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*Minnesota Council for Quality Stakeholder Update*  
*September 2002*  
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1. A Message from the President: Partnering for Improvement

Minnesota is filled with organizations that help enterprises improve their performance, their outcomes, and their competitiveness. There are universities, colleges, non-profits, and professional associations that offer training, education, and other services intended to facilitate organizational improvement.

The Minnesota Council for Quality is working to identify organizations that have complementary missions to ours. Once we find them, we are forming relationships with them such that their products and services become available to Council members at a discount. The benefit is clear: these partner organizations have increased visibility and potential new growth, while Council members receive a tangible value for their membership contribution.

I am pleased to announce several permanent and one-time partnerships:

\* Minnesota Strategic Leadership Forum will offer Council members admission to their monthly breakfasts at the discounted \$15 rate instead of the full \$25; this partnership will last until summer 2003 (see articles 2-3 below).

\* University of Minnesota's College of Continuing Education will offer a \$100 discount to Council members to both the October 15-16 "Achieving Business Excellence" course (see article 6 below) and the November 19 ISO 9000:2000 Workshop (see article 9 below).

\* Rochester Area Quality Council will offer discounted admission to their October 1 Quality Day for Council members: \$40 before 9/20 (regularly \$65) or \$50 after 9/20 (regularly \$75; see article 4 below).

\* PDP Services will offer a \$10 discount to Council members to their October 22 seminar “Give and Grow Rich” on corporate giving (see article 7 below).

Our goal is to create a return on your membership investment. I hope you take advantage of these valuable opportunities; look for more announcements in the coming months.

Sincerely,

Brian Lassiter  
President, MN Council for Quality

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## 2. The Council Announces a New Partner: Minnesota Strategic Leadership Forum

The Minnesota Council for Quality and the Minnesota Strategic Leadership Forum (MSLF), St. Paul, have agreed to a one year partnership. The MSLF offers a monthly breakfast series that focuses on strategic management ([www.slf-minnesota.org](http://www.slf-minnesota.org)). Council members that attend these sessions will receive a \$10 discount off the normal fees.

“Our organizations’ missions are very complementary,” says Brian Lassiter, president of the Minnesota Council for Quality. “The Minnesota Council for Quality has an objective to broker improvement-related information and expertise throughout the state, while the Minnesota Strategic Leadership Forum offers a very high quality product that could be of tremendous benefit to our membership. This partnership will obviously benefit both organizations’ members.”

Jim Theurer, president of the Minnesota Strategic Leadership Forum, echoes the sentiment: “We are happy to form this alliance. I believe that in today’s challenging marketplace, organizations such as ours will be compelled to collaborate more rather than compete. Not only will this increase MSLF’s visibility and expand our potential customer base, but it also provides tangible benefit to MSLF members.”

The alliance runs through July 31, 2003. Look for monthly announcements of upcoming MSLF events, and take advantage of the benefits your Council membership offers!

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## 3. MSLF Event: Corporate Governance & Ethics – Making Sense of Executive Behavior

We are in a unique period of American economic history. Faced with the recent incidences of corporate fraud and unethical accounting practices, leaders from US companies are now faced with repairing the damage in trust that such fraud has caused. But how did we get into this situation in the first place?

The Minnesota Strategic Leadership Forum (MSLF), a partner of the Minnesota Council for Quality, is pleased to announce that Chas McElroy, Managing Principal of LarsonAllen, will speak on ethics and corporate governance at their September 24 discussion. With 25 years experience as a CPA, Mr. McElroy is principal-in-charge of the Minneapolis office of LarsonAllen.

Come hear Mr. McElroy share his views on the ethical challenges facing US organizations – and how to solve them. The event will be held at the Minneapolis Campus of St. Thomas. Registration is 7:00 a.m, buffet breakfast at 7:30 a.m., speaker begins at 7:45 a.m., and Q&A is at 8:45-9:00 a.m. Cost is \$25 (\$15 for MN Council members). For more information or to register, please visit [www.slf-minnesota.org](http://www.slf-minnesota.org) or email [keith@hornbacherAssociates.com](mailto:keith@hornbacherAssociates.com).

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4. Fly Fish & Performance Excellence: October 1 Special Event

The Rochester Area Quality Council (RAQC) is proud to announce its 7<sup>th</sup> Annual Quality Day celebration on Tuesday, October 1 at the Best Western Apache in Rochester, Minnesota. The event features four distinguished speakers:

\* Mr. Larry Patrick, VP of e-Commerce and Customer Integration for Clarke-American. Clarke-American (a winner of the prestigious 2001 Malcolm Baldrige National Quality Award), speaking on how Clarke-American achieved world-class status by incorporating the Baldrige Criteria into every aspect of their business. Mr. Patrick will also discuss specific processes – including customer listening posts, customer segmentation, employee recruitment, and “First in Service” – in two break-out sessions.

\* Phil Strand, of Charthouse Learning and co-author of the best selling book “Fish!Tales: Real Life Stories to Help You Transform Your Workplace and Your Life.”

\* Rob Gregory, owner of Rochester Ford, speaking on how they have adopted the "Fish" philosophy and transformed their business.

\* Reid Zimmerman, Vice President at Hazelden, speaking on how to use and implement the Balanced Scorecard.

The event is \$65 before 9/20 (\$40 for MN Council members) or \$75 after 9/20 (\$50 for MN Council members). For more information, please call 507-285-7560 or email [kay.wiegert@roch.edu](mailto:kay.wiegert@roch.edu).

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5. Balanced Scorecard: PIN Discussion October 3

The Balanced Scorecard (BSC) has become one of the most popular management tools of the last decade. Thousands of organizations are using the framework and thousands more

are considering it. But – with so much publicity and excitement surrounding the tool – how are organizations really using it to create value and improve results? How simple (or complicated) is the BSC? And how do managers – rather than consultants – feel about its value?

The next Performance Improvement Network (PIN) meeting, scheduled for October 3, will focus on the Balanced Scorecard from a practitioners' perspective. Mr. Jon Thompson, CEO of Opportunity Partners, will share his organization's experience in designing, implementing, using, and modifying the Scorecard. Mr. Thompson will share how the tool has evolved and changed over time – of how his organization has adapted the original concepts to better address their needs. He will also share his candid perspective of what has worked well and what hasn't, as well as how they intend to continue to use the framework for learning, management, and improvement.

The discussion is from 8:00-9:00 a.m. on October 3 (networking and continental breakfast at 7:30) at MTI: 111 3<sup>rd</sup> Avenue S, Suite 400 (one block north of the Milwaukee Depot in Minneapolis). For more information, visit [www.improvementnetwork.org](http://www.improvementnetwork.org) or email [lassiter\\_brian@hotmail.com](mailto:lassiter_brian@hotmail.com).

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6. Achieving Business Excellence: Quality 101 on October 15-16

The recent economic downturn means that the need for systemic change and improved organizational performance has never been greater. But, with so many quality and improvement tools out there -- like Six Sigma, Baldrige, and Balanced Scorecard -- which one should you select? And how do you use these tools to actually effect change?

The University of Minnesota's College of Continuing Education, in cooperation with the Minnesota Council for Quality, is offering a two-day course "Achieving Business Excellence: Quality 101." The highly interactive course, scheduled for October 15-16 in St. Paul, will explore some of today's contemporary quality and business improvement frameworks, will outline the strengths and limitations of each, will show how they overlap, and will demonstrate how they can be applied to your organization or department.

We are also pleased to announce that Council members will receive a \$100 discount for this course (\$795 instead of \$895). Please enter Code X027 on your registration form. For more information on the course or for a full fall course listing, please see [www.cce.umn.edu/business](http://www.cce.umn.edu/business) or email [jhawkins@cce.umn.edu](mailto:jhawkins@cce.umn.edu).

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7. Give and Grow Rich: How to Avoid Being the Grinch and Be Santa All Year Long

Is your small business becoming a “non-profit” by yielding in to clients, employees, and community groups who are constantly knocking on your door for donations of money, goods, or volunteers? You can transform these profit-drainers into business-builders by

creating a strategic plan for dealing with these situations. PDP Services, a Minnesota Council for Quality member since January 2001, is offering a three-hour seminar that can save you hundreds, if not thousands of dollars in your philanthropic endeavors.

The seminar will be led by Doris Rubenstein, principal of PDP Services. Ms. Rubenstein has over a quarter-century of experience in the field of philanthropy, and consultant with PDP Services, helps large and small organizations on both the giving and receiving sides of philanthropy. She will show how it is possible for businesses to create successful partnerships through a thoughtful and deliberate charitable process.

The seminar will be held Tuesday, October 22 from 8:30-11:30 a.m. at the Bloomington-Airport Council of the Minneapolis Regional Chamber offices. Cost is \$45 (\$35 for MN Council members). For more information, please email [info@pdpservices.com](mailto:info@pdpservices.com) or visit [www.pdpservices.com](http://www.pdpservices.com).

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#### 8. Making the Transition to the ISO 9000:2000 Standard – November 19

The clock is ticking. With the release of the ISO 9000:2000 standard in late 2001, organizations registered to the 1994 ISO version have until December 15, 2003, to bring their organizations into compliance. However, as of this summer, only a small number of the approximately 40,000 certified US organizations have done so. For the rest, the deadline is approaching.

The University of Minnesota's College of Continuing Education, in cooperation with the Minnesota Council for Quality and QuestAnalytical, is proud to offer a one-day ISO 9000:2000 Workshop: *Making the Transition to the New Standard*. The course will be taught by Anne Ochs of QuestAnalytical.

This hands-on, highly interactive workshop is designed to jump-start the implementation of your transition process. The workshop is a working session, which not only provides an overview of the new standard, but also provides examples, worksheets, and transitioning tools that can immediately be used to implement the new ISO standard in your business. Content will focus on the following ISO topics: scope, process focus, quality objectives, training effectiveness, customer feedback, quality manual, quality procedures, internal auditing, monitoring and measurement, continual improvement, and management review meetings.

The workshop is scheduled for Tuesday, November 19 at the U of M's Earl Browne Center in St. Paul. Cost is \$695 (\$595 for MN Council members). For more information, please email [jhawkins@cce.umn.edu](mailto:jhawkins@cce.umn.edu).

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#### 9. Time is Running Out to Become a 2002 MN Quality Award Evaluator

To all former Minnesota Quality Award Evaluators: the deadline to join the 2002 Board of Evaluators is fast approaching. Applications are due Monday, September 30, and training is scheduled for October 8-10 at Unisys in Roseville. Training is \$300 for Evaluators with one year experience (\$250 for Council members), and complementary for Evaluators with two or more years experience.

We have made some major changes to our assessment process this year, such as adding additional tools, moving to a “rolling cycle” with assessments occur throughout the year (so you can participate when they are convenient for your schedule), and reducing the training fees. For more information on the benefits of becoming an Evaluator or for an application, please email the Council at [mc4quality@aol.com](mailto:mc4quality@aol.com).

Spring 2003 training dates will be announced soon.