



Greater Williamsburg CHAMBER & TOURISM ALLIANCESM

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The College of William & Mary's Business Outreach Program focuses on Quality Management: What really works?

(Williamsburg, VA) – The Greater Williamsburg Chamber & Tourism Alliance announced the spring session of The College of William & Mary's Business Outreach Program. James Bradley and Hector Guerrero, professors from The Mason School of Business at the College of William and Mary, are offering four classes aimed at ***Maximizing Your Profits through Quality Management and Process Improvement***.

The classes, beginning April 23, meet from 8:30am to 12:30pm, and will be held at the Alliance's offices at 421 North Boundary Street. The cost of each class is \$85. To register, call 229-6511 or visit the Alliance website, www.williamsburgcc.com.

This is the third session of the program which began in summer 2007 and is co-sponsored by the Alliance. The program is the result of a partnership between the Alliance, The College of William & Mary's Technology and Business Center, The Historic Triangle Economic Development Partners (City of Williamsburg, James City County, York County) and in conjunction with The Mason School of Business.

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W&M Business Outreach Program: Spring 2008

COURSE DESCRIPTIONS

LT101: Lean Thinking I: The What, How & Why of Increasing Customer Satisfaction, Reducing Cost, and Increasing Productivity and Profit (April 23)

Prof. Bradley

Lean Thinking started in manufacturing, but has recently spread to administrative processes, companies that provide services, health care, and government. Although Lean techniques are simple, companies are routinely achieving surprising and dramatic improvements in these areas by using Lean:

- Increased productivity of people and equipment
- Reduced time to accomplish a task
- Increased responsiveness to customers
- Reduced inventory (in manufacturing operations)
- The result: improved revenues and profits

The seminar will deliver an understanding of a high-level LEAN tool (value stream mapping) that is used for (1) assessing how efficient and effective your business is, (2) making the initial improvements in your business operations, and (3) pinpointing further opportunities for improvement. The seminar will include many examples to give participants ideas for improving their businesses.

LT102: Lean Thinking II: More Lean Tools to Increase Customer Satisfaction, Reduce Cost, and Increase Productivity and Profit (April 30)

Prof. Bradley

This seminar is designed to expand on tools learned in the Lean I seminar, although it is useful even if a participant has not taken Lean Thinking I. This seminar introduces Lean Tools that effectively improve business performance by focusing on the inefficiencies, which may have been identified with value stream mapping (see Lean I). Topics covered include:

- Reducing defects
 - Making the status of operations clearly visible
 - Synchronizing the efforts of everyone in the business, and
 - Standardizing how work is done.
 - The result: improved revenues and profits
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QM101: Three Decades after the Quality Revolution: What we know about providing Quality Products and Services (May 5)

Prof. Guerrero

From the early days of Total Quality Management (TQM) to Zero Defects to Continuous Improvement to the modern practices of Six-Sigma quality management – the quality revolution has evolved over the last 30 years. But how do you decide what really works for your business? We will investigate how and what ideas and techniques have proven to be essential for quality. In so doing, we will delve into the following questions:

- What was the quality revolution and is it over?
 - What does quality mean for my products and services?
 - How can I use what we have learned in three decades of the quality revolution?
 - What is Six-Sigma and how does it embody the best of quality?
 - How can I use Six-Sigma to promote quality in my organization?
 - How much effort will it take on my part and those that work with/for me?
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QM102: Essential Quality Tools: "Organizing the Tool Box" (May 15)
Prof. Guerrero

Quality tools can be both simple and complicated. Most of these have come to rest in the tool-box of Six-Sigma quality management. It is important that you begin the study of world class quality by understanding what tools are available and how they are used. In some cases this isn't easy, but in others it is surprisingly simple. So we will focus our efforts on understanding what's in the tool-box by addressing the following question:

- What are the major quality tools?
- Does the size of the tool-box matter?
- When and how do I apply them?
- Does it make sense to concentrate on some and not others?
- Why does the thought of Statistics make my head hurt?

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