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Arizona Quality Alliance to Feature Phoenix Expert

Phoenix, March 26, 2003 – The Arizona Quality Alliance has selected Phillip Blackerby, principal of Blackerby Associates and a Phoenix manufacturing consultant, to speak at its 2003 Southern Arizona Conference on Performance Excellence in Tucson on Thursday, April 17, 2003. Blackerby’s address is titled “Measuring the High Performance Enterprise.”

AQA’s Southern Arizona Conference has a format similar to last fall’s conference in Phoenix. The conference theme is “Cornerstones of Performance Excellence: Strengthening Your Future.” “The AQA is excited to deliver a top-notch program, focusing on re-establishing the primary concepts and fundamental components necessary for a successful organization,” said Christopher Stevens, AQA’s Executive Director.

Blackerby’s presentation was one of ten selected from over 30 proposals submitted to AQA. “What to measure is a key question in many organizations undergoing major change,” Blackerby said; “We will discuss four key outcome measures and a number of process measures that will help companies set goals, benchmark their operations and measure the progress of their transformation to a high performance enterprise.”

The conference keynote will be delivered by Mayor Bob Walkup of Tucson. Program speakers include representatives from many of Arizona's top employers, such as Boeing, CIGNA Medical Group, Intel, Motorola and Raytheon. The public sector will be represented by the Arizona Division of Children, Youth and Families and the Pima County Department of Transportation and Flood Control. The agenda also includes consultants from Leap Technologies, Carla Carter & Associates and D.C. Group.

About the Arizona Quality Alliance

The Arizona Quality Alliance provides a cooperative atmosphere for organizations in Arizona to excel in performance excellence and total quality management principles. AQA addresses the issues of efficiency, productivity, and effectiveness. More information is available at www.arizona-excellence.com or by calling 602-636-1383

About Blackerby Associates

Blackerby Associates helps organizations transform into high-performance enterprises. As experts in management and organizational development, Blackerby Associates provides a single source for organizational transformation and improvement services. More information is available at www.BlackerbyAssoc.com, or by calling 602-908-1082.

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