

THE W. EDWARDS DEMING INSTITUTE®
Press Office

FOR IMMEDIATE RELEASE

April 20, 2010

World Renowned Deming Seminar Comes to Los Angeles: June 7-9, 2010

Learn Proven Ways to Survive, Thrive and Build Customer Loyalty

LOS ANGELES, April 20 /PRNewswire/ -- In search of a proven method that will transform your organization and your ability to innovate and exceed expectations? For decades, Dr. W. Edwards Deming, a name synonymous with quality, taught companies, governments, and businesses around the world how to compete in a world of shrinking margins and increased competition. Dr. Deming's approach to business pulled an entire nation out of crisis.

On June 7-9, **The W. Edwards Deming Institute®** will present "Out of the Crisis," its 21st century management seminar to Los Angeles. This signature seminar provides the knowledge to transform your organization for the challenges of today while being prepared for those of tomorrow.

"Deming's practices are timeless and as relevant today as they were decades ago, if not more," asserts Los Angeles based business pioneer, Robert Rodin, former CEO of Marshall Industries. After Rodin met Dr. Deming in 1989, he transformed his conventionally successful \$500 million company into a \$2 billion global competitor. His industrial electronics distribution and supply company grew to 2500 employees and 77,000 customers in 36 countries.

"Deming showed me that we could break down the old barriers, reinvent ourselves and integrate the voice of the customer into every corner of our business while preparing ourselves for a future you can't predict," added Rodin.

Why are Deming's ideas the answer? *Dr. Deming ignited the worldwide "quality" revolution.* In 1950, Japanese industry was in ruins and "Made in Japan" was synonymous with poor quality. In an effort to revive their ailing economy, the Japanese government invited Dr. Deming to Japan. After Japanese executives attended his many seminars, they revitalized their industry and their economy. In recognition, the Emperor of Japan awarded Deming the highly coveted Second Order Medal of the Sacred Treasure. In 1980, a highly acclaimed NBC documentary introduced his principles to America's greatest companies. Deming became the voice of quality worldwide.

The Deming Institute seminar identifies practices that create problems in organizations and then introduces attendees to management practices that are both proven and revolutionary – ones that will lead them on a path to short-term recovery and long-term sustainability.

The seminar is designed for a broad range of executives, managers and team leaders eager to elevate productivity, think strategically and create a sustained competitive advantage. "Deming understood that quality was not the answer but the outcome of better leadership, management and practice," says Deming's grandson, Kevin Edwards Cahill, Vice President of The W. Edwards Deming Institute®. "Whether you are a start-up or established organization, these proven management practices will profoundly affect your bottom line. My grandfather's legacy lives through this seminar and I encourage you to sign up today."

"Out of the Crisis, Los Angeles," a two and a half-day event will feature Deming Institute trained facilitators Kelly Allan, Senior Associate of Kelly Allan Associates, Ltd and Jussi Kyllonen, Quality Systems Manager at Eaton Corporation Aerospace Operations. The seminar will be held on June 7-9, 2010 at the Ayres Hotel Hawthorne / Manhattan Beach / LAX. (14400 Hindry Ave. Hawthorne, CA, 90250) For more information, or to register, visit www.deming.org.

The W. Edwards Deming Institute® is a not for profit 501(c)3 organization incorporated in Washington, DC with offices in Los Angeles, CA.

CONTACT: Kevin Edwards Cahill of the Deming Institute, 310-377-6308, kevin@deming.org; or Claire Sanders Swift, 202-333-3316, claire@clairemedia.com, for the Deming Institute.