



2004 Baldrige Regional Conferences

Presenting New Role Models in All Five Award Categories

For more than a decade, the Regional Conferences have been a valuable forum for Baldrige Award Recipients to showcase their exceptional performance practices. This year, we welcome Award recipients from all five Award categories: Medrad, Inc. (manufacturing); Boeing Aerospace Support (service); Caterpillar Financial Services Corporation (U.S.) (service); Stoner, Inc. (small business); Community Consolidated School District 15 (education); Baptist Hospital, Inc. (health care); and Saint Luke's Hospital of Kansas City (health care). In addition, the conferences will also feature past Award recipients.

Whether your organization is large or small; involved in service or manufacturing, health care or education; housed in one location or multiple sites around the globe; you can benefit from the knowledge and experience of the Baldrige Award recipients. Please join us at the 2004 Regional Conferences in Chicago/Oak Brook and San Antonio.

Comments from 2003 Regional Conference Attendees

"The Award recipients' presentations created excitement and supported learning for participants."

"The pre-conference workshop is great for people new to Baldrige."

"The information provided, including application summaries, presentation slides, and Baldrige Program material and contacts, was superb!"

"I appreciated that the Award recipients had diverse backgrounds yet shared a common, valuable message."

"I liked the time to network between sessions with both Award recipients and other participants."

www.baldrige.nist.gov



Award recipients 2003

MANUFACTURING

Medrad, Inc.



Headquartered in Indianola, PA, Medrad develops, manufactures, markets, and services medical devices that enable and enhance imaging of the human body. Used in diagnostic and therapeutic imaging, Medrad's products include vascular injection systems and magnetic resonance (MR) accessories. Medrad's products are sold to hospitals and medical imaging centers worldwide. It has approximately 1,200 employees in two major locations in Pennsylvania and in 14 locations around the world.

Medrad is the market leader in the United States and Europe for its vascular injection systems and related services, with market shares significantly greater than its best competitor in many product lines and regions around the world. Revenue has increased from \$35 million in 1988 to \$254 million in 2002, consistently achieving an average annual growth rate of 15%. On-time delivery of all key products range from 98% to approaching 100% and equal or exceed best-in-class benchmarks. In addition, Medrad's customers ranked them among the top four medical imaging companies in ten performance areas, including two first place rankings.

SERVICE

Boeing Aerospace Support



Boeing Aerospace Support (AS), a division of the Boeing Company, provides support for an aircraft's lifetime, which can be as long as 75 years. Boeing AS products and services include aircraft maintenance, modification, and repair; training for aircrews and maintenance staff; and providing spare parts. Boeing AS employs over 12,000 people and is based in St. Louis, MO, with eight major sites in the U.S. and one in Australia.

Boeing AS sales exceed \$4 billion, and for the past four years earnings have grown at an average cumulative rate of 17%. Revenues and orders have also grown, with annual revenue more than doubled from 1999 to 2003 during a flat market. Contracting cycle time has improved from 100 days in 1998 to its current level of 23 days. Additionally, Boeing's "exceptional" and "very good" ratings from government customers have increased by 23% since 1998.

Caterpillar Financial Services Corporation (U.S.)



Caterpillar Financial Services Corporation (U.S.) (CFSC) is the financial services business unit within Caterpillar Inc., a manufacturer of construction and mining equipment, gas and diesel engines, and industrial turbines. Incorporated in 1981 to finance Caterpillar's forklift trucks, CFSC now provides financing for the complete line of Caterpillar products. CFSC is the second largest captive-equipment lender in the United States, with nearly \$1.3 billion in revenues. CFSC is based in Nashville, TN and has a workforce of 750 employees.

Since 1998, CFSC has increased assets 34% and profit 54% while industry performance declined. At the same time CFSC's contribution to its parent's total earnings has improved from 5.6% to 25.6%. CFSC's results for end-user satisfaction exceed industry and world-class benchmarks. In addition, CFSC is committed to employee well-being and satisfaction. Employee satisfaction with the job exceeds the industry norm and is consistent with best practice organizations. Eighty percent of employees would recommend CFSC as a good place to work, significantly exceeding the national norm of 55%.

SMALL BUSINESS

Stoner, Inc.



With 45 full-time and 5 part-time employees, Stoner is the smallest business ever to receive a Baldrige Award. Based in Quarryville, PA, Stoner manufactures more than 300 specialized cleaners, lubricants, and coatings, which include car care and auto detailing products, mold release agents, and specialty cleaners for electronics and other critical components.

Stoner's sales have increased 400% since 1990, and the company has sustained consistent profitability, fueling the company's improvement initiatives and growth. Manufacturing productivity has increased 150% since 1991. In addition, on a national industry survey, Stoner ranked first in satisfaction on four of the five factors most important to its customers—quality, delivery, service, and value. Since 2000, Stoner has won three times as many customers as it has lost, and over the past five years has retained more than 98% of its top customers.

EDUCATION

Community Consolidated School District 15



Community Consolidated School District 15 (School District 15) is a kindergarten through eighth-grade school system serving 12,390 students in northwest suburban Chicago. Its student population includes 37.5% minority students, and 32.5% of its students are at the low-income level. Approximately 32% of students come from non-English-speaking backgrounds; 72 different languages are spoken in the homes of its students. The school system has 14 kindergarten through sixth-grade schools, three junior high schools, and one alternative school.

To serve its diverse student population, School District 15 has implemented a wide array of programs and services to help all students reach performance goals. As a result of these programs, 84% of second-grade students are reading at or above grade level, exceeding the national average by nearly 35%. The rate at which special education students are meeting goals has also shown steady improvement, exceeding national and state comparisons. In addition, in the Illinois Standards Achievement Test in reading, math, and science, School District 15 has equaled or outperformed its comparison district at all grade levels and in all subjects from 1998-99 through 2001-02.

HEALTH CARE

Baptist Hospital, Inc.



Based in Pensacola, FL, Baptist Hospital, Inc. (BHI) is a subsidiary of Baptist Health Care and includes two hospitals and an ambulatory care complex. Baptist Hospital of Pensacola is a 492-bed tertiary care and referral hospital, Gulf Breeze Hospital is a 60-bed medical and surgical hospital, and Baptist Medical Park is an ambulatory care complex that delivers an array of outpatient and diagnostic services. BHI generates \$100-\$500 million in revenue and has a workforce of over 2,200.

BHI's overall satisfaction for inpatients, outpatients, ambulatory surgery patients, and home health care services has been near the 99th percentile for the past several years. Patient surveys of staff sensitivity, attitude, and concern and overall cheerfulness of hospital staff have also been near the 99th percentile for the system's two hospitals. In addition, positive staff morale is at 84%, outperforming BHI's best competitor, and employee turnover rate at 14% is at the best-in-class level.

Saint Luke's Hospital of Kansas City



Founded in 1882, Saint Luke's Hospital (SLH) is the largest hospital in the Kansas City metropolitan area. Affiliated with the Diocese of West Missouri of the Protestant Episcopal Church, it is a not-for-profit comprehensive teaching and referral health care organization that provides 24-hour coverage in every health care discipline. SLH employs 3,200 people, including 500 physicians. SLH's revenues are over \$900 million.

SLH has 134 widely deployed clinical pathways that apply to 60% of its patients. The patients get their own version of their pathway in a format that allows both the patient and the family to understand and track what will occur during treatment. According to an annual independent study, patients believe that SLH delivers the best quality health care, has the best doctors and nurses, and delivers the best cardiac, neurology, and orthopedic care of 21 regional facilities. In addition, in 2002 SLH was ranked best-in-class in the VHA surgical infection project and second of ten in acute myocardial infarction treatment.

Conference schedules

SEPTEMBER 9 & 10, 2004: CHICAGO/OAK BROOK, IL

Registration Hours: September 9, 12:00pm to 5:00pm
September 10, 7:00am to 2:00pm

Thursday, September 9, 2004: Chicago/Oak Brook, IL

1:00 - 4:00 pm	Pre-Conference Workshop
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Friday, September 10, 2004: Chicago/Oak Brook, IL

7:00 - 8:00 am	Continental Breakfast		
8:00 - 9:30 am	Opening Plenary Session: <ul style="list-style-type: none"> Welcome: Deborah Myers, Conference Chair, 2004 Baldrige Panel of Judges Opening Remarks: Harry Hertz, Director, Baldrige National Quality Program Leadership Presentations: <ul style="list-style-type: none"> John Friel, President/CEO, Medrad, Inc. Paul Gaeto, Vice President, Caterpillar Financial Services (U.S.) Jon Farrell, Controller, Stoner, Inc. Robert A. McKanna, Ed.D., Superintendent, Community Consolidated School District 15 G. Richard Hastings, President/CEO, Saint Luke's Hospital of Kansas City 		
9:30 - 9:45 am	Networking Break		
	Concurrent Sessions		
9:45 - 11:00 am	Strategic Planning and Customer & Market Focus Medrad, Inc. Stoner, Inc.	Measurement, Analysis, & Knowledge Management and Process Management University of Wisconsin-Stout	Leadership and Human Resource Focus Los Alamos National Bank Saint Luke's Hospital of Kansas City
11:15 am - 12:30 pm	Measurement, Analysis, & Knowledge Management and Process Management Caterpillar Financial Services (U.S.) Motorola CGISS	Leadership and Faculty & Staff Focus Chugach School District School District 15	Strategic Planning and Customer & Market Focus Medrad, Inc. Saint Luke's Hospital of Kansas City
12:30 - 1:45 pm	Lunch		
1:45 - 3:00 pm	Leadership and Human Resource Focus Dana Corporation-Spicer Driveshaft* and Commercial Credit Corp. The Ritz Carlton Hotel	Strategic Planning and Student, Stakeholder, & Market Focus Chugach School District School District 15	Measurement, Analysis, & Knowledge Management and Process Management Caterpillar Financial Services (U.S.) Saint Luke's Hospital of Kansas City
3:00 - 3:30 pm	Networking Break		
3:30 - 4:30 pm	Business Town Hall Caterpillar Financial Services (U.S.) Dana Corporation-Spicer Driveshaft* and Commercial Credit Corp. Los Alamos National Bank Medrad, Inc. Motorola CGISS Stoner, Inc. The Ritz Carlton Hotel	Education and Health Care Town Hall Chugach School District Saint Luke's Hospital of Kansas City School District 15 University of Wisconsin-Stout	

CHICAGO/OAK BROOK

*Now Part of Dana Corporation—Torque Traction Technologies Incorporated

SEPTEMBER 29 & 30, 2004: SAN ANTONIO, TX

Registration Hours: September 29, 12:00pm to 5:00pm
September 30, 7:00am to 2:00pm

Wednesday, September 29, 2004: San Antonio, TX

1:00 - 4:00 pm	Pre-Conference Workshop
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Thursday, September 30, 2004: San Antonio, TX

7:00 - 8:00 am	Continental Breakfast		
8:00 - 9:30 am	Opening Plenary Session: <ul style="list-style-type: none"> • Welcome: Joe Sober, Conference Chair, 2004 Baldrige Panel of Judges • Opening Remarks: Jamie Ambrosi, Acting Deputy Director, Baldrige National Quality Program • Leadership Presentations: <ul style="list-style-type: none"> John Friel, President, Medrad, Inc. Jeff Deckelbaum, General Manager, Analysis, Integration and Business Excellence, Boeing Aerospace Support Jim Beard, President, Caterpillar Financial Services (U.S.) Rob Marchalonis, General Manager, Stoner, Inc. Robert A. McKanna Ed.D., Superintendent, Community Consolidated School District 15 George Hayes, Chief Operating Officer, Saint Luke's Hospital of Kansas City 		
9:30 - 9:45 am	Networking Break		
	Concurrent Sessions		
9:45 - 11:00 am	Measurement, Analysis, & Knowledge Management and Process Management Boeing Aerospace Support Marlow Industries	Leadership and Faculty & Staff Focus School District 15 University of Wisconsin-Stout	Strategic Planning and Focus on Patients, Other Customers, & Markets Baptist Hospital, Inc. Saint Luke's Hospital of Kansas City
11:15 am - 12:30 pm	Leadership and Human Resource Focus Caterpillar Financial Services (U.S.) Sunny Fresh Foods	Strategic Planning and Student, Stakeholder, & Market Focus Chugach School District Pearl River School District	Measurement, Analysis, & Knowledge Management and Process Management Clarke American Saint Luke's Hospital of Kansas City
12:30 - 1:45 pm	Lunch		
1:45 - 3:00 pm	Strategic Planning and Customer & Market Focus Medrad, Inc. Stoner, Inc.	Measurement, Analysis, & Knowledge Management and Process Management Pearl River School District School District 15	Leadership and Staff Focus Baptist Hospital, Inc. Saint Luke's Hospital of Kansas City
3:00 - 3:30 pm	Networking Break		
3:30 - 4:30 pm	Business Town Hall Boeing Aerospace Support Caterpillar Financial Services (U.S.) Clarke American Marlow Industries Medrad, Inc. Stoner, Inc. Sunny Fresh Foods	Education and Health Care Town Hall Baptist Hospital, Inc. Chugach School District Pearl River School District Saint Luke's Hospital of Kansas City School District 15 University of Wisconsin-Stout	

Baldrige Regional Conferences Registration Form

FOUR WAYS TO REGISTER

1. Call MACC, Inc. at **215-822-5133** and use your MasterCard, Visa, or American Express.
2. Fax your completed registration form with credit card payment to 2004 Baldrige Regional Conferences, c/o MACC, Inc., at **215-822-3332**.
3. Register online at **www.baldrige.nist.gov**.
4. Fill out the registration form below, enclose payment, and mail to:
2004 Baldrige Regional Conferences • c/o MACC, Inc. • P.O. Box 513 • Colmar, PA 18915-0513

CONTACT INFORMATION

First Name _____ Middle _____ Last Name _____
First Name for Badge _____
Organization _____
Title _____
Address _____
City _____
State/Province _____ ZIP/Postal Code _____ Country _____
Phone _____ Fax _____
Email _____

Sector

Please indicate the sector to which your organization belongs:

- Manufacturing Service Small Business Education Health Care Government Nonprofit

How did you hear about the 2004 Baldrige Regional Conferences?

- Received brochure in the mail (Please fill in the 2-digit code above your name on the mailing label: _____) Email advertisement
 From a colleague Announcement in a trade publication
 Baldrige Web site Other: _____

Please select the conference you wish to register for.

- Chicago/Oak Brook, IL, September 10, 2004 San Antonio, TX, September 30, 2004

SELECT REGISTRATION (Please select the type of registration you wish to have.)

	Advance*	Regular
Regional Conference		
<input type="checkbox"/> Individual	\$445.00	\$495.00
<input type="checkbox"/> Faculty Discount	\$395.00	\$445.00
<input type="checkbox"/> Group Discount**	\$395.00	\$445.00

Pre-Conference Workshop (Limit 60 registrants)

- Pre-Conference Workshop with conference registration\$100.00\$100.00
 Pre-Conference Workshop only.....\$150.00\$150.00

*Registration must be submitted by 12:00 AM EST, August 21 for Chicago/Oak Brook, IL and September 10 for San Antonio, TX.

**All registrations must be submitted at the same time to receive the group discount.

Special Needs (Check here if you wish to be contacted)

Do you have any special needs and/or dietary restrictions that we can address to make your participation more enjoyable? Please indicate these special needs on the line below:

Payment Information

Check or money order (Payable to MBNQA Foundation).

Credit Card MasterCard Visa American Express

Card #: _____
(CID/SVC number*) _____
Expiration Date: _____
Cardholder Name: _____
Signature: _____

NOTE: Your credit card statement will list MACC as the payee.

* This three- or four-digit number must be provided if you are paying by credit card. American Express: the number can be found above the embossed account number that appears on your card. Visa or MasterCard: the number can be found on the Signature strip on the back of the card and is the last three printed numbers.

About the Baldrige Regional Conferences

The 2004 Baldrige Regional Conferences will provide an in-depth opportunity to learn about the best practices and results of both the 2003 Baldrige Award recipients and former Award recipients. Senior leaders and other representatives of the Award recipient organizations will make presentations and answer questions about the seven Categories of the Baldrige Criteria. The conferences will feature a combination of plenary, concurrent, and town hall presentations that provide a dynamic and interactive environment where you can maximize your learning and networking.

Who Should Attend: CEOs, senior managers, education and health care leaders and professionals, directors of staff functions, heads of operating units, and quality/performance improvement practitioners.

Special Features:

Pre-Conference Workshop for Baldrige Beginners: A Pre-Conference Workshop will be offered on September 9 for the Chicago/Oak Brook, IL conference and on September 29 for the San Antonio, TX conference. This workshop provides a hands-on opportunity to learn the basics of the Baldrige Criteria, how to begin a self-assessment, and the resources available to help organizations on their journey to excellence. Pre-registration is required (limit 60 participants.) The workshop is available with or without a Regional Conference registration.

Proceedings: Attendees receive a conference bag containing Award recipient videos, application summaries for the 2003 Award recipients, presentation visuals, and other Baldrige materials.

For more information on the Baldrige Regional Conferences and the Baldrige National Quality Program, call (301) 975-2036; fax (301) 948-3716; email nqp@nist.gov; or visit our Web site at www.baldrige.nist.gov.

Hotel & Registration Information

HOTEL AND TRAVEL

Marriott Chicago Oak Brook, Oak Brook, IL: Rooms have been reserved at the special conference rate of \$109 (single or double). The tax rate is 7%. To receive the conference rate, please reserve by August 25, 2004. To make reservations, call 1-800-228-9290 and reference the Baldrige Regional Conference. The hotel is easily accessible by taxi and shuttle from Chicago O'Hare (14 miles) and Chicago Midway (20 miles) airports.

Crowne Plaza Riverwalk San Antonio, San Antonio, TX: Rooms have been reserved at the special conference rate of \$95 (single or double). The tax rate is 16.75%. To receive the conference rate, please reserve by August 31, 2004. To make reservations, call 1-888-623-2800 and reference the Baldrige Regional Conference. The hotel is easily accessible by taxi and shuttle from San Antonio International Airport (8 miles).

CONFERENCE REGISTRATION FEES

Advance (by August 20, 2004 for Chicago/Oak Brook, IL and September 9, 2004 for San Antonio, TX) \$445.00
Regular \$495.00

FACULTY AND GROUP DISCOUNTS

Individuals who have full-time academic employment with a college, university, school district, secondary school, or elementary school are eligible for discounted fees of \$395.00 (advance) or \$445.00 (regular). **The faculty discounts cannot be combined with the group discounts.**

Groups of 5 or more receive a \$50 discount per registrant off the advance or regular registration fee as appropriate. **Registrations must be made as a group.** The full conference fee will be charged if cancellations reduce the group to fewer than 5 employees. Substitutions may be made at any time.

PAYMENT INFORMATION

This registration form must be accompanied by payment in full (U.S. currency only), via a major credit card (VISA/MC/AMEX) that will be charged, or a check or money order. All checks should be made payable to MBNQA Foundation. MACC will be listed as payee on all registrants' credit card statements. You will receive confirmation of your registration by email or fax (domestic attendees only).

CANCELLATION AND SUBSTITUTION POLICY

All requests for cancellation must be made in writing and faxed or mailed to MACC. Registrants whose requests for cancellation are received on or before August 20, 2004 for the Chicago/Oak Brook, IL conference and September 9, 2004 for the San Antonio, TX conference will receive a full refund. Registrants whose requests are received between August 21 and September 3 for the Chicago/Oak Brook, IL conference and between September 10 and September 23 for the San Antonio, TX conference will incur a \$100.00 processing fee. No requests for reimbursement for cancellations will be accepted after September 3, 2004 for the Chicago/Oak Brook, IL conference and September 23, 2004 for the San Antonio, TX conference. Substitutions may be made at any time.



Baldrige National Quality Program
National Institute of Standards and Technology
Technology Administration
U.S. Department of Commerce
100 Bureau Drive, Stop 1020
Gaithersburg, MD 20899-1020

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Penalty for Private Use \$300
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2004 Baldrige Regional Conferences



September 10, Chicago, IL
Marriott Chicago Oak Brook

September 30, San Antonio, TX
Crowne Plaza Riverwalk San Antonio

Join us for a day of dynamic learning and networking with the 2003 Malcolm Baldrige National Quality Award recipients as well as Award recipients from prior years.



MEDRAD, INC. – manufacturer of vascular injection systems and magnetic resonance (MR) accessories used in diagnostic and therapeutic imaging

BOEING AEROSPACE SUPPORT – provider of aircraft maintenance, modification, repair, and spare parts; and training for aircrews and maintenance staff

CATERPILLAR FINANCIAL SERVICES CORPORATION (U.S.) – provider of financing services to users and dealers of Caterpillar equipment and the Caterpillar Business Units

STONER, INC. – manufacturer of more than 300 specialized cleaners, lubricants, and coatings with 45 employees; the smallest business to receive the Baldrige Award

COMMUNITY CONSOLIDATED SCHOOL DISTRICT 15 – kindergarten through eighth-grade school system serving 12,390 students in northwest suburban Chicago

BAPTIST HOSPITAL, INC. – one 492-bed tertiary care and referral hospital, one 60-bed medical and surgical hospital, and an ambulatory care complex in Pensacola and Gulf Breeze, FL

SAINT LUKE'S HOSPITAL OF KANSAS CITY – not-for-profit comprehensive teaching and referral health care organization that provides 24-hour coverage in every health care discipline

Featuring a Pre-Conference Workshop for Baldrige Beginners

Value Priced At Under \$500

www.baldrige.nist.gov