

# The Foundation for the Malcolm Baldrige National Quality Award



**“The award that bears his name reflects the virtues that he brought to public service and how he lived in his private life, a commitment to excellence, shrewd judgment and sound judgment, principled leadership, integrity, and a sense of responsibility.”**

George W. Bush  
President of the United States  
March 7, 2002



# Opening Remarks/Agenda

**Introduction**

**Al Faber, President & CEO, Baldrige Foundation**

**Guest Panelists**

**Kelly DiMartino, Deputy City Manager, Fort Collins, Colorado**

**Patrick Lawton, City Administrator, City of Germantown, Tennessee**

**Tommy Gonzalez, City Manager, El Paso, Texas**

**Questions**

**Al Faber, Moderator**

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**Baldrige Performance Excellence  
Program Update**

**Bob Fangmeyer, Director, Baldrige Program, NIST**

**Alliance for Performance  
Excellence Update**

**Brian Lassiter, Chair, Alliance for Performance Excellence Board of Directors**

**Closing Remarks**

**Al Faber**



# NAVIGATING WITH **RESILIENCE**

Presented by Darin Atteberry, City Manager, City of Fort Collins



**Kelly DiMartino**  
Deputy City  
Manager  
Fort Collins, CO





**FOCUS ON  
OUR PEOPLE**



**COMMITMENT TO  
OUR COMMUNITY**



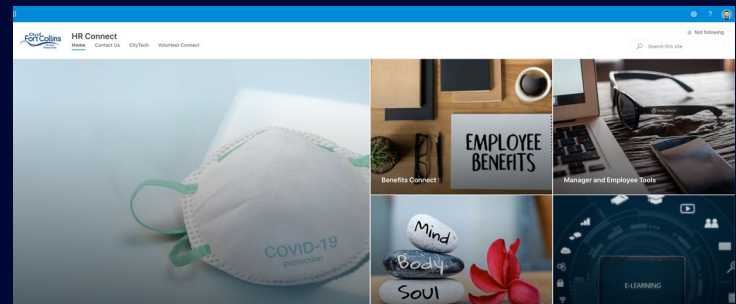
**FINANCIAL  
RESILIENCE**

NAVIGATING WITH **RESILIENCE**





Keep NoCo Open Regional Campaign



HR Connect/City Tech/EOC



Budgeting for Outcomes



For Fort Collins/For FoCo/Cover to Recover



Social Sustainability – Northside Homeless Shelter



Community Voices/Peaceful Protests







**I**  
**GERMANTOWN**

**A CRISIS LIKE  
NO OTHER**  
FACING COVID-19 USING  
BALDRIGE PRICIPLES

AGILITY  
ENGAGEMENT  
COMMUNICATION  
DATA DRIVEN DECISIONS  
SOCIETAL RESPONSIBILITY



**Patrick J. Lawton**  
City Administrator  
City of Germantown, TN



Communicate,  
Communicate,  
Communicate

Stockdale Paradox  
Face the brutal facts  
Never give up hope



Data-Driven  
Decisions

Maintain situational  
awareness  
Healthy and safety vs.  
the economy



Maintain  
People Focus

Maintain talent  
Focus on health and  
safety  
Internal contact  
tracing

# NEVER LET A CRISIS GO TO WASTE



## CITY OF EL PASO – CITY MANAGER TOMMY GONZALEZ

- **Strategic Plan - decisions driven by mission, vision, and values**
- **Data driven with a focus on action**
  - **COVID-19 Response + Recovery Cross-Functional Team**
  - **To address key activities, efforts, and processes**
- **Proactive focus on health, economic, and financial**
  - **Impact on workforce, residents, and businesses**
  - **Extensive customer engagement and outreach**
- **Communities of Excellence (Partners) – County, school districts, university, hospitals**



**Tommy Gonzalez**  
City Manager  
El Paso, TX



## CITY OF EL PASO – CITY MANAGER TOMMY GONZALEZ

- **Implementing tools and resources to strengthen financial position**
  - **Long-term recovery – focus on success now and in the future**
  - **Budget stabilization fund**
  - **New and alternative sources of revenue**
  - **Cost savings/efficiency programs**
- **Innovative service delivery - Organizational Realignments**
  - **Creates operational synergies – improves customer service**
  - **Successional implementation – professional development (doing more with less)**



**Tommy Gonzalez**  
City Manager  
El Paso, TX

# Panelist Roundtable



**Patrick J. Lawton**  
City Administrator  
City of Germantown, TN



**Tommy Gonzalez**  
City Manager  
El Paso, TX



**Kelly DiMartino**  
Deputy City  
Manager  
Fort Collins, CO



**Al Faber**  
Moderator

# Baldrige Performance Excellence Program

## Key Updates

- First PAWPA awards
- Virtual site visits, Judges and Overseers meetings, Quest for Excellence, Award Ceremony
- TBD- Examiner training, In-person Award Ceremony

## New Initiatives

- Industry/Manufacturing 4.0 collaboration



- Presidential Award
- Nine recipients
- Large business, small business, trade associations
- Excellence in workforce education and training
- Baldrige-based



**Bob Fangmeyer**  
 Director  
 Baldrige  
 Performance  
 Excellence  
 Program





# Alliance for Performance Excellence


- **2020 Baldrige Fall Conference – *Resilience, Agility, Innovation***
  - **October 21-22 online**
- **Other efforts:**
  - **Partnering with *Communities of Excellence 2026***
  - **Developing a marketing plan**
  - **Developing plan for content sharing across members**

**Get Involved:** to find your local Baldrige-based program, visit <http://baldrigealliance.org/>



**Brian Lassiter**  
Chair,  
Alliance for  
Performance  
Excellence





**BALDRIGE FOUNDATION**  
INSTITUTE FOR PERFORMANCE EXCELLENCE

**COME AND GET YOUR LEAN TRAINING AND CERTIFICATION WITH US! 100% ONLINE**

*Affordable, Practical, Self-Paced*

**GROUP PURCHASES**

**Empower Your Team with Lean Six Sigma**

Are you looking to enroll your team/group into one of our programs? If so, contact us to pay for all accounts at once. We will then provide you with an activation link that your team can follow to begin the program.

Contact us directly to learn more about how your organization can maximize your benefits by becoming an Institute for Performance Excellence Partner.

**GLOBALLY RECOGNIZED CERTIFICATION**

**Invest in Education for Your Team.**

Earn a globally recognized certification that you can add to your resume and attach to your LinkedIn profile.

**PRICING**

**Lean Six Sigma Standard**

- White Belt - \$50
- Yellow Belt - \$99
- Green Belt - \$157
- Black Belt - \$299
- Master Black Belt - \$699

**Lean Six Sigma Healthcare**

- White Belt - \$50
- Yellow Belt - \$99
- Green Belt - \$157

**Additional Programs**

- Scrum Master - \$299
- Diversity & Inclusion Yellow Belt - \$99
- Project Management - \$157
- Data Analytics - \$199



*What People are Saying...*



"I appreciated the opportunity to take the Yellow Belt Course online and at a pace that was appropriate for me given my full-time work and family."

**Melanie Powell**  
Director of Business Development and Marketing for Memorial Hospital and Health Care Center



"The case studies with actual healthcare examples helped me relate the content to real world scenarios that healthcare professionals face on a daily basis. The tools were organized in a way that helped me understand and build on my knowledge. I enjoyed the content and believe the course will make me more effective ..."

**Todd Jordan PA-C, MBA**  
Director, Vascular Center of Excellence  
CAMC Health Systems, Inc



The Baldrige Yellow Belt class is thought provoking, educational, relevant to the healthcare setting and a true investment in the future of healthcare."

**Roxanne M. Williams, MSN, RN, CHC, CPHQ**  
Director of Corporate Quality, Associate & Patient Safety at Blanchard Valley Health System



Baldrige – America’s Best Investment

## A Special Thanks to Our Donors & Sponsors!



## Mac Baldrige Society Institute Trustees

The Baldrige Family  
Midge, Molly, &  
Megan

