

Baldrige Foundation Awards



April 10, 2018



The board and staff of the Baldrige Foundation are proud to recognize these transformational leaders as we present the 2018 Foundation Leadership Awards.

Beyond Feedback congratulates all of the 2018 Baldrige Foundation award recipients

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



www.beyondfeedback.com

LETTER FROM THE CHAIR P. GEORGE BENSON



Today we recognize individuals who have made a significant and lasting contribution to the Baldrige Enterprise.

Larry Potterfield, Founder and CEO of MidwayUSA, a two-time Baldrige Award recipient organization, is being honored with the E. David Spong Lifetime Achievement Award. Nick Macchione, Agency Director for the County of San Diego Health & Human Services Agency, has applied the principles of the Baldrige Framework to create a world-class integrated service delivery system, and is receiving the Harry S. Hertz Leadership Award.

Innovation, as you all know, is a hallmark of Baldrige organizations, and this year we are introducing two new award categories as we seek to recognize the many individuals working in and supporting the Baldrige Enterprise. The first new category is the Foundation Award for Leadership Excellence. We are honoring eight individuals this year who have significantly supported the mission of the Baldrige Foundation. These awards recognize a legacy of service

Our second new initiative is aimed at securing the future of the Baldrige Enterprise. With special thanks to Lori Kirkland who championed this effort, I am proud to announce the Dr. Curt Reimann Baldrige Scholarship. The scholarship will enable two graduate students or recent graduates to participate in Baldrige Examiner Training.

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

Thank you for joining us today in celebrating the past and future contributions of our award recipients.

A handwritten signature in black ink that reads "P. George Benson".

P. George Benson, PhD
Chair, Baldrige Foundation





Navigant is
proud to sponsor the
Baldrige Foundation
Awards Luncheon

NAVIGANT

©2018 Navigant Consulting, Inc. All rights reserved. W45312

Navigant Consulting is not a certified public accounting firm and does not provide audit, attest, or public accounting services.

See navigant.com/licensing for a complete listing of private investigator licenses.

FOUNDATION AWARDS LUNCHEON

Schedule of Events

Lunch

Introductory Remarks, Foundation Board Chair, Dr. P. George Benson

Remarks from Luncheon Sponsor

- Kate Goonan, Navigant

Dr. Curt Reimann Scholarship

- Video Presentation
- Announcement of Scholarship Recipients
 - Suzanne Collins
 - Jennifer Mackey-LaBrecque

Foundation Awards for Leadership Excellence

- Russell Branzell, Cybersecurity
- Deborah Bowen, Health Care
- Lee Butler, Business
- John Dreyzehner, Government
- Bennie Fowler, Business
- Katie Rawls, Nonprofit
- Julia Gabaldon, Nonprofit
- Brent Ruben, Education

Harry S. Hertz Leadership Award

- Nick Macchione

E. David Spong Lifetime Achievement Award

- Larry Potterfield



The E. David Spong Lifetime Achievement Award

LARRY POTTERFIELD

The E. David Spong Lifetime Achievement Award recognizes an individual who has performed truly extraordinary service and made a sustained impact which will inspire future generations of leaders in the pursuit of Baldrige. Larry Potterfield is the embodiment of those values.



It has been said that Larry Potterfield's business is the purest Baldrige colony on the planet. His adoption and execution of the Baldrige Framework as a leadership and management tool has paid great dividends. The company has been one of the fastest growing in its industry, sustaining a 43.8 percent average annual growth rate in net income and a 21.3 percent average annual growth rate in gross sales (2004-14). These dramatically exceed the national benchmarks of 4 percent and 6.9 percent, respectively.

It has also resulted in MidwayUSA receiving the Malcolm Baldrige National Quality Award for the Small Business sector in 2009 and 2015.

"Baldrige is simply applying the Leadership and Management principles we learned in business school," said Potterfield. "It requires actual 'execution' of our strategic plan, deploying our Mission, Vision, Purpose, and Values and demonstrating an utmost focus on customer satisfaction. We have received two Baldrige Awards and our customers and other key stakeholders are absolutely delighted. For continuous improvement and focus on the customer, there's nothing quite like Baldrige."

In addition to making Baldrige part of the day-to-day functioning of his very successful company, Larry freely and gladly shares his experience with and enthusiasm for Baldrige with organizational leaders and Baldrige practitioners across the country. Larry and his wife, Brenda, made a \$1 million pledge through their foundation to be paid to the first Missouri K-12 public school district that receives the Baldrige National Quality Award. Larry's commitment to Baldrige, Missouri public schools, and the greater Baldrige community over an extended period of time is precisely what this award is intended to underscore.

In his words: "If I were in charge of the world, we'd introduce the Baldrige Criteria to our first graders, and the letters "MBA" would stand for "Masters in Baldrige Administration" because every grad school in America would teach Baldrige."

Harry S. Hertz Leadership Award



NICK MACCHIONE

Nick Macchione leads the County of San Diego Health and Human Services Agency, a large organization with nearly 6,500 employees, another 7,000 contract workers, and an annual budget of nearly \$2 billion. Applying Baldrige leadership and management principles embodied in the Baldrige Excellence Framework, Nick and his team have developed a world-class integrated service delivery system for health, housing, and human services, directly and positively impacting the lives of millions of clients.

He is also a role-model leader of national scope. In 2010, he launched the Live Well San Diego initiative, an innovative ten-year health strategy to unite and leverage the resources of community partners, local industry, and other municipalities in San Diego County. From just six partner organizations in 2013, there are over 300 organizations today that have come together to tackle the most difficult and complex issues facing San Diego County. From the Health and Human Services Agency, the county Board of Supervisors has now adopted Live Well across county government. All county departments align their enterprise goals and objectives to the Live Well vision of a San Diego County that is building better health, living safely, and thriving.

Nick has also been a national leader on these issues as jurisdictions across the country have sought to learn about the Live Well initiative and implement it in their own areas. He personify the Hertz Award Core Value Attributes and Leadership Behaviors, and inspires others to explore the value of the Baldrige Excellence Framework in their organizations.

This is how Nick explains it: "I am invested in the Baldrige Program because its potent simplicity and power to create value and sustainability lead to improved outcomes for the 3.3 million residents living in the broader communities we serve. The Baldrige core values of customer-focused excellence, societal responsibility, and focus on success are deeply ingrained in the way our local elected officials, employees, and community partners do business using our person-centered approach for health and social well-being."



Foundation Awards for Leadership Excellence

DEBORAH BOWEN • Health Care



President and CEO, American College of Healthcare Executives

“Given the rate of change in the health care industry we serve, health organizations and their leaders simply do not have time to reinvent the wheel when it comes to improving organizational excellence. Learning from others’ best practices is essential and Baldrige offers tremendous value in enabling best practice sharing and fostering agility in organizational learning and improvement. I believe so deeply in the value of Baldrige that ACHE is on our own performance excellence journey. Although ACHE received our top-

level state award in 2016, the ILPEX Gold Award for Achievement of Excellence, our journey continues. It is truly my pleasure to support Baldrige in every way I can.”

RUSSELL BRANZELL • Cybersecurity



CEO and President, College of Healthcare Information Management Executives

“Last year’s WannaCry and Petya cyberattacks underscore how critical it is for all organizations to have a robust cybersecurity program. In health care, we need to be especially vigilant because it is not only money at stake, but patients’ lives. The Baldrige Performance Excellence Program and the Baldrige Foundation provide excellent resources for organizations in any industry to assess and improve their cyber risk management efforts. It is an honor to contribute to this and the many other outstanding initiatives Baldrige offers.”

Foundation Awards for Leadership Excellence

LEE BUTLER • Business



Director of Performance Excellence, Don Chalmers Ford

"My commitment to Baldrige began over 25 years ago while employed at Honeywell, which was using the Baldrige Framework at the corporate level. I became active with Quality New Mexico and over the last 25 years helped over a dozen companies utilize the Baldrige Framework to improve stakeholder satisfaction and engagement. In 2001, I moved to Don Chalmers Ford to help them achieve performance excellence in an industry not known for disciplined approaches. Don Chalmers Ford is now a leader in customer satisfaction,

engagement, and loyalty. Its vision is focused on solid systems and processes to ensure organizational sustainability. Using the Framework Don Chalmers Ford survived the recession of 2008 and the passing of their founder, Don Chalmers, in 2014, to achieve performance excellence and earn the Malcolm Baldrige National Quality Award in 2016."

JOHN DREYZEHNER • Government



Commissioner, Tennessee Department of Public Health

"Very simply we are committed to performance excellence and continuous improvement. The Baldrige Excellence Framework has proven to be an incredibly valuable tool, helping us deepen the integration of our mission, vision, and values with everything we do. The Framework holds it all together. As a public health agency whose mission is to protect, promote, and improve the health and prosperity of people in Tennessee, our work is never finished, but we are using the Baldrige Framework every

day to help us make our state a better, more prosperous, and healthier place. We call our approach "The TDH Way." Through The TDH Way we serve our customers more effectively and efficiently, making cycles of improvement part of our culture with over three hundred rapid improvement events to date, all while working towards our ultimate goal of preventing disease and injury before they can happen."

Foundation Awards for Leadership Excellence

BENNIE FOWLER • Business



CEO, Bennie Fowler LLC, and former Group Vice President, Global Quality and New Model Launch, Ford Motor Company

“The Baldrige Excellence Framework provides a systematic approach to improving workforce capability, agility, and capacity to improve market, quality and financial performance. It has been my pleasure to serve with members of the Board of Overseers and to work with dedicated and professional judges and assessors, many who volunteer many unpaid hours to keep American industries strong.”

KATIE RAWLS • Nonprofit



President and CEO, Tennessee Center for Performance Excellence

“Driving organizational excellence in my state is the best job I’ve ever had. I work every day with smart people who are committed to helping our schools, hospitals, businesses, and government agencies. Together we show organizations how to run in an engaged, efficient manner that makes a real difference in people’s lives.”

“Our approach looks simple at first: We ask “How do we know?” and “How can we do it better?” Within those two questions, the Baldrige Excellence Framework reveals its depth, and organizations begin to understand where to focus their resources. Nevertheless, I find myself applying Baldrige principles to every facet of my life – learning to stand on my head, to hosting family Thanksgivings. Baldrige isn’t easy, but it works – and it matters!”

Foundation Awards for Leadership Excellence

JULIA GABALDON • Nonprofit



**Founding President and CEO (retired),
Quality New Mexico**

“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.

BRENT RUBEN • Education



**Distinguished Professor of Communication,
School of Communication and Information,
Rutgers-New Brunswick, and University
Executive Director, Center for Organizational
Development and Leadership**

“The Baldrige model has been an important impetus for much reflection, assessment, and improvement in higher education. Over the past 25 years, with the assistance of colleagues from Rutgers University and other institutions, we have developed the Excellence in Higher Education (EHE) model, which blends the language, culture, and assessment traditions of higher education with the Baldrige framework in a manner that enhances its accessibility and perceived applicability. The EHE model has been implemented in various ways within more than 50 units at Rutgers, and by another 50 institutions nationally and internationally, offering encouraging evidence as to the continuing value of the Baldrige approach for advancing excellence across colleges and universities of all types.”



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



2018 Reimann Scholarship Recipients

SUZANNE COLLINS



Suzanne is pursuing a Doctorate of Business Administration at Walden University and has been participating in the consulting capstone, serving as a scholar-consultant to a nonprofit organization, evaluating the organization using the Baldrige Framework. She also holds an MBA in Information Systems from Old Dominion University (2002) and has been an Information Technology Manager with Plasser American Corporation since 2008.

JENNIFER MACKY-LABRECQUE



Jennifer graduated from Northeastern University with a Doctorate of Pharmacy in 2006, and earned a Masters of Healthcare Administration from the University of Cincinnati (UC) in 2017. She is currently the Clinical Coordinator (Pharmacy) at Beverly Hospital in Beverly, Massachusetts. She was introduced to the Baldrige Excellence Framework in a class at UC, *Health Quality: Total Quality Management*, and is planning to apply the deeper understanding of Baldrige to reorganize and refine her department.

The Dr. Curt Reimann Baldrige Scholarship is funded exclusively through donations designated for the scholarship fund. To add your support, go to the Reimann Scholarship page on the Foundation's website.

<http://baldrigefoundation.org/reimann>

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 categories. David has led organizations to a total of seven state and three national quality awards; he received the Australia Business Excellence Award in addition to the two Baldrige Awards. He is the only lifetime member of the Baldrige Foundation Board of Directors and has been a tireless advocate for Baldrige.

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 1999, Harry 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 the one person largely credited for keeping the Baldrige Excellence Framework relevant in a changing world.



CURT REIMANN



Present at the creation, Dr. Curt Reimann served as the first Director of the Malcolm Baldrige National Quality Award and Director for Quality Programs at the National Bureau of Standards, now the National Institute of Standards and Technology, from the inception of the 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.



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 their 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 five sectors: Business, Health Care, Education, Nonprofit/Government, and Cybersecurity. Each award will recognize individuals who have demonstrated a commitment to leadership excellence in their respective sector.

Dr. Curt Reimann Baldrige Scholarship

The Dr. Curt Reimann Baldrige Scholarship will help instill understanding of the Baldrige Excellence Framework in students going into various professions to help 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 2019 AWARD CYCLE

Nomination Window Opens	April 15, 2018
Nominations Window Closes	September 30, 2018
Recipients Announced	December 2018
Awards Luncheon	April 9, 2019 at the 31 st 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.

2018 FOUNDATION AWARD SPONSORS

We gratefully acknowledge the support of the Foundation Award Sponsors for 2018:

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

2018 AWARDS SPONSORS

Navigant
Beyond Feedback

REIMANN SCHOLARSHIP SPONSORS

Glenn Bodinson
Dean Bondhus
Joel Ettinger
Janet Johnson
Kay Kendall

Lori Kirkland
Joseph Muzikowski
Stephanie Overall
Diane Schmalensee
Denise Shields

John Swaim
John Vinyard
Arnold Weimerskirch
Kathy Yeu

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 Al Faber, Foundation President and CEO, at (202) 559-9195 or afaber@baldrigefoundation.org.





1717 Pennsylvania Avenue NW | Suite 1025

Washington, DC 20006 | info@baldrigefoundation.org

baldrigefoundation.org

NAVIGANT

