



*Attend this August Seminar and Learn How You Can  
Lead your Organization by Pointing the Way!*

*Presented by Georgia Oglethorpe Award Process, Inc.  
Georgia's Baldrige-based process for continuous organizational learning and  
improvement through Education, Assessment, and Recognition.*

**TWO OPTIONS TO ATTEND: AUGUST: 17 OR 23**

## The Benefits

Attend this *seminar* and discover how you can *lead your organization by pointing the way* to using the [Criteria for Performance Excellence](#). The Criteria will help you:

- improve your bottom-line performance,
- maximize your resources,
- organize your priorities, and
- make sense of all the chaos.

"I see the {Criteria Framework} as a powerful set of mechanisms for disciplined people engaged in disciplined thought and taking disciplined action to create great organizations that produce exceptional results." Jim Collins, author of *Good to Great: Why Some Companies Make the Leap . . . and Others Don't*

For just **\$99.00** (or \$59.00 half day) you can learn why businesses, along with government, education, healthcare, and nonprofit organizations have turned to the [Criteria for Performance Excellence](#) as a framework for achieving the results they need and want. Discover what the Criteria require of you, as a leader, in setting the stage for how your organization will achieve its mission and overall performance excellence.



## The Agenda

9:00 a.m. – 10:30 a.m.	Overview: The Criteria for Performance Excellence
10:45 a.m. – 12:00 p.m.	Leadership
12:10 p.m. – 12:45 p.m.	Lunch
12:55 p.m. – 2:10 p.m.	Strategic Planning
2:20 p.m. – 3:20 p.m.	Customer Focus
3:30 p.m. – 4:15 p.m.	Debrief and Action Items

## Two Dates and Locations

### Friday, August 17, 2012

#### The Loudermilk Center

40 Courtland Street, NE  
Atlanta, Georgia 30303  
Phone: 404.507.1690

(For event day only messages.)

**The Loudermilk Center** is in downtown Atlanta with easy access from all points in Metro Atlanta via I-75/85. It is on Courtland St. near Edgewood Ave. and close to the State Capitol and Georgia State University. For directions by car or MARTA, please visit [The Loudermilk Center](#) Web site at [www.loudermilkcenter.com](http://www.loudermilkcenter.com) and click [Location](#). Parking is available on site; have your ticket stamped at Loudermilk reception desk to reduce parking cost.

### Thursday, August 23, 2012

#### NCCPA

12000 Findley Road, Suite 100  
Johns Creek, GA 30097  
Phone: 678.417.8100

(For event day only messages.)

**NCCPA** (National Commission on Certification for Physician Assistants) is in Johns Creek, Georgia in North Metro-Atlanta between I-85N and GA-400N and approximately 12 miles North of I-285. Findley Road is west off Medlock Bridge Rd/ Peachtree Parkway just south of the intersection with McGinnis Ferry and north of Abbots Bridge Road. Please request additional directions on the registration form, if needed.

**Call Georgia Oglethorpe Office at 770.889.4011 with any questions or for directions.  
Dress is business/ business casual. Please see page 3 for registration form.**

*Also: Save the date for the Georgia Oglethorpe Annual Conference on October 4, 2012.*

# The Presenters

## *The Criteria for Performance Excellence: An Overview – Dr. Bill Bailey*



**Bill Bailey** has served Georgia Oglethorpe since 2006 as an examiner, senior examiner, team leader, and trainer. Bill also served as a senior examiner for the Malcolm Baldrige National Quality Award Board for three years and as an examiner for the North Carolina Performance Excellence Program. Bill's 20-year professional experience includes manufacturing and teaching in both industry and academia. While working in industry, Bill served a tool and die apprenticeship, implemented Lean, and taught process improvement to production employees and top executives. He has taught courses in manufacturing technology, quality (process improvement and organizational performance), and operations management. Bill is a Six Sigma Black Belt. Currently he is an adjunct instructor for Southern Polytechnic State University in the M.S. in Quality Assurance program and teaches Lean Six Sigma workshops. Starting in the fall of 2012, he became Assistant Professor of Industrial Engineering Technology. Bill received a B.A. in Psychology and English from University of North Carolina, M.S. in Industrial Technology from N.C. Agricultural and Technical State University, and Ph.D. in Technology Management at Indiana State University.

## *Leadership - Dennis Hooper*



**Dennis Hooper**, an executive coach at his firm Building Future Leaders, helps leaders enhance their leadership skills, as well as the skills of their direct reports. He shows leaders how to leverage their experience and position to build future organizational leaders. Thus, the executive achieves greater freedom while building assurance that the organization will continue to serve its customers well and continually improve. Dennis spent his first career at Procter & Gamble Company and Weyerhaeuser Company in various Human Resource positions helping hundreds of managers and technicians build their leadership skills. For ten years, Dennis has published weekly newspaper articles on various aspects of leadership skills and processes, and now he is compiling the best of those columns into a book of practical guidance for leaders. As a regular presenter at Georgia Oglethorpe leadership workshops, Dennis has always received superior evaluations from participants. He is certified by the Franklin Covey Leadership Institute, and is a member of the International Coach Federation, the Georgia Coach Association, and the Christian Coaches Network. Dennis received a BEE degree from Georgia Tech and an MBA degree from East Carolina University.

## *Strategic Planning – Henry Whitlow and B. Kirk Patterson*



**Henry Whitlow** is a master facilitator, trainer and business process analyst with extensive financial management and financial systems experience. He is Executive Vice President for Project Development and Analysis at Hudson Strategic Group. His early career with IBM included planning/ financial responsibility for manufacturing and the development of information systems for the Northeast Region. As a business process consultant for IBM's corporate quality staff, he was responsible for the establishment and management of projects in both private and public settings. Having extensive training and experience as an examiner for Baldrige and Georgia Oglethorpe, Henry is certified to conduct comprehensive organizational assessments. He is also trained in a number of quality related topics, including ISO 9000, Benchmarking, Facilitation, Quality Planning, and SPC techniques. Henry has served nine years on the Georgia Oglethorpe Board of Examiners, generally as senior examiner. Henry has served as an adjunct instructor for Southern Polytechnic State University, Georgia State University, and Georgia Tech teaching courses in enterprise systems and strategy management. Henry received a B.S. Management/Decision Science (magna cum laude) from N.C. Central University, and MBA in Corporate Financial Management from Harvard University.



**B. Kirk Patterson** is a results-oriented business strategy architect with extensive experience in facilitating cross-functional employee teams through strategic planning, performance improvement, and change management. He brings wide-ranging project management, analytical, and problem-solving expertise to every engagement. Kirk's proven strengths include using a quantitative approach to process improvement in financial, customer-focused, operational, and growth performance areas. He has successfully produced transformational results in a variety of organizational structures: complex corporate organizations, franchise infrastructures, non-profits, and public institutions. While holding management positions at IBM, Dean Witter, Pepsi, and Hudson Strategic Group for the past 16 years, Kirk has developed superior analytical, verbal and written communication skills. Clients and colleagues alike have praised his outstanding performance. Kirk has served faithfully and with distinction on the Georgia Oglethorpe Board of Examiners for the past six years. He is Executive Vice President for Project Execution at Hudson Strategic Group, and received a B.A. degree in Econometrics from Stanford University.

## *Customer Focus – Brian Kaznova*



**Brian Kaznova** is a world-renowned expert in Performance Improvement and Organizational Excellence Consulting. Brian's specialties include design and analysis of customer and employee satisfaction surveys and 360 feedback, strategic planning, and leadership improvement. After an outstanding 25-year career with IBM, Brian retired from IBM and established Kaznova Consultants, a premier consulting firm designed to assist organizations in achieving world-class levels of performance and results using the Malcolm Baldrige National Quality Criteria. The Baldrige performance excellence business management system, on which Georgia Oglethorpe is based, has been recognized as the global benchmark for organizational improvement. Brian has helped 10 companies receive 21 state, national, and continent Baldrige-based awards – having served as the only consultant to those companies. Particularly noteworthy was his 14-year association with The Ritz-Carlton Hotel Company (1990-2003) where, as executive consultant, he had the responsibility for writing the two Malcolm Baldrige National Quality Award-winning applications (1992 and 1999). Brian served on the Georgia Oglethorpe Panel of Judges from 1997-2000.

# Lead your Organization by Pointing the Way!

A Seminar Presented by Georgia Oglethorpe Award Process, Inc.

## Registration Form

Also: Save the date for the Georgia Oglethorpe Annual Conference on October 4, 2012.

Please PRINT or TYPE ONE FORM PER PERSON (For multiple attendees, you may fill out the Method of Payment section only once.)

Name: \_\_\_\_\_ Note any dietary restrictions: \_\_\_\_\_

Functional Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Work phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### REGISTRATION OPTIONS AND COSTS

### TOTALS

**Day You Will Be Attending:** (Please check the appropriate box.)

Friday, August 17, 2012 at The Loudermilk Center

Directions to Loudermilk are on the first page of this registration program.

Thursday, August 23, 2012 at NCCPA

Do you need directions to NCCPA?  Yes  No

**Full Day Registration:** (Please check the box below and enter the cost on the line to the right.)

All Day – Morning Session, Lunch, Snacks, Afternoon Sessions... \$ 99 each \$ \_\_\_\_\_

**Half Day Registration:** (Please check the appropriate box that applies and enter cost.)

Morning Sessions, Snack, and Lunch only... \$ 59 each \$ \_\_\_\_\_

Lunch, Snack, and Afternoon Sessions only... \$ 59 each \$ \_\_\_\_\_

**Total Payment for Registration** \$ \_\_\_\_\_

### METHOD OF PAYMENT

Please check the appropriate box. Checks are preferred. Payments must be received by 12:00 p.m. (noon) Wednesday, August 15, 2012.

Check: Make payable to **Georgia Oglethorpe Award Process, Inc.** and mail to address in Registration Options box below.

Charge:

Visa  MasterCard Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_ Cardholder Name (Print): \_\_\_\_\_

Authorized Signature (if a fax or hard copy is sent.): \_\_\_\_\_

**Sending Your Registration by E-Mail? Do not include CC#.** Please see below at **Registration Options: E-Mail and Voice Mail.**

#### Registration Options

**Fax:** 404.651.8202 or 404.232.3771  
**E-Mail:** office@GeorgiaOglethorpe.org (For security, no credit card #s by e-mail; phone 770.889.4011 to give card #.)  
**U.S. Mail:** Georgia Oglethorpe Award Process, Inc.  
148 Andrew Young Int'l. Blvd., NE, Suite 250  
Atlanta, GA 30303  
**Web Site:** [www.GeorgiaOglethorpe.org](http://www.GeorgiaOglethorpe.org) (Select Conference tab to download this registration form.)  
**Voice Mail:** 404.232.3808 (Please leave your name and number. We will contact you for credit card information.)

#### Cancellation Policy

All substitutions and cancellations must be made by phone.  
**CALL** 770.889.4011 or 404.232.3808.

- Substitutions accepted.
- Refunds, less a \$25 cancellation fee to cover our administrative costs, will be given provided cancellation – via telephone call – is received on or before 12:00 p.m. (noon) on Wednesday, August 15, 2012.
- No refunds after 12:00 p.m. (noon), Wed, August 15, 2012.