

Georgia Oglethorpe Annual Conference & Awards Banquet

Georgia: Outperforming the World!

We have a great deal for which to be proud of in Georgia, and people hard at work to make break through as well as incremental improvements is one of them. Attending this conference allows you to meet with organizational leaders intent upon making Georgia's business, industry, government, education, healthcare and nonprofit organizations the best! Don't miss this once-a-year opportunity to meet people that will have a positive affect upon the rest of your life. We need more high-energy people like you to join in helping us assure Georgia will someday outperform the world!

YOU SPOKE - WE LISTENED! HERE ARE CHANGES IN THIS YEAR'S PROGRAM

Using participants' input from prior years we have made several additions to the program for 2001:

- Five new pre-conference tutorial options with a diverse range of topics featuring nationally / state recognized speakers.
- A Sunday evening reception featuring a casual atmosphere to be held at the Fort Discovery National Science Center. This high-tech playground serves as a hands-on math and science museum for "children" of all ages.
- Two optional tours and an option for golf on Tuesday afternoon.

We have also modified the program as a result of input from our conference guests, having:

- Reduced total time in general sessions by almost 30% yet retained the 4 Concurrent Workshops format.
- Aligned the Concurrent Workshops with the six Approach / Deployment Categories of the Georgia Oglethorpe / Malcolm Baldrige Criteria for Performance Excellence.
- Asked speakers to show linkages to the Business Results Category of the Criteria in their presentations.
- Intended for you to seek ideas from organizations that are non-traditional to your own since the Concurrent Workshops focus on a particular Criteria Category, as opposed to a particular organization sector.
- Added more time for recognizing people and organizations for outstanding performance.
- Moved to a boxed lunch "grab and go" format for Tuesday afternoon.
- Planned the program with more family and guest options to join.

CONFERENCE HIGHLIGHTS...

- Don't miss this rare opportunity to hear internationally acclaimed Lou Tice, Founder & Chairman, The Pacific Institute!
- Learn about James Edward Oglethorpe and why we named this Award after him.
- Hear from Malcolm Baldrige National Quality Award Winners and State Award Winners from Florida, Georgia and South Carolina!
- Choose from 32 options of Concurrent Workshops with speakers who will share their successes and failures.
- Join our celebrations of excellence, including recognition of our 2000 Georgia Oglethorpe Award Recipient - Prestolite Wire Corporation - Tifton, Georgia and join our reception to honor the 2000 Board of Examiners.
- Select from three post-conference options on Tuesday afternoon to complete your experience.
- Learn, network, share, relax and have fun during our fourth exciting year of this event!
- Be one of our lucky door prize recipients (must be present to win).

Pre-Conference TUTORIALS

Sunday, March 18, 2001
2:00 p.m. - 6:00 p.m.

Registration is Sunday from
1:00 p.m. - 2:00 p.m.

So You Want to Apply for the Georgia Oglethorpe Award or Just Use the Criteria?



Ken Leach
President
Leach Quality Inc.
Georgia Oglethorpe
Panel of Judges
1997 - 2000

Attending this session means you will:

- Learn how to address the Criteria for Performance Excellence requirements.
- Gain insight on how to assess your organization against the Criteria.
- Discover how to close the gaps by structuring internally to address them.
- Learn the process for applying for low-cost, high-value assessment, feedback and the award.
- Know how to document your management system so that you maximize the examiners' ability to understand your business.
- Understand ways to prepare your organization to optimize learning from a site visit.

Ken is internationally recognized for helping businesses improve performance against the Malcolm Baldrige Criteria. Thirteen of his clients have received the Baldrige Award, which represent over 30% of all Baldrige winners! He has been featured in 'Fortune Magazine', the 'Wall Street Journal', 'Inc. Magazine', 'Business Week', 'Industry Week', and a video with Tom Peters.

Lean: A Strategic Approach for Process Management



Jill M. Wirkelman
Project Manager
Georgia Tech
Economic
Development Institute

Join this session to:

- Increase your understanding of Lean, a proven approach for effective process management.
- Discover how Lean tools can dramatically reduce costs AND improve productivity, delivery and quality.

- Experience Lean process improvements through a fun, interactive simulation.

As a Lean Specialist for Georgia Tech's Economic Development Institute, Jill develops and instructs courses on Lean and guides manufacturers through their Lean implementation. Jill also provides companies with implementation support and training in ISO 9000 and QS-9000.

Quality Function Deployment (QFD) - A Customer Driven Planning Tool



Kurt R. Hofmeister
President
The
TOTAL QUALITY
Group, Inc.

This interactive presentation will allow attendees to practice skills learned in several workshops. After attending this session you should be able to:

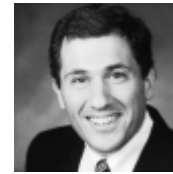
- Describe QFD principles as they apply to Services.
- Develop the "Voice of the Customer" and enter the data into a Pre-Planning Matrix.
- Analyze the Pre-Planning Matrix, identifying organizational opportunities.
- Create the "House of Quality" Matrix, establishing long-term tracking measures of performance and setting rational targets.
- Establish service concepts and describe a method for selecting which concept best accomplishes organizational goals.

Kurt is an international expert in QFD, having led its introduction to organizations such as the Ford Motor Company, Chrysler, Kimberly-Clark, GE Plastics, Hewlett-Packard, Motorola, GTE Service Operations, M&M / Mars, Texas Instruments Defense, Milliken & Company, McDonalds, and The Ritz-Carlton. He has assisted in the training and implementation of QFD in over 200 companies worldwide.

Don't forget to:

- Register for one of the Tuesday afternoon tour options or the golf outing
- Bring your favorite T-Shirt
- Ask about CEU Credits at the conference

How to Communicate Your Ideas So You Look and Sound Like a Leader



Joey Asher
President
Chambers and
Asher
Speechworks

By attending this session you can:

- Find out how to motivate anyone with a simple communication formula.
- Learn how to build relationships, using the secrets of the news anchors.
- Understand how to command attention, using a technique Mark Twain used.
- Discover how to carry yourself like a leader (it's a cowboy trick!)

Joey's background is both as an attorney and as a newspaper reporter. He has coached clients including INVESCO, Rainbird, BellSouth, UPS, MCI Worldcom, Scientific Atlanta, and Kurt Salmon Associates to achieve their goals through improved business communications.

Fired Up! Creative Training Tools for Workforce 2001



Mary Nestor
President
MTN Consulting

By attending this interactive event you will:

- Learn how adults learn when you are creative with training.
- Discover what it takes to get people "Fired Up!", motivated and learning.
- Utilize fun materials, themes and simulations for serious learning.
- Maximize learning outcomes, participation, creativity and retention.
- Experience training exercises, which can be used for teambuilding, project management, problem solving and diversity.
- Find out how to be creative in training approach, design and delivery.

Mary is nationally recognized for helping individuals and organizations create a positive, high performance and fun work environment in the midst of change. She provides performance consulting, training design and development, and motivational speaking. She is a frequent radio, TV and Internet talk show guest expert on business and workplace issues and motivation.

Keynote and General Session Speakers

Lou Tice

Founder & Chairman **Featured Keynote Speaker**

The Pacific Institute

Each year, Lou Tice teaches more than one million people, individually and within organizations, how to turn potential into progress. He has been a catalyst for some of the most phenomenal achievements of our time, yet he is sometimes called one of his own greatest success stories.

Following college, Lou worked as a high school teacher and coach, learning all he could about how the mind works and how human beings best equip themselves to succeed. Lou received his BA degree from Seattle University, and his MA in Education from the University of Washington where his major focus was the mental health sciences. All this learning and research led Lou and his wife, Diane, to create The Pacific Institute, "a corporation dedicated to human fulfillment." Today, the company has been continuously refined, supported by the latest development in the fields of cognitive psychology and the behavioral sciences, and validated by measurable - of ten dramatic - results. Over the years, The Pacific Institute has earned an enviable reputation with over half of the FORTUNE 500 companies having entered into client relationships.

Lou believes that excellence is a process - an achievable, continuous process that inevitably results when we learn to control how we think, what we expect and what we believe. Lou is a masterful teacher and educator who is remarkably successful at empowering individuals to achieve their full potential.



P. George Benson, Ph.D.

Dean and Simon S. Selig Jr. Chair of Economic Growth
Terry College of Business, The University of Georgia

Dr. P. George Benson became Dean of the University of Georgia's C. Herman and Mary Virginia Terry College of Business on July 1, 1998. He previously served for five years as dean of the business school at Rutgers University. From 1977 to 1993, he was a professor in the Carlson School of Management at the University of Minnesota. In 1997, George was appointed by the U.S. Secretary of Commerce to a three-year term as one of nine national judges for the Malcolm Baldrige National Quality Award, which recognizes the highest achievements in performance by U.S. companies, as well as education and healthcare organizations.

George received his bachelor's degree in mathematics from Bucknell University, did graduate work in operations research in the engineering school at New York University, and received a Ph.D. in decision sciences from the University of Florida. In 2000, he was named a Fellow of the

Decision Sciences Institute, the institute's highest honor. He is co-author of two of the leading textbooks in business statistics and is a bimonthly columnist for Georgia Trend magazine.

Phil S. Jacobs

President of Georgia Operations, BellSouth

Phil S. Jacobs is President of Georgia Operations for BellSouth, having started his telecommunications career in 1973 as a marketing communications consultant. Phil has accepted increasing responsibility during his years at BellSouth, including an assignment in Australia as Chief Operating Officer of Optus, where he oversaw the operations of this \$3 billion Australian Company, of which BellSouth owned 24.5%.

In December 1997, following the sale of BellSouth's interest in Optus, Phil returned to Atlanta where he was named Senior Vice President of the Managed Network Solutions organization, responsible for the development of managed data network solutions for BellSouth's business marketing unit.

Phil currently serves on several high-profile Boards, and is a member of the Governor's Education Reform Study Commission, serving on the Accountability Committee. He is a previous member of the SERVE (Southeastern Regional Vision of Education) Board, which is affiliated with the School of Education, University of North Carolina at Greensboro. A native of Washington, D.C., Phil received his undergraduate degree from Denison University - Granville, Ohio. Phil and his wife Jenny reside in Dunwoody, Georgia with their children, Drew, Emily, and Michael.



Keynote and General Session Speakers



Elizabeth (Lee Lee) R. James

Vice Chairman of the Board and Chief People Officer
Synovus Financial Corp.®

100 Best Companies to Work For In America • FORTUNE Magazine

Lee Lee James serves as Vice Chairman and Chief People Officer for Synovus Financial Corp.®, a multi-billion dollar, multi-financial services company. The company provides a diverse set of products and services that touch people around the world. One of its subsidiary's, Total System Services, Inc. (TSS), is a Founder of Georgia Oglethorpe Award Process, Inc., and our 1998 Georgia Oglethorpe Award Recipient. As a result of Lee Lee's leadership, the Synovus Team has consistently been selected as one of FORTUNE magazine's "100 Best Companies To Work For In America" and the number one best place to work in 1998.

Lee Lee joined the Synovus family in 1986, and eventually rose to become the youngest company President in a corporate history that dates back to 1888. She was named Vice Chairman of Synovus Financial Corp. in May 2000 with responsibility for Synovus Service Corp., Synovus Technologies, Inc., and pointpathbank.com. Lee Lee continues to serve as Chief People Officer for the Synovus family of companies.

Lee Lee is dedicated to community service and is a leader in many civic and professional organizations. Georgia Trend magazine named Lee Lee to its list of "Top Forty Under 40" in 1997. Her BA degree is from Auburn University and she is a graduate of Duke University Executive Education and the Cannon Financial Institute Trust School.

Colonel Charlette I. Roman

Garrison Commander, Fort Gordon

Colonel Charlette I. Roman assumed her present position as the Fort Gordon Garrison Commander in August 1999. As City Manager for an installation covering 55,000 acres with a population of 16,000, her organization provides base operations support through comprehensive planning, services and facilities. During her tenure, she has introduced the Army Performance Improvement Criteria (APIC), based upon the Baldrige Award Criteria, as a framework in developing a performance-based organization. The Garrison has just completed a strategic plan with long- and short-term objectives and established a dashboard to review key metrics.

While serving as the Deputy Commander for the Armed Forces Radio and Television Broadcast Center, Charlette guided the organization through a period of major transformation using the Criteria for Performance Excellence to facilitate collaborative process reviews and problem-solving sessions. As Assistant Inspector General for Inspections, Defense Information Systems Agency, she used the Baldrige Award Criteria to develop the body of work for the Organizational Assessment Visit that replaced traditional inspections throughout the Agency worldwide.

Charlette has a BA in Communications from Loyola University, New Orleans, LA and an MS in Business Management from Webster University. She is a graduate of the U.S. Army War College, Advanced Public Affairs Course and the Signal Officer Basic and Advanced Courses.



J. Greg Rosborough

Associate Director, The Procter & Gamble Company

J. Greg Rosborough is an Associate Director in Procter and Gamble's Worldwide Quality Assurance (QA) organization, which is based in Cincinnati, Ohio. Greg is responsible for Worldwide Quality Assurance systems planning and development activities. He also supports QA programs at all of the Procter and Gamble Health Care, Beauty Care and Fabric / Home Care sites around the world. He is a Chemical Engineer educated at the University of Cincinnati, and has since received a Masters Degree in Business Administration from Loyola College in Baltimore, Maryland. Greg has worked for Procter and Gamble for 23 years in various assignments in the Beauty Care and Cosmetics sectors, including Research and Development, Project Engineering, Manufacturing and Quality Assurance.

Keynote and General Session Speakers

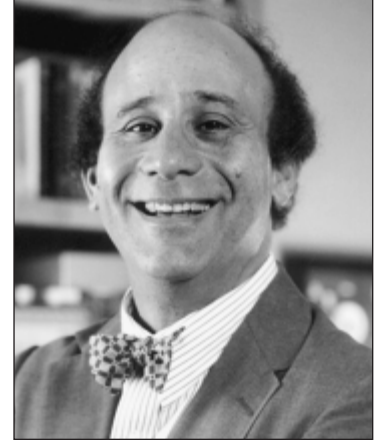
Timothy Mescon, Ph.D.

Conference Emcee and Special Lunch Speaker

Dean, Michael J. Coles College of Business
Kennesaw State University

Dr. Timothy Mescon is Dean of the Michael J. Coles College of Business at Kennesaw State University where he holds the Dinos Chair of Entrepreneurial Management. Through his leadership, the College has been recognized by Success magazine and U.S. News and World Report for having one of the nation's leading entrepreneurship programs. In 1998, the U.S. Association for Small Business & Entrepreneurship ranked Coles College as the number one entrepreneurship program in the nation. The Coles College also runs the nation's largest executive MBA programs including the MBA for Physician Executives.

Timothy has a Ph.D. from the University of Georgia, an MBA from Southern Methodist University and a BA from Tulane University. He has served on the faculties of Arizona State University and the University of Miami. In addition, he was a Visiting Lecturer at the University of Aston in Birmingham, England and at Nanjing University in China. He has also been a Visiting Fellow at The Hebrew University in Jerusalem. Timothy challenges audiences with leading-edge thinking and insight that moves people to action and innovation.



Michael Thurmond

Commissioner, Georgia Department of Labor

Michael Thurmond has enjoyed a distinguished career, including becoming the first African-American to be elected Georgia Labor Commissioner in 1998. In 1997, he became the distinguished practitioner/lecturer at the University of Georgia's Carl Vinson Institute of Government. In 1994, then Governor Zell Miller selected him to direct Georgia's historic transition from welfare to work. He created the innovative "Workfirst" program, which has helped over 90,000 welfare-dependent Georgia families move into the workforce, saving Georgia taxpayers over 200 million dollars.

In 1978, Michael was practicing law in Athens, Georgia and took an active role in the city's civic and political affairs. In 1986, he became the first African-American elected to the Georgia General Assembly from Clarke County since reconstruction. During his legislative tenure, Michael was the only African-American legislator elected from a majority white district.

The Commissioner was born in rural Clarke County, the youngest of nine children. He graduated Cum Laude with a BA in Philosophy and Religion from Paine College. He later earned his Juris Doctorate degree from the University of South Carolina School of Law. He also completed the political executives program at the John F. Kennedy School of Government at Harvard University.

Dr. Jean A. Wright, MD, MBA, FAAP, FCCM

Executive Director, Center for Faith Based Initiatives in Healthcare
(Formerly Vice President of Medical Management, Children's Healthcare of Atlanta)

The newly formed Center for Faith Based Initiatives in Healthcare, for which Dr. Jean Wright serves as Executive Director, provides business consultancy and serves as an incubator for new health insurance models that are based around communities of faith.

Recently, as Vice President of Medical Management for Children's Healthcare of Atlanta, Jean was involved in many aspects of developing the Children's Health Care System into an autonomous pediatric integrated healthcare delivery system. Children's is now one of the largest Pediatric systems in the country. Jean had responsibility for Quality, Credentialing, Medical Staff, Infection Control, Disease Management, and Performance Improvement for several years.

Jean is an active leader in many professional associations. She graduated from the University of Michigan, attended Wayne State University School of Medicine in Detroit, and completed her residency training in Pediatrics at Emory University in Atlanta. She was Chief Resident in 1981 in pediatrics, and then began a residency in anesthesia at Emory. She joined the faculty in 1983 as a pediatric anesthesiologist and intensivist. Subsequently she became board certified in Pediatrics, Pediatric Critical Care, Anesthesia, and Anesthesia-Critical Care. She received her MBA from the executive degree program at Emory's Goizuetta School of Business.



Events and Conference Schedule

Sunday, March 18, 2001

1:00 p.m. - 2:00 p.m.	Registration for Pre-conference Tutorials
2:00 p.m. - 6:00 p.m.	Pre-conference Tutorials
3:30 p.m. - 5:30 p.m.	Early Conference Registration
6:00 p.m. - 8:00 p.m.	Sunday Evening Reception - Fort Discovery National Science Center

Monday, March 19, 2001

7:00 a.m. - 8:00 a.m.	Registration / Continental Breakfast
8:00 a.m. - 9:15 a.m.	Welcome -- Opening Remarks - General Session Speakers
9:15 a.m. - 9:30 a.m.	Break - Networking and Sharing
9:30 a.m. - 11:00 a.m.	General Session - Executive Round Table
11:00 a.m. - 11:15 a.m.	Break - Networking and Sharing
11:15 a.m. - 12:15 p.m.	Breakout Session A - Concurrent Workshops
12:15 p.m. - 12:30 p.m.	Break - Networking and Sharing
12:30 p.m. - 1:45 p.m.	Lunch - Special Lunch Speaker
1:45 p.m. - 2:00 p.m.	Break - Networking and Sharing
2:00 p.m. - 3:15 p.m.	Breakout Session B - Concurrent Workshops
3:15 p.m. - 3:35 p.m.	Break - Networking and Sharing
3:35 p.m. - 4:55 p.m.	Breakout Session C - Concurrent Workshops
4:55 p.m. - 6:00 p.m.	Break - Prepare for Reception and Awards Banquet
6:00 p.m. - 7:00 p.m.	Reception Honoring the 2000 Georgia Oglethorpe Board of Examiners
7:00 p.m. - 10:00 p.m.	4th Annual Awards Banquet Honoring Prestolite Wire Corporation - Tifton, Georgia, 2000 Georgia Oglethorpe Award Recipient

Tuesday, March 20, 2001 - Wear Your Favorite T-Shirt Today!

7:30 a.m. - 8:00 a.m.	Continental Breakfast
8:00 a.m. - 9:15 a.m.	Breakout Session D - Concurrent Workshops
9:15 a.m. - 9:30 a.m.	Break - Networking and Sharing
9:30 a.m. - 10:45 a.m.	General Session - <ul style="list-style-type: none">• Featured Speaker• Celebration of Special Achievements & Recognition
10:45 a.m. - 11:00 a.m.	Break - Networking and Sharing
11:00 a.m. - 12:30 p.m.	General Session - Featured Keynote Speaker
12:30 p.m. - 1:00 p.m.	Lunch - Close of Conference
1:00 p.m. - Until..	Optional Tours / Golf <ul style="list-style-type: none">• Tour the DSM Carpet Recycling Facility (approximately 2 hours)• Tour the Historic and Beautiful Garden City - Augusta (approximately 2 hours)• Play Golf at North Augusta's River Golf Club (approximately 4 hours)

Dress for the Conference is Business Casual • Tuesday is T-Shirt Day • Awards Banquet is Black Tie Optional

Concurrent Workshops At A Glance!

SESSION A Monday, 3/19/01 11:15 – 12:15 PM	SESSION B Monday, 3/19/01 2:00 – 3:15 PM	SESSION C Monday, 3/19/01 3:35 – 4:55 PM	SESSION D Tuesday, 3/20/01 8:00 – 9:15 AM
A 1 & B 1 2000 Malcolm Baldrige Winner - OMI's Roadmap To Success Leadership Track Intermediate Level	B 1 & A 1 2000 Malcolm Baldrige Winner - OMI's Roadmap To Success Leadership Track Intermediate Level	C 1 More Leadership Tips From The Best Leadership Track Intermediate Level	D 1 A Scientific Model For Leadership And Empowerment Leadership Track Intermediate Level
A 2 Tying All The Pieces Together: Results, Strategy, Resources and Rewards Strategic Planning Track Advanced Level	B 2 Performance Improvement In Strategic Planning Strategic Planning Track Basic Level	C 2 Leading The Way In Driving Quality Improvement! Strategic Planning Track Intermediate Level	D 2 Leveraging Strategic Planning To Improve Performance Strategic Planning Track Intermediate Level
A 3 Achieving Customer Delight - Surveying For Action; Not Satisfaction Customer & Market Focus Track Intermediate Level	B 3 Moving From A Cost Center To A Profit Center Customer & Market Focus Track Intermediate Level	C 3 & B 8 Putting The "Voice Of The Customer" Into Products & Services Customer & Market Focus Track Basic Level	D 3 Customer Service And Process Management Strategies For Survival By A Public Utility Customer & Market Focus Track Intermediate Level
A 4 What Do You Use As Your Yardstick? Information & Analysis Track Intermediate Level	B 4 Data-Based Decision-Making: Once You Have It, How Do You Support It? Information & Analysis Track Advanced Level	C 4 Teaching For Tomorrow: Determining The Direction For Students In The Digital Age Information & Analysis Track Basic Level	D 4 Improve Your Information And Analysis Process Information & Analysis Track Intermediate Level
A 5 Creating Change Without Control: The Healthcare Dilemma Human Resource Track Basic Level	B 5 Human Resource Focus In The Department Of Defense (DOD) Environment Human Resource Track Intermediate Level	C 5 How Northeast Florida State Hospital Implemented Its Employee Recognition Program Human Resource Track Intermediate Level	D 5 What Gets Measured Gets Done, Or Does It? Human Resource Track Basic / Intermediate Level
A 6 Bottom Line: Cost Effectiveness Through Employee Suggestion Systems Process Management Track Basic Level	B 6 Maintain Profits Through Continuous Improvement! Process Management Track Intermediate Level	C 6 Lean: A Strategic Approach For Process Management Process Management Track Basic Level	D 6 Children's Healthcare Of Atlanta's Approach To Process Management Process Management Track Intermediate Level
A 7 & B 7 What To Do In A Room Full Of Strangers! Personal Improvement Track Intermediate Level	B 7 & A 7 What To Do In A Room Full Of Strangers! Personal Improvement Track Intermediate Level	C 7 How To Communicate Your Ideas So You Look And Sound Like A Leader Personal Improvement Track Intermediate Level	D 7 Turbulence Is Here To Stay Personal Improvement Track Intermediate Level
A 8 Let's Talk Results - A Category 7.0 Discussion of Results Georgia Oglethorpe Track Intermediate Level	B 8 & C 3 Putting The "Voice Of The Customer" Into Products & Services Georgia Oglethorpe Track Basic Level	C 8 Benefits Of Using The Georgia Oglethorpe / Baldrige Criteria Georgia Oglethorpe Track Basic / Intermediate Level	D 8 Best Practices Using The Georgia Oglethorpe / Baldrige Criteria Georgia Oglethorpe Track Intermediate Level

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Concurrent Workshops Descriptions

Session A • Monday, March 19, 2001

A 1 and B 1: 2000 Malcolm Baldrige Winner - OMI's Roadmap To Success

Operations Management International, Inc. (OMI)
2000 Recipient, Malcolm Baldrige National Quality Award
Paul Tickerhoof, Regional Project Manager; John Arthur, Accounts Manager

Learn how a privately owned company had a vision and went the distance to become a successful Malcolm Baldrige recipient.

Hear how the company developed practical applications of the award to improve business performance and win a prestigious award.

Understand the leadership required behind the process.

A 2: Tying All The Pieces Together: How To Align Results, Strategy, Resources and Rewards In A Large Complex Organization

FULTON COUNTY SCHOOLS

Dr. Stephen D. Dolinger, Superintendent; Martha T. Greenway, Executive Director, Planning, Research and Policy

Understand a strategic planning process that links organization-level results with divisional strategies (in this case, individual schools and central support departments).

Learn about a system for designing performance measures and targets to monitor progress on key objectives.

Learn how the Balanced Scorecard can be used as a tool to define results linked to the Baldrige categories.

See how one school system combined the Balanced Scorecard and strategic planning to guide its annual budget process.

Understand how to design an employee pay for performance system aligned with the organizations' priorities.

A 3: Achieving Customer Delight - Surveying For Action; Not Satisfaction (The Scientific Games International Story)

SCIENTIFIC GAMES INTERNATIONAL

Hilary M. Wilson, President, Wilson and Associates

Gain an appreciation of Scientific Games International's journey since 1994.

Understand a survey process that leads to measurable actions.

Hear a review of a systems approach to customer loyalty and retention.

Discover tips to increase the usability of your customer data.

A 4: What Do You Use As Your Yardstick?

GEORGE WALTON HIGH SCHOOL

Judith McNeill, Associate Principal for Curriculum and Instruction

Gain an appreciation of many different measures used to evaluate high school educational programs.

Hear a review of some of the national educational measures.

Learn about using the data obtained by measurement.

A 5: Creating Change Without Control: The Healthcare Dilemma

MCLEOD REGIONAL MEDICAL CENTER

2000 Recipient, South Carolina Governor's Quality Award
Donna Isgett, RN, MSN, Associate Vice President

Hear a review of the quality program at McLeod Regional Medical Center that resulted in the winning of the South Carolina Governor's Quality Award.

Discover successful change principles for organizational improvement.

Gain an appreciation for the complexity of change in the healthcare environment.

A 6: Bottom Line: An Integrated Approach To Cost Effectiveness Through Employee Suggestion Systems

SAVANNAH RIVER SITE

Brenda Kelly, Senior Productivity Specialist; Michael Tarrant, Productivity Consultant

Learn how to increase employee participation.

Convert employee IDEAS into documented cost savings.

Discover the benefits of sharing savings with employees.

Hear a summary of program results.

A 7 and B 7: What To Do In A Room Full Of Strangers!

DALE CARNEGIE® TRAINING

Jim Geffert, President; Larry Rosselot, Training Consultant; Mary Rosselot, Associate; Arlette Geffert, Vice President

Learn a process to engage people in a conversation.

Understand the "Do's & Don'ts" of Networking.

Build your database of important people.

Make the most of your time at a networking event.

Get people to want to know you.

Experience a highly interactive, fun and practical session.

Practice as you learn

A 8: Let's Talk Results - A Category 7.0 Discussion Of The Criteria For Performance Excellence

BALDRIGE AND GEORGIA OGLETHORPE AWARD RECIPIENTS PANEL

Delta Air Lines - Technical Operations; U.S. Army Infantry School and Center, Fort Benning; Prestolite Wire Corporation; The Ritz-Carlton Hotel Company, L.L.C.; Total System Services, Inc.

Ken Leach, Leach Quality Incorporated - Moderator

Learn insights on the Business Results Category of the Criteria for Performance Excellence through this round table discussion.

Hear about model practices used by organizations focused on continuous improvement and high performance for customers and the bottom line.

Participate in open dialogue on business results.

Concurrent Workshops Descriptions

Session B • Monday, March 19, 2001

B 1 and A 1: 2000 Malcolm Baldrige Winner - OMI's Roadmap To Success

Operations Management International, Inc. (OMI)
2000 Recipient, Malcolm Baldrige National Quality Award
Paul Tickerhoof, Regional Project Manager; John Arthur, Accounts Manager

Learn how a privately owned company had a vision and went the distance to become a successful Malcolm Baldrige recipient.

Hear how the company developed practical applications of the award to improve business performance and win a prestigious award.

Understand the leadership required behind the process.

B 2: Performance Improvement In Strategic Planning

DOCTORS HOSPITAL, AUGUSTA

Dell Oliver, RN, BSN, Director Quality Resource Management;
Martha Garner, RN, Director, Emergency Department

Be aware of community involvement with strokes.

Discover what it takes to be successful and cost effective with proactive care of patients with strokes.

Hear a review of strategic planning of a stroke initiative involving community Emergency Medical Services (EMS).

B 3: Moving From A Cost Center To A Profit Center - A Maintenance Repair And Overhaul Facility's Focus On Customers And Markets

DELTA AIR LINES, INC. -
TECHNICAL OPERATIONS

1999 Recipient, Georgia Oglethorpe Award

Greg Mears, Director-Process and Technology Engineering

Obtain a look behind the curtain at a Maintenance Repair and Overhaul (MRO) in the aviation industry.

Understand that the internal customer and external customer have the same needs.

B 4: Data Based Decision-Making: Once You Have It, How Do You Support It?

FULTON COUNTY SCHOOLS

Dr. Stephen D. Dolinger, Superintendent; Martha T. Greenway, Executive Director, Planning, Research and Policy

Discover approaches for creating a demand for data among your staff from this 70,000 student school system.

Understand issues regarding data accuracy, access and integration.

Explore the balance of staff training, technology improvements and professional research support to enhance information and analysis.

B 5: Human Resource Focus In The Department Of Defense (DOD) Environment

DCM ATLANTA

(DEFENSE CONTRACT MANAGEMENT ATLANTA)

Carl A. Fisher, Support Services Supervisor

Discover what it takes to break down human resource barriers.

Learn innovative ways to reward and recognize employees.

Find out how to incorporate your HR goals into your strategic planning process.

B 6: Maintain Profits Through Continuous Improvement!

DSM Chemicals North America, Inc.

Richard A. Lawson, Total Quality & Training Manager; John Thigpen, Senior Relief Operator; Mike Waters, Shift Operator

Hear how DSM is maintaining steady profits utilizing a procedure for continuous improvement.

Learn how DSM is saving money with steam.

Discover how Total Production Maintenance can help you save money.

Find out what the DSM Team has learned in their years of experience.

B 7 and A 7: What To Do In A Room Full Of Strangers!

DALE CARNEGIE® TRAINING

Jim Geffert, President; Larry Rosselot, Training Consultant; Mary Rosselot, Associate; Arlette Geffert, Vice President

Learn a process to engage people in a conversation.

Understand the "Do's & Don'ts" of Networking.

Build your database of important people.

Make the most of your time at a networking event.

Get people to want to know you.

Experience a highly interactive, fun and practical session.

Practice as you learn

B 8 and C 3: Putting The "Voice Of The Customer" Into Products And Services Using QFD - A Planning Tool For Cross-Functional Teams

THE TOTAL QUALITY GROUP, INC.

Kurt R. Hofmeister, President

Learn how to distinguish various types of customer communication, recognizing the types most valuable for product and service development.

Be able to construct a list of "root wants" thereby creating the Voice of the Customer.

Discover how to place customer needs (root wants) into a Pre-Planning Matrix, making the information usable for product development, planning and prioritization.

Be able to document trade-offs between various customer needs (documenting opportunities as well as potential trade-offs).

Be able to describe the basic principles of QFD (Quality Function Deployment) to others.

Concurrent Workshops Descriptions

Session C • Monday, March 19, 2001

C 1: More Leadership Tips From The Best

BALDRIGE AND GEORGIA OGLETHORPE AWARD RECIPIENTS PANEL

Delta Air Lines - Technical Operations; U.S. Army Infantry School and Center, Fort Benning; Prestolite Wire Corporation; The Ritz-Carlton Hotel Company, L.L.C.; Total System Services, Inc.

Learn insights on leadership through this panel discussion.

Hear about model practices used by organizations focused on continuous improvement and high performance for customers and the bottom line.

Participate in open dialogue on leadership.

C 2: Leading The Way In Driving Quality Improvement!

THE PROCTER & GAMBLE COMPANY

Greg Rosborough, Associate Director, Worldwide Quality Assurance

Discover how to obtain leadership's support/commitment.

Learn how to enroll and motivate the organization.

Understand the importance of setting clear and measurable goals.

Know how audit contributes to the improvement process.

C 3 and B 8: Putting The "Voice Of The Customer" Into Products And Services Using QFD - A Planning Tool For Cross-Functional Teams

THE TOTAL QUALITY GROUP, INC.

Kurt R. Hofmeister, President

Learn how to distinguish various types of customer communication, recognizing the types most valuable for product and service development.

Be able to construct a list of "root wants" thereby creating the Voice of the Customer.

Discover how to place customer needs (root wants) into a Pre-Planning Matrix, making the information usable for product development, planning and prioritization.

Be able to document trade-offs between various customer needs (documenting opportunities and potential trade-offs).

Be able to describe the basic principles of QFD (Quality Function Deployment) to others.

C 4: Teaching For Tomorrow: Determining The Direction For Students In The Digital Age

FORSYTH COUNTY SCHOOLS

Paula Gault, Superintendent; Bailey Mitchell, Director of Technology; Melinda Ness, Director of Special Programs

Discover what it takes to build system capacity for organizational change that can be supported and sustained.

Understand the importance for school leaders to ensure there are systems in place so the entire district is organized around providing quality work for students.

Find out how school leadership has created a system to collect and analyze data routinely that enables the district as well as building level staff to make results-based decisions.

Learn how district level leaders routinely collect and analyze information about customer satisfaction from the community, parents, schools and students.

C 5: How Northeast Florida State Hospital Implemented Its Employee Recognition Program To Recognize Individual and Team Efforts In Quality Improvement Projects

NORTHEAST FLORIDA STATE HOSPITAL

2000 Recipient, Florida Governor's Sterling Award

Joseph A. Infantino, Assistant Superintendent, Northeast Florida State Hospital

Learn ways to reinforce employees for quality performance initiatives in a large organizational setting.

Discover what it takes to deploy strategic objectives in your organization's quality performance system and how to continuously reinforce staff throughout the course of problem-solving projects.

Hear an overview of the hospital's uniform 10-step problem solving system.

Receive an annual report of problem solving projects.

Hear an example of how an organization deploys problem-solving techniques from macro to departmental level.

C 6: Lean: A Strategic Approach For Process Management

GEORGIA TECH ECONOMIC DEVELOPMENT INSTITUTE

Jill M. Winkelman, Project Manager

Increase your understanding of Lean, a proven approach for effective process management.

Discover how Lean tools can dramatically reduce costs AND improve productivity, delivery and quality.

Experience Lean process improvements through a fun, interactive simulation.

C 7: How To Communicate Your Ideas So You Look And Sound Like A Leader

CHAMBERS & ASHER

SPEECHWORKS Back by popular request!

Joey Asher, President

Find out how to motivate anyone with a simple communication formula.

Learn how to build relationships, using the secrets of the news anchors.

Understand how to command attention, using a technique Mark Twain used.

Discover how to carry yourself like a leader (it's a cowboy trick)!

C 8: Benefits Of Using The Georgia Oglethorpe/Malcolm Baldrige Criteria

LEACH QUALITY INCORPORATED

Ken Leach, President

Understand the impact of using the Georgia Oglethorpe / Baldrige Criteria for Performance Excellence.

Gain insight into the impact of winning the Georgia Oglethorpe / Baldrige Awards.

Concurrent Workshops Descriptions

Session D • Tuesday, March 20, 2001

D 1: A Scientific Model For Leadership And Empowerment

PRESTOLITE WIRE CORPORATION - TIFTON

2000 Recipient, Georgia Oglethorpe Award and First Manufacturing / Small Industry Recipient

Gary Anderson, Plant Manager

- Discover what it takes to put a leadership system in place.
- Find the "missing link" in the leadership / team equation.
- Understand empowerment is an outcome of the system.
- Gain an appreciation of how to create an environment in which employees want to work.

D 2: Leveraging Strategic Planning To Improve Performance

GEORGIA DEPARTMENT OF DEFENSE (GA DOD)

General William T. Nesbitt, Commander, Task Force Phoenix, Georgia Army National Guard; Jean Specht, Major, Chief of Organization Development; David Lee, Major, Georgia DOD Strategic Plans Office; Larry Deaton, Executive Officer, 1st Battalion 108th Armor

- Gain an appreciation for environmental scans.
- Discuss what it takes to put a plan together with a diversified workforce.
- Gain an appreciation of process improvement while filling the strategic plans cycle.
- Understand how key-planning processes will support strategic objectives.

D 3: Customer Service And Process Management Strategies For Survival By A Public Utility

COLUMBUS WATER WORKS

Cliff Amett, Senior Vice President, Operations; Jim Patterson, Vice President, Customer Services and Information Systems; Bob Tant, Executive Vice President

- Discover that public utilities face competition the same as private companies do.
- Hear how a monopoly organization tries to achieve customer satisfaction by listening to customers and making changes as necessary to respond to customer requests.
- Learn how Columbus Water Works has become more efficient and effective while achieving a twenty percent workforce reduction.
- Find out how Columbus Water Works has extended service beyond traditional boundaries while maintaining low rates.
- Learn why Columbus Water Works believes it has become the best water resource provider in the nation.

D 4: Improve Your Information And Analysis Process

JOHNSON CONTROLS - CAPE CANAVERAL

David Mercier, Director, Global Business Processes

- Understand how an Information and Analysis Process might be set up.
- See how a WEB Based "Scorecard" can facilitate the Analysis Process.
- Discover how to make the Information and Analysis process work at the process owner level.

D 5: What Gets Measured Gets Done, Or Does It?

Discover The Key To Inspiring Your Team To Embrace Measurements, Not Begrudge Them

TURNER STUDIOS, TIME WARNER, INC.

Paige Lillard, Director of Business Excellence; Ashley Snow, Business Excellence Manager; Lucy Klausner, Vice President, Polaris Marketing Research

- Become aware of examples of everyday measurement initiatives gone bad through an interactive discussion.
- Discover how to allow performance measurements to be the team's idea.
- Unlock the innovation and creativity of your team through continuous improvement.

D 6: A Role Model For Process Improvement

CHILDREN'S HEALTH CARE OF ATLANTA

Susan Bowen, System Director of Quality/Performance Management

- Find out why one of the largest Pediatric systems in the country, with 400 beds, 1200 physicians, and over 200,000 outpatient visits provides an excellent model for approaches in process improvement.
- Learn how Children's Healthcare is improving its operational processes through use of this model.

D 7: Turbulence Is Here To Stay

WILSON & ASSOCIATES

Hilary Wilson, President

- Gain an appreciation of how using personal assessments can increase your organization's productivity.
- Develop leadership potential and the ability to function better as part of a team.
- Sharpen interpersonal skills to enhance communication and improve relationships.

D 8: Best Practices Using The Georgia Oglethorpe/ Malcolm Baldrige Criteria For Performance Excellence

LEACH QUALITY INCORPORATED

Ken Leach, President

- Hear an overview of the Georgia Oglethorpe Criteria.
- Find out about best practices related to using the Criteria for Performance Excellence as a management tool.
- Study the linkages between the Criteria Categories and Items.

Remember to:

- Bring your favorite T-shirt to wear on Tuesday.
- Dress for the Awards Banquet - black tie optional.

Registration Form

Please complete One Registration Form Per Person Attending. Please print legibly.
 You may also request and submit this form electronically. Make your request by e-mail to goap@bellsouth.net.

Name: _____
 Functional Title: _____
 Organization: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____ Country: _____
 Telephone: _____ Fax: _____ E-Mail: _____

Please register by marking your preferences from the following options.

REGISTRATION SELECTIONS AND BREAKDOWN OF COSTS	TOTALS
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Pre-conference tutorials (please check one if you plan to attend):

<input type="checkbox"/>	So You Want To Apply For The Georgia Oglethorpe Award Or Just Use The Criteria?		
<input type="checkbox"/>	Lean: A Strategic Approach For Process Management		
<input type="checkbox"/>	Quality Function Deployment -- A Customer Driven Planning Tool		
<input type="checkbox"/>	How To Communicate Your Ideas So You Look And Sound Like A Leader		
<input type="checkbox"/>	Fired Up! Creative Training Tools For Workforce 2001		
1 @ \$85 each / Preferred Rate for \$1,500+ Members / Sponsors & 1999/2000 BOE =		Regular Rate =	1 @ \$95 each \$ _____

Sunday Evening Reception (please check all appropriate options):

<input type="checkbox"/>	As a conference attendee, I plan to attend the Sunday Evening Reception.	No charge	\$ _____
<input type="checkbox"/>	Any additional Adult/Child (9 and up)	___ @ \$10 each	\$ _____
<input type="checkbox"/>	Any Child (8 and under)	___ @ \$ 5 each	\$ _____

Conference (includes cost of Awards Banquet, please check appropriate box):

<input type="checkbox"/>	Regular Individual Registration.	___ @ \$495 each	\$ _____
<input type="checkbox"/>	Preferred Rate for \$1,500+ Members / Sponsors & Groups of 5 or more. (Use a separate registration form for each attendee and submit at the same time.)	___ @ \$445 each	\$ _____
<input type="checkbox"/>	1999/2000 Members of the Board of Examiners. (New 2000 BOE Members should mark "complimentary" for the amount.)	___ @ \$395 each	\$ _____
<input type="checkbox"/>	Single day registration. <input type="checkbox"/> Monday (includes banquet) <input type="checkbox"/> Tuesday	___ @ \$350 each	\$ _____

Awards Banquet registration and additional banquet tickets:

<input type="checkbox"/>	As a conference attendee, I plan to attend the Awards Banquet.	No charge	\$ _____
<input type="checkbox"/>	Additional Banquet Registration (s).	___ @ \$145 each	\$ _____
<input type="checkbox"/>	Preferred Rate for \$1,500+ Members / Sponsors & 1999/2000 BOE Members	___ @ \$130 each	\$ _____

Optional Tours / Golf Outing (wear comfortable shoes!):

<input type="checkbox"/>	DSM Carpet Recycling Facility Tour.	___ @ \$ 5 each	\$ _____
<input type="checkbox"/>	Historic Augusta Tour.	___ @ \$15 each	\$ _____
<input type="checkbox"/>	North Augusta Golf Outing.	___ @ \$50 each	\$ _____

TOTAL COSTS FOR ALL REGISTRATION OPTIONS \$ _____

Using the Concurrent Workshops descriptions, please list the four breakout sessions you anticipate attending.

SESSION TIMES	Workshop # Preferred (ie. A7, B3, C4, D6, etc.)
A - Monday, March 19 • 11:15 AM	A _____
B - Monday, March 19 • 2:00 PM	B _____
C - Monday, March 19 • 3:35 PM	C _____
D - Tuesday, March 20 • 8:00 AM	D _____

METHOD OF PAYMENT (MUST SUBMIT PAYMENT WITH REGISTRATION)

Check Enclosed (Must be received by Friday, March 16, 2001 and payable to Georgia Oglethorpe Award Process, Inc.)
 Visa Mastercard Card Number: _____
 Expiration Date: _____ Cardholder Name (please print): _____
 Authorized Signature: _____

Please see bottom of next page for where to send your registration with payment and our cancellation policy.
 Hotel reservation information is also on the next page.