, October 23, 2002

## Please select the type of registration you wish to have.

	Advance*	Regular
<input type="checkbox"/> Full Conference	\$445.00	\$495.00
<input type="checkbox"/> Faculty Discount	\$395.00	\$445.00
<input type="checkbox"/> Group Discount**	\$395.00	\$445.00

\*Registration must be submitted by 12:00 AM EDT, September 20 for Fremont, CA and October 3 for Dearborn, MI.

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

**NOTE: Your credit card statement will list MACC as the payee.**

## 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 in the space below:

\_\_\_\_\_

## Payment Information

Check or money order (Make check payable to MBNQA Foundation).

Credit Card     Visa     MasterCard     American Express

## Credit Card Information

Name as it appears on the card: \_\_\_\_\_  
Account number: \_\_\_\_\_  
(CID/SVC number--AMEX users only\*): \_\_\_\_\_  
Expiration date: \_\_\_\_\_  
Signature: \_\_\_\_\_

**NOTE: Your credit card statement will list MACC as the payee.**

\* This three or four digit number must be provided if you are paying with an American Express card.  
The number can be found above the embossed account number that appears on your card.

# FOUR WAYS TO REGISTER

1. Fill out the registration form and mail it to:

**2002 Baldrige Regional Conferences**  
c/o MACC, Inc.  
P.O. Box 513  
Colmar, PA 18915-0513

2. Call MACC, Inc. at 215-822-5133 and use your MasterCard, Visa, or American Express.
3. Fax your completed registration form with credit card payment to 2002 Baldrige Regional Conferences, c/o MACC, Inc., at **215-822-3332**.
4. Register online at [www.quality.nist.gov](http://www.quality.nist.gov).

## REGISTRATION INFORMATION

### CONFERENCE REGISTRATION FEE

**Advance** (by September 19, 2002, for Fremont, CA and October 2, 2002, for Dearborn, MI) \$445.00  
**Regular** \$495.00

### GROUP DISCOUNTS

Your organization will receive a \$50 group discount off the advance or regular registration fee if 10 or more employees register at the same time. Registrations must be made as a group (not individually) for the discount to be honored. Due to the group requirement of 10 or more employees, cancellations will not be accepted; however, substitutions may be made at any time.

### FACULTY DISCOUNTS

Individuals who have full-time academic employment are eligible for the following discounted fees:

**Advance** (by September 19, 2002, for Fremont, CA and October 2, 2002, for Dearborn, MI) \$395.00  
**Regular** \$445.00

**NOTE:** The faculty discounts cannot be combined with the group discounts.

### 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. **MACC will be listed as payee on all registrants' credit card statements.** If you wish to guarantee payment with a money order or check, complete this form and send it to MACC, Inc. MACC must receive the hard copy of the money order with your registration form. MACC cannot process your registration without both of these forms. **All checks should be made payable to MBNQA Foundation.** You will receive confirmation of your registration by email, or fax (domestic attendees only).

### CANCELLATION AND SUBSTITUTION POLICY

All requests for cancellation must be made in writing and faxed or mailed to MACC. Registrants whose requests for cancellation are received on or before September 19, 2002, for the Fremont, CA conference and October 2, 2002, for the Dearborn, MI conference will receive a full refund. Registrants whose requests are received between those dates and one week prior to the respective conference will incur a \$100.00 processing fee. No requests for reimbursement for cancellations will be accepted after October 3, 2002, for the Fremont, CA conference and October 16, 2002, for the Dearborn, MI conference. Substitutions may be made at any time.

For information on registration, contact MACC at 2002 Baldrige Regional Conferences, c/o MACC, Inc., P.O. Box 513, Colmar, PA 18915-0513, phone 215-822-5133, or fax 215-822-3332.

# ABOUT THE 2002 BALDRIGE REGIONAL CONFERENCES

The 2002 Baldrige Regional Conferences will provide an in-depth opportunity to learn about the best practices and results of both the 2001 Baldrige Award recipients and former Award recipients.

Senior leaders and other representatives of the Award recipient organizations will make presentations and answer questions about the seven Categories of the Baldrige Criteria and discuss their lessons learned in using the Criteria. The conferences will feature keynote presentations by the leaders of the 2001 Award recipient organizations. They will also feature three tracks of concurrent presentations on the different Criteria Categories as well as Town Hall sessions—open forums where representatives from multiple Award recipient organizations respond directly to attendee questions on any of the seven Criteria Categories, providing a comparison and contrast across organizations and sectors.

The 2002 Baldrige Regional Conferences are designed to provide a dynamic and interactive environment where you can maximize your learning and networking. So take this opportunity to learn the secrets of world-class organizations in the seven Baldrige Criteria Categories:

1. Leadership
2. Strategic Planning
3. Customer/Student, Stakeholder, and Market Focus
4. Information and Analysis
5. Human Resource/Faculty and Staff Focus
6. Process Management
7. Business/Organizational Performance Results

**WHO SHOULD ATTEND THE 2002 BALDRIGE REGIONAL CONFERENCES:** Anyone interested in improving the performance of their organization, including CEOs, senior leaders, education and health care leaders and professionals, directors of staff functions, heads of operating units, and quality/performance improvement practitioners.

## GENERAL INFORMATION

### DATES AND LOCATIONS

The conferences will be held on October 10, 2002, at the Fremont Marriott in Fremont, CA (in the San Jose/San Francisco area) and October 23, 2002, at The Ritz-Carlton in Dearborn, MI (in the Detroit area).

**NOTE:** The American Society for Quality's Western Regional Conference, "Playing to Win: Creating Your Game Plan for Workplace Success," will also be held at the Fremont Marriott from October 7-9, 2002. For more information on this event, visit <http://calexcellence.org/conference>.

### PROCEEDINGS

As a conference attendee, you will receive the visuals for the plenary and concurrent sessions along with a complete set of the speaker bios. You will also receive a CD-ROM featuring videos of the 2001 Award recipients and summaries of the recipients' Baldrige applications. Valuable printed materials, including the application summaries and the new CEO Issue Sheet on Six Sigma, ISO, and Baldrige will also be included in your conference packet.

### REGISTRATION

The advance registration fee is only \$445. To receive this fee, you must register by September 19, 2002, for the Fremont, CA conference and October 2, 2002, for the Dearborn, MI conference. Attendees who register after those dates will pay the regular conference fee of \$495. Additional discounts apply for both full-time faculty and groups of ten or more. These discounts lower the cost of the advance registration fee to \$395 and the regular conference fee to \$445.

### HOTEL & TRAVEL

**October 10, Fremont Marriott, Fremont, CA:** Rooms have been reserved at the Fremont Marriott at the special conference rate of \$109 (single or double). The tax rate is 10%. To receive the conference rate, please reserve by September 24, 2002. The Fremont Marriott is easily accessible by taxi and shuttle from San Jose International Airport, Oakland International Airport, and San Francisco International Airport.

To make reservations, call Marriott reservations at **(800) 228-9290** or **(510) 413-3700** and reference the 2002 Baldrige Regional Conference.

**October 23, The Ritz-Carlton, Dearborn, MI:** Rooms have been reserved at The Ritz-Carlton at the special conference rate of \$150 (single or double). There will be an additional charge of \$25 per day for each additional person over the age of 18 and/or over two people in a guest room. The tax rate is 14%. To receive the conference rate, please reserve by October 8, 2002. The Ritz-Carlton is easily accessible by taxi from Detroit Metro Airport.

To make reservations, call The Ritz-Carlton at **(800) 241-3333** or **(313) 441-2000** and reference the 2002 Baldrige Regional Conference.

### ADDITIONAL INFORMATION

For additional information on the 2002 Baldrige Regional Conferences and the Baldrige National Quality Program, call (301) 975-2036; fax (301) 948-3716; or email [nqp@nist.gov](mailto:nqp@nist.gov).

# Conference schedules

Thursday, October 10, 2002: Fremont, California

Registration Hours: 7:00am to 2:00pm

## Thursday, October 10, 2002: Fremont, California

7:00 - 8:00 am	Continental Breakfast		
8:00 - 10:00 am	Opening Plenary Session: <ul style="list-style-type: none"> <li>• Welcome: <b>Kathy Yeu</b>, Conference Chair, 2002 Baldrige Panel of Judges</li> <li>• Opening Remarks: <b>Barry Diamondstone</b>, Deputy Director, Baldrige National Quality Program</li> <li>• Keynote Addresses:               <ul style="list-style-type: none"> <li><b>Mike Davis</b>, Chief Operating Officer, Clarke American Checks</li> <li><b>Richard DeLorenzo</b>, Superintendent, Chugach School District</li> </ul> </li> </ul>		
10:00 - 10:20 am	Networking Break		
	Concurrent Sessions		
10:20 - 11:20 am	Leadership and Human Resource Focus <b>OMI, Inc.</b>	Information & Analysis and Process Management <b>Dana-Spicer Driveshaft</b>	Strategic Planning and Student, Stakeholder & Market Focus <b>University of Wisconsin-Stout</b>
11:30 am - 12:30 pm	Information & Analysis and Process Management <b>Solelectron Corporation</b>	Strategic Planning and Customer & Market Focus <b>Sunny Fresh Foods</b>	Leadership and Faculty & Staff Focus <b>Pearl River School District</b>
12:30 - 2:00 pm	Lunch		
2:00 - 3:00 pm	Strategic Planning and Customer & Market Focus	Leadership and Human Resource Focus <b>Clarke American Checks</b>	Information & Analysis and Process Management <b>Chugach School District</b>
3:00 - 3:30 pm	Networking Break		
3:30 - 5:00 pm	Town Hall A <b>Clarke American Checks</b> <b>Dana-Spicer Driveshaft</b>	Town Hall B <b>Chugach School District</b> <b>Pearl River School District</b> <b>University of Wisconsin-Stout</b>	

**Wednesday, October 23, 2002: Dearborn, Michigan**

**Registration Hours: 7:00am to 2:00pm**

**Wednesday, October 23, 2002: Dearborn, Michigan**

<b>7:00 - 8:00 am</b>	Continental Breakfast		
<b>8:00 - 10:00 am</b>	Opening Plenary Session: <ul style="list-style-type: none"> <li>• Welcome: <b>Ruth Ash</b>, Conference Chair, 2002 Baldrige Panel of Judges</li> <li>• Opening Remarks: <b>Harry S. Hertz</b>, Director, Baldrige National Quality Program</li> <li>• Keynote Addresses:                         <ul style="list-style-type: none"> <li><b>Thomas A. Crosby</b>, President and CEO, Pal's Sudden Service</li> <li><b>Richard E. Maurer</b>, Superintendent, Pearl River School District</li> <li><b>Charles W. Sorensen</b>, Chancellor, University of Wisconsin-Stout</li> </ul> </li> </ul>		
<b>10:00 - 10:20 am</b>	Networking Break		
	Concurrent Sessions		
<b>10:20 - 11:20 am</b>	Leadership and Human Resource Focus <b>KARLEE Company, Inc.</b>	Information & Analysis and Process Management <b>Dana-Spicer Driveshaft</b>	Strategic Planning and Student, Stakeholder & Market Focus <b>University of Wisconsin-Stout</b>
<b>11:30 am - 12:30 pm</b>	Information & Analysis and Process Management <b>Pal's Sudden Service</b>	Strategic Planning and Customer & Market Focus <b>Clarke American Checks</b>	Leadership and Faculty & Staff Focus <b>Pearl River School District</b>
<b>12:30 - 2:00 pm</b>	Lunch		
<b>2:00 - 3:00 pm</b>	Strategic Planning and Customer & Market Focus <b>Pal's Sudden Service</b>	Leadership and Human Resource Focus <b>Dana Commercial Credit</b>	Information & Analysis and Process Management <b>Pearl River School District</b>
<b>3:00 - 3:30 pm</b>	Networking Break		
<b>3:30 - 5:00 pm</b>	Town Hall A <b>Clarke American Checks</b> <b>Dana-Spicer Driveshaft</b> <b>Dana Commercial Credit</b>		Town Hall B <b>Pearl River School District</b> <b>University of Wisconsin-Stout</b>

MICHIGAN



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

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**2002 Baldrige Regional Conferences**



**Join us for a day of dynamic learning and networking with current and past Baldrige Award recipients!**

Featuring the 2001 Award recipients:

- Clarke American Checks, Inc.
- Pal's Sudden Service
- Chugach School District
- Pearl River School District
- University of Wisconsin-Stout

**Special Business and Education Tracks**

*Value Priced At Under \$500*

