

NEWS RELEASE

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**ROCHESTER AREA QUALITY COUNCIL BECOMES AFFILIATE  
OF MN COUNCIL FOR QUALITY**

The Boards of the Minnesota Council for Quality (MCQ) and the Rochester Area Quality Council (RAQC) recently voted to approve an alliance that makes RAQC an affiliate of MCQ, bringing the benefits of MCQ membership to all RAQC members and increasing the value both organizations bring to the Rochester community.

Under the agreement, all RAQC members become members of the Minnesota Council for Quality. The RAQC brand name will remain the same, and the RAQC board will remain intact.

“The Rochester Area Quality Council has a long and successful history,” says Brian Lassiter, president of MCQ. “We felt it was important to keep local leadership and the local brand in place to preserve the successful formula that RAQC has built. MCQ’s role in this new arrangement, then, is to bring additional resources and infrastructure to help RAQC grow and offer more value to organizations in southeast Minnesota.”

Jeff Leland, president of the RAQC Board agrees: “Both RAQC and MCQ seek to improve the performance of organizations in the Rochester area. Making RAQC an affiliate of MCQ allows us to continue to advance our mission and accelerates our efforts at improving performance of organizations in our community.”

RAQC and MCQ have had a relationship for many years. MCQ was founded in 1987 and helped create RAQC, along with approximately 20 other community councils, shortly thereafter. In 2002, MCQ created an ex Officio position on its board to give the Rochester community an official and formal voice in the governance of MCQ. In the same year, both organizations agreed to market each other’s programs, which eventually led to joint programming and offering “partner” discounts to programs for members of the other organization. In 2003, MCQ began offering Rochester-based organizations the option of a joint membership, with more than half RAQC members electing to become MCQ members over the last three years.

Earlier this summer, MCQ elected two new Rochester-based directors to its Board: Dr. Peter Carryer, Chair of the Mayo Health System, and Roy Bauer, President and COO of Pemstar. In addition, MCQ is seeking a part-time staff resource to focus on member relationships and RAQC programming.

“The addition of volunteer and staff resources will support our efforts to grow the member community in the Rochester area,” says Leland. “And additional resources will also help us improve the value we bring to our members.”

Lassiter continues: “A formal affiliation allows us to more effectively leverage the resources and assets of both organizations, offer increased value to the Rochester community, and have greater impact in executing our combined mission and purpose -- which is to help organizations improve their performance.”

**About the Minnesota Council for Quality**

Founded in 1987, the Minnesota Council for Quality is a non-profit corporation that advances improvement and performance excellence within organizations, individuals, and communities. The Council helps leaders identify strengths and improvement opportunities, and we build networks that bring information, resources, knowledge, and best practices to organizations desiring to improve. We do this by offering services such as our Baldrige-based organizational assessments (and Minnesota Quality Award), the Performance Improvement Network, the Consultant Referral Network, and the improvement Clearinghouse, and by collaborating with other non-profits that focus on improvement. The Council has over 270 members, representing more than 160,000 employees in and beyond Minnesota. For more information, please visit [www.councilforquality.org](http://www.councilforquality.org).

**About Rochester Area Quality Council**

The RAQC mission is to promote awareness of the opportunities in quality and productivity by advocating the widespread use of continuous quality improvement processes; providing training in new quality tools and techniques; and exchanging ideas, experiences, and expertise. RAQC hosts a monthly breakfast meeting that focuses on a topic related to organizational improvement, and frequently sponsors special events that feature national or regional speakers. RAQC has about 70 members in southeast Minnesota. For more information, please visit [www.raqc.com](http://www.raqc.com).

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