

Baldrige Foundation Leadership Awards 2021 Recipients



April 14, 2021



BALDRIGE FOUNDATION



The Baldrige Foundation is proud to recognize these transformational leaders as it presents the 2021 Foundation Leadership Awards.



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LETTER FROM THE CHAIR

KATHRYN EGGLESTON



The past 12 months have been challenging in ways that were unimaginable before they began. The COVID-19 pandemic has threatened the most detailed, imaginative, and forward-looking playbooks designed by leadership teams in all sectors of the economy. The ability of leaders to anticipate, adapt, and respond with agility to situations, changing hourly in some cases, while at the same time preserving the mission, vision, values, and purpose that define their organizations, will prove to be the difference between emerging stronger and more effective than before or possible organizational demise.

Baldrige is a leadership tool set, and these awards encourage leaders to embody and promote the Baldrige criteria to strengthen the DNA of leadership across the U.S. and beyond. All the leaders being recognized today have been on the COVID front lines, and we recognize them for their capacity to lead, to transform, to encourage their colleagues, and to keep their organizations mission-focused and viable.

This year we have two exemplary recipients of the E. David Spong Lifetime Achievement Award-- Celeste Volz-Ford, founder of Stellar Solutions, and Terry May, MESA founder and CEO. They both have built their organizations from the ground up, led them to win the Malcolm Baldrige National Quality Award, with Terry May's MESA the only three-time winner, and have effectively navigated through various crises and challenges.

Dr. Michael Ugwueke is the recipient of this year's Harry S. Hertz Leadership Award. As President & CEO of Methodist Le Bonheur Healthcare, Michael fully understands the challenges of leading successfully through the pandemic.

The 2021 recipients of the Baldrige Foundation Awards for Leadership Excellence represent key sectors of the U.S. economy, with each honoree demonstrating exceptional Baldrige leadership qualities and working to ensure the continued viability of the Baldrige Program and the Baldrige Excellence Framework.

Our 2021 Dr. Curt Reimann Baldrige Scholars will become our future ambassadors within the Baldrige community and beyond and our next generation leaders in academia and practice as they become Baldrige leaders of the future.

Thank you for joining us today in celebrating the outstanding accomplishments of our 2021 role-model award recipients.

A handwritten signature in black ink that reads "Kathryn K. Eggleston".

Kathryn K. Eggleston, Ph.D.
Chair, Baldrige Foundation





Receiving the Baldrige Foundation Award for Leadership Excellence in the Nonprofit sector is extremely gratifying. I am proud to be included in the list of outstanding leaders.

Scott Frisch, EVP & COO, AARP



AARP celebrates Scott's achievement as it recognizes how we have employed the Baldrige Excellence Framework at AARP to guide us in our transformation journey to better achieve our social mission to empower people to choose how they live as they age.

Congratulations to all of the 2021 Baldrige Foundation Award winners for your exemplary leadership.

FOUNDATION AWARDS

2021 Recipients

E. David Spong Lifetime Achievement Award

- Celeste Volz Ford
- Terry May

Harry S. Hertz Leadership Award

- Michael Ugwueke

Foundation Awards for Leadership Excellence

- Walter Bumphus, Education
- Suzanne Clark, Nonprofit
- Sue Dunn, Nonprofit
- Lindel Fields, Education
- Scott Frisch, Nonprofit
- Suzette Kent, Cybersecurity
- Karen Kiel-Rosser, Health Care
- Senator Jerry Moran, Government
- C. Richard Panico, Business
- Pete Reicks, Business
- Scott Reiner, Health Care
- Congressman José Serrano, Government
- Chuck Stokes, Health Care
- Kevin Webb, Health Care

Dr. Curt Reimann Scholarship

- Michael Dillard
- Kallie Kujawa
- Christopher Maylor





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Congratulations to the 2021
Baldrige Foundation Leadership Award recipients

**Thank you for your continued
commitment to excellence**



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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.



2020 Spong Award Recipient Paul Worstell



E. David Spong Lifetime Achievement Award

CELESTE VOLZ FORD

Celeste Ford founded Stellar Solutions, Inc., in 1995, to provide technical expertise and management for national and international aerospace programs, supporting all phases of space systems development and operation, including for defense-related intelligence projects, international telecommunications programs, commercial imagery, and NASA's planetary and earth science missions.



"From the beginning," said Baldrige Foundation President and CEO Al Faber, "Celeste understood that empowering and supporting Stellar's employees and helping them realize their 'dream jobs' was critical to best serving the needs of their customers."

As a result of that commitment, Stellar Solutions has been named a Great Place to Work by Fortune magazine from 2014 to 2017. Among workforce climate measures, Stellar ranks above the 95th percentile compared to Great Place to Work benchmarks for satisfaction with benefits, employee perceptions that facilities are contributing to a good working environment, and employee perceptions of feeling physically, psychologically, and emotionally healthy at work.

Baldrige has been a significant contributor to that success, culminating in Stellar Solutions winning the 2017 Malcolm Baldrige National Quality Award. "At Stellar Solutions," according to Ms. Ford, "our customers and employees are our most important stakeholders, and the Baldrige Excellence Framework has helped us to advance our commitment to these partners as an ongoing organizational strategy."

Ford provides an impactful global presence through proven management and numerous partnerships around the world, and has been a role-model leader, achieving multiple, significant accolades throughout her career.

"The Spong award recognizes people who have reached beyond their own organizations, changing the world by sharing best practices and encouraging other organizations to achieve performance excellence. Celeste Ford embodies those Baldrige leadership values and principles," said Faber, "and has provided outstanding service to the Baldrige community and beyond."

"This honor recognizes the core vision upon which I founded Stellar—to satisfy customer critical needs while realizing employee dream jobs. The lasting impact of Baldrige on our culture and our leadership is evidenced by the continued engagement of our team as thought leaders by industry partners, government agencies, and the Baldrige community. I'm very grateful for this award and the positive impact this incredible Baldrige journey has had on our company."

E. David Spong Lifetime Achievement Award

TERRY MAY

Terry May founded MESA Products in Tulsa, Oklahoma, in 1979. MESA is a small business that designs, manufactures, and installs systems that control the corrosion of metal surfaces in pipelines, tanks, and other structures in underground and submerged environments. MESA is, according to the company's website, "your one-stop shop for protecting assets from rust."



"Terry May is the consummate, Baldrige, role-model leader," said Al Faber, President and CEO of the Baldrige Foundation. "MESA is the first and only three-time recipient of the Baldrige Award, and Terry has been the driving force behind that effort since the beginning. We have all learned so much from his grit, determination, and perseverance over the years, especially through the ups and downs in the economy."

May was first introduced to Baldrige in 2002, at a time when he was voraciously consuming information on business, management, and leadership as he tried to grow his business. He has said that the Criteria seemed to encapsulate everything he had come to believe was important to growing a business. That was the beginning of MESA's Baldrige journey.

Terry has also said that MESA could have been the "poster child for how NOT to do Baldrige." He continued, "There's much better ways than we did, and being here (at the Tennessee Center for Performance Excellence annual conference in 2014) is probably one of those ways. You're here to share, you're here to learn, and you can learn from just about anybody, any organization, big, small, it doesn't really matter."

"Learning from others," Terry said, "is a key part of the Baldrige philosophy."

"You can't learn from others unless others are willing to share what they know. That is the real power of Baldrige," said Faber. "Terry is known for the three S's, his advice for how to succeed at Baldrige: Start, Share and Learn, and Sustain. It didn't take Terry long to understand that sharing best practices is a core principle of the Baldrige approach, and he has energetically executed that principle. He and his team have demonstrated the power of Baldrige and have shared their best practices with thousands of business leaders across the country."

"Through sharing his experience, his successes, and his failures, Terry has inspired hundreds if not thousands of others to start their own Baldrige journey. It is that type of commitment that is celebrated by the E. David Spong Lifetime Achievement Award.





“We at Stellar Solutions have relied on the foundation and framework of Baldrige to achieve our core vision: to satisfy customer critical needs while realizing our dream jobs.

Thank you for the lasting legacy of Baldrige that inspires us to continue to reach for the stars!”

— Celeste Ford
Board Chair and Founder,
Stellar Solutions, Inc.

“Congratulations to Celeste Ford for achieving the 2021 E. David Spong Lifetime Achievement Award. Your leadership has fueled our commitment to Baldrige standards in everything we do.”

— Michael Lencioni
CEO,
Stellar Solutions, Inc.



stellarsolutions.com

Congratulations



**Lindel
Fields**

*2021
Recipient*

**Superintendent & CEO
Tri County Tech**

GEAUX SUZETTE KENT

We're proud to call you a Tiger.

Compliments to all recipients of the
2021 Baldrige Foundation Award
for Leadership Excellence!

BALDRIGE COACH®

Accelerating Excellence®

LSU

FIERCE FOR THE FUTURE

Congratulations to
all recipients of the
2020 and 2021
Baldrige Foundation
Leadership Awards.

Thank you for your
continued commitment to
excellence and for working
tirelessly to support the
Baldrige community.



It matters where you bank.



Kate Brown (center),
Elevations Credit Union Board
Chair, presents the medals to
Pete Reicks (left), 2021 recipient
and Gerry Agnes (right),
2020 recipient.

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, and the addition of the nonprofit/government sector in 2007. Dr. Hertz is credited for keeping the Baldrige Excellence Framework relevant in a changing world.



2020 Hertz Award Recipient Jayne Pope



HARRY S. HERTZ LEADERSHIP AWARD

Jayne E. Pope, MBA, RN, FACHE
Chief Executive Officer
Hill Country Memorial / Fredericksburg, Texas



Harry S. Hertz Leadership Award

Michael Ugwueke



Michael Ugwueke, DHA, MPH, FACHE, became President and Chief Executive Officer of Methodist Le Bonheur Healthcare in January 2017. Prior to accepting the CEO position, Michael ascended the ranks at Methodist Le Bonheur, beginning as Senior Vice President and Chief Executive Officer at Methodist South Hospital from 2007 to 2013, SVP and CEO of Methodist North Hospital from 2009-2013, and President and COO of the Methodist Le Bonheur Healthcare system from 2013, until becoming CEO in 2017.

"In 2013," Ugwueke said, "Methodist Le Bonheur embarked on a journey to actualize our mission and vision to be a national leader in providing high quality care, cost effective patient and family centered care, to improve every life we touch."

"Michael is a role-model leader," said Al Faber, President and CEO of the Baldrige Foundation, "who has consistently over the years applied the principles of the Baldrige Framework to his leadership approach."

Ugwueke continued, "To achieve such a stretch goal required us to think and operate differently. I was convinced that what we needed was the Baldrige Performance Excellence Framework based on my previous experience as a state examiner and my doctoral dissertation on health care organizations that have won the state quality awards that were patterned after the Baldrige Framework."

"Michael is a serious practitioner of Baldrige," Faber continued. "Partnering with the Tennessee Center for Performance Excellence, he trained and served as a Baldrige Examiner, and he encouraged dozens of the hospital's executives to volunteer, train, and serve at the state level, the better to implement Baldrige in their own organization. At one point, they had clocked over 6,000 volunteer hours to the state program."

"He understands the power of Baldrige, and he embodies the leadership principles and values at the core of the criteria," said Faber, "and the impressive performance improvement he has facilitated at Methodist le Bonheur, across a wide range of metrics, is testament to his leadership and commitment to the Baldrige process."

"I knew," Ugwueke concluded, "that the Baldrige Framework is a proven, powerful, and transformative system that has enabled organizations to achieve breakthrough performance by benchmarking against the best in class within their industry as well as providing a strategic roadmap that's grounded in the organization's mission and vision."



You inspire us



Congratulations to Adventist Health CEO Scott Reiner and all recipients of the 2021 Baldrige Foundation Awards for Leadership Excellence

You work tirelessly to make a difference. Each day, your focus is the next step on the journey to turn vision into reality. You're always looking ahead, motivating everyone around you to create more impact, more innovation and a more inclusive, supportive culture. You lead by example, embodying mission in action. That's why we're proud to celebrate Scott Reiner and the other recipients of the 2021 Baldrige Foundation Awards for Leadership Excellence for receiving this well-deserved recognition. Thank you for inspiring us all to achieve more.

"This honor speaks to Scott's visionary leadership. His compassionate, realistic and motivational style of leadership has helped our organization innovate in bold new ways to serve our communities. I look forward to seeing his vision shape the future of healthcare."

Ricardo Graham
Adventist Health Board Chair



Foundation Awards for Leadership Excellence

2020 Recipients of the Foundation Awards for Leadership Excellence



Foundation Awards for Leadership Excellence

WALTER BUMPHUS, Ph.D. • Education



President and CEO, American Association of Community Colleges

“I am humbled to receive the Baldrige Foundation Award for Leadership Excellence. The strength of the nation’s community colleges lies in their ability to respond effectively to local needs while advancing national efforts to provide access and foster success for nearly 12 million Americans annually. The Baldrige Program sets rigorous standards that model exceptional quality in strategy and operations, both of which are paramount to transforming culture and practices to continually strive for clearer pathways for student and institutional excellence. I am grateful to

the Baldrige Foundation for recognizing the community colleges and their significant contributions to ensure that Americans have access to better opportunities through quality higher education.”

SUZANNE P. CLARK • Nonprofit



President and Chief Executive Officer U.S. Chamber of Commerce

“Over the course of the past year, businesses across every sector and every state stepped up and answered our nation’s call when we needed them most. At the U.S. Chamber of Commerce, we were proud to help them do it. The Baldrige Foundation has provided the framework and insights for organizations like ours to enable excellence and strengthen our impact for those we serve. I am honored to receive the Baldrige Foundation Award for Leadership Excellence, and I look forward to

continuing to implement these practices as the Chamber works to develop the policy environment needed to create jobs, solve problems, and grow the economy.”

Foundation Awards for Leadership Excellence

SUE DUNN • Nonprofit



Retired CEO, Donor Alliance

“Thank you, Baldrige Foundation, for the honor of receiving the 2021 Baldrige Foundation Award for Leadership Excellence in the Nonprofit sector. Since 2010, the Baldrige Excellence Framework has given Donor Alliance the ability to improve and strengthen systems to fulfill the important charge of saving lives through organ and tissue donation and transplantation. Being mission-driven and focused on relationships, it has been the highly engaged Board of Directors, executive and senior leaders, and workforce who bring an unflinching focus on improvement to their work that has made Donor Alliance

one of the top-performing organ procurement organizations in the country.”

LINDEL FIELDS • Education



Superintendent and CEO, Tri County Tech

“Being recognized with the Baldrige Leadership Award for Excellence is the most significant honor of my professional career. The Baldrige Excellence Framework is our playbook at Tri County Tech and has been for over 15 years. The playbook has allowed us to help thousands of students realize their hopes and dreams. It also helped transform our workplace culture. As a result, we have earned recognition as one of the top places to work in the United States five times by Fortune Magazine. Baldrige works, and I am honored to be a small part of it. Thank you, Baldrige Foundation.”



2021 BALDRIGE FOUNDATION AWARD FOR LEADERSHIP EXCELLENCE IN NONPROFIT

On behalf of the partners,
families and communities
Donor Alliance serves,
***thank you for your
leadership and
congratulations!***

SUE DUNN
*Former President and CEO
Donor Alliance, Colorado
and Wyoming*



Role Model **Breaking the Mold**

“Michael is a role-model leader who has consistently over the years applied the principles of the Baldrige Framework to his leadership approach.”

- Al Faber, President, Baldrige Foundation

Congratulations to Michael Ugwueke, our President and CEO, on receiving the Harry S. Hertz Leadership Award from the Baldrige Foundation. Thank you for being a steward of visionary leadership and unwavering commitment to our mission.



methodisthealth.org



Congratulations

KEVIN WEBB, PHD, FACHE

**Recipient, 2021 Baldrige
Foundation Award for
Leadership Excellence**

ProMedica salutes Dr. Webb and all recipients of this year's Leadership Excellence Awards. Your commitment to continuously improving your organizations and communities is inspiring.

 **PROMEDICA**
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Foundation Awards for Leadership Excellence

SCOTT FRISCH • Nonprofit



**EVP, Chief Operating Officer, and CFO
AARP**

“Thank you for recognizing me with the 2021 Baldrige Foundation Award for Leadership Excellence in the Nonprofit sector. At AARP, we have applied much of the Baldrige Framework in designing and implementing the significant changes we have made in our structure, offerings, and operations over the past six years. The Baldrige Excellence Framework has not only helped us to improve our leadership capabilities throughout the enterprise, it has contributed significantly to our ability to learn and improve as an organization so we can better

achieve our social mission to empower people to choose how they live as they age.”

SUZETTE KENT • Cybersecurity



**Business Executive and former Federal CIO of
the United States**

“I am so very grateful to be recognized by the Baldrige Foundation for Leadership Excellence in cybersecurity. This recognition gives additional voice and focus to all the people who are part of the cybersecurity efforts across the federal government, federal employees and technology partners. The support and resources from the Baldrige Performance Excellence Program provide catalysts that help drive organizational effectiveness and spur innovation. I am humbled to be a recipient of this

award. I look forward to future endeavors with the Baldrige Program to continue to drive excellence in cybersecurity and government leadership in solving the critical challenges facing our nation and world.”

Foundation Awards for Leadership Excellence

Karen Kiel-Rosser • Health Care

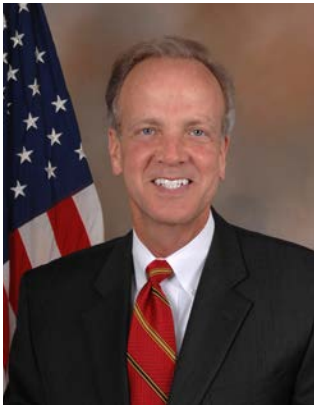


**V.P. and Quality Improvement Officer
Mary Greeley Medical Center**

"I am honored to receive the Baldrige Foundation Award for Leadership Excellence in Health Care. Since being introduced to the criteria in 2005, I have experienced firsthand how the Baldrige Excellence Framework, when paired with an organization's mission, vision, and values, drives organizational excellence and sustainability of results. I have been fortunate throughout my career to work with organizations that are committed to the Baldrige journey. This commitment has allowed me to

lead and develop high-performing teams that support their organizations' improvement journey. As a quality improvement professional, I have found the systematic nature of the Baldrige process—from annual application submission to site visit and feedback report—to be one of my most valuable quality improvement valuable tools."

HONORABLE JERRY MORAN • Government



U.S. Senator, Kansas

"First as Chair, now as Ranking Member, of the Commerce, Justice, Science, and Related Agencies Appropriations subcommittee, Senator Jerry Moran has been emblematic of the bipartisan interest in and support for the work of the National Institute of Standards and Technology and its Baldrige Performance Excellence Program. He has been a thoughtful consumer of the information we provide to members of Congress about the Baldrige Program and the broader impact Baldrige has on all sectors of the U.S. economy. Senator Moran has shown particular interest in the Baldrige efforts in

cybersecurity preparedness and in the Communities of Excellence initiative. Senator Moran remembers Mac Baldrige and the impact he had as Secretary of Commerce, and has proven to be a role-model leader and a forceful ambassador for the Baldrige Program."

--Al Faber, President and CEO
Baldrige Foundation



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*INCREASING YOUR BENEFITS PACKAGE TO INCLUDE
PROFESSIONAL DEVELOPMENT AND WORKFORCE SKILLS
TRAINING AT A TREMENDOUS VALUE.*



PARTNERSHIP OVERVIEW

Becoming a partner of the Institute for Performance Excellence provides your entire organization with full access to the Institute's resources, strategy execution tools, conference discounts, networking, and educational opportunities.

For additional information on becoming a partner, call or email Josh Racette, Executive Director of Corporate Development, at 202-559-9195 or jracette@baldridgefoundation.org. You may also learn more by visiting our website at www.baldridgeinstitute.org.

CHRONICLE OF LEADERSHIP AND MANAGEMENT

Call for Papers

JOIN THE CONVERSATION

The *Chronicle of Leadership and Management* is a peer-reviewed publication by the Baldrige Foundation's Institute for Performance Excellence, edited by Dr. James Evans. The purpose of the *Chronicle* is to facilitate sharing of knowledge by providing insightful and practical perspectives for leading and managing performance excellence in business, health care, education, government, nonprofit organizations, communities, and cybersecurity applications.

We are now accepting submissions for Volume 1, Number 2 of the *Chronicle of Leadership and Management*. Your original research can help shape the future of quality and performance excellence. Guidelines for authors and information about submitting your papers can be found at www.baldrigefoundation.org/clm.

CHRONICLE OF
LEADERSHIP
AND
MANAGEMENT

BALDRIGE FOUNDATION
INSTITUTE FOR
PERFORMANCE
EXCELLENCE



Volume 1, Number 1
December 2020

WHAT READERS ARE SAYING ABOUT OUR FIRST EDITION

"Excellent articles from renowned Baldrige gurus! Great insights, and all topics are enlightening for the diehard disciples of the Baldrige Framework."

"I can't wait to read the second edition of the *Chronicle*!"

"The *Chronicle* is a great resource for in-depth discussions about using Baldrige. It fills a gap in the research literature that is often superficial or tangentially touches Baldrige's concepts and applications."

"The *Chronicle* provides great leadership and management insights for any organizational leader, regardless of sector."

CONTACT

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chronicle@baldrigefoundation.org

In recognition of Adventist Health Malcolm Baldrige Award Recipients

By pursuing the Baldrige framework, you've demonstrated your ability to effectively and efficiently deliver on our mission. Thanks to your efforts, those you serve can experience more health, more access to care and more trust in the quality service you provide. Thank you for pursuing excellence on behalf of our associates, patients and communities.

Adventist Health Castle

Kailua, Hawaii

Malcolm Baldrige National Quality Award Recipient, 2017



Kathy Raethel, President

Adventist Health White Memorial

Los Angeles, California

Malcolm Baldrige National Quality Award Recipient, 2019



John G. Raffoul, President

"Performance excellence is essential to our mission of living God's love. I'm grateful to our Castle and White Memorial teams, who have devoted themselves to this sacred calling, and to the Baldrige Performance Excellence Program for showing us the way."

Scott Reiner, CEO
Adventist Health



TRI COUNTY TECH

To all the Leadership Excellence Award recipients, Congratulations and thank you for your dedication to the Baldrige community and helping others on their performance excellence journey.



My passion is to help other organizations become best places to work with world class results, and it is an honor to be recognized by the Baldrige Foundation for having a lasting impact on the quality of education in America.

*Lindel Fields
Superintendent & CEO*



*TriCountyTech.edu
Bartlesville, OK
918.331.3333*

Foundation Awards for Leadership Excellence

C. RICHARD PANICO • Business



**President and CEO
Integrated Project Management Co.**

“Being presented this award by the Baldrige Foundation is an honor and privilege. The recognition is even more meaningful during these challenging times. As emphasized in the Baldrige Framework, leadership sets the tone for organizational conduct and performance. The process inspired us to examine our Vision and Values and ensure alignment of strategy, performance, and conduct in a way that created greater context for our IPM family members. The journey enabled an objective,

challenging, and motivating analysis of every element of our business structure and processes. It further reinforced our resolve to continue to grow the business, strengthen our values-based culture, and have a greater impact on our society and communities. Baldrige captures in model, process, and spirit what is required for us to lead responsibly and with conviction, in good and bad times. Our confidence in its value is validated through our commitment to its continued application.”

PETE REICKS • Business



**Chief Strategy and Performance Officer
Elevations Credit Union**

“I am honored and humbled to be recognized as a recipient of the 2021 Baldrige Foundation Award for Leadership Excellence in Business. The opportunity to lead the deployment of the Baldrige Excellence Framework as the way we do business at Elevations Credit Union, volunteer as a national examiner, and serve on the board of our regional Baldrige program, Rocky Mountain Performance Excellence (RMPEX), has been the highlight of my career. Baldrige has helped

propel Elevations’ growth while creating a highly engaged workforce committed to continuously improving member experiences. Our performance excellence journey continues as we gain insights into strengths and opportunities for improvement through each examination cycle.”

Foundation Awards for Leadership Excellence

SCOTT REINER • Health Care



**Chief Executive Officer
Adventist Health**

“Adventist Health’s heritage has taught us for over 150 years that personal well-being leads to longer, better lives. In alignment with our mission of living God’s love by inspiring health, wholeness, and hope, we are committed to making well-being accessible to everyone and doubling the number of people served by 2030. Our two Malcolm Baldrige National Quality Award-winning hospitals have demonstrated that we can love more people better and transform more lives with the

Baldrige performance excellence principles and framework. I am grateful for all we have learned through the Baldrige program and look forward to experiencing more people living their best lives.”

HONORABLE JOSÉ E. SERRANO • Government



Former Member of Congress, New York

“Congressman Serrano was a member of the U.S. House of Representatives from 1990 until his retirement in 2021. Serrano, a Democrat from New York, represented a district from the South Bronx in New York City. His district was also one of the most densely populated and one of the few majority Hispanic districts in the country. As Chair of the House, Commerce, Justice, Science Subcommittee on Appropriations, he oversaw the importance of the Baldrige Program budget and the indisputable impact it has on America. He well understood that through

the use of Baldrige, revenues are increased, better paying jobs are created, students demonstrate improved academic performance, and patients receive higher quality health care at a lower cost, and that organizations using the Baldrige Framework are role-models for ethical leadership, environmental stewardship, employee satisfaction, societal responsibility, and so much more.”

--Al Faber, President and CEO
Baldrige Foundation



Foundation Awards for Leadership Excellence

CHUCK STOKES • Health Care



BSN, MHA, FACHE

**Founding Partner Relia Healthcare Advisors
Executive in Residence at UAB**

“I am honored and humbled to receive this recognition from the Baldrige Foundation. I have been involved with this outstanding organization for the last 15 years of my career and have used the Baldrige criteria as a responsible operating model to lead my health care systems. The Baldrige platform has resulted in the last two health care systems in which I served, North Mississippi Medical Center and The Memorial Hermann

Health System, becoming nationally recognized leaders for workforce engagement, quality, safety, consumer-centric care, financial performance, and growth. It is my belief that the Baldrige platform will be a significant driver in the transformation of our health care industry over the next decade. I am grateful to my colleagues who supported me and the Baldrige journey.”

KEVIN WEBB • Health Care



**President, Provider and Clinical Services
Promedica, Toledo, Ohio**

“As a young manager with responsibility for the operation of a hospital for the first time, I was looking for a systematic way to improve the performance of the organization. The Baldrige Excellence Framework was the foundation we needed as a management team to improve our management skills and realize our potential. The focus of the Baldrige criteria on management by fact and transparency is very powerful. It made management easier for me over the last 20 years.”



Congratulations to Suzanne Clark

**2021 Baldrige Foundation Award
for Leadership Excellence
Recipient**

Thank you for your leadership
and legacy of excellence on
behalf of business.



**U.S. CHAMBER
OF COMMERCE**

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.



2020 Reimann Scholars



BALDRIGE
Performance Excellence Program



CURT REIMANN | Former Director,
Baldrige Performance Excellence Program,
NIST

"I am deeply grateful for your help in preparing the next generation of Baldrige leaders. Your generosity will ensure that the Baldrige Framework remains a relevant leadership and management development tool that drives excellence and ensures learning and sharing in all sectors of the economy."



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



2021 Reimann Scholars

MICHAEL DILLARD



Michael, a retired Brigadier General of the United States Army Reserve, is currently a Claim Service Leader for Allstate Insurance Company in Birmingham, Alabama. He earned his MBA from DeVry University's Keller Graduate of School Management, his MSS from the United States Army War College, and recently earned his Doctor of Business Administration from Walden University. As part of Walden's University Doctor of Business Administration Consulting Capstone program, I used the 2019-2020 Baldrige Excellence Framework to evaluate and help leaders of a

Maryland nonprofit organization enhance their performance measurement system to demonstrate their organization's efficiency and effectiveness.

KALLIE KUJAWA



Serving as the system incident commander for the duration of the COVID-19 pandemic, Kallie is an experienced thought leader within the community. Currently, she is the Director of Quality, Patient Safety, and Medical Staff Services, with additional experience in emergency management and nursing professional practice. Having implemented a quality management system using ISO-9001 principles, adding Baldrige Examiner training will equip her with yet another transformative tool. Kallie earned her Master's of Nursing in a combined learning

environment with systems and industrial engineers and she continues to use the knowledge she gained to reengineer health care as we know it today.



CHRISTOPHER MAYLOR



As Director of Strategic Planning for Intel Corporation, I research and recommend capabilities and frameworks for developers, partners, and customers to use. I am passionate about ensuring business value for solutions. As a member of the Walden University Doctor of Business Administration cohort, I was able to work with the California nonprofit organization, Music Changing Lives, using the 2019-2020 Baldrige Excellence Framework for guidance. Through the framework model I was able to help the leadership team understand their programs' operational budgets, optimize the programs to increase the student count 2-to-3 times in two years, and strategically diversify the NPO funding activities. I continue my engagement with the leadership team, despite COVID limiting in-person work.

Dr. Curt Reimann Baldrige Scholarships are funded entirely through donations to the Reimann Scholarship Fund. The Scholarships pay for recipients to attend the Baldrige Examiner Training Experience held in Gaithersburg, Maryland. To help fund future scholars, please follow this link on the Foundation website to donate today.

<http://baldrigefoundation.org/reimann>



Mary Greeley Medical Center congratulates
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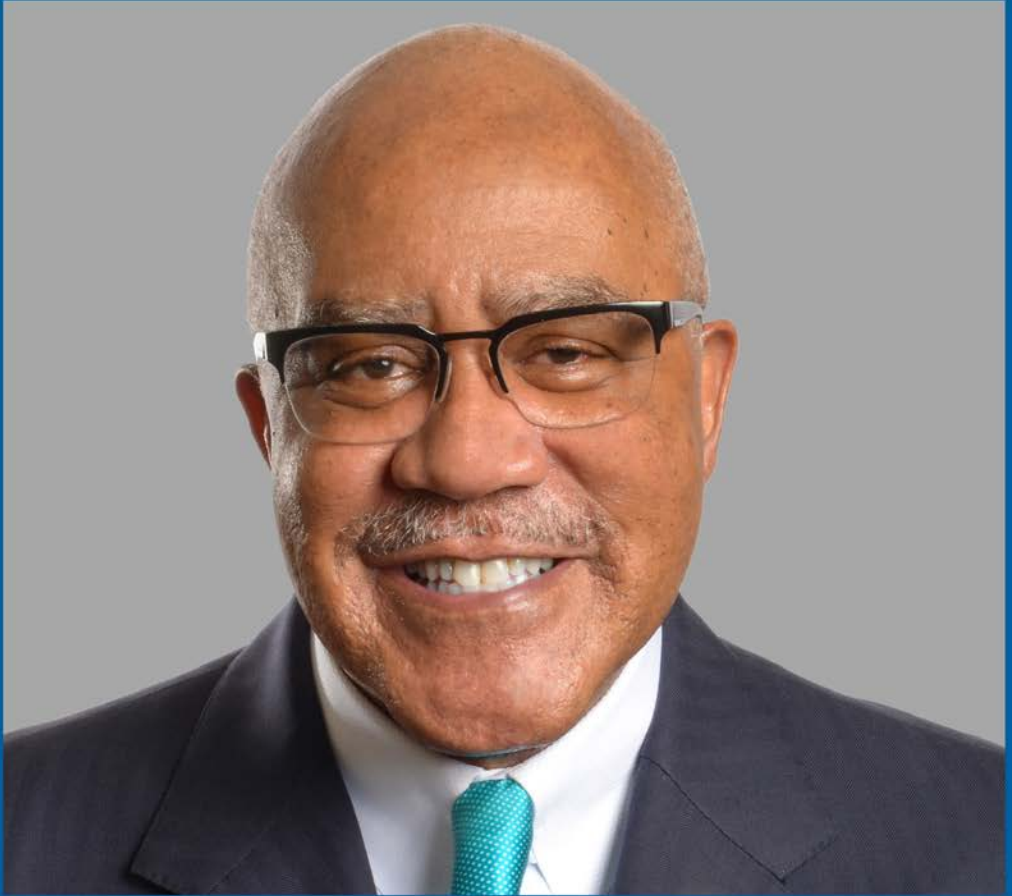
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Dallas College also congratulates each of the 2021 Baldridge Foundation Leadership recipients for being exemplary role models and transformational leaders in their respective fields.



FOUNDATION AWARDS

The E. David Spong Lifetime Achievement Award
The Harry S. Hertz Leadership Award
The Foundation Awards for Leadership Excellence
Dr. Curt Reimann Baldrige Scholarship

KEY DATES FOR THE 2021 AWARD CYCLE

Nomination Window Opens	April 15, 2021
Nominations Window Closes	September 30, 2021
Recipients Announced	December 2021
Awards Luncheon	April 13, 2022 at the 33 rd 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.

Congratulations!

2021 Baldrige Foundation Award for Leadership Excellence

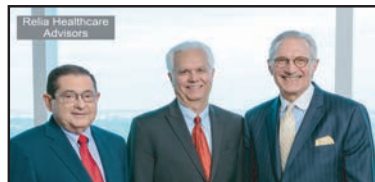


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