

Baldrige Foundation Awards



April 9, 2019



The Baldrige Foundation is proud to recognize these transformational leaders as it presents the 2019 Foundation Leadership Awards.

Beyond Feedback congratulates all of the 2019 Baldrige Foundation Leadership award recipients

Thank you for your continued commitment to excellence



www.beyondfeedback.com

LETTER FROM THE CHAIR P. GEORGE BENSON



President Ronald Reagan once said, “The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things.”

When I consider these wonderful, role-model leaders we are recognizing today, I cannot help but think that this is exactly what President Reagan was talking about. Senator Richard Shelby of Alabama is being honored with the E. David Spong Lifetime Achievement Award for decades of servant-leadership and making performance excellence available to tens of thousands of organizations in his home state and around the country. Dr. JoAnn Sternke, 2013 recipient of the Baldrige Award, has embodied the Baldrige-Hertz Leadership Values and Behaviors, and is receiving the Harry S. Hertz Leadership Award.

Our honorees for the Foundation Awards for Leadership Excellence work in virtually all sectors of the U.S. economy, from government and nonprofits to business, health care, and education. They have made a difference in the lives of many people and in the efficiency and effectiveness of their organizations, and they have all played a role in expanding the availability, knowledge, and understanding of Baldrige.

The 2019 recipients of the Dr. Curt Reimann Baldrige Scholarship will deepen their understanding of the Baldrige Excellence Framework through participation in the Baldrige Examiner Training Experience. From there, they will join the next generation of leaders as ambassadors for the Baldrige Framework.

We wish to thank the Synergy Organization, Founding Sponsor of the Harry S. Hertz Leadership Award, and Navigant as sponsor of the Baldrige Foundation Awards Program.

Thank you for joining us today in celebrating the accomplishments of our role-model leaders for 2019!

A handwritten signature in black ink that reads "P. George Benson". The signature is fluid and cursive.

P. George Benson, PhD
Chair, Baldrige Foundation





Navigant is
proud to sponsor the
Baldrige Foundation
Awards Luncheon

NAVIGANT

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FOUNDATION AWARDS LUNCHEON

Schedule of Events

Lunch

Introductory Remarks, P. George Benson, Ph.D., Chair, Foundation Board

Remarks from Luncheon Sponsor

- Rulon Stacey, Navigant

Dr. Curt Reimann Baldrige Scholarship

- Robin Eckhardt
- Allen Turner

Foundation Awards for Leadership Excellence

- Maryruth Butler, Health Care
- Glenn Crotty, Health Care
- James Evans, Education
- Tommy Gonzalez, Government
- Sam Graves, Government
- Cary Hill, Business
- Jo Ann Jenkins, Nonprofit
- Bruce Kintz, Nonprofit
- Deborah Larkin-Carney, Health Care
- Robert Pence, Business
- Pattie Skriba, Health Care
- Allyson Young, Business

Harry S. Hertz Leadership Award

- JoAnn Sternke

E. David Spong Lifetime Achievement Award

- Richard Shelby



Legacies of Leadership

E. David Spong

Spending his career of more than 40 years in the private sector, Dr. E. David Spong is the only person to lead organizations to the Baldrige Award in two sectors. David has led organizations to a total of seven state and three national quality awards, including the Australia Business Excellence Award. He has been a Baldrige leader at the state and national level, and a tireless advocate for Baldrige.



2018 Spong Award Recipient Larry Potterfield



The E. David Spong Lifetime Achievement Award

The Honorable Richard Shelby



Thomas Jefferson said, “There is a debt of service due from every man to his country, proportioned to the bounties which nature and fortune have measured to him.” One cannot talk about the role-model leadership of Senator Richard Shelby of Alabama without acknowledging the decades of personal commitment he has made in over 55 years of public service:

- Tuscaloosa City Prosecutor, 1963-1971
- U.S. Magistrate, Northern District of Alabama, 1966-1970
- Special Assistant Attorney General, State of Alabama, 1969-1971
- Alabama State Senator, 1970-1978
- U.S. House of Representatives, 1979-1987
- U.S. Senate, 1987-Present

In addition, few have done more to sustain the Baldrige Program than Senator Richard Shelby. He has long been an advocate for Baldrige and performance excellence. He knew Mac Baldrige and was a strong supporter of the Malcolm Baldrige National Quality Award from its inception in 1987. His support continues to this day as he champions the program in Alabama, Congress, and serves as a role-model leader and ambassador for quality and performance excellence in government and throughout the private sector.

In exploring the history of quality and performance excellence in Alabama, it becomes clear that Senator Shelby has made a sustained impact on quality and performance excellence at the state level. He was instrumental in starting the Alabama state-based Baldrige program, and he has lent his enthusiasm to its efforts, attending state conferences and award ceremonies, congratulating recipients, and serving as a champion and ambassador for quality and Baldrige throughout the state. The current iteration of the program, the Alabama Performance Excellence Program (ALPEX), is making a positive difference to organizations throughout Alabama due to the influence and support of Senator Shelby.

As the Baldrige Program enters its 32nd year, we will need to continue to rely on the strength and commitment of our role-model leaders. With an inspiring standard-bearer like Senator Richard Shelby, there is optimism for the future of Baldrige.





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CONGRATULATIONS, JO ANN JENKINS, CEO, AARP FOR RECEIVING THE 2019 BALDRIGE FOUNDATION AWARD

As AARP celebrates Jo Ann Jenkins' Baldrige Foundation 2019 Nonprofit Leadership Award for Excellence, we congratulate all of the award recipients for being such exemplary transformational leaders and innovators. AARP looks forward to continuing our collaboration and carrying out our mission to empower people to choose how they live as they age.

AARP[®]
Real Possibilities

ALLYSON YOUNG, SPHR

HR and Brand Director

**Congratulations on
receiving the 2019
Baldrige Foundation
Leadership Award!**

We are proud
of you and
appreciate
your 22 years
of dedication
to K&N
Management!



Legacies of Leadership

Harry S. Hertz

Dr. Harry S. Hertz served as Director of the Baldrige Performance Excellence Program for 18 years until his retirement in 2013. In 1998, Dr. Hertz led the effort to expand the Malcolm Baldrige National Quality Award with the addition of the health care and education sectors. He also led the effort to add the nonprofit/government sector in 2007. Dr. Hertz is credited for keeping the Baldrige Excellence Framework relevant in a changing world.



2018 Hertz Award Recipient Nick Macchione



Harry S. Hertz Leadership Award

JOANN STERNKE



JoAnn Sternke is a senior director and coach with Studer Group, a 2010 Baldrige Award recipient, and previously was the superintendent of the Pewaukee School District, which she led to the Baldrige Award in 2013. She has served as a Baldrige examiner and senior examiner, led a team through Site Visit Review in 2017, and is now a member of the Baldrige Judges Panel.

"I am humbled to be the recipient of the Harry Hertz Leadership Award. I thank the Baldrige Foundation for considering me for this honor and for all of their diligent work to support the Baldrige Program."

It is difficult to read the Harry S. Hertz Leadership Core Value Attributes and NOT think of Dr. JoAnn Sternke. Since being exposed to the Baldrige Criteria in 2006, JoAnn has been the very model of a Hertz-Baldrige leader.

The Pewaukee School District began using the Education Criteria for Performance Excellence at the prompting of a school board member. They had been executing their strategic plan for a number of years, and while there were some improvements in performance, they were not seeing the results for which they had hoped.

Dr. Sternke was interested in the systems-level approach, tying the diverse components of an organization into support of a single mission. She once described it as going from being a cheerleader to a leader, not only being able to create and motivate her team, but to provide direction for them to apply that enthusiasm.

When first looking at the Criteria, the complex jargon, and multitude of questions, it seemed so regimented that Dr. Sternke could not imagine it driving innovation. Yet, as she has advised hundreds of fellow Baldrige travelers, the dichotomy is that thinking systematically allows you to think more innovatively. She has recognized that one of the most critical jobs of leadership is to create a culture of innovation.

Dr. Sternke has been a ferocious advocate of the Baldrige Excellence Framework, giving selflessly of her time and expertise to help others transform the lives of students. As she said, "I believe in the Baldrige Excellence Framework and how it fosters performance excellence in every sector and size of organization. I am passionate in assisting leaders to leverage the framework to attain results and improve outcomes for those we are trusted to serve."



Congratulations to Advocate Good Samaritan Hospital VP Pattie Skriba

2019 recipient of the Baldrige Foundation's Award for Leadership Excellence

"Pattie is one of our most thoughtful and accomplished leaders," said Advocate Good Samaritan President Nancy M. Tinsley, RN, MBA, FACHE. "Her commitment to excellence is a key success factor in our work to provide safe and quality patient care. We are all very proud to work with her."



Pattie Skriba, VP of Business Excellence

 Advocate Good Samaritan Hospital



Congratulations **Dr. Bruce G. Kintz**, on receiving the 2019 Foundation Award for Leadership Excellence from the Foundation for the Malcolm Baldrige National Quality Award.



Foundation Awards for Leadership Excellence

2018 Recipients of the Foundation Awards for Leadership Excellence



Foundation Awards for Leadership Excellence

MARYRUTH BUTLER • Health Care



Executive Director, Mountain Valley of Cascadia

“My passion to provide quality health care in my hometown began over 25 years ago, leading the way to the first skilled nursing and rehabilitation center to earn the Malcolm Baldrige National Quality Award in 2016. I attribute using the Baldrige Framework for shifting my leadership approach and creating a culture of performance excellence. Utilizing the framework, the team at Mountain Valley is committed to sustaining our culture of innovative thinking and intelligent risk taking, knowing that quality stands for providing excellent

clinical care, measurable improvements through systematic approaches year to year, and exceeding the needs and expectations of our patients, residents, and families. Now, more than ever, the health care industry needs leaders that are innovative and visionary, adding value into the lives of others through servant leadership, and the Baldrige Framework is key!”

GLENN CROTTY • Health Care



Executive Vice President, Chief Operating Officer, Charleston Area Medical Center Health System, Inc.

“Leaders must run the business, manage the quality and improve the organization at the same time. Having a systematic approach to lead helps the organization achieve sustained success.

A leadership system that is well deployed and linked with customer key requirements helps to create on-going customer value.

Leadership that drives and sustains high performance is important, year over year, to manage inflation and business growth costs.

Improvement and learning that is systematic and integrated across the organization’s business processes help an organization sustain patient-focused excellence. The deployment of key learnings from clinical and operations help achieve results that achieve organizational sustainability.”

Foundation Awards for Leadership Excellence

JAMES EVANS • Education



Professor Emeritus, Lindner College of Business, University of Cincinnati

“Baldrige has been an important part of my life for more than half of my 43-year career in academia. I learned an incredible amount from the many colleagues with whom I worked as an Examiner and Judge in both the national and state award programs. Through my teaching, research, textbooks, and service to professional organizations and the Baldrige community, I am proud to have promoted Baldrige and its philosophy of performance excellence to many thousands of students and faculty in colleges and universities, as well as other organizations in the United States and around the world. It has been the most fulfilling and rewarding activity in which I have engaged.”

TOMMY GONZALEZ • Government



City Manager, City of El Paso, Texas

“One of the greatest benefits to using the Baldrige Framework is the impact it has had on alignment of community priorities with our strategic plan. This integration has broken down silos in our organization by creating cross-functional teams and basing our decisions and actions on our vision, mission, and values. The discipline within the Framework guides our organization to focus on what is most important: our work force. This intense focus on our workforce strengthens our commitment to customer service by developing and investing in our people. By deploying the Baldrige Framework, we’ve been able to achieve a vast list of accomplishments, to include \$50 million in cost-savings and revamping the entire city’s budgeting process to reduce the cycle time from four months, to three weeks, to one day. The Baldrige Framework has also served as a great segue into the Communities of Excellence focus, opening up dialogue with community partners to share best practices; improving quality of life, healthcare, and education for our residents.”



Foundation Awards for Leadership Excellence

SAM GRAVES • Government



Member of the United States House of Representatives, Representing Missouri's 6th Congressional District

"The State of Missouri and my Congressional district have greatly benefited from the Baldrige Performance Excellence Program. Using its proven Baldrige Excellence Framework, we have been able to address the unique economic challenges our rural communities face. However, there are many stories of success across the nation as a result of the Baldrige Program. Its nationwide presence is improving competitiveness in all fifty states

and the quality of life of citizens nationwide by raising the standards of excellence in health care, business, and education."

Cary Hill • Business



CEO, MESA

"Baldrige has had a significant impact on my professional and personal life. At MESA, the Baldrige Excellence Framework provided the "playbook" that we have used for nearly two decades to drive sustainable, profitable growth that has outpaced every competitor in our industry and creating jobs and opportunities for our MESA family. Additionally, my participation as a Baldrige examiner for nearly a decade has been the most significant influence in my development into the CEO position. On a personal level, the Baldrige Framework and process have allowed me to give back to my home state as Executive Director

of Oklahoma Quality, helping others to enjoy many of the same benefits as we have enjoyed at MESA. I am very grateful to the Baldrige program."

Foundation Awards for Leadership Excellence

JO ANN JENKINS • Nonprofit



CEO, AARP

“My work with the Baldrige Community and Quality New Mexico over 24 years allowed me to connect with passionate and brilliant people across the United States who make a positive difference in people’s lives every single day. My Baldrige journey continues; it is my patriotic duty!”

Upon retiring from Quality New Mexico, Ms. Gabaldon was honored by Tom Udall, U.S. Senator from New Mexico, with a stirring “Senate Tribute” in the Congressional Record of July 11, 2017.

BRUCE KINTZ • Nonprofit



President and CEO, Concordia Publishing House

“The Baldrige framework is a powerful tool for business leadership. I was confident that my background at McDonnell Douglas and Boeing had equipped me to lead Concordia Publishing House through the Baldrige journey. At Concordia Publishing House, our Baldrige journey was laser-focused on the improvement of our systems and processes to better serve our customers. Without it, we would not have experienced the results we have seen in the last decade and expect to see long into the future. The lasting benefit has been long-term

sustainability. If I were to take over another business tomorrow, I would immediately examine it for applicability to the Baldrige process.”

Foundation Awards for Leadership Excellence

DEBORAH LARKIN-CARNEY • Health Care



Vice President of Quality, Barnabas Health

“As leaders, we face the challenge of transforming the entire culture in our organizations to become highly reliable in quality and patient safety. This requires strong oversight but at the same time a willingness to listen to patients, communities, and the workforce, providing hands-on support to front-line staff so that they are able to generate excellent results each day. The Baldrige Excellence Framework has been a valuable asset to our system in constantly improving upon performance excellence, using clearly stated expectations, building competence in skills and behaviors, and reinforcing structure and accountability.”

ROBERT PENCE • Business



Chairman of the Board, Freese and Nichols

“The Baldrige Excellence Framework has been transformative for Freese and Nichols and has propelled our company on a very positive trajectory for many years. The Baldrige concepts begin with leadership and this drives the success of a company. Using the Baldrige criteria to first understand your company and how it operates, identifying areas for improvement, and implementing and tracking actions to affect change are the basic foundation stones for achieving success. The leadership aspects require developing a clear vision for

the future and gaining stakeholder support to have everyone pulling in the same direction. We attribute the Baldrige Excellence Framework as the key to our success since starting our journey.”

Foundation Awards for Leadership Excellence

PATTIE SKRIBA • Health Care



Vice President for Business Excellence, Advocate Good Samaritan Hospital

"To me, the Baldrige journey is how senior leaders create a legacy, a 'process-honoring culture' which creates and sustains excellence in the face of any headwind. Playing a role in Advocate Good Samaritan's performance excellence journey of moving from 'Good to Great' and achieving the 2010 Malcolm Baldrige Award was a profound learning experience for me. I am grateful for the opportunities over the past 12 years to share my passion for excellence as an examiner,

Chief Judge for the Illinois Baldrige Program (ILPEX), and as a national speaker. Regarding the Baldrige Excellence Framework – I am a dedicated student; I am an avid practitioner; and yes, I am a passionate evangelist. I, too, believe America needs Baldrige!"

ALLYSON YOUNG • Business



Human Resources & Brand Director, K&N Management

"I was first introduced to Baldrige over 15 years ago when I took my first trip to Pal's Sudden Service and attended the Pal's Business Excellence Institute. Our whole team was completely in awe of their systems, processes, and measures. At that point we were all in. K&N Management uses the Baldrige Excellence Framework to align the actions of our company toward one common goal, to delight each guest that walks into our restaurant. Since 2012, I have shared our best practices with over 2,000 leaders from 125 organizations. Our team members are proud to work for an award-winning organization and at the end of each day, they are proud of the legendary experiences they have created for our guests. I am honored to be a part of the Baldrige community."

Legacies of Leadership

Curt Reimann

Dr. Curt Reimann was the deputy director of the National Bureau of Standards National Measurement Laboratory and became the first director of the Baldrige Program. He served in that role from the inception of the Baldrige Award in 1987 until his retirement in 1995. Dr. Reimann developed the original Criteria for Performance Excellence and the Baldrige Award process, including the concept of using volunteers from the public and private sectors to create the Board of Examiners.



2018 Reimann Scholarship Recipients



Dr. Curt Reimann Baldrige Scholarship

"I am honored by your support for this scholarship in my name to send student scholars through the Baldrige Examiner Training Experience. The future of the Baldrige Enterprise depends on creating the next generation of Baldrige professionals. Thank you for your commitment to the future of Baldrige - a truly unique public-private partnership dedicated to excellence."

- Dr. Curt Reimann



2019 Reimann Scholarship Recipients

ROBIN L. ECKHARDT



Eckhardt is President and Senior Consultant with her company, NMF Consulting, in Cincinnati, OH, and will be graduating with an MHA degree from the University of Cincinnati later this year. Robin graduated Summa Cum Laude with a B.S. in Social Policy and Bioethics from Northwestern University. She has filled a broad array of roles with the AMA, Advocate Health System in Chicago, Rockford Neurological Consultants, Walgreens Take Care Health, Bon Secours Mercy Health in Cincinnati, and numerous private physician practices. She is committed to Baldrige because she feels

that quality in health care operations should always be a key focus, and she wants to model excellence for her daughter, Grier Esme', adopted from Guatemala in 2008.

ALLEN TURNER



Allen completed Walden University's Doctorate in Business Administration Baldrige consulting capstone serving as a scholar-consultant for a nonprofit organization that trains and supports at-risk youth workers. He used the data to turn a social problem into a quantifiable business problem measured as a social return on investment (SROI). Allen holds an MBA in Organization Behavior from St. Leo University and an MA in Strategic Intelligence from American Military University. Allen is a 23-year veteran of the U.S. Coast Guard and currently is the Emergency Manager and a Special Agent

for NASA's Glenn Research Center in Cleveland, Ohio.

The Dr. Curt Reimann Baldrige Scholarship is funded through donations. To add your support, go to the Baldrige Foundation website:

www.baldrigefoundation.org/reimann



FOUNDATION AWARDS

The E. David Spong Lifetime Achievement Award

The E. David Spong Lifetime Achievement Award recognizes an individual who has made a sustained contribution of leadership excellence with exceptional and far-reaching impact in a manner worthy of recognition at the national level. Award recipients shall have performed truly extraordinary service and created a positive legacy within the quality community. The award recognizes the entirety of the recipient’s career.

The Harry S. Hertz Leadership Award

The Harry S. Hertz Leadership Award recognizes an individual whose behaviors provide a role model for others. While no one person in an organization can be credited with the achievement of excellence, this award recognizes role-model leader behaviors that have inspired, encouraged, challenged, and empowered others to achieve performance excellence. Award recipients lead their organizations and inspire people to achieve high performance. Recipients of the award personify the Harry S. Hertz Award Core Value Attributes and Leadership Behaviors.

The Foundation Awards for Leadership Excellence

The Foundation Awards for Leadership Excellence recognize performance excellence by individuals in six sectors: Business (Manufacturing, Service, Small Business), Health Care, Education, Nonprofit, Government, and Cybersecurity. Each award recognizes individuals who have demonstrated a commitment to leadership excellence in their respective sector.

Dr. Curt Reimann Baldrige Scholarship

The Dr. Curt Reimann Baldrige Scholarship helps instill an understanding of the Baldrige Excellence Framework for students and professionals in various professions to perpetuate awareness and use of the Framework. It includes attendance at the Baldrige Examiner Training Experience held at the NIST campus and \$1,500 for travel and per diem.

KEY DATES FOR THE 2020 AWARD CYCLE

Nomination Window Opens	April 15, 2019
Nominations Window Closes	September 30, 2019
Recipients Announced	December 2019
Awards Luncheon	March 26, 2020, at the 32nd Annual Quest for Excellence® Conference

For more information on the eligibility, nomination and selection processes, go to baldrigefoundation.org or contact the Foundation Awards Administrator at awards@baldrigefoundation.org.

2019 FOUNDATION AWARD SPONSORS

We gratefully acknowledge the support of the Foundation Award Sponsors for 2019:

The Synergy Organization
(Harry S. Hertz Leadership Award Founding Sponsor)

2019 AWARDS SPONSORS

Navigant
Beyond Feedback

AWARD RECIPIENT TRIBUTE SPONSORS

Advocate Good Samaritan Hospital
AARP
Concordia Publishing House
K&N Management

SPONSORSHIP

The Foundation Awards are made possible through the generous support of sponsors who desire to recognize and celebrate exemplar leaders whose role-model behaviors inspire, encourage, challenge, and empower others to lead performance excellence. Individual and organizational sponsorships represent the only source of support for administering the prestigious Baldrige Foundation Awards. If you are interested in learning more about how to reach our engaged and influential audience through sponsorship of one or more of the Foundation's awards, please contact Josh Racette, the Foundation's Executive Director of Corporate Development, at (614) 563-2024 or [jraccette@baldrigefoundation.org](mailto:jracette@baldrigefoundation.org).





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