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**Wednesday, May 11, 2022 Pre-Conference**

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| 12:30pm – 1:00pm | **Arrival/Registration/Networking** |
| 1:00pm – 5:00pm | **Pre-Conference Workshop (**[**register separately here**](https://www.performanceexcellencenetwork.org/pensights/events/beyond-grit-powerful-practices-to-gain-the-high-performance-edge-may-11-workshop/)**)**  ***Beyond Grit: Powerful Practices to Gain the High Performance Edge*, Cindra Kamphoff** |

**Thursday, May 12, 2022 PENworks Day 1**

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| 7:30am – 8:15am | | **Registration, Networking and Breakfast** | | | | | | | |
| 8:15am – 8:25am | | **Welcome, Opening Comments** | | | | | | | |
| 8:25am – 9:10am | | **Opening Keynote: *Love them First: Lessons from Lucy Laney Elementary*, Mauri *Friestleben, Principal, Minneapolis North High School*** | | | | | | | |
| **Rooms** | | **Waconia Ballroom** | **Isanti 1** | | | **Isanti 2** | **Owatonna** | | |
| ***Tracks:*** | | **Valuing People** | **Organizational Resilience** | | | **Innovation** | **Visionary Leadership** | | |
| 9:15am – 9:45am  (Presentation)  9:45am – 10:15am  (Discussion Workgroups) | | Dark for cleaning & resetting | **State of MN, Dept. of Human Services (DHS), Direct Care & Treatment (DCT)**  ***Core 4: Clinicians Engaging Staff to Drive Innovation in Patient Care***  *Dr. KyleeAnn Stevens, Chief Medical Officer* | | | **Constellation Fund**  ***Using Data for Maximum Impact***  *Andrew Dayton ,CEO* | **Lakeview Industries &**  **Keystone Group International**  ***Leading your Organization from Good to Great***  *Bryce Segna, CFO, facilitated by Chelsey Paulson, Business Growth & Culture Strategist, Keystone Group* | | |
| 10:15am – 10:30am | | **Break – Visit Exhibitors** | | | | | | | |
| 10:30am -11:00am  (Presentation)  11:00am – 11:30am  (Discussion Workgroups) | | **Essentia Health**  ***The Great Reset: Leveraging Leadership Development & Engagement Tools to Re-Engage Our People (and YOU!)***  *Mary Engels, Sr. Director Org Learning and Development* | **Tree Trust**  ***Growing Tree Trust: Innovation through Social Enterprise***  *Jared Smith, Executive Director/CEO* | **Superior Fire Department**  ***Building Flexibility & Resilience***  *Howard Huber, Asst Chief* | | | | **Winona Health**  ***Recasting Our Vision: Designing the Future State***  *Rachelle Schultz, CEO* | |
| 11:30am – 12:30pm | | **Lunch/Networking** | | | | | | | |
| 12:30pm - 1:00pm | | ***Leading Forward: Achieving & Sustain Excellence during These Times:* A Panel Discussion to Introduce Baldrige Keynotes** | | | | | | | |
| 1:00pm – 1:30pm | | **Keynote: Dr. Daria Willis, Howard Community College, 2019 Baldrige Recipient** | | | | | | | |
| 1:30pm – 1:45pm | | **Break – Visit Exhibitors** | | | | | | | |
| 1:45pm – 2:15pm  (Presentation)  2:15pm – 2:45pm  (Discussion Workgroups) | | Dark for cleaning & resetting | **Brookings Public Schools**    ***Innovating the Classroom with Mass Customization Learning***  *Klint Willert, Superintendent* | | **Hope Breakfast Bar**  ***The Ultimate COVID Pivot: Hospitality – A Lesson in Resilience***  *Brian Ingram, Chef & Owner* | | | | **Communities of Excellence 2026**  ***Using the Baldrige Framework to Address Community Health Outcomes – Ames, Iowa***  *Stephanie Norling, Executive Director & Karen Kiel Rosser, Vice President* |
| 2:45pm –3:00pm | | Break | | | | | | | |
| **Rooms** | **Waconia Ballroom** | | **Isanti 1** | | **Isanti 2** | | | | **Owatonna** |
| ***Tracks:*** | **Valuing People** | | **Resilience** | | **Innovation** | | | | **Visionary Leadership** |
| 3:00pm – 3:30pm  (Presentation)  3:30pm – 4:00pm  (Discussion Workgroups) | | **Lincoln Park Business District**  ***Revitalization of a Business District***  *Julia Mattson, Executive Director* | **Wayzata Public Schools**  ***Mentoring as a Strategy for Development***  *Scott Tordeur, Compass Coordinator* | | **Black Hills Energy**  ***Recognizing, Understanding & Mitigating Change Resistance***  *Michael Allan, Strategic Initiative Program Manager* | | | | **Performance Excellence Network**  ***Exploring the True Value of Baldrige: Benefits of Becoming an Evaluator & PEN’s New (Easier) Assessment Options!***  *Performance Excellence Network Assessment Team* |
| 4:00pm – 4:15pm | | **Break, Visit Exhibitors and Network – Bar opens** | | | | | | | |
| 4:15pm – 5:00pm | | **Closing Keynote: *Leveraging Your Values: What Propels You*, *Deena Ebbert, Propellergirl, International Speaker/Author*** | | | | | | | |
| 5:00pm – 6:00pm | | **Happy Hour, Networking** | | | | | | | |

**Friday, May 13, 2022 PENworks Day 2**

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| 8:00am – 8:30am | **Breakfast/Networking** | | | |
| 8:30am – 8:45am | **Welcome/Opening Comments** | | | |
| 8:45am – 9:15am | ***Keynote – Leadership Excellence***  ***John Sackett, EVP/COO Adventist HealthCare (MD), 2021 Baldrige Leadership Recipient*** | | | |
| 9:15am – 9:30am | **Break – Visit Exhibitors** | | | |
| **Rooms** | **Waconia Ballroom** | **Isanti 1** | **Isanti 2** | **Owatonna** |
| ***Tracks:*** | **Valuing People** | **Organizational Resilience** | **Innovation** | **Visionary Leadership** |
| 9:30am – 10:00am  (Presentation)  10:00am – 10:30am  (Discussion Workgroups) | Dark for cleaning & resetting | **Diversity Council**  ***Valuing People: Using Inclusive Work Practices***  *Catherine Davis, Director of EquityLogic™ & Organizational Growth and Nicole Andrews, Co-Director of Youth, Family and Community Education* | **Altoona Public Schools**  ***Rebuilding Year: Recommitting to Your Focus after Tumultuous Times***  *Heidi Eliopoulos, Superintendent* | Intensive Session  **Momentum Consulting**  ***Understanding & Implementing PENworks Sub-Themes: Best Practices in Resilience, Innovation, Visionary Leadership, and Valuing People***  *Michael Garner, President* |
| 10:30 am – 10:45 am | **Break – Visit Exhibitors** | | |
| 10:45am – 11:15am  (Presentation)  11:15am – 11:45am  (Discussion Workgroups | **Walden University**  ***16 Factors Driving Excellence & Resilience During the Pandemic***  *Jan Garfield, Faculty & Ron Sentterfit, Dir Instit. Effectiveness* | **Ecolab**  ***It’s a Wonderful Life: Lifetime Lessons in Continuous Improvement*** *Mike Kenfield, Master Black Belt and Director, Ecolab Enterprise Excellence* | **St. Francis Health Services**  ***Our Excellence Journey at St. Francis***  *Carol Raw, CEO/President*  *Cami Peterson-DeVries, VP of CCEP/Leadership Development* |
| 11:45am – 12:30pm | **Lunch/Networking** | | | |
| 12:30pm – 1:00pm | **Keynote – Stacey Crockett, Sr. Communications Strategist, Germantown (TN), 2019 Baldrige Recipient** | | | |
| 1:00pm – 1:30pm | **PEN/WCPE Award Ceremony** | | | |
| 1:30pm – 1:45pm | **Break – Visit Exhibitors** | | | |
| 1:45pm – 2:30pm | Education & Non-Profit Networking Groups | Healthcare & Service Networking Groups | Government  Networking Groups | Manufacturing  Networking Groups |
| 2:30pm – 3:15pm | **Closing Keynote: *Still Standing: The Story of SSC John Kriesel*, *John Kriesel, Purple Heart Staff Sergeant, & former MN Representative*** | | | |
| 3:15pm – 3:30pm | **Closing Comments** | | | |

**Wednesday, May 11, 2022 ~ PENworks Pre-Conference**

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| **1:00pm – 5:00pm ~ Pre-Conference Workshop (separate registration)** | |
| **Overview** | **Title:**Beyond Grit: Powerful Practices to Gain the High Performance Edge  **Overview:** We are all faced with continuing challenges.  But as leaders and professionals, we are still expected to produce.  And despite all the factors that we cannot control, we can choose to lead with grit, purpose and passion — traits that can be learned with tools that can be practiced and mastered.  Cindra will share the strategies and tools she’s taught executives, entrepreneurs, Olympians, and the Minnesota Vikings to improve resilience, leadership, as well as motivation, courage, and “grit.”  Based on almost 20 years of research and consulting with the world’s best organizations and performers, this workshop will help you embrace passion and purpose in your life and in your work. You’ll learn about the ***10 practices of high performance*** based on research on peak performance. |
| **Speaker Bio** | Cindra Kamphoff, Ph.D., CMPC, is an award-winning keynote speaker and executive coach for leaders, professional athletes, executives and championship teams. Her clients range from Verizon Wireless, Target, and Walmart to the Minnesota Vikings. She has provided mental training for the Minnesota Vikings for four years, working one-on-one with the players. Last summer Cindra worked with the United States Olympic Track and Field team while they were in Tokyo working with the athletes one-on-one to help them train their minds.  She is the author of an Amazon bestseller, *Beyond Grit: Ten Powerful Practices to Gain the High Performance Edge* and the corresponding workbook. Her podcast, *The* *High Performance Mindset*podcast, has over 1 million downloads and is ranked in the top 100 podcasts where she interviews thought leaders about mindset.  Cindra resides in Mankato. |

**Thursday, May 12, 2022 ~ PENworks Conference Day 1**

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| **8:30am – 9:15am ~ Opening Keynote** | |
| **Overview** | **Title:** Love them First: Lessons from Lucy Laney Elementary  **Overview:** Love them First: Lessons from Lucy Laney began when KARE 11 reporter Lindsey Seavert and photojournalist Ben Garvin met Lucy Laney principal Mauri Melander Friestleben giving an impassioned speech to the North Minneapolis community after several deadly shootings near the school.  Seavert and Garvin sensed a greater story within the walls of Lucy Laney and together envisioned a year-long project inside the school, to document the lessons inside one of Minnesota's lowest performing schools, on the state's list of failing schools for almost two decades.  Friestleben and the Minneapolis Public School district generously gave Seavert and Garvin permission to proceed with their idea, and thanks to the supportive leadership at KARE 11, Seavert and Garvin became embedded in the school for one year.  As a storytelling team, they gained unprecedented access by slowly building trust in a news series spanning nearly two dozen stories, taking viewers on a journey through the daily joys and challenges in the school.  Friestleben's vulnerability and open heart as the school's leader allowed Seavert and Garvin a window into a world many don't often see. They documented the exceptional resilience of Lucy Laney's student council president as she grappled with her own future when she realized she was placed for adoption. They gave an up close view to the toll of violence in the neighborhood, sharing a principal's sorrow when gunfire ripped through the playground with children outside.  KARE 11 and parent company TEGNA media believed the story outlined in this series could powerfully inspire educators and communities across the country. TEGNA then spearheaded a pilot project to turn the Lucy Laney news series into a documentary film.  Love Them First: Lessons From Lucy Laney Elementary is anchored by Garvin's award-winning photography and Seavert's sensitive storytelling style, and together the storytelling duo captured the purity and force of love transforming the school and its students. |
| **Speaker Bio** | My name is Mauri Chantel Melander Friestleben and I am the proud principal of Minneapolis' North High School. North High serves 9th through 12th grade students on the North side of Minneapolis, MN. The original North High School opened in 1888 and graduated its first class in 1891. The student body outgrew the facility and the building we reside in today was built and opened in 1973.  You can find Minneapolis North High School at 1500 James Avenue North. We serve a student body of approximately 500 with a focus on college and career readiness. We are excited to find ways to enrich and build up the three As that we find critical to the High School Experience: Academics, Arts and Athletics.  My service and commitment to the city of Minneapolis is not only held by me. My husband, Michael Friestleben, recently retired after serving in the Minneapolis Police Department for three decades. He currently coaches the Lady Polars Basketball team here at North High. We have four daughters: Allyson, Rebecca, Yasmina and Ayanna. Our oldest three have graduated and are working in their respective professions. Our youngest daughter, Ayanna, remains a student in MPS. We look forward to the day when she also walks across the stage and graduates a North High Polar for life.  I have a passion and a commitment to creating educational atmospheres for students that breathes and breeds academic and social integrity, rigor and compassion. I lead in ways that could be described as both soft and firm; pushing and pulling; loud and quiet. I am thankful for this life of leading and the favor that has come along with it. And I am committed to seeing the ultimate success of both the students and staff I am privileged to work with. For when they are successful, I am successful. |

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| **9:00am – 10:00 ~ Breakouts** | |
| **Organization** | **State of MN, Dept. of Human Services (DHS), Direct Care & Treatment (DCT)** |
| **Overview** | **Title:** Core 4: Clinicians Engaging Staff to Drive Innovation in Patient Care  **Overview:** The Minnesota Department of Human Services operates dozens of programs serving clients who cannot be served elsewhere due to complex psychiatric and behavioral conditions. Dr. Stevens will describe how a team envisioned, created, led, and deployed an innovative approach to effective patient engagement, coined “Core 4”. Far more than a training, Core 4 is a shift in culture of how staff-led improvement projects are used in their everyday work to not only demonstrate familiarity with the four approaches, but to innovate solutions to better connect staff to the people served. |
| **Speaker Bio** | Dr. KyleeAnn Stevens is the Executive Medical Director for Behavioral Health for the Department of Human Services’ Direct Care and Treatment (DCT) division, a role she’s held since 2017. In her role, she provides clinical oversight to all treatment programs administered by DCT. Dr. Stevens completed her medical training at the University of North Dakota School of Medicine, and her residency and fellowship training in Forensic Psychiatry from Georgetown University. She is Board certified in Psychiatry and Forensic Psychiatry. Dr. Stevens is an Adjunct Professor at the University of Minnesota and is a Distinguished Fellow of the American Psychiatric Association. She also holds a black belt in Lean 6 Sigma, which she credits for much of the success of the work she’s here to discuss today. |
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| **Organization** | **Constellation Fund** |
| **Overview** | **Title:** Using Data for Maximum Impact  **Overview:** Minnesota is one of the most charitable states in America, but it is also home to some of the worst inequities in the country. How can this be? The answer extends well beyond charity, but this unacceptable juxtaposition represents an opportunity to rethink our approach to philanthropy. The Constellation Fund is designed to do just that.  By leveraging modern analytics alongside on-the-ground community insights, Constellation is modernizing the philanthropic tool kit in the fight against poverty. Join Constellation’s founder and CEO, Andrew Dayton, to learn more about how the organization is powering its grantmaking with objective insights to help maximize lifetime impact and, in turn, thoughtfully disrupt the philanthropic marketplace. |
| **Speaker Bio** | Andrew Dayton is the founder and CEO of the Constellation Fund, a Minnesota-based foundation dedicated to effective poverty alleviation. Constellation leverages data, research, and advanced analytics alongside careful qualitative analysis to identify, fund, and empower the people and organizations making the biggest demonstrable impacts in the fight against poverty in the Twin Cities. He is also a co-founder and co-owner of Askov Finlayson, an outdoor apparel company and certified B Corp that invests the monetary equivalent of 110% of its own carbon emissions into leading-edge organizations addressing climate change.  Andrew previously served as the Deputy Legislative Director to former San Francisco Mayor Edwin M. Lee, leading San Francisco’s state and federal policy and budgetary priorities in Sacramento and Washington D.C. He sits on the board of directors of Breck School and the Constellation Fund.  Andrew received a B.A. in History from Yale University, and a J.D. from the University of Michigan Law School. |
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| **Organization** | **Lakeview Industries & Keystone Group International** |
| **Overview** | **Title:** Leading your Organization from Good to Great  **Overview:** Join us for a case study of one leader’s journey to take his company from Good to Great. The trials and tribulations will be shared, as we all learn more from our mistakes than our successes, along with the wins and growth Lakeview Industries has had over the last two years. A “Leading Forward” mindset has played an integral role in Lakeview’s growth and improvement which hasn’t meant taking the easy route, but making the tough strategy, culture and leadership decisions for the organization. This session will include peer-to-peer networking and discussion to allow additional learning from the expertise in the room. |
| **Speaker Bio** | **Bryce Segna** is currently the Chief Financial Officer / Chief Operations Officer at Lakeview Industries, where he has been instrumental in transforming and shaping business strategy and culture. While Bryce’s career path has been finance-heavy, he is passionate about problem solving, career development, and building tomorrow’s leaders.  A graduate of Bethel’s MBA program, Bryce believes the most effective leadership is servant leadership and that has been imperative in guiding culture change, building next level leaders and guiding an organization through growth and adversity. Additionally, Bryce serves as Chair of the leadership board at Westbrook Community Church, where he has been influential in guiding the Lead Pastor and church staff in growing the congregation through the challenges of the pandemic. Bryce also coaches basketball, soccer and baseball teams for his 2 elementary-aged children, providing guidance and teaching the importance of teamwork and hard work for all ages.  **Chelsey Paulson** is currently the Chief Strategy Officer at Keystone Group International. Prior to joining Keystone, Paulson managed an ESOP organization with 150 employees and 15 locations in the point of sale and managed services industry. Chelsey has over 15 years of management experience in a midsize, employee-owned, technology organization. Chelsey built her career around being a strategic partner to the executive team, molding and growing the culture and focusing on strategic people initiatives that aligned with the organizations business initiatives such as internal communications, career and leadership development, succession planning, and aligning the right people in the right seats within the optimal organizational structure. In addition, Chelsey has been involved in multiple boards and has been the Chair for two Board of Directors where she had the opportunity to coach and mentor the Executive Director and President/CEO of the organizations.  Chelsey’s area of expertise is in Human Resources, Culture Development/Revival, Employee Ownership Management, Long-term Strategic Planning, and Executive Coaching. Chelsey is passionate about creating a lasting impact on businesses, especially when it comes to strategy, culture, and people. She does this by using her Superpower of being a constant learner to learn new information, strategies, and skills to challenge and push our clients to the next level. |
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| **10:30 am – 11:30 am ~ Breakouts** | |
| **Organization** | **Essentia Health** |
| **Overview** | **Title:** The Great Reset: Leveraging Leadership Development & Engagement Tools to Re-Engage Our People (and YOU!)  **Overview:** The “Great Resignation” has all of us thinking about our engagement and retention strategies, and what we need to do differently to retain our valued team members. In this session, we will discuss practical tools that you can leverage to help deepen the connection your team members feel with their leader and with one another. |
| **Speaker Bio** | Mary Engels is the Sr. Director of Organizational Learning and Development at Essentia Health. At Essentia Health, Mary is responsible for the oversight of:   * Leadership and Staff Development, including Physician Leadership Development * The Instructional Design and Learning Management System teams * Employee Engagement * Diversity Equity, Inclusion and Belonging * Mary is also the administrative dyad partner of the Chief Well-Being Officer – together they lead the Essentia Heath Office of Well-being * Mary also serves as an Executive Coach   Mary has her Master’s degree in Health Services Administration and is certified by the International Coaching Federation as a Professional Certified Coach, is a Prosci Certified Change Management Practitioner and Trainer, is certified in the administration of the Intercultural Development Inventory (IDI), and many other leadership assessments, including the DiSC, MBTI, Hogan, EQi 2.0, CPI 260 and others. Mary has been at Essentia Health for over 20 years, and has over 40 years of experience in the health care industry. She is passionate about creating inclusive and equitable spaces for individuals to learn, grow and thrive. |
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| **Organization** | **Tree Trust** |
| **Overview** | **Title:** Growing Tree Trust: Innovation through Social Enterprise  **Overview:** In 1976, the Twin Cities faced two pressing problems: 1) high unemployment, and 2) devastation of the tree canopy from Dutch elm disease. Tree Trust’s founders recognized a unique opportunity to remove dead elm trees and then to plant new trees, all while addressing economic disparities. This innovative response to a crisis launched the non-profit organization, Tree Trust. Today, Tree Trust continues to make a vital difference in our community as it pursues its mission of transforming lives and landscapes by engaging people to build skills for meaningful careers, inspiring people to plant trees, and making our community a greener, healthier place to live.  To help advance our mission, Tree Trust launched its social enterprise division, Landscape Services, in 2004. Social enterprise creates a positive impact on society by using the power of business to address social problems. Tree Trust Landscape Services provides professional tree care and landscape contracting, supports Tree Trust’s workforce training programs with earned income, advances the greening of our community, and creates opportunities for green careers.  The transformative power of innovation plays a key role in advancing your organization’s mission and work. In this session, we will look at social enterprise as an example of innovation. You will learn:   * How organizational change follows seasonal change. * How to plant seeds of opportunity to foster organizational growth. * How to shape and prune your organization to help it thrive.   The importance of re-evaluating and adapting–even for fully grown organizations–and how to do this effectively. |
| **Speaker Bio** | Jared Smith first joined Tree Trust in 1994 as a staff member with the Summer Youth Employment Program, and immediately felt drawn to its mission and people. He spent most of his career as the Director of Operations in Tree Trust’s Landscape Services department, until moving into the role of Executive Director & CEO in 2018. He has over 20 years of experience in project management, operations, and employment training. He holds a B.A. in Geology from Gustavus Adolphus College and is a licensed general contractor. |
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| **Organization** | **Superior Fire Department** |
| **Overview** | **Title:** Building Flexibility & Resilience  **Overview:** Building flexibility and resilience in your organization through a person-first approach. The fire service has historically been dominated by a rigid paramilitary leadership style.  As the service has diversified and generational differences have driven change over the past three decades, that leadership style has had to evolve, albeit slowly.  Introducing flexibility in leadership and meeting employees where they are, while still requiring them to put service over self, can prove to be difficult.  Nevertheless, our command staff, with a Fire Chief who had been in his role for four months, and three Battalion Chiefs, with a combined two years and four months experience in a leadership position, set out to change the culture of the Superior Fire Department.  This was February 2020.  Fast forward a few weeks and the dawn of a global pandemic forced the department to be nimble as information was scarce and seemed to change by the day.  COVID posed some unique challenges for the fire service.  Not only do we respond to thousands of 911 medical calls per year, exposing our members to the virus, but we live together during our shifts.  As leaders we needed to be very flexible to protect our members, their families, our patients, and continue our mission of protecting the community. |
| **Speaker Bio** | Assistant Fire Chief Howard Huber has served with the Superior Fire Department for 17 years, the last four as a chief officer. In 2015, having identified a need for a shift of focus within the fire service, Howard earned a Bachelor’s degree in Social Work from the University of Wisconsin-Superior. Applying the knowledge, skills, and values learned through this training, he has helped the fire department reshape itself, and successfully navigate the challenges of our changing times. |
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| **Organization** | **Winona Health** |
| **Overview** | **Title:** Recasting Our Vision: Designing the Future State  **Overview:** Mission, Vision and Value statements are part of the design and make-up of nearly every organization and serve as a north star regarding an organization’s purpose and how it will manifest that purpose. They also provide direction and guidance to how people behave in delivering on the Mission, Vision, and Values.  There are various approaches organizational leaders can take to craft mission, vision and values statements.  In this session attendees will learn about one organization’s process to re-cast its Mission, Vision, and Values and the difference this is making in further generating and deepening the organization’s culture as it delivers services to its customers.  The process used and results will be shared along with lessons learned when this process is more inclusive of all stakeholders. |
| **Speaker Bio** | Rachelle H. Schultz, Ed.D. is President/CEO of Winona Health. Located in SE Minnesota, WH is an independent community healthcare system comprised of a hospital, clinics, community-based services, and other ancillary operations. WH has been named a Top 100 Rural and Community Hospital for multiple years. Schultz graduated from Georgetown University with a BA in Economics, completed her MHA at the University of MN, and received her Interdisciplinary Doctorate in Education in Leadership from Creighton University. She is on the board of the MN Hospital Association, Past Chair and member of AHA’s Small and Rural Committee, and past Board Chair for a national Caravan ACO. |

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| **12:30 – 1:30pm ~ Panel/Keynotes** | |
| **Overview** | **Title:** Leading Forward: Achieving & Sustain Excellence during These Times*:* A Panel Discussion to Introduce Baldrige Keynotes  **Overview:** This panel discussion will “introduce” the three Baldrige recipient keynotes to the PENworks audience, exploring some questions such as how these three high performing organizations overcame their biggest challenges (particularly the last two years), maintained or improved resilience, and sustained excellence – in short, how they charted a course through the difficult last two years and plan to lead forward. The conversation is intended to give a good foundation to conference participants in preparation for the three Baldrige keynotes. |
| **Speaker Bio** | The panel will feature the three Baldrige keynote speakers: Dr. Daria Willis, president of Howard Community College; John Sackett, EVP/COO of Adventist HealthCare; and Stacey Crocket, Senior Communications Strategist at the City of German Town (TN). |
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| **Overview** | **Title:** Howard Community College (HCC), 2019 winner of the Malcolm Baldrige Award for Education, will provide an update on how it stays committed to its continuous improvement journey.  Examples will be provided of how improving systems in response to Baldrige feedback did help HCC to meet the challenges of the pandemic.  Attendees will learn what initiatives HCC is currently designing and deploying to assist student learning and employee development; and how the college tracks progress on its strategic action plans to achieve intended outcomes.  **Overview:** Dr. Daria Willis, Howard Community College, 2019 Baldrige Recipient |
| **Speaker Bio** | Dr. Daria J. Willis serves as the fifth president of Howard Community College. She assumed office in January 2022, following a nationwide search process and a unanimous vote by the college's Board of Trustees. Dr. Willis is the first African American to lead the college.  Prior to her appointment at Howard Community College, Dr. Willis was the president of Everett Community College in Everett, Washington. She also held progressively responsible leadership roles at Onondaga Community College, Lee College, and Lone Star College. As an adjunct faculty member, she taught history at Tallahassee Community College and Florida A&M University, before becoming an assistant professor of history at Lone Star College-Tomball.  She is a 2021 Aspen Institute Ascend Fellow, dedicated to empowering children and families across the country. She serves on the American Association of Community Colleges’ Commission on Diversity, Inclusion, and Equity, and on the advisory board for the Phi Theta Kappa international college honor society.  Dr. Willis holds a Ph.D. in history from Florida State University, a master’s degree in history, and a bachelor’s degree in history education from Florida A&M University. |

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| **1:45pm – 2:45pm ~ Keynotes** | |
| **Organization** | **Brookings Public Schools** |
| **Overview** | **Title:** Innovating the Classroom with Mass Customization Learning  **Overview:** In this session, the team of facilitators will explain the importance of innovation in education. They will focus on how customized curriculum and technology can empower learners to grow at their own pace. |
| **Speaker Bio** | Allison Berndt, Alec Johnson, Lisa Shepardson, Megan Dentlinger, serve as a team of facilitators who work with learners ages 5-10. |
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| **Organization** | **Hope Breakfast Bar** |
| **Overview** | **Title:** The Ultimate COVID Pivot: Hospitality – A Lesson in Resilience  **Overview:** forthcoming |
| **Speaker Bio** | With over 30 years in the restaurant industry, Brian has done it all. From creating new brands to setting trends to innovating the world of restaurant design, he brings his unique skillset to every aspect in his collection of restaurants. But ideation is his specialty.  As a senior member of some of the biggest hospitality groups in the country—MGM Resorts International, Brinker International, Restaurants Unlimited and the Alain Ducasse Group—Brian created concepts across the country. In 2012, Brian created New Bohemia—a concept focused on craft beer and cocktails with a chef driven menu, and took it directly to the top as the winner of 2017 Nation’s Restaurant News Hot Concepts. Since then, New Bohemia has set industry standards with new labor models and profitability; changing the industry and how we look at fast casual restaurants today.  Before opening Hope Breakfast Bar in 2019, Brian knew his first restaurant as an owner would be a departure from the corporate restaurant settings that he had built his career in. His new venture with his wife, Sarah, promised to be a team that emphasizes charitable contributions and cultivates a culture that prioritizes the well-being of workers. It would be a fast-growing family of restaurants driven by its promise and purpose to serve the community. Purpose Driven Restaurants was formed in 2019 as an act of good faith by the Ingram family. It has weathered a pandemic; fed health care workers, protesters and the unemployed; served as a free community kitchen and food bank; established a non-profit (Give Hope) to benefit restaurant workers in the Twin Cities metro area. Since 2019, Give Hope has donated more than 300,000 free meals, 2 million pounds of food and gifted $225,000 in relief grants to local families in need. |
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| **Organization** | **Communities of Excellence 2026** |
| **Overview** | In October of 2020, community leaders in Ames, Iowa joined the Communities of Excellence (COE) National Learning Collaborative with the goal of using the Baldrige-based COE Framework to support the community in identifyingand measuring key initiatives to address community health and wellbeing.  Now halfway through their second year of the collaborative, Karen Kiel Rosser, Vice President and Quality Improvement Officer at Mary Greeley Medical Center (2019 MBNQA Recipient) will give a progress update on their community performance excellence journey.  Karen will also comment on the usefulness of their own internal Baldrige journey in their efforts to support the community's COE journey. |
| **Speaker Bio** | **Stephanie Norling,** MBA Stephanie Norling has been Executive Director of Communities of Excellence 2026 since 2014. In this role Stephanie has participated in the development of the Communities of Excellence Criteria, adapted from the Baldrige Criteria for Performance Excellence and launched a National Learning Collaborative of communities to support their use of the framework. She also serves as a Learning Collaborative faculty and mentors several of the 22 communities currently participating. After graduating with a BA in Anthropology from Tufts University in 1999, Stephanie joined the Institute for Healthcare Improvement in Boston as a Project Coordinator. In 2001 Stephanie moved to San Diego, CA and worked for 12 years at the San Diego Zoo and Safari Park, first in the Operations Department and later taking a lead role in the Elephant Department at the San Diego Zoo Safari Park. In 2012 Stephanie graduated from the University of San Diego with a Master’s in Business Administration and a Certificate in Nonprofit Management. Stephanie serves on the board of the Alliance for Performance Excellence and participated as a National Baldrige Examiner for three years.  **Karen Kiel Rosser** serves as the Vice President & Quality Improvement Officer for Mary Greeley Medical Center. She is responsible for overall quality improvement and organizational excellence at the medical center. Kiel Rosser spearheaded the development and implementation of a systemwide framework for performance excellence utilizing criteria from the Malcolm Baldrige National Quality Award Program as well as the tools of lean and six sigma. Her positions prior to joining Mary Greeley include Vice President of Performance Excellence and Managed Care at Agnesian HealthCare, an integrated health care delivery system in Fond du Lac, WI, Network Development Director at Humana Health Plan in Milwaukee, WI, and Ambulatory Clinic Manager at Aurora Health Care in Milwaukee, WI. Kiel Rosser holds a Master’s Degree in Health Care Administration from the University of Minnesota and a Bachelor’s Degree in Communications and Public Relations from the University of Wisconsin, Whitewater. She serves as an examiner for the National Malcolm Baldrige Quality Award program and is a coach and lead judge for the Iowa Recognition for Performance Excellence (the states Baldrige-equivalent program). She is a certified Lean Six Sigma Green Belt and is a member of the Ames Morning Rotary Club, a past board member for the United Way of Story County, and a participant in Leadership Ames (class XXIV) program. |
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| **3:00pm – 4:00pm ~ Breakouts** | |
| **Organization** | **Wayzata Public Schools** |
| **Overview** | **Title:** forthcoming  **Overview:** forthcoming |
| **Speaker Bio** |  |
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| **Organization** | **Lincoln Park Business District** |
| **Overview** | **Title:** Revitalization of a Business District  **Overview:** Julia Mattson, Executive Director of the Lincoln Park Business Group, will describe the history of the Lincoln Park business district over the decades. Once a thriving area in Duluth, it had become run-down in the 1980’s and that continued for over thirty years. Then around 2015 a few entrepreneurs moved into the area, and since then more and more business owners have continued to start up a business in the Lincoln Park business district. Businesses include breweries, restaurants, cideries, retail stores, and apartment buildings.  How did this happen? What is the mindset of the entrepreneurs that are creating a bustling, popular business district that has been featured in local and national news? Was there a big plan to do this development by everyone, or did it ‘just happen’ by accident?  Julia will be giving an inside view of how things started and how it developed. Stories from several of the entrepreneurs will be told: why they moved into the Lincoln Park ‘Craft’ District, where did they learn their skills and expertise, and what do they see for the future of the business district. Can other business districts learn from this experience? Can this kind of ‘business neighborhood development’ be a model in other communities? Come and listen and decide for yourself. |
| **Speaker Bio** | Julia Mattson has lived most of her life in the Duluth-Superior area and graduated from UW-Superior with a degree in Business Administration. She has spent the last 25 years working in the non-profit sector and has been with the Lincoln Park Business Group since 2010. (The “LPBG” is a small nonprofit that was formed in 1937. Its Mission Statement is “Strengthening Lincoln Park Businesses”). Julia started working for the LPBG as a part-time bookkeeper in 2010 and in 2018 was named the Executive Director.  Julia lives just outside Duluth, in a country home. Her hobbies are taking care of her two old dogs, maintenance and repair work around the house, yard, garage, and everything else. Working part-time gives Julia the free time to relax with family and friends and do a little volunteer work. |
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| **Organization** | **Black Hills Energy** |
| **Overview** | **Title:** Recognizing, Understanding & Mitigating Change Resistance  **Overview:** How do you recognized that your stakeholders have checked out? Are they not accepting of the change you are attempting to implement, and may they be impediments to the success of your effort?  The key elements are to identify change resistance, understand the potential causes, and mitigate the risk that these may become obstacles that negatively impact your project.  No one has all the answers, but frank conversations and patience are excellent tools, as well as documenting and actively developing strategies to involve individuals who are experiencing change in their work lives to produce positive results.  We’ll engage in sharing experiences across industries, varied business and regional cultures, and the challenges and potential that each present. In the end, nothing is perfect, but an honest assessment is a great place to start! |
| **Speaker Bio** | Michael Allan is a Strategic Initiatives Program Manager with Black Hills Corporation. Based in Rapid City, South Dakota, the company serves over 1.28 million electric and natural gas utility customers in more than 800 communities in Arkansas, Colorado, Iowa, Kansas, Montana, Nebraska, South Dakota, and Wyoming. Michael’s experience has included high-performance organizational development, big 4 accounting and auditing, manufacturing, and supply chain.  Prior to Black Hills Corporation, Michael was the Senior Manager, Continuous Improvement with Walmart Corporate implementing the Walmart Performance System within the supply chain function in Cheyenne, Wyoming. He previously initiated and developed the Project Management Office for Armstrong Flooring in Lancaster, Pennsylvania and had been with Armstrong World Industries in roles which included continuous improvement, project and program management, lean manufacturing, and Six Sigma disciplines.  Though being a native New Yorker, attending Boston University, the pull of the west is strong, and he appreciates the new experiences and landscapes. |
| **Organization** | **Performance Excellence Network** |
| **Overview** | **Title:** Exploring the True Value of Baldrige: Benefits of Becoming an Evaluator & PEN’s New (Easier) Assessment Options!  **Overview:** After 35 years of evidence, we all know that the Baldrige Framework drives results – it optimizes resources, increases organizational alignment, improves customer & workforce engagement as well as operational and financial results. But one of the most common points of resistance in adopting the Framework is – quite simply – that it’s hard! So five years ago, PEN developed a tiered assessment and Award structure that created a more gradual and paced pathway for organizations who wish to use the Framework as their management system. Rather than “diving into the deep end” of the Baldrige pool, the PEN journey is easier to get started and build momentum; we have seen early success with members who have recently started the journey.  And this year, PEN is creating two new enhancements to our assessment process – one that integrates the organization more into the process itself (creating a better experience and more accurate feedback) and one that redesigns the feedback report, streamlining the feedback for easier use and action. PEN is also designing a new “front end” of our process, for pilot later this year, that essentially eliminates the traditional “narrative” application in favor of an online questionnaire. These changes are intended to reduce the investment required of organizations using Baldrige, while maintaining (or increasing) the value of the experience and feedback.  In this session, several PEN experts will outline the process changes and summarize the value of Baldrige to organizational leaders. They will also explore the value of becoming an Evaluator, in terms of deep learning, powerful networking, and – in some ways – light benchmarking, as Evaluators collect good ideas and best practices for use in their own organization. So come learn how this powerful Framework can improve your organization and your career! |
| **Speaker Bio** | A panel of PEN Evaluators will lead this informal dialogue, including:  Michael Garner, Momentum Consulting; Tom Henry, Episcopal Homes; Janelle Rauchman, River’s Edge Hospital; Sylvia Rolfs, retired; and Lisa Tabor, CultureBrokers. |

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| **4:15pm – 5:00pm ~ Closing Keynote** | |
| **Overview** | **Title:**Leveraging Your Values: What Propels You  **Overview:** Awareness of our individual values, and sharing those values, creates synergies.  Beginning our conversation by opening up to our own personal values and being curious and interested in the values of those around us, is a first step in breathing life into organizational values. We’ll learn how to build lasting relationships based on recognizing and encouraging others, to celebrate what matters most. |
| **Speaker Bio** | Ignite the imagination, expand perspective, and invite powerful communication in the workplace with international speaker and inspirational author Deena Ebbert. Possessing a keen ability to discover the heart of the matter, Deena conducts customized experiences pointed precisely toward the needs of leadership groups and front-line forces in organizations of all scope and size.  A natural leader, Deena spent fifteen years in cutting-edge Corporate America. There, sought by heads of industry in times of turbulence and change, she worked to envision and influence thriving business cultures. From innovative high-technology start-ups to Fortune 500 powerhouses, Deena built a reputation orchestrating winning environments where top teams flourish.  Dynamic, compelling, and born with a passion for performance honed during seven years singing on the operatic stage, Deena wields humor and honesty to cut through workplace drama. She directs the candid and invigorating conversations that inspire change and set the stage for success.  Speaking worldwide since 2002, and author of the inspirational book #47ThingsILearned, Deena delivers a witty, wry and realistic perspective on ways to empower and motivate through discovery and trust. She redefines “performance”, provoking the audience to step center stage into the spotlight of the workplace and propel positive momentum. |

**Friday, May 13, 2022 ~ PENworks Conference Day 2**

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| **8:45am – 9:15am ~ Keynote** | |
| **Overview** | **Title:** Leadership Excellence at Adventist HealthCare  **Overview:** forthcoming |
| **Speaker Bio** | Keynote – John Sackett, EVP/CEO, Adventist HealthCare (MD), 2021 Baldrige Leadership Recipient. John A. Sackett joined the Adventist HealthCare family as president of Shady Grove Medical Center in 2013 and in 2014 accepted the role of executive vice president and chief operating officer of Adventist HealthCare. A champion of excellence, Sackett is responsible for designing and deploying a companywide systematic management approach and oversees the overall accomplishment of its mission, vision, strategy, and operating performance.  Sackett received a Bachelor of Arts degree in business administration from Walla Walla College in 1980 and continued his education at Loma Linda University where he received a master’s degree in health administration in 1982. He is a fellow of the American College of Healthcare Executives and served as a City Council member for the city of Louisville from 1986 to 1991 and the Louisville Chamber Board from 1993 to 1996. He also served as the chairman of the Walla Walla School of Business Advisory Board. |

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| **9:30am – 10:30am ~ Breakouts** | |
| **Organization** | **Diversity Council** |
| **Overview** | **Title:** Valuing People: Using Inclusive Work Practices  **Overview:** What are the KEY drivers that engage your workforce? This just one of the questions that the Baldrige Excellence Framework ask us to report on. It's an important element. We need engaged employees who translate our organization's mission, vision, values, and strategic goals into actionable items so we can exceed our customers' and stakeholders' expectations.   One way to value and engage employees is through the implementation of inclusive workplace practices. During this session, we'll share Diversity Council's policies, practices, and strategies that help us create an equitable and inclusive culture. Additionally, we'll provide ideas on how to measure the success of various inclusive strategies within your organization. We'll end with an open discussion on creating and implementing inclusive workplace practices. |
| **Speaker Bio** | **Catherine Davis** is the Director of EquityLogic™ and Organizational Growth at Diversity Council, Rochester, MN. In her role, she works with organizations and communities to identify their diversity, equity, and inclusion goals and develop strategies to help them achieve those goals. Prior to Diversity Council, Catherine worked in the higher education, high tech, and financial industry sectors focusing on leadership, teamwork, organizational development, and talent optimization. She holds a Master of Arts in Organization Management and a Master of Business Administration from Concordia University, St. Paul, MN.  **Nicole Andrews** is Co-Director of Youth, Family and Community Education. She is a passionate advocate for high quality children’s education and centering traditionally marginalized people’s voices. For over 14 years Nicole has served her communities by working in Early Childhood and K-12 administration and classrooms, leadership in fair housing and support for individuals facing homelessness, and as a Mental Health Practitioner Nicole has experienced working with youth and families across the country from Southern California, Philadelphia, Atlanta, and Southeastern MN. Her passion for equity work began with helping to develop equity strategic plans and continues to grow with multiple trainings and facilitation of equity centered work. Nicole is motivated through personal and professional experiences, and will continue to strive for equity, access, and opportunity for all children and their families. |
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| **Organization** | **Altoona Public Schools** |
| **Overview** | **Title:** Rebuilding Year: Recommitting to Your Focus after Tumultuous Times  **Overview:** Even the strongest teams and organizations can find themselves facing a rebuilding year. The School District of Altoona took several significant and unexpected blows between 2017-2020. The result in the organization was mistrust from the staff and community, as well as the building of internal walls and silos. Learn how the organization gathered the community to collectively define values and use them to rebuild and propel the organization into the future. |
| **Speaker Bio** | Dr. Heidi Eliopoulos is the Superintendent of Schools in Altoona, WI. Over her 21 years in education, she has served as a high school English teacher, dean of students, athletic director, assistant principal, principal, and superintendent. Dr. Eliopoulos believes strongly in the power of education as the vehicle with which we can make our communities stronger. She is passionate about leader development, improvement processes, organizational reliability, and college and career readiness for all students. |
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| **Organization** | **Momentum Consulting** |
| **Overview** | **Title:** Understanding & Implementing PENworks Sub-Themes: Best Practices in Resilience, Innovation, Visionary Leadership, and Valuing People  **Overview:** From concepts to practice – gain inspiration and insight! This interactive session will guide you through a deeper look at the links between the four themes of the PENworks 2022 Conference and the Baldrige Framework for Performance Excellence.  By linking the components of the Baldrige Framework – Core Values and Concepts, Processes, and Results – with examples of real-world practices by high-performing organizations, Michael will bring these various components of performance excellence to life and inspire you with fresh ideas to strengthen your organization. This session is suitable for anyone who wants to learn more about performance excellence with practical examples in an environment that encourages dialogue and self-discovery. No Baldrige experience required, though certainly welcome! |
| **Speaker Bio** | Michael Garner is the President and owner of Momentum, a performance guidance organization. Michael has a background in Human Resource Development, Adult Education, and Organization Development. Michael also has extensive experience with strategic planning, the design and implementation of process improvement tools, measurement and analysis, and leadership development.  Michael has 15 years of extensive experience with the Baldrige Framework. He has led the authoring of five Baldrige applications and supported their associated site visits, led an organization through improvement based on Baldrige Feedback Reports, served as an  Evaluator, Team Leader, and Judge in PEN’s regional Quality Award program, and has been a primary trainer for PEN’s Baldrige Learning sessions for over ten years. Michael has also attended Examiner Training for the National Baldrige Program and has served as a Master Examiner in the American Health Care Association’s Quality Award process. Michael was born and raised in on a 4th generation family farm in western Minnesota, and he now resides in SE Minnesota. |
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| **10:45am – 11:45am ~ Breakouts** | |
| **Organization** | **Walden University** |
| **Overview** | **Title:** 16 Factors Driving Excellence & Resilience During the Pandemic  **Overview:** Last summer, the Baldrige Performance Excellence Program and the Alliance for Performance Excellence (the network of state and regional Baldrige-based programs like PEN) commissioned a research project to study the use of the Baldrige Excellence Framework to improve organizational resilience and sustainability during these challenging times. Using a research approach called General Systems Theory (GST), a team of 11 researchers from various universities (led by PEN member Walden University) pursued a goal of better understanding how the use of an excellence framework like Baldrige might have helped organizations navigate challenges, sustain performance, and maintain resilience. In short, the research team studied how different interrelated business processes affect and change other business processes, ultimately impacting the overall system and its results. The conclusions are insightful and can certainly help any size and type of organization as we continue to navigate today’s challenges. |
| **Speaker Bio** | **Ron Senterfitt** has worked in higher education the past 17 years, starting out in academic advising and working in institutional effectiveness and accreditation for over a decade. He joined Walden University in 2015. Ron is a Lean Six Sigma Green Belt and led a team in 2018-2019 that earned recognition through PEN and earned the first Bronze and first Silver Achievement awards through the Accreditation Council for Business Schools and Programs (ACBSP) for demonstrating performance excellence and serving as a role model for excellence in higher education.  **Jan Garfield** is a researcher and practitioner of quality improvement. She is a Walden University faculty member in the Baldrige-based DBA consulting capstone. Jan has been a member of the board of examiners for the Baldrige Performance Excellence Program since 2007 and now serves as a master examiner. She is a recipient of the 2020 Baldrige Foundation Award for Leadership Excellence (Education). In addition, Jan served as the chair of the board of directors of the United States Senate Productivity and Quality Award for Virginia and Washington, DC.  Jan has served in various leadership roles in higher education, including director and dean for Northwestern University, director of adult degree programs at Randolph-Macon Woman’s College, and associate provost for Columbia College Chicago. In addition, Jan is a team leader for the peer review corps of the Higher Learning Commission (HLC); she serves on the Commission’s specialized corps for change-of-control and the HLC Appeals Body. Jan was the lead author and leader of the research team that produced the white paper on Using the Baldrige Excellence Framework to Improve Organizational Resilience and Sustainability, published by the Baldrige Foundation in January 2022.  **Marilyn Powell** is vice provost at Walden University where she guides the Richard W. Riley College of Education and Human Sciences, the College of Management and Human Potential, the College of Health Sciences and Public Policy, the College of Psychology and Human Services and the School of Integrated Undergraduate Studies (general education). She also oversees the office of inclusive teaching and learning. A licensed psychologist for 20+ years, Marilyn holds a Ph.D. in counseling psychology from the University of Kansas. She also earned a post-doctoral certificate in management from Walden University and a certificate in business administration from the University of Roehampton in London. Marilyn is a member of the 2019 class of Baldrige Executive Fellows. |
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| **Organization** | **Ecolab** |
| **Overview** | **Title:** It’s a Wonderful Life: Lifetime Lessons in Continuous Improvement  **Overview:** Stories are powerful. They do more than entertain us; they inform, shape, guide, and motivate us. In this presentation and discussion, Mike Kenfield will share stories about the experiences that have shaped, guided, and motivated me in my 35+ years as a continuous improvement practitioner and the lessons learned from them. Along the way you will meet some of the people, models, methods, and tools that will help you write your own continuous improvement story.  Themes we’ll explore:   * The continuous improvement family tree: People you should meet * “The more things change, the more they stay the same”—classic tools I still use today, and why you should too * Continuous improvement is a team sport…even in our virtual age * The super-power of seeing what others can’t (it starts with knowing what to look for) * CI is ultimately all about people…and a good process *really* helps * Leadership that works, and (a bit about) leadership that doesn’t   Why this work we do is a pathway to a wonderful life. |
| **Speaker Bio** | Mike Kenfield is a Master Black Belt and Director in the Enterprise Excellence (EE) Program Management Office at Ecolab. EE’s goals are to develop the mindset, methods, and tools of continuous improvement. Improvement and organizational change leaders need to build a strong, flexible, and fast organization, and to cultivate a culture of continuous improvement. EE practices what we preach—we work from a foundation of experience, not theory alone. A significant part of Mike’s role is to coach and train leaders around the world, supporting their local application of our common approaches. Mike is also responsible for the development of new approaches: currently including agile, design thinking, and design-for-digital.  Before Ecolab, Mike had similar roles at several other large (and also smaller) organizations in a variety of for-profit and not-for-profit sectors: healthcare, agribusiness, bio-tech research, insurance, energy, manufacturing, retail, government, and consulting services.  For more of his background, see LinkedIn (www.linkedin.com/in/mrkenfield). Here are a few fun facts you won’t find there:   * In Mike’s 35+ years in the field of continuous improvement, Mike has had the good fortune to be in the right place at the right time to work with several of the “founders and fast-followers” of what has become the fields of continuous improvement and organizational effectiveness. He is grateful for the mentors and many colleagues, clients, and he has been able to learn from, learn with, and help along the way. * Mike attended the first Baldrige examiner training PEN offered in 1987. (Unfortunately, he can’t find the binder to prove it!)   Mike doesn’t know exactly how many people he’s trained and coached over the years, but a conservative estimate is over 10,000. If any of you are at the conference and see him, he asks that you please say “hi” and share with him a bit of your story! |
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| **Organization** | **St. Francis Health Services** |
| **Overview** | **Title:** Our Excellence Journey at St. Francis  **Overview:** St. Francis Health Services of Morris will take a walk with you on their journey as they began and continue the path to Performance Excellence.  This session will provide information and lessons learned as one organization continues to improve their processes and outcomes using the basics of the Baldridge Performance Excellence. |
| **Speaker Bio** | **Carol Raw**, CEO/President, to St. Francis Health Services of Morris, Inc.in 1992 soon after Browns Valley Health Center was purchased.  She began her career in health care as the Office Manager in Browns Valley in 1982.  She served as the Assistant Administrator of the Villa of St. Francis Nursing Home from 1992-1995 and became the Chief Financial Officer for St. Francis in 1995 until 2003.  In 2003, Carol was promoted to the VP-Senior Services until 2015 when the Board of Directors named her Successor CEO.  In 2017, Carol became the CEO/President of St. Francis Health Services.  In 1992, Raw earned a bachelor’s degree in Business Economics from the University of MN Morris and is a licensed Administrator.  Raw also holds an associate degree in Accounting.   In September 2017, Carol was named a recipient of LeadingAge MN’s 50 for the Next 50 award, an honor for leaders who pursue innovation and advance excellence in aging services.  Carol was also awarded the Spirit of Advocacy award from Leading Age MN in 2015. Carol has served Leading Age MN as a member of the Board of Directors for LeadingAge Minnesota, the Finance and Audit committee and the Property Reimbursement committee.  **Cami Peterson-DeVries**, VP of CCEP/Leadership Development, came to St. Francis Health Services in 2005 as the Director of Nursing at Guardian Angels Health and Rehabilitation Center. She then obtained her SNF Administrator License and accepted the Administrator position at Renville Health Services. In 2015, Cami was promoted to the Regional Director, South position. In 2019, Cami accepted a position change as Vice President of Corporate Compliance & Ethics and Leadership Development. In February, 2022 she accepted the Vice President of Senior Services position. Cami has a master’s degree in Nursing and a doctorate degree in Healthcare Administration. She also is a certified Adult-Geriatric Nurse Practitioner. Cami is a member of the LeadingAge MN Board, Chair of LeadingAge MN Education Committee, Co-Chair of the LeadingAge MN Nurse Executive Committee, Co-Chair of the Nursing Quality Committee and Vice President of the MN Organization of Registered Nurses. Cami is also a member of the LeadingAge MN Quality Improvement Committee and has served as a United Nations Delegate for the Commission on Women. |
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| **12:30pm – 1:00pm Keynote** | |
| **Overview** | **Title:** City of Germantown’s Journey to Excellence  **Overview:** The City of Germantown is one of only a few applicants to achieve the Baldrige National Quality Award with its first application. But just like all good things, performance improvement takes time and effort. The City's journey began in 2009 in response to the financial crisis and as they worked their way through the process with the Tennessee Center for Performance Excellence, there were ups and downs along the way. Join representatives from the City for a candid conversation about the lessons they learned, the ideas that led to big advances and even get some tips about how to (and how not to) approach writing your Baldrige Award application. |
| **Bio** | **Stacey Crockett,** Senior Communications Strategist, City of Germantown  After joining the City’s parks and recreation department in 2004 as the special events and marketing coordinator, Stacey was quickly recruited to City Hall to lead overall City marketing and communications. She now serves as the City’s senior communications strategist which includes responsibility for customer service, communication, marketing, engagement and grant writing. She also oversees special projects including strategic planning and volunteer recruitment. Stacey earned a master’s degree from the University of Memphis and is a certified public manager through the University of Tennessee Naifeh Center for Effective Leadership. She has also served as an examiner for the Tennessee Center for Performance Excellence. |
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| **2:30pm – 3:15pm Keynote** | |
| **Overview** | **Title:** Still Standing: The Story of SSC John Kriesel  **Overview:** When Staff Sergeant John Kriesel lost his legs and two buddies to a roadside bomb explosion on December 2, 2006, no one expected him to survive. He died three times on the operating table. Miracles, starting with a few Army grunts that refused to let him die in Iraq, ripped the young warrior from the grip of death and sent him on to four hospitals, thirty-five surgeries, and months of recovery and rehabilitation. Medical miracles put his body back together, but it was an incredible confluence of angels at every step along the way that breathed life into his shattered body.  This is not just another war story. This is the story of an ordinary young man who overcame extraordinary challenges with a lot of help from others, including many strangers, and he emerged stronger and more in love with his country, his family, and ultimately his own life. In 2018, Kriesel and Kosmo updated their national award-winning book for its 11th printing. The 2018 Updated Version includes original material, plus new photos, new perspective and adds how Kriesel has not only survived but thrived in ways no one could have envisioned. |
| **Speaker Bio** | On December 2, 2006, the vehicle Kriesel and four of his comrades were riding in encountered a 200 lb. Improvised Explosive Device (IED). The blast killed two of Kriesel’s best friends and he was severely injured, losing both legs, suffering numerous broken bones and internal injuries. He was transported to two field hospitals in Iraq where he died three times on the operating table before doctors saved his life. He woke up in Walter Reed Army Medical Center after an 8-day medically induced coma where he learned about the death of his two comrades and the severity of his injuries.  The guy who wasn’t supposed to survive and was told he probably would be in a wheelchair the rest of his life walked out of Walter Reed Army Medical Center after nine months. His transition from military to civilian life offered many challenges, but his amazing support system, positive attitude and sense of humor allowed him to bounce back stronger than ever.  In 2010 he was elected to the Minnesota House of Representatives but decided not to seek re-election when his family said they wanted to spend more time with him. He is director of veterans services for a County in Suburban Minneapolis, MN, a part-time personality on KFAN Radio, motivational speaker, and co-author of the book, “Still Standing: The Story of SSG John Kriesel,” winner of 8 national book awards. |