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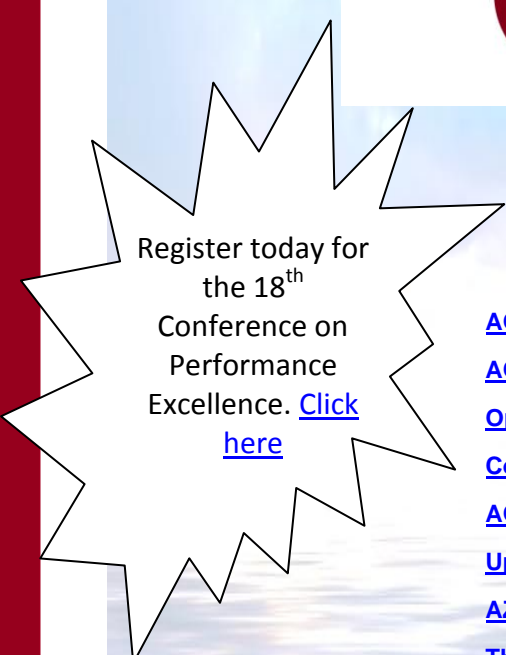
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Register today for  
the 18<sup>th</sup>  
Conference on  
Performance  
Excellence. [Click  
here](#)

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18<sup>th</sup> Conference on Performance Excellence  
*"Navigating Currents of Change - Sailing to  
Success"*

October 12, 2010  
Chaparral Suites Resort  
5001 N. Scottsdale Rd., Scottsdale, AZ 85250

- [Registration Form Click here](#)
- [Conference Schedule - At-Glance](#)
- [Exhibitor Information](#)
- [Sponsorship & Advertising Opportunities](#)



## Performance Excellence Conference

The AQA will host its 18<sup>th</sup> Conference on Performance Excellence on Tuesday, **October 12, 2010** at the Chaparral Suites in Scottsdale, Arizona.

The theme for this year's conference is:

***"Navigating Currents of Change – Sailing to Success."***

**Get involved!** Contact AQA today and let us help you to help yourself. You'll make great business contacts and increase your personal skills while helping AQA achieves its mission!"



*"I strongly encourage leaders of Arizona organizations to participate in AQA. I'm confident that it will strengthen their organization's awareness of quality performance, enhance their competitive market position, and bring new insights on how other companies outside their industry are raising the bar on quality."*

**-David A. Dexter,  
President & CEO,  
Sonora Quest  
Laboratories.**

The **Keynote Presenter** is Loretta Malandro, Ph.D. Dr. Malandro has developed a groundbreaking behavior-based methodology that is used around the globe to create top-performing leaders and high performance organizations. It is based on the simple but profound concept: In order to change your organization, you must be willing to alter your behavior and help others choose to change their behavior. This means demanding 100% accountability from your people – and yourself.

In today's ultracompetitive business environment, a new leadership approach is needed. Dr. Malandro's book, *Fearless Leadership* takes you step-by-step through the process of raising the behavioral standards that directly impact the bottom line.

During Dr. Malandro's presentation, she will touch on learning the secret behind:

- Confronting the blind spots that sabotage success
- Overcoming the success-strangling "need to be right"
- Eliminating silo mentality and building committed partnerships
- Ending compliance and gaining full support and alignment
- Talking straight and confronting difficult situations head on
- Building a culture of 100% Accountability

**Everyone who attends the Conference on Performance Excellence will receive Dr. Malandro's book, "Fearless Leadership".** For a fresh new leadership approach, start reading her book now by linking to [Dr. Malandro's Excerpts](http://www.arizona-excellence.com/2010%20information/Fearless%20Leadership%20Excerpt%20Malandro%2007012009%20e-version.pdf). (If link does not work, please copy/paste into a new browser)

<http://www.arizona-excellence.com/2010%20information/Fearless%20Leadership%20Excerpt%20Malandro%2007012009%20e-version.pdf>

## AQA Conference Panel of Excellence

I think your program is of great benefit to AZ businesses and their quality of service and products.'-

**Lucinda Rost**  
**Akima HUMINT**  
Program Manager

Become a part of the 18<sup>th</sup> Conference on Performance Excellence. Sponsorship opportunities are still available

[Click here](#)

The AQA will also present a **Panel of Excellence** including 2008 & 2009 recipients of the National Malcolm Baldrige Quality Award, Poudre Valley Health System out of Fort Collins, Colorado, Iredell-Statesville Schools out of Statesville, North Carolina, and Honeywell Federal Manufacturing & Technologies out of Missouri.

- Priscilla J. Nuwash, MBA, Director, Process Improvement, **Poudre Valley Health System** out of Fort Collins, Colorado, a recipient in 2008,
  - **Poudre Valley Health System** - (If link does not work, please copy/paste into a new browser). [http://www.arizona-excellence.com/2010%20information/Poudre\\_Valley\\_Health\\_System\\_Profile.pdf](http://www.arizona-excellence.com/2010%20information/Poudre_Valley_Health_System_Profile.pdf).
- Mathew Fail, Chief Strategic Planning Officer, representing **Iredell-Statesville Schools** out of Statesville, North Carolina, another recipient in 2008
  - **Iredell-Statesville Schools** - (If link does not work, please copy/paste into a new browser). [http://www.arizona-excellence.com/2010%20information/Iredell\\_Statesville\\_Schools\\_Profile.pdf](http://www.arizona-excellence.com/2010%20information/Iredell_Statesville_Schools_Profile.pdf).
- Sandra Rogers, Director, Supply Chain Management Center, National Nuclear Security Administration's Kansas City Plant Operated by **Honeywell Federal Manufacturing and Technologies**, LLC, a 2009 recipient of the National Malcolm Baldrige Quality Award.
  - **Honeywell** - (If link does not work, please copy/paste into a new browser). [http://www.nist.gov/public\\_affairs/releases/honeywell\\_profile.cfm](http://www.nist.gov/public_affairs/releases/honeywell_profile.cfm)

**Gloria Diaz**, Manager of Quality and Organizational Development AZ Game & Fish Dept will facilitate the Panel of Excellence.

## Opening Presenter

“I’ve always felt that the personal commitment and unselfish efforts of the AQA have helped in creating an environment of opportunities for organizations and companies by providing a forum and venue to improve their internal Quality Performance processes.” - **Glenn Oka, Raytheon**



### ”Bringing Value to Our Customers”

Bringing value to customers at Honeywell FM&T is one of the key elements that sustains the “Commitments Made, Commitments Kept” mission. As our Honeywell President Dave Cote notes “Our employees are committed to doing a super job every day for our customers in quality, delivery, value and technology”. Join Sandra Rogers, Director of Supply Chain Management Center and Business Excellence, as she shares how Honeywell FM&T focuses on relationships with customers, customer service, customer satisfaction, and continual improvement. Learn how our Honeywell FM&T President Tony Brancato, and others, lead the organization to “Use the Baldrige criteria to show our commitment to the customer as we continue to integrate the Honeywell Operating System for continuous improvement and validate the Management Assurance System we use to run our business”.

There is still time to become an Exhibitor [click here](#)



18<sup>th</sup> Conference on Performance Excellence  
October 12, 2010

**“Navigating Currents of Change –  
Sailing to Success”**

7:30am-8:00am	<b>Registration &amp; Continental Breakfast</b>			
8:00am-8:55 am	<b>Welcome, Opening Remarks &amp; Motivational Presentation on “Bringing Value to Our Customer” – Sandra Rogers, Honeywell Federal Manufacturing and Technologies, LLC</b>			
Sessions	<b>Room 1</b>	<b>Room 2</b>	<b>Room 3</b>	<b>Room 4</b>
9:00am-10:30am	Charting a Course for Success - Cohen	The Card Exercise Andell	Remergence Hanson, Jones, & Parker	Dynamic Followership Adair
10:30 am-11:00 am	<b>Morning Break &amp; Exhibitors</b>			
11:00am - 12:00pm	<b>Panel of Excellence – Recipients of the 2008 &amp; 2009 Baldrige National Quality Awards Program (Poudre Valley Health System – Iredell-Statesville School District – Honeywell) Facilitator: Gloria Diaz, Arizona Game and Fish Department</b>			
12:00 pm - 12:45 pm Break till 1:00pm	<b>Luncheon &amp; Networking</b>			
1:00 pm - 2:30 pm	<b>Keynote Presentation “Fearless Leadership” – Loretta Malandro, Ph.D.</b>			
2:30pm-3:00 pm	<b>Afternoon Break &amp; Exhibitors</b>			
Sessions	<b>Room 1</b>	<b>Room 2</b>	<b>Room 3</b>	<b>Room 4</b>
3:00pm - 4:30 pm	Getting Results Using a Systems Approach to Continuous Improvement Iredell-Statesville School District – Mathew Fail	Smooth Sailing is an Oxymoron Poudre Valley Health Systems – Pricilla Nuwash	Show Me the Money Gould & Dicken	Taking Care of Your Own Career – Deems & Brownfield Deems

## AQA Performance Excellence Award Program

Thirty-one examiners were fully trained and are set to go out on applicant site visits within the next couple of weeks. Six of the thirty-one examiners are experienced examiner from other states, including Ohio, California, Washington State and Hawaii.



Governor's Award



Showcase Award

“Training and networking with Arizona Quality Alliance and other award winning facilities that value quality and performance excellence is exhilarating and powerful. The application process, the site survey and recognition for process excellence has created a positive synergy to showcase our entire facility. As a recipient of the Arizona Quality Alliance showcase award, we are looking forward to the association and the benefits that come from the knowledge and experience of other AQA Award recipients.”

**-Polly Hrenchir, Clinical Director of Women's Services, Scottsdale Healthcare**

Consensus Reports are complete and forwarded to the Panel of Judges who will be trained in October and meet in November to review the scoring and final feedback reports for the applicants. Applicants will be notified by mid-December and recipients announced to the public. The Award Banquet recognizing the recipients will be held on February 9, 2011 in Scottsdale.

Thank you to a tremendous team of expert volunteers:

**Examiners:** Rodger Adair, University of Phoenix; Clarissa Allen, Harland Clarke; Jonathon Andell, Andell Associates; Judy Barker, L-3 Communications; Michael Belter, American Electric Power Co., Ohio; Alexandra Benlein, Arizona Correctional Industries; Doris Chu, Intel Corp.; Urmil Desai, Intel Corp, Ca.; Carla Dunsmoor Ford, Flower Hospital, Ohio; Wayne Foraker, University of Phoenix; Shelley Hanson, Sonora Quest Laboratories; Martina Hobbs, Banner Health; Michael Jordan, Colibre Solutions; Emily Key, University of Phoenix; Faith Kittoe, Plain Local School, Ohio; Sandra Kube, Deer Valley Unified School District; Hal Morgan, University of Phoenix; Steve Novak, PPR Management Services, Hawaii; John O'Connell, Bristol Global Mobility; Courtney Ophaug, Banner Health; Bryan Palmer, University of Phoenix; Aaron Rawls, University of Phoenix; Tricia Rosengarten, University of Phoenix; Susan Rudel, Laboratory Sciences of Arizona; Amy Spinti, Laboratory Sciences of Arizona; Adina Suciu, Adav, LLC, Washington, Gerald Taylor, The Performance Management Group; Lee Van Dusen, Council on Chiropractic Education; Candice Vaughan, Banner Thunderbird Medical Center; Gail Weart; and Bill Wightkin, Scottsdale Healthcare.

**Lead Examiners:** - Clarissa Allen, Harland Clarke; Jonathon Andell, Andell Associates; Judy Barker, L-3 Communications, Michael Belter, American Electric Power Co.; Martina Hobbs, Banner Health; Sandra Kube, Deer Valley Unified School District; Bryan Palmer, University of Phoenix; Susan Rudel, Laboratory Sciences of AZ and Lee VanDusen, Council on Chiropractic Education.

**Mentors:** - Frank Bouchard, Bouchard Quality Management; Barbara Chatzkel, New River Group; Ellen Ermer, John C Lincoln Health Network; Cindy Gruben, Banner Health; Jill Howard, Banner Health; Lorri Sexton, Banner Health, and Dennis Sowards, Quality Support Services.

**Trainers:** - Frank Bouchard, Bouchard Quality Management; Judy Barker, L-3 Communications; Carla Carter, Carla Carter & Assoc.; Gloria Diaz, Az. Game and Fish Dept.; Susan Duffy, Scottsdale Healthcare; Ellen Ermer, John C. Lincoln Health Network; Keith Dompier, Intel Corp. and Sandy Kube, Deer Valley Unified School District.

**Judges:** - Cheralyn Beaudry, Scottsdale Healthcare, Jean Hammelev, Sonora Quest Laboratories; Chris Lockwood, Northern Arizona University, Cynthia Sabelhaus, Raytheon, Jim Zurn, QLogic, and Jay Gordon, Retired.

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## Upcoming AQA Events

- **Sept 27 – Oct 8** – Site Visits for Performance Excellence Award Program
  - **October 12:** AQA 18<sup>th</sup> Conference on Performance Excellence.
  - **February 9, 2011** Performance Excellence Award Banquet
- 

## Arizona's Most Admired Companies

Congratulations to AQA Members for receiving this award:

Arizona Business Magazine and Best Companies AZ are proud to announce **Arizona's Most Admired Companies**. *This prestigious award is based on employee, customer and community opinions.*



Headquarters: Phoenix  
No. of Employees in AZ: 27,528



Headquarters: Tempe  
No of Employees in AZ: 1,750

*Sponsors*



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An Independent Licensee of the Blue Cross and Blue Shield Association



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## Thank you to Companies who Sponsor and Support the AQA!

*Arizona Manufacturing Extension Partnership*

*Scottsdale Healthcare*

*Banner Health Systems*

*Sonora Quest Laboratories*

*Blue Cross Blue Shield of Arizona (BCBS)*

*TriWest Healthcare Alliance*

*Boeing Company*

*The Performance Management Group (TPMG)*

*CBIZ Mayer Hoffman McCann*

*Intel Corporation*

## AQA Mission Statement

The Arizona Quality Alliance is an alliance of organizations that promotes and recognizes performance excellence. To achieve our mission we will:

1. Administer the Performance Excellence Awards Program based on the Malcolm Baldrige Criteria; and annually recognize, showcase, and highlight outstanding achievement in performance excellence.
2. Train individuals to become experts at assessing and evaluating, entire organizations or individual processes - using the Criteria for Performance Excellence.
3. Facilitate programs so organizations can find and implement proven best practices to achieve a competitive advantage.
4. Provide organizations with a comprehensive, cost effective performance analysis with extensive feedback based on the Malcolm Baldrige criteria.
5. Create and deliver cutting edge workshops and seminars that will develop the skills and knowledge of performance excellence professionals.  
Provide a dynamic environment for professional networking and

## About Our Organization...

The Arizona Quality Alliance is an alliance of organizations that promotes and recognizes performance excellence.