Dr. Deming is credited with the Japanese economic miracle after WWII and his influence is still seen in world-class organizations like Toyota, Coca-Cola Bottling, Louisville Slugger, and many others.

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Quality as a Strategy for Success in Business and Education
October 5-7, 2012
Iowa State University, Ames, Iowa

Special Offer - Only $225* (includes 2 days of conferences and 6 meals) – register early as spots are limited.

*price includes $50 discount for registering before September 1st
# Quality as a Strategy for Success in Business and Education

**October 5-7, 2012 – Iowa State University, Ames, Iowa**

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## Friday, October 5

- **6:00 PM** – Registration and reception with all attendees, ISU and Deming Institute representatives - **Memorial Union**

## Saturday, October 6

- **7:00 AM** – Registration/Continental breakfast - **Howe Hall**
- **8:00 AM** – Welcome and first keynote: Mike Tveite - “Deming 101”
- **9:45 AM** – Morning parallel track sessions for Business and Education
- **12:15 PM** – Box lunch
- **1:00 PM** – Second keynote: JW Wilson - “Learning Code for Education & Business”
- **2:15 PM** – Afternoon parallel track sessions for Business and Education
- **5:00 PM** – Networking and refreshments - **Memorial Union**
- **6:00 PM** – Dinner
- **7:30 PM** – After-dinner keynote: Bill Scherkenbach - “I Remember It Well...”

## Sunday, October 7

- **7:00 AM** – Registration/Continental breakfast - **Howe Hall**
- **8:00 AM** – First keynote: Ron Moen - “Prediction Is the Problem”
- **9:45 AM** – Second keynote: Tom Rudmik - “Thinking in the World of Massive Change”
- **11:00 AM** – Summary panel with Q&A
- **Noon** – Networking, pizza, and planning forward

### Presenters Include:

- **Mike Tveite**, statistician at Polaris Industries, consultant, and student of Dr. Deming
- **Bob Browne**, CEO of Great Plains (OK) Coca-Cola Bottling Company
- **David Langford**, founder of Langford Learning International
- **Doug Stilwell**, superintendent of Urbandale (IA) Community School district
- **Tom Rudmik**, head of Master’s Academy & College and co-founder/CEO of GEENIUS
- **Sarah Pavelka**, senior staff at the Iowa Quality Center
- **Bill Bellows**, Assoc. Technical Fellow at United Technologies’ Pratt & Whitney Rocketdyne business unit
- **Bill Scherkenbach**, Consultant and student of Dr. Deming
- **Joe Balthazor** and **Louie Paynter**, CEO and VP HR Hallmark Building Supplies
- **Ron Moen**, co-founder and partner of Associates in Process Improvement, and student of Dr. Deming
- **Bette Moen**, Director/Founder of Cedar Crest Academy