

Linda Garceau of East Tennessee State University joins Tennessee Center for Performance Excellence Board of Directors

NASHVILLE, Tenn., March 9—The Tennessee Center for Performance Excellence (TNCPE) announced that Linda Garceau, dean of the College of Business and Technology at East Tennessee State University (ETSU), was appointed to the Tennessee Center for Performance Excellence board of directors.

“At this time of economic crisis, the work of TNCPE is even more important to the vitality of this state’s economy,” said Garceau. “Most products and services today have evolved into commodities—with buyer decisions driven by price. Through the programs of TNCPE, firms are able to learn the tools and techniques to differentiate themselves through operational efficiency and service excellence. I am honored to be part of such a program.”

Garceau also serves on the boards of the Association to Advance Collegiate Schools of Business (AACSB), Mountain States Health Alliance, Washington County; Junior Achievement, Northeast Tennessee; the Johnson City/Washington County Chamber of Commerce and the Southern Business Administration Association. She is currently serving as the chairperson of the Board of Mountain States Health Alliance, Washington County; the secretary/treasurer of the Southern Business Administration Association; and on the Executive Committee of the Johnson City/Washington County Chamber of Commerce.

“Linda Garceau is a proven educator and executive,” said Katie Rawls, TNCPE’s president and CEO. “We look forward to benefiting from her insights and experience as a member of TNCPE’s board.”

Garceau holds masters degrees in accountancy and business administration, and a doctorate of business administration with a specialization in information systems from Boston University. She is a certified public accountant. She has published numerous articles in accounting, information systems and data security, and is a professor of accountancy in the College.

Garceau joined ETSU nine years ago. ETSU’s College of Business and Technology, which enrolls over 2,700 students, encompasses programs in business, computer science, engineering technology, digital



media, nutrition, construction management, interior design, fashion and interior merchandising, and surveying. Learn more about the College at www.etsu.edu/cbat.

The non-profit Tennessee Center for Performance Excellence is an economic development organization that provides regional organizations access to low-cost performance improvement education and services. This is done primarily through the framework of an awards program based on the Baldrige National Quality Program. In addition, TNCPE provides educational opportunities throughout the year, including the Excellence in Tennessee Conference in February.

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