

PRESS RELEASE

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MINNESOTA COUNCIL FOR QUALITY AND THE MINNESOTA STRATEGIC LEADERSHIP FORUM AGREE TO ALLIANCE

The Minnesota Council for Quality (MCQ), Minneapolis, and the Minnesota Strategic Leadership Forum (MSLF), St. Paul, have agreed to a one year partnership. Both organizations are member-based non-profits that help managers and organizations improve performance.

“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.”

The alliance entitles a \$10 discount for MCQ members to MSLF monthly breakfast forums, and a \$100 discount for MSLF members to become new MCQ Minnesota Quality Award Evaluators. The organizations will also co-market each others’ services.

“We are happy to form this alliance,” says Jim Theurer, president of the Minnesota Strategic Leadership Forum. “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.

About the Minnesota Council for Quality

Founded in 1987, the Minnesota Council for Quality is a non-profit with a dual mission of helping organizations improve their performance and competitiveness as well as to recognize performance excellence throughout the state. Along with the Minnesota Quality Award, the Council offers other services that advance improvement within and between Minnesota organizations.

About the Minnesota Strategic Leadership Forum

The Minnesota Strategic Leadership Forum is dedicated to advancing the understanding and practice of strategic planning and management through active learning and exchange. The MSLF provides a format for practitioners and theoreticians to discuss strategic management issues and methodologies. The MSLF hosts monthly meetings in the Twin Cities and has a network with other chapters in the United States and Canada, which provide excellent opportunities to network and develop useful business relationships.

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