

FOR IMMEDIATE RELEASE

October 14, 2009

**Deming Institute Offers Crucial Cincinnati Management Seminar  
CEO of famed Louisville 'Slugger' says Deming principles "key to success in hard times."**

**Cincinnati, Ohio - The W. Edwards Deming Institute®**, a name synonymous with quality in management, is offering one of its prestigious 2 ½ day seminars next week in the Queen City on October 19-21. The seminar will provide participants with proven principles to successfully navigate through today's crisis while instituting practices to insure long term success. "I signed up for the seminar thinking I was going to learn how to make quality baseball bats and I learned quickly that it was about quality in management," says Jack Hillerich, CEO of the world famous Slugger baseball bat company in Louisville, Kentucky. "Dr. Deming's ways helped transform my company into what it is today. I can't say enough good things about Dr. W. Edwards Deming." Jack Hillerich has been on the Board of the W. Edwards Deming Institute for almost a decade and his company is going strong and like Dr. Deming's philosophy, is world renowned, this time for manufacturing quality baseball bats that are sold in huge quantities to the major leagues.

In 1980, after viewing the ground-breaking NBC documentary, *If Japan Can, Why Can't We?*, Hillerich signed up for a Deming seminar. "And it has never been the same," he says. Most recently, during tough times, Hillerich called on the Deming's principles to help work with the company employees closely during cutbacks. "Deming talks about transformation. It has to be a transformation and a collaboration. Your workers need to understand where you are coming from." Dr. Deming also said, no matter what you do, stay in business, and keep providing jobs. He wasn't so rigid. He said to keep it going no matter what you do."

Why are Deming's ideas the answer? *Dr. Deming ignited the worldwide 'quality' revolution and his legacy lives on today.* In 1950, in an effort to revive Japan's ailing economy, Dr. Deming was invited there. Japan's industry was in complete ruins and "made in Japan" was synonymous with poor quality. Over the next three years, management executives controlling 80% of the capital in Japan attended his many seminars, and Deming revitalized Japanese industry and their economy. In recognition, the Emperor of Japan awarded Deming the highly coveted Second Order Medal of the Sacred Treasure. Back home, Deming quickly became the major force behind the "quality control" effort in corporate America and the voice of quality worldwide.

"Deming understood that quality was not only the answer but also the outcome of better leadership, management and practice," says Kevin Cahill, Dr. Deming's grandson and Vice President of the Deming Institute. "My grandfather recognized and predicted the impending global crisis years ago and here we are today." Through their seminars, The Deming Institute identifies practices creating problems in an organization and introduces attendees to effective management practices that will lead them on a path of transformation. "My grandfather's legacy continues in so many ways today. This seminar is only the beginning," Cahill added.

"Out of the Crisis," The W. Edwards Deming Institute's Cincinnati Seminar will feature Deming Institute trained facilitators and will be held October 19-21, 2009 at The Millennium Hotel in Cincinnati. (150 West Fifth Street Cincinnati, OH 45202) For more information, or to register, visit [www.deming.org](http://www.deming.org).

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