

*Featuring:*



**Mark Graham Brown**  
*Author and Malcolm Baldrige Consultant*



**Dr. Ellen Domb**  
*International Problem-Solving Expert*



**Ann Phillips**  
*Team Expert  
Ken Blanchard Company*



**Guy Kawasaki**  
*Author, Speaker, and CEO  
Garage.com*

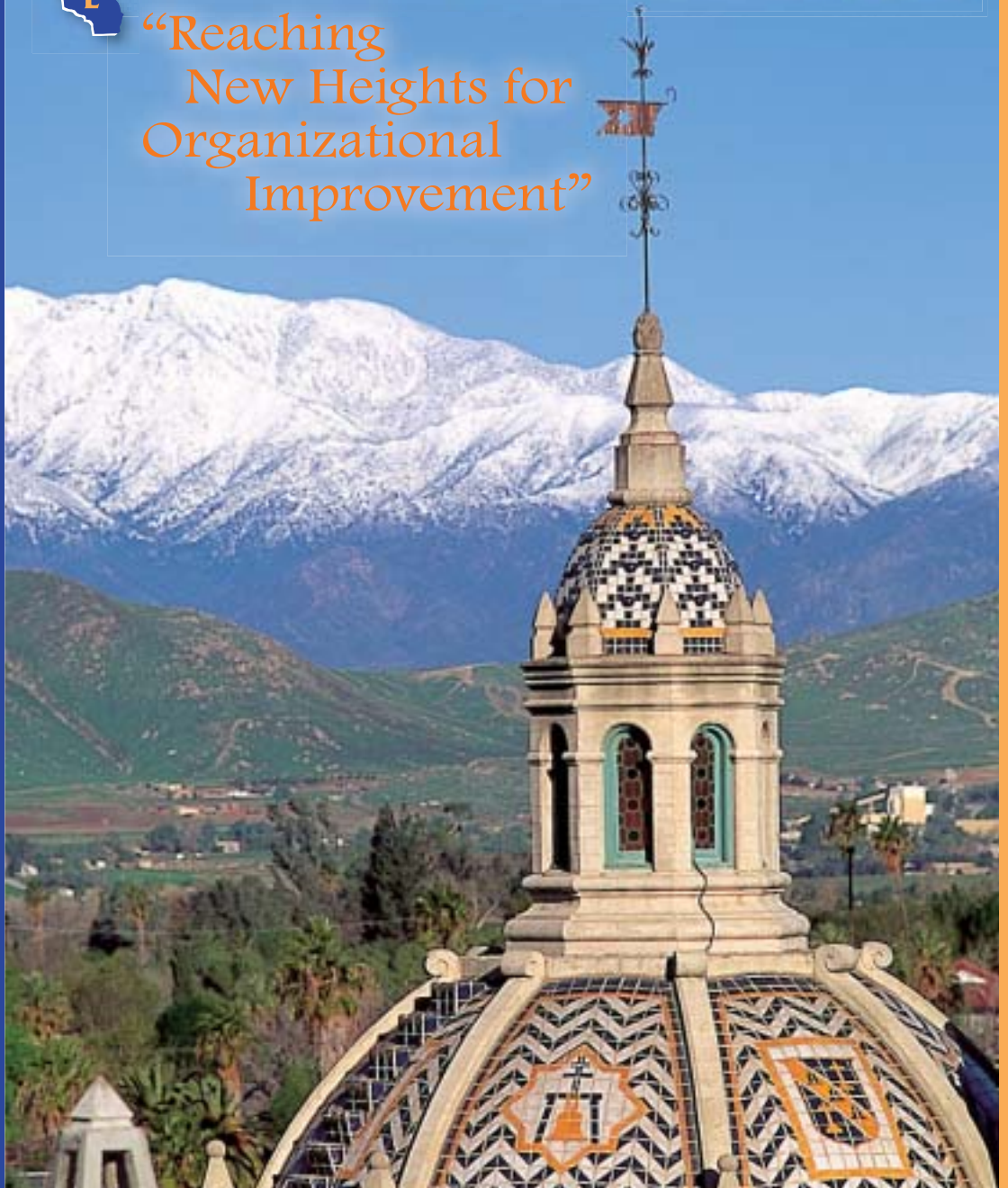


**E. David Spong, Ph.D.**  
*President Emeritus,  
Boeing Aerospace Support  
Two-time MBNQA Recipient*



# MISSION EXCELLENCE:

*“Reaching  
New Heights for  
Organizational  
Improvement”*



**March 17-18, 2005**

at the Historic Mission Inn, Riverside, California

*Register now online!*

[www.calexcelence.org](http://www.calexcelence.org)



# CONFERENCE SCHEDULE

## WEDNESDAY, MARCH 16, 2005

3:00 - 6:00 pm CCE Registration Desk Open at Mission Inn  
5:00 - 7:00 pm CCE Hospitality Suite Open

## THURSDAY, MARCH 17, 2005 (Pre-Conference)

7:00 am - 5:00 pm CCE Registration Desk Open at Mission Inn  
7:00 am - 8:00 am Continental Breakfast  
8:00 am - 5:00 pm Council & Board Meetings  
8:00 am - 10:00 am Regional Council Chairs Meeting  
10:00 am - 12:00 pm CTEA Council Meeting  
12:00 pm - 2:00 pm CAPE Council Meeting  
2:00 pm - 5:00 pm CCE Board of Directors Meeting

8:00 am - 5:00 pm



### "Get It, Set It, Move It, Prove It: How to Get Real Baldrige-Driven Results in Your Organization"

by Mark Graham Brown  
Mark Graham Brown & Associates, Manhattan Beach, CA

This dynamic program will teach you how to use the Malcolm Baldrige Award criteria to conduct an internal assessment of your organization. This is CCE's most popular training program because it blends quality processes with proven performance practices. Mark Graham Brown, one of the most respected Baldrige Award experts in America, is the celebrated author of *Baldrige Award Winning Quality: How to Interpret the Malcolm Baldrige Criteria*. Mark uses an innovative training style to make these classes informative and memorable. You will leave this session with a thorough understanding of the 2005 Baldrige criteria and proven ways to conduct an internal assessment of your organization's key business drivers.



### "Effective Team Problem-Solving: How to Boost Performance & Results Through the Dynamics of Work Teams"

by Cal Cohn, Cohn-Cepts for Success, Inc., Fallbrook, CA

This seminar will help you implement high performance work teams in the workplace. It's relevant to any type of team, whether it's an established work group or a team formed for a single project. It's useful to anyone involved in teams, including managers, team leaders, team facilitators, process improvement coordinators, and team members. *What you will learn:*

- The characteristics that distinguish productive teams from work groups.
- How to get teams focused on the critical elements for success.
- How the team leadership role determines the evolution of the team
- How to create team operating agreements that matter.
- Understanding individual behavior as part of the team function
- The three essential elements required for team success

8:00 am - 12:00 pm



### "The Dynamics of Change: How To Survive and Thrive in Turbulent Times"

by Denise Shields, Shields Resource Group, Monarch Beach, CA

One thing is constant... *change!* The challenge facing most managers is your ability to adapt and adjust to *change* in time to stay relevant. This timely workshop will introduce you to skills and tactics you can use to master *change* in your personal and professional life in order to stay ahead of the curve! You'll learn seven strategies to help you better manage *change* now! You'll also learn proven tactics to help your work teams and key employees adapt to changing times and internal policies instead of resisting the inevitable. Join us for a dynamic and uplifting session with one of CCE's most popular presenters.



### "The Leadership Challenge: How to Lead Your Organization to a World-Class Level Using the Baldrige Criteria and Principles"

by E. David Spong, Ph.D., President Emeritus Boeing Aerospace Support, Palos Verdes, CA and two-time MBNQA Recipient

On his two Baldrige Award-winning journeys, Dr. David Spong discovered that much of an organization's success or failure hinges upon the leader's

ability to establish a vision that inspires people to take action, set guiding principles that ensure ethical conduct, introduce processes that make work easier and less costly, help people work together to overcome workplace and customer challenge, resolve people and product problems, innovate, and achieve long-term growth and results. This workshop is designed for managers and executives who are seeking proven methods and approaches that will elevate their organization to the next level. Dr. Spong will also discuss what it takes in today's challenging times for leaders to truly "lead." Get ready for an inspiring, humorous, and invaluable session with one of America's most accomplished and respected business gurus.

10:00 am - 12:00 pm



### "The Performance Challenge: How to Perform an Effective Baldrige-Based Organizational Assessment"

by Sarah Sandberg, President, Dynamic Feedback, Inc. and Tom Hinton, President, CCE; and PC clients



Successful companies know that one way to improve their bottom line is to assess current performance. During this informative and practical workshop, you'll learn how to design and implement a Baldrige-based self assessment instrument using the Performance Challenge Model developed by Dynamic Feedback and CCE. As a result of this session, you'll learn the following: the benefits of a self-assessment and the various types of self-assessments and costs; how to design and implement a self-assessment including customized questions to assess key indicators; how to interpret your assessment findings and feedback report; how to create buy-in from management based on the assessment results; and, how to move management from assessment to implementing improvements.

12:00 - 1:00 pm Buffet Luncheon for Workshop Registrants

1:00 - 5:00 pm



### "TRIZ: How to Solve Problems Using World-Class Problem Solving Tactics and Methods"

by Dr. Ellen Domb, PQR Group, Upland, CA

First developed in the 1980s by Russian engineers, TRIZ has become one of the most successful tools for problem solving and innovation. It is being used by major companies around the world including Dow Chemical, Eli Lilly, 3M, and others. During this insightful workshop, Dr. Ellen Domb will introduce you to the TRIZ methodology and teach you how to use "Practical Innovation" tools to help you solve real problems in process and product improvement. TRIZ is the "Theory of Inventive Problem Solving" - it is data-based creativity, and it works! Learn how you can put TRIZ to work in your organization from one of the foremost experts on the subject!



### "Getting Healthy! How to Create a Holistic Strategic Planning Process for Organizational Excellence in Healthcare Using the Baldrige Award Criteria"

by Rich Schuttler, Ph.D. Associate Dean, School of Business University of Phoenix, Phoenix, AZ

Strategic planning for healthcare is advancing beyond cognitive metrics to include effective metric models that achieve a profitable result. The challenge is to educate your key stakeholders in Strategic Planning and Change Management tactics that support true responsibility; the reassessment of values, beliefs, and assumptions; and, the creation of a "cause strategy" that will serve as your organization's anthem. During this workshop, Dr. Rich Schuttler will offer practical examples to help you understand and apply dynamic, effective strategic planning tools and processes to reach stakeholders and improve your results. As a result of this workshop, you will learn several key concepts to help you redesign and improve your strategic planning process that are closely linked to the Baldrige Award philosophy and Category 2.0, Strategic Planning Development and Deployment.

5:00 - 6:00 pm Welcome Reception at the Mission Inn

6:00 - 8:00 pm Networking Dinners (on your own)

## FRIDAY, MARCH 18, 2005

All activities will be held at the Riverside Convention Center at 3443 Orange Street, Riverside, CA. The RCC is located just one block from the Mission Inn. Free parking is available.

7:00 am – 5:00 pm CCE Registration Desk Opens; Coffee Service at Riverside Convention Center  
3443 Orange Street, Riverside

7:30 – 9:15 am

### 2004 California Team Excellence Awards Recognition Breakfast



**Keynote Speaker: Ann Phillips**  
Team Expert, Ken Blanchard Company

Join us for our opening breakfast and award ceremony honoring the 2004 California Team Excellence Award recipients.



**Moderator: Pam Winters**  
CTEA Council Chair

**Host: Sheryel Eberwein, Chair, Inland Empire Council for Excellence**

9:15 – 9:30 am Exhibitors Break and Team Award Photos

9:30 – 10:30 am

### Award Winning Presentations from 2004 CAPE Recipients

Select from four programs featuring our best-in-class award winners:



#### 1. North Island Credit Union, San Diego, CA (Non-Profit)

This two-time Gold-level winner continues to “Deliver the Dream” to its member-customers and employers through superior results. Learn how “the Island” sets the pace among non-profit organizations for its amazing customer satisfaction levels, human resource focus, and leadership.



#### 2. Baxter’s Medication Delivery, Irvine, CA (Large Manufacturing)

This Silver-level US Senate Productivity Award recipient has developed an outstanding performance-based culture founded on the core values of Respect, Responsiveness, and Results. The Irvine Plant’s motto is “Continuous Improvement Everyday,” and it shows! Learn how Baxter has reduced customer complaints by 62% since 1998 and exceeds their key benchmarks in many manufacturing areas.



#### 3. Spectrolab, Sylmar, CA (Large Manufacturing)

A first time Silver-level award winner of CAPE, this wholly-owned subsidiary of Boeing Satellite Systems, is a world leader in the manufacturer of high efficiency solar cells and panels. Spectrolab is being recognized for its outstanding Performance Development, Human Resource Focus, and Knowledge Management achievements.



#### 4. Kisco Senior Living, Carlsbad, CA (Large Service)

This privately held company owns, manages, and develops senior housing communities in six states. Kisco’s continued growth and high performance in the areas of strategic planning, process management, and balanced results continues to push it to the top among CAPE applicants. Learn how Kisco’s commitment to exemplary service delivered with integrity, dignity, and compassion has become a role model for excellence in its industry.

10:45 – 11:45 am

### Award Winning Presentations from 2004 CAPE Recipients

Select from four programs featuring our best-in-class award winners:

NEW SESSION:



#### 1. Sharp HealthCare, San Diego, CA (Healthcare)

Welcome to the world of excellence in healthcare! Sharp is the largest integrated healthcare delivery system in San Diego County serving more

than 800,000 patients annually. Learn how Sharp is changing the landscape of healthcare delivery through its strategy to develop a vertically integrated network of healthcare facilities and providers. Since 2001, this first-time CAPE recipient has achieved outstanding results in its Leadership, Strategic Deployment, Process Management, and Financial Results.

REPEAT PREVIOUS SESSIONS:

2. North Island Credit Union, San Diego, CA (Non-Profit)
3. Baxter’s Medication Delivery, Irvine, CA (Large Manufacturing)
4. Spectrolab, Sylmar, CA (Large Manufacturing)

11:45 am – 12:15 pm

### CAPE and CTEA Award Winners Reception with Exhibitors

12:15 – 2:00 pm

### CAPE Luncheon and Awards Ceremony

2:00 pm – 3:00 pm



**CAPE Awards Keynote Speaker**  
Guy Kawasaki, Author & Speaker  
CEO, Garage.com, Palo Alto, CA

If there’s one person that Apple Computer’s Steve Jobs – not to mention other CEOs in Silicon Valley – consults frequently to figure out how to create a marketing success with their latest I-Pod products and other tech gadgets . . . it’s Guy Kawasaki. Guy is a prolific author and CEO of Garage.com, one of the foremost innovation think tanks and marketing firms in the world. It was Guy Kawasaki who put Apple Computer on the map with his innovative and trend-breaking marketing tactics while serving as Apple’s Chief Marketing Officer. Today, Guy’s client list reads like a “Who’s Who” of international business. His newest book is entitled, *The Art of the Start* which has been hailed as a bible for new start-up companies that want to increase their chances for long-term success. Learn from Guy what best-in-class companies are doing to strengthen their reputations while upholding Baldrige-based principles.

3:15 – 5:00 pm



**“How to Prepare a Successful 2005 CAPE Application”**

Cheryl Nilsen, Senior Vice President, L5 Company, Irvine, CA

Are you thinking about applying for the 2005 CAPE program? If so, this informative session, will teach you what you need to know in order to structure a successful CAPE application. You will learn six steps for creating a well-conceived CAPE application as well as tactics to ensure you hit “all the right buttons” with the CAPE Examiners and Judges. You’ll also learn how to leverage your official Feedback Report to ensure continuous improvement and growth as a result of the CAPE process. This session is guaranteed to help you launch your CAPE journey on a positive note!

5:00 pm

Adjourn Conference

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# MISSION EXCELLENCE:

## “Reaching New Heights for Organizational Improvement” at the Historic Mission Inn and the Riverside Convention Center, Riverside, California

Mail/Fax form to CCE (see below) • One form per person • Please photocopy for additional registrants

Thursday events are at Mission Inn; Friday events are at Riverside Convention Center, one block north of Mission Inn

### WEDNESDAY, MARCH 16, 2005

3:00 - 6:00 pm CCE Registration Desk Open at Mission Inn  
5:00 - 7:00 pm CCE Hospitality Suite Open

### THURSDAY, MARCH 17, 2005 (Pre-Conference)

7:00 am - 5:00 pm CCE Registration Desk Open at Mission Inn  
 7:00 am - 8:00 am Continental Breakfast served for Pre-Conference attendees  
 8:00 am - 5:00 pm Council & Board Meetings  
*8:00 am - 10:00 am - Regional Council Chairs Meeting*  
*10:00 am - 12:00 pm - CTEA Council Meeting*  
*12:00 pm - 2:00 pm - CAPE Council Meeting*  
*2:00 pm - 5:00 pm - CCE Board of Directors Meeting*

8:00 am - 5:00 pm “Get It, Set It, Move It, Prove It: How to Get Real Baldrige-Driven Results in Your Organization” by Mark Graham Brown (first 25 registrants receive a free copy of Mark’s new book)

8:00 am - 5:00 pm “Effective Team Problem-Solving: How to Boost Performance & Results Through the Dynamics of Work Teams” by Cal Cohn, Cohn-Cepts for Success, Inc.

8:00 am - 12:00 pm “The Dynamics of Change: How To Survive and Thrive in Turbulent Times” by Denise Shields, Shields Resource Group

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10:00 am - 12:00 pm “The Performance Challenge: How to Perform an Effective Baldrige-Based Organizational Assessment” by Sarah Sandberg, Pres. Dynamic Feedback, Inc.; Tom Hinton, Pres. CCE; and PC clients

12:00 - 1:00 pm Buffet Luncheon for Pre-Conference Workshop Attendees

1:00 - 5:00 pm “TRIZ: How to Solve Problems Using World-Class Problem Solving Tactics and Methods” by Dr. Ellen Domb, PQR Group

1:00 - 5:00 pm “Getting Healthy! How to Create a Holistic Approach to Organizational Excellence in Your Healthcare Organization Using the Baldrige Award Criteria” by Dr. Rich Schuttler, Associate Dean, School of Business, University of Phoenix

5:00 - 6:00 pm Welcome Reception at the Mission Inn  
 6:00 - 8:00 pm Networking Dinners (on your own)

### FRIDAY, MARCH 18, 2005

Friday events will take place at the Riverside Convention Center, one block north of the Historic Mission Inn

7:00 am - 5:00 pm CCE Registration Desk Open at Riverside Convention Center; coffee service

7:30 - 9:15 am CTEA Recognition Breakfast  
Guest Speaker: Ann Phillips, Team Expert, Ken Blanchard Company.

9:15 - 9:30 am Exhibitors Break and Team Awards Winner photos

9:30 - 10:30 am Best Practices of 2004 CAPE and CTEA Winners

10:45 - 11:45 am Best Practices of 2004 CAPE and CTEA Winners

11:45 am - 12:15 pm Award Winners’ Reception

12:15 - 2:00 pm CAPE Luncheon & Awards Ceremony

2:00 - 3:00 pm Special Guest Speaker: Guy Kawasaki, Author, Speaker, and CEO, Garage.com

3:00 - 5:00 pm How to Prepare a Successful 2005 CAPE Application

5:00 pm Adjourn Conference

For hotel reservations at the Mission Inn, please call CCE’s Hotel Reservation Service staffed by Nancy Johnson at Helms-Briscoe at 1-888-326-6951. The CCE group rate is \$135 per night. Please make your hotel reservations by Monday, February 28, 2005 to ensure the group rate savings.

**Exhibit Space and Sponsorships Available!**  
Call 858-486-0400

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 Signature: \_\_\_\_\_

**Make checks payable to CCE**  
Cancellations made with less than 2 weeks notice will be subject to a \$100 administration fee. Registrations that are not cancelled will not be refunded or credited.

### CONFERENCE REGISTRATION

#### THURSDAY only, MARCH 17, 2005

Two BREAK OUT SESSIONS plus breakfast, lunch and reception

CCE Member .....	\$295 .....	\$ _____
Non-Member .....	\$375 .....	\$ _____

#### FRIDAY only, MARCH 18, 2005

CCE Member .....	\$325 .....	\$ _____
Non-Member .....	\$395 .....	\$ _____

#### THURSDAY and FRIDAY, MARCH 17 - 18, 2005

Early-bird Registration (on or before February 14, 2005)

CCE Member .....	\$475 .....	\$ _____
Non-Member .....	\$525 .....	\$ _____

Regular Registration (after February 15, 2005)

CCE Member .....	\$495 .....	\$ _____
Non-Member .....	\$545 .....	\$ _____

Total Amount Due..... \$ \_\_\_\_\_

Mail to: CCE • P.O. Box 1235 • Poway, CA 92074-1235  
Fax: 858-486-8595 • Email: cce@calexcellence.org  
Questions? 858-486-0400 • Register on-line: www.calexcellence.org



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