

2008 Quest for Success Conference
“Celebrate Excellence”

September 22 & 23, 2008

Columbus Airport Marriott

Sunday, 9/21/08

7:00 p.m. – 9:00 Celebrate PRO-TEC Coating
Company’s National Baldrige Award – Columbus
Airport Marriott Restaurant – Cash Bar

Monday, 9/22/08

7:30 – 12:00 Registration

7:30 – 8:30 Continental Breakfast

8:00 – 8:15 Welcome, Opening Remarks

8:15 – 9:00 Keynote:

Process Wrapped in Culture Lead PRO-TEC’S Quest for Excellence – Paul Worstell, President, PRO-TEC Coating Company

Find out how the Malcolm Baldrige methodology helped an American/Japanese joint venture in rural northwest Ohio capitalize on its strengths to build a sustainable organization. You’ll learn how PRO-TEC’s unique environment, that combines disciplined processes with a culture of Ownership, Responsibility, and Accountability (ORA), moved PRO-TEC along its Quest for Performance Excellence. Learn about the strategic importance of mission, vision, and values as well as PRO-TEC’s innovative approach to leadership.

9:15 – 9:55 Concurrent Sessions 1

Executive Session (Part 1) – Denise Haynes & Doug Serrano, Quiet Excellence

The “highest ranking official” and senior leadership team members of an organization on a Baldrige “Journey Toward Performance Excellence” play a crucial role in creating the conditions for exceptional performance. This session provides executive leaders with lessons learned – the insights, and concrete behaviors that are keys to success.

Creating a Customer-Centric Organization – Bill Self, The Leadership Factor

A culture driven by customer-centricity is the most successful element to offset the growing pressures in the 21st century for commodity pricing. This presentation will demonstrate how to implement world-class, hands-on techniques for improving an organization’s performance in delivering strong customer relationships. Attendees will develop an individual plan for driving customer-centricity within their own companies that will be customized around the specific characteristics of their customers and their markets.

Emotional Intelligence - Mike Poskey, ZeroRiskHR

Attendees of this program will learn of viable alternatives to Myers-Briggs, FIRO-B, DiSC,

Strengths Finder, and the Predictive Index for succession planning, recruiting and selecting talented employees, and providing leaders with the skills to be successful.

How Good Is Good? Selecting Benchmarks and Comparative Data – Marlene Yanovsky, Genitect

As organizations move their journey in pursuing excellence they seek comparisons and benchmarks to assist them in understanding how to run and improve their business. This session will provide an overview of when and how to select and use benchmarks as well as how to select appropriate benchmarks both within and outside of their industry segment. Additionally, the session will provide a process for approaching companies for a best practice exchange and how to form a benchmarking consortium.

9:55 – 10:10 Break

10:15 – 10:55 Concurrent Sessions 2

Executive Session (Part 2) – Denise Haynes & Doug Serrano, Quiet Excellence

Creating a Customer-Centric Organization – Bill Self, The Leadership Factor

Emotional Intelligence - Mike Poskey, ZeroRiskHR

Leadership and Quality – Ryan Magnon, The West Paces Hotel Group

Learn how The West Paces Hotel Group (parent company of new Capella Ultra-Luxury Hotels and Resorts and Solis Luxury Hotels and Resorts – created by former head of Ritz Carlton, Horst Schulze) enables their hotel leaders to achieve success using proven principles of Performance Excellence. Ryan Magnon, VP Quality The West Paces Hotel Group, will share their approach, which is applicable in any industry, for ensuring leaders are equipped with the knowledge and tools they need to be successful, applicable in any industry.



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11:00 – 11:40 Concurrent Sessions 3

Improving Employee Satisfaction and Commitment – Bill Self, The Leadership Factor

Employee satisfaction measurement has grown from simply recording employees' opinions on various topics, to accurately and robustly measuring employee commitment. Successful organizations realize motivated employees are the key to improving organizational performance and greater customer loyalty. This session will demonstrate how to implement world-class techniques for measuring the satisfaction and engagement of employees and provide participants with the best system for using the results to improve employee commitment and to retain high-performing employees.

What does 'Done' look like? – Keith Fournier, Innovative Systems Design Ltd

It seems every business relies on technology. This dependency has accelerated the need for new systems to support burgeoning business requirements. The rush to implement, coupled with and shorter system lifecycles, has reduced or eliminated the time necessary to properly justify, plan and fund technology investments. The risks associated with failed enterprise system implementations can be catastrophic. Therefore, it is imperative for business owners and managers to understand and practice key IT project management concepts. This presentation will provide an overview of many tools and techniques needed to facilitate successful technology projects and discuss industry best practices.

OPE Panel - Advising, Partnering, and Examining Levels

If your organization is beginning its journey to performance excellence or continuing on its journey, a panel of OPE volunteers will describe how to use the Baldrige Criteria for Performance Excellence. OPE offers three entry levels (1) Advising, (2) Partnering, and (3) Examining. The Advising and Partnering levels are for organizations that are starting the journey or early in their improvement efforts. The Examining level is the Full Application review process for those organizations with more mature approaches, deployment and results. All three levels provide review and feedback. To learn more about OPE from its volunteers, this panel will give a brief overview of how your organization can get involved with OPE, and there will be ample time for questions and answers.

Emotional Intelligence - Mike Poskey, ZeroRiskHR

11:45 – 1:00 Lunch & Keynote:

Performance Excellence in the Public Sector - Bob Goehrig, Budget & Strategic Planning Manager, Coral Springs

Using the experiences of the City of Coral Springs as a backdrop, explore the idea of quality and performance excellence in the Public Sector and

the myths that keep public sector managers from embracing performance excellence principles.

1:15 – 1:55 Best Practices Concurrent Sessions 1

Eaton North American Financial Services Center – Tracy Evans, Manager Business Excellence

*Flower Hospital - Kevin Webb, Ph.D., FACHE
President, Flower Hospital*

PRO-TEC Journey - Eric Franks, Quality Manager

PRO-TEC Processes - Jeff Stechschulte, Operations Manager

2:00 – 2:40 Best Practices Concurrent Sessions 2

*Flower Hospital - Kevin Webb, Ph.D., FACHE
President, Flower Hospital*

Metropolitan Park District of the Toledo Area – Lara Frankenberg, Business Services Supervisor

PRO-TEC Processes - Jeff Stechschulte, Operations Manager

*Coral Springs Strategic Planning - Bob Goehrig,
Budget & Strategic Planning Manager*

2:45 – 3:25 Best Practices Concurrent Sessions 3

Eaton North American Financial Services Center – Tracy Evans, Manager Business Excellence

Metropolitan Park District of the Toledo Area – Lara Frankenberg, Business Services Supervisor

PRO-TEC Journey - Eric Franks, Quality Manager

*Coral Springs Strategic Planning - Bob Goehrig,
Budget & Strategic Planning Manager*

3:25 – 3:40 Break

3:45 – 5:00 Strategic Plan for OPE

All conference participants are invited to join Mark Montoney, Chairman of the OPE Board of Trustees and board members for an overview of OPE's recent strategic planning process. During this panel discussion, participants will learn how OPE plans to address its strategic challenges and advantages. Elaine Edgar, OPE Executive Director will serve as the moderator.

5:00 – 6:00 Networking Reception

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Tuesday, 9/23/08

7:30 – 12:00 Registration

7:15 – 8:15 Examiner Breakfast - Billie Jo David,
Summit County MRDD

7:30 – 8:30 Continental Breakfast

8:15 – 9:00 Keynote:

*Organizational Transformation Using Baldrige
Performance Excellence Criteria* – Javon R. Bea,
President and CEO, Mercy Health System

Mercy Health System’s systematic approach to quality improvement and organizational excellence is designed to support all entities across its entire integrated system, including hospitals, post acute care, physician’s and their offices, and a wholly-owned managed care insurance plan. Learn best practices for bringing accountability to your leadership team and engaging your employees and physicians in achieving quality and performance excellence. This keynote address will highlight Mercy’s journey to organizational excellence with special emphasis on developing a strategic vision and building dynamic integrated health system using Javon’s unique Physician Partnership Model.

9:15 – 9:55 Concurrent Sessions 1

*Strategy to Execution: Aligning to Performance
Excellence* – Eric Kurjan, Six Disciplines

Can you ever imagine a commercial airline leaving the ground without a flight plan? The pilot knows where they are going, how they are going to get there, and how to measure the progress along the way. This session will aid you and your organization in defining the plan and getting the work done with complete organizational alignment.

*Measuring Satisfaction to Create Higher Value for
Customers* – Bill Self, The Leadership Factor

This is a relevant program for those organizations that currently have a customer satisfaction process in place but want to take it to the next level. This training will give you a proven methodology to help you avoid the pitfalls that other organizations fall into. These easily applied techniques will ensure the success of your measurement process and bring new life to your quality management system.

28 Processes Part 1 – John Vinyard, Genitect

A review of the 204 ‘Hows’ in the Baldrige Criteria (‘How’ means processes), and how these translate into 28 critical business systems. The session will describe the 28 critical business systems and related examples and how organizations ‘miss the boat’ on each of the critical systems is reviewed. This presentation can help those who are just beginning the journey

as well as those who have been using the Baldrige Criteria for several years and want to accelerate their journey.

What does ‘Done’ look like? – Keith Fournier,
Innovative Systems Design Ltd

9:55 – 10:10 Break

10:15 – 10:55 Concurrent Sessions 2

*Measuring Satisfaction to Create Higher Value for
Customers* – Bill Self, The Leadership Factor

*How Good Is Good? Selecting Benchmarks and
Comparative Data* – Marlene Yanovsky, Genitect

Leadership and Quality – Ryan Magnon, The West
Paces Hotel Group

28 Processes Part 2 – John Vinyard, Genitect

11:00 – 11:40 Concurrent Sessions 3

*Strategy to Execution: Aligning to Performance
Excellence* – Eric Kurjan, Six Disciplines

Leadership and Quality – Ryan Magnon, The West
Paces Hotel Group

*Judges Panel: What are the judges looking for in an
OPE Platinum Award level recipient?* - Moderator
Jim Beckham, Director, Enterprise Process
Compliance, The Timken Company

Have you wondered who the OPE judges are? Do you care? Perhaps you may care about what they look for when deciding who will be the next Platinum recipient for the Ohio Partnership for Excellence? If so, you may want to attend this session where several OPE judges will provide a brief overview of the judging process, and answer your questions about what happens inside a closed room on a Monday, somewhere in Ohio, in the month of April, every year since 1999.

28 Processes Part 3 – John Vinyard, Genitect

12:00 – 2:30 Awards Luncheon



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**REGISTRATION: Please print this form and mail
or fax to OPE at:**

Ohio Partnership for Excellence
829 Bethel Road #212
Columbus, OH 43214

Ph: 614-441-8337

Fax: 614-515-4771

www.partnershipohio.org

Registration for September 22 - 23, 2008

Early Bird Full conference for both days \$425
(Register on or before 8/15/08)

Full conference \$475 after August 15th

One day only \$250 (Please circle one: Monday
only or Tuesday only)

Awards Lunch only Tuesday starting at noon \$65

Applicable Discount

Complimentary registration (Platinum sponsors
receive 3 complimentary registrations; Gold sponsors
=2 and Silver Sponsors =1)

___ Total due

*OPE Member, Judge or Examiner Discount for full
conference = \$50 (only 1 discount applies)

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____

Zip: _____

Email: _____

Indicate Method of Payment: Check Enclosed

Credit Card Purchase Order

Credit Card #: _____

Circle one: MC / VISA Expiration date: _____

Name on card: _____

I authorize the Ohio Partnership for Excellence to
charge \$_____ to the above credit card for the
cost of the Quest for Success Conference.

Signature: _____

**Please select the sector to which your organization
belongs:**

- Business
- Education
- Government
- Healthcare
- Nonprofit

**Make Checks payable to: Ohio Partnership for
Excellence**

Cancellations made less than 2 weeks notices will be
subject to a \$100 administration fee. Registrations that
are not cancelled will not be refunded or credited.

Purchase Orders: Purchase Order # _____

A hard copy of the purchase order should be included
with your registration.

Hotel Reservations:

To make overnight accommodations at the Columbus
Airport Marriott, please call 800.491.5717 and
mention the OPE conference. Reservations can also be
made online at www.columbusairportmarriott.com.
Reservations must be made by August 22, 2008 with
the Group Code: opeopea to obtain the reserved rate of
\$142.00.



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Please select the sessions you plan to attend:

- Sunday Evening “Celebrate Excellence”* – PRO-TEC Coating

- Monday Keynote* PRO-TEC Coating

Monday concurrent sessions 9:15 - 9:55:

- Executive Session (Part 1)* – Denise Haynes & Doug Serrano, Quiet Excellence
- Creating a Customer-Centric Organization* – Bill Self, The Leadership Factor
- Emotional Intelligence* - Mike Poskey, ZeroRiskHR
- How Good Is Good? Selecting Benchmarks and Comparative Data* – Marlene Yanovsky, Genitect

Monday concurrent sessions 10:15 – 10:55:

- Executive Session (Part 2)* – Denise Haynes & Doug Serrano, Quiet Excellence
- Creating a Customer-Centric Organization* – Bill Self, The Leadership Factor
- Emotional Intelligence* - Mike Poskey, ZeroRiskHR
- Leadership and Quality* –Ryan Magnon, The West Paces Hotel Group

Monday concurrent sessions 11:00 – 11:40:

- Improving Employee Satisfaction and Commitment* – Bill Self, The Leadership Factor
- What does ‘Done’ look like* – Keith Fournier, Innovative Systems Design Ltd
- OPE Panel - Advising, Partnering, and Examining Levels*
- Emotional Intelligence* - Mike Poskey, ZeroRiskHR

- Monday Lunch Keynote* – City of Coral Springs

Monday concurrent sessions 1:15 – 1:55:

- Eaton North American Financial Services Center* – Tracy Evans
- Flower Hospital* – Kevin Webb
- PRO-TEC Journey* – Eric Franks, Quality Manager
- PRO-TEC Processes* – Jeff Stechsulte, Operations Manager

Monday concurrent sessions 2:00 – 2:40:

- Flower Hospital* – Kevin Webb
- Metropolitan Park District of the Toledo Area* – Lara Frankenberg
- PRO-TEC Processes* - Jeff Stechsulte, Operations Manager

- Coral Springs Strategic Planning* – Bob Goehrig, Budget & Strategic Planning Manager

Monday concurrent sessions 2:45 – 3:25:

- Eaton North American Financial Services Center* - Tracy Evans
- Metropolitan Park District of the Toledo Area* – Lara Frankenberg
- PRO-TEC Journey* – Eric Franks, Quality Manager
- Coral Springs Strategic Planning* – Bob Goehrig, Budget & Strategic Planning Manager

- Monday Strategic Plan for OPE*

- Monday Networking Reception*

- Tuesday Keynote Mercy Health System*

Tuesday concurrent sessions 9:15 - 9:55:

- Strategy to Execution: Aligning to Performance Excellence* – Eric Kurjan, Six Disciplines
- Measuring Satisfaction to Create Higher Value for Customers* – Bill Self, The Leadership Factor
- What does ‘Done’ look like* – Keith Fournier, Innovative Systems Design Ltd
- 28 Processes Part 1* – John Vinyard, Genitect

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Tuesday concurrent sessions 11:00 – 11:40:

- Strategy to Execution: Aligning to Performance Excellence* – Eric Kurjan, Six Disciplines
- Leadership and Quality* –Ryan Magnon, The West Paces Hotel Group
- Judges Panel* - Moderator Jim Beckham, Director, Enterprise Process Compliance, The Timken Company
- 28 Processes Part 3* – John Vinyard, Genitect

- Tuesday Awards Luncheon*



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