

# BUILDING

A State of Excellence

ONE ORGANIZATION AT A TIME

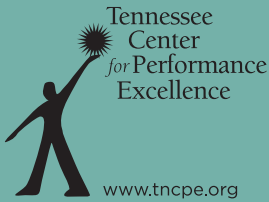


FEBRUARY 21 & 22, 2012

Excellence in Tennessee Conference & Awards Banquet  
Franklin Marriott Cool Springs • [www.TNCPE.org/Excellence2012](http://www.TNCPE.org/Excellence2012)

# 2012

EXCELLENCE  
IN TENNESSEE  
CONFERENCE &  
AWARDS  
BANQUET



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**Ned R. McWherter  
Leadership Award**

# BUILDING

## A State of Excellence

ONE ORGANIZATION AT A TIME

The Conference  
February 21-22, 2012

A state of excellence...isn't it where we all want to be in our lives and in our organizations? This February, we invite you to the 2012 Excellence in Tennessee Conference and Awards Banquet where you will join attendees from the growing list of national and regional organizations that have achieved improved patient outcomes, economic competitiveness and higher student achievement.

Learn best practices from role-model organizations in the health care, manufacturing, nonprofit, government, education and service sectors. The tools and training you will receive at the conference will help elevate performance and increase your organization's productivity.

*Building a State of Excellence* is presented by the non-profit Tennessee Center for Performance Excellence, the region's premier Baldrige-based performance improvement organization.

The Banquet  
Wednesday, Feb. 22, 2012 5:30-9:00 p.m.

The 2012 Excellence in Tennessee Awards Banquet will celebrate regional organizations and individuals that have made significant achievements in the pursuit of excellence. Tennessee dignitaries will present awards honoring those that have reached the high standards of the Tennessee Center for Performance Excellence.



# Keynote Speakers



## Leadership Sustains an Organization

**Bob Pence**  
President & CEO  
Freese & Nichols, Inc.

2010 Baldrige National  
Quality Award Recipient



## Small Town Touch, Big City Innovations, and World Class Aspirations

**Gary Meyer**  
President & CEO  
Schneck Medical Center

2011 Baldrige National  
Quality Award Recipient



## Strategic Excellence

**Dr. Michael Perich**  
Consultant for  
Continuous Improvement  
Montgomery County  
Maryland Public Schools

2010 Baldrige National  
Quality Award Recipient

# Event Quick Guide *For session details, turn to page 3*

## TUESDAY, FEBRUARY 21 – PRE-CONFERENCE WORKSHOPS

7:30 – 8:00 a.m.	Registration and continental breakfast
8:00 – 11:45 a.m.	First half of workshops 1, 2 and 3
11:45 – 1:15 p.m.	Luncheon keynote Bob Pence, President & CEO Freese and Nichols, Inc.
1:15 – 5:00 p.m.	Second half of workshops 1, 2 and 3

## WEDNESDAY, FEBRUARY 22 – CONFERENCE SESSIONS

7:30 – 8:00 a.m.	Registration and continental breakfast
8:00 – 8:15 a.m.	Welcome
8:15 – 9:15 a.m.	Opening keynote Gary Meyer, President & CEO Schneck Medical Center
9:15 – 9:30 a.m.	Networking break
9:30 – 10:30 a.m.	Breakout sessions A
10:30 – 10:45 a.m.	Networking break
10:45 – 11:45 a.m.	Breakout sessions B
11:45 a.m. – 12:30 p.m.	Lunch
12:30 – 1:30 p.m.	Luncheon keynote Michael Perich, Montgomery County Maryland Public Schools
1:30 – 1:45 p.m.	Networking break
1:45 – 2:45 p.m.	Breakout sessions C
2:45 – 3:00 p.m.	Networking break
3:00 – 4:00 p.m.	Breakout sessions D
5:30 – 6:30 p.m.	Excellence in Tennessee Awards Banquet Reception
6:30 – 9:00 p.m.	2012 Excellence in Tennessee Awards Banquet



# Pre-Conference Workshops

**Tuesday, Feb. 21**

8:00 a.m. - 5:00 p.m.

## **W1**

### **Baldrige for Beginners - An Introduction to the Criteria**

**Pat Sciarappa,**  
Organizational  
Development Director  
Florida Sterling Council

The *Criteria for Performance Excellence*, based on the national Baldrige Criteria, provides a framework for defining what is most important for an organization's success, for determining how well current processes are working together to deliver that success, and for identifying areas for improvement that will increase customer, stakeholder, and employee satisfaction. This course is an introduction to the seven categories of best practices used by successful organizations.

Through examples, exercises, and lecture, learn how you can use the Criteria to better focus your organization, link strategies with the work you do, and achieve the results you want.

## **W2**

### **Advanced Application Writing: Accelerating Your Journey**

**Sonja Wulff, MA, CLM**  
Vice President Center for  
Performance  
Excellence Poudre  
Valley Health System

Bring your organization's most recent state or national application for a day of hands-on activities aimed at helping you improve your next application. Come on your own or with a team to gain new insights into the *Criteria for Performance Excellence* and how you can leverage your application to obtain actionable feedback and raise your organization's performance to the next level.

This workshop is geared toward organizations that are continuing on their performance excellence journey and are planning to submit a Level 3 or 4 application to TNCPE and/or an application to the Baldrige Program.

## **W3**

### **Developing a Balanced Scorecard and Applying Lean Tools**

**Choo Lee,**  
Principal The North  
Highland Group/  
morning session

**Charles Hagood,**  
President & Founder  
Healthcare Performance  
Partners (HPP)/  
afternoon session

Is your company headed in the right direction? The morning session of this workshop will teach you how to develop a balanced scorecard that will help your organization measure progress toward accomplishing its strategic and operational goals.

In the afternoon, you will be introduced to Lean tools and methodologies that can streamline processes and services in any industry. There will be a combination of lecture and hands-on training simulations to provide a learn-by-doing format to better grasp the concepts.

# Conference Sessions

## Wednesday, Feb. 22

### BREAKOUT A

9:30 – 10:30 A.M.

- A1** **We Grow More Than Corn in Indiana**  
**Tammy Dye** VP Clinical Services Schneck Medical Center \*
- A2** **Customer Communication in the Digital Recommendation Age**  
**Bob Hutchins** President/Founder Buzzplant
- A3** **Managing Operational Excellence: What World-Class Companies Look For**  
**David McClaskey** President/Co-Founder Pal's BEI \*
- A4** **Baldrige and TNCPE—Much More than an Award Application**  
**Paul Grizzell** President Core Value Partners

### BREAKOUT B

10:45-11:45 A.M.

- B1** **The R.O.W.E. : The Future of the Life / Work Balance**  
**Evan Owens** CEO Centresource
- B2** **Surviving in a Tough Economy**  
**Eric Franks** Manager Technology & QA PRO-TEC \*
- B3** **Pay for Performance: Patient Satisfaction**  
**Sonja Wulff** VP Center for Performance Excellence  
Poudre Valley Health System \*
- B4** **Boost Your Marketing and Sales Through Baldrige**  
**Doug Brock** Business Development Manager Kendall Electric

### BREAKOUT C

1:45 - 2:45 P.M.

- C1** **Engaging the Workforce to Achieve Success**  
**Marva Doremus** Administrator TN Dept. of Labor  
**Patricia Weiland** CEO TRICOR
- C2** **Process Management and Improvement:  
The Forgotten Component of Organizations' Accountability Systems**  
**Michael Perich** Montgomery County Public Schools (Maryland) \*
- C3** **Lean Hospital Design**  
**Charles Hagood** President & Founder Healthcare Performance Partners
- C4** **Innovation: Simple, Clear & Actionable**  
**Joshua Ettinger** President & CEO Magellan Institute

### BREAKOUT D

3:00 - 4:00 P.M.

- D1** **Discovering the Cloud**  
**Steve Burgess** CEO Guidant Partners
- D2** **Baldrige Excellence Begins with Senior Leadership Excellence**  
**Harry Hertz** Director Baldrige Performance Excellence Program
- D3** **Focus, Align and Accelerate Your Baldrige Journey**  
**Debbie Cardello** RN, MSN, Coach/Studer Group \*
- D4** **Guiding Principles that Shape Culture**  
**Bobby Jones** Project Manager John Deere Power Products

\*Denotes Baldrige National Quality Award Recipient

# Event Packages

	ADVANCED REGISTRATION BY FEB. 7, 2012	REGISTRATION FEB. 8-21, 2012
<b>Package A: Full Event, Feb. 21-22 (Best deal)</b> <ul style="list-style-type: none"> <li>• Includes one full-day pre-conference workshop on Tuesday, Feb. 21</li> <li>• All keynotes</li> <li>• Wednesday conference sessions</li> <li>• Awards Banquet &amp; Reception (Wed. evening)</li> <li>• Continental breakfasts &amp; lunches</li> </ul>	\$675	\$750
<b>Package B: Conference Sessions only, Feb. 22</b> <ul style="list-style-type: none"> <li>• Wednesday conference sessions</li> <li>• Wednesday keynotes</li> <li>• Awards Banquet &amp; Reception (Wed. evening)</li> <li>• Continental breakfast and lunch</li> </ul>	\$425	\$475
<b>Package C: Pre-conference only, Feb. 21</b> <ul style="list-style-type: none"> <li>• Includes one full-day pre-conference workshop</li> <li>• Luncheon keynote</li> <li>• Continental breakfast &amp; lunch</li> </ul>	\$280	\$310
<b>Banquet only, Feb. 22</b> <ul style="list-style-type: none"> <li>• Awards Banquet &amp; reception</li> </ul>	\$95	\$105
<b>Banquet Table Sponsorship</b> <ul style="list-style-type: none"> <li>• Awards Banquet Reception for 10</li> <li>• 10-person banquet table</li> <li>• Signage</li> <li>• Special recognition (call for details)</li> </ul>	\$1,200	\$1,200

*TNCPE Members may be eligible for complimentary or discounted conference (Wednesday) registration. Please call (800) 453-6474 for details.*

Register for the Excellence Conference & Banquet  
 online: [www.TNCPE.org/Excellence2012](http://www.TNCPE.org/Excellence2012)  
 or call (800) 453-6474 or (615) 889-8323.

# Venue

Our conference venue, The Franklin Marriott Cool Springs Hotel and Conference Center, is a full-service hotel just 20 minutes south of downtown Nashville, near the Cool Springs Galleria Mall, and minutes from Brentwood and Historic Franklin, Tenn.

Amenities include complimentary wireless Internet access, complimentary parking, indoor swimming pool, fitness center, business center and concierge service.

700 Cool Springs Blvd., Franklin, Tenn. 37067

## **Hotel Reservations**

Call (888) 403-6772 to make hotel reservations or use the reservation link found on the Conference website ([www.tncpe.org/Excellence2012](http://www.tncpe.org/Excellence2012)).

## **Hotel reservation codes**

Use code “CPECPEA” to receive the \$139 TNCPE conference rate. Rate deadline is Monday, January 30, 2012.

Rooms at a government employee rate are also available. Use code “PEGPEGA” to register at this rate. (Valid government ID required).

Rooms at all discounted rates are limited.

## **TNCPE Cancellation and Substitution Policy**

Event registrants whose requests for cancellation are received on or before Wednesday, Jan. 25, 2012, will receive a full refund. Registrants whose cancellation requests are received between Thursday, Jan. 26, 2012, and Tuesday, Feb. 7, 2012, will incur a \$100 processing fee. No requests for cancellations will be accepted after Tuesday, Feb. 7, 2012. Substitutions may be made at any time.

## **Attire**

Business casual at the conference and workshops; business dress at the banquet.

## 2012 Ned R. McWherter Leadership Award



Dennis Vonderfecht, President and CEO of Mountain States Health Alliance, is the 2012 Ned R. McWherter Leadership Award honoree. Each year the McWherter Award is presented to one individual who exemplifies outstanding leadership in the pursuit of performance excellence and commitment to the core values of the TNCPE program.

Throughout his career, Dennis has been a passionate proponent of healing that ministers to the mind, body and spirit. As past chairman of the TNCPE Board of Directors, he is a role model leader who has furthered performance improvement across the state and throughout the health care industry. He will accept the award at the 2012 Excellence in Tennessee Awards Banquet.



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