

THE W. EDWARDS DEMING INSTITUTE®
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NYC Deming Seminar to Address Emerging Markets, Climate Change, W. Edwards Deming Legacy

Deming's Ideas 'Alive and Well, Key to Solving World's Problems'

WASHINGTON, Feb. 15 /PRNewswire-USNewswire/ -- Scholars and presenters from around the world will gather at Fordham University in New York City to unveil their latest research and thinking on Dr. W. Edwards Deming. The 16th Annual International Deming Research Seminar (February 22-23, 2010) will closely examine Dr. Deming's impact on serious business thinking and successful business practices and will draw from the work of more than 25 noted speakers. Dr. Deming inspired the worldwide quality movement and moved markets, countries, governments and countless businesses with his groundbreaking management practices. Presenters will focus on today's global economy, emerging markets, climate change, healthcare, and better business practices, among many topics linked to 21st century Deming.

How is our global crisis affecting emerging markets? Keynote speaker and internationally acclaimed economist Vladimir Kvint, Ph.D., who predicted the fall of the Soviet Union, will address this issue and others. He recognizes the impact of successful quality control efforts and business practices, or lack thereof. Kvint, the President of the International Academy of Emerging Markets, an international legend himself, was drawn to Dr. Deming in the '60's and has followed Deming ever since. "Everyone was talking about the Japanese phenomenon then," says Kvint. Deming undeniably played a part in Japan's reemergence and was deemed a national treasure there. "He is an engineer who understood the power of statistical control and created a whole new approach to management of production where quality is the undivided part in mass production," said Kvint.

Andrew McKeon, the keynote speaker on day two, has been applying systems thinking throughout his career in engineering and business. He is a sought after advisor and speaker to corporations, universities, NASA, and the United Nations on the need for change in corporate management to accomplish a sustainable economy in the 21st century. Andrew will address how skillful management, informed by Deming's ideas, can accomplish this transformation in his presentation, "Thinking About Management from a Climate Change Perspective." McKeon reaffirms Dr. Deming's ideas are alive, well and extremely relevant to solving the big problems of American business, society and the world.

How do W. Edwards Deming's breakthrough practices apply today? Joyce Orsini, Ph.D., President of The W. Edwards Deming Institute® and the seminar's Co-Chair, believes Dr. Deming's teachings apply every day to situations in management thinking. "If more people had listened to Dr. W. Edwards Deming in the '80's, we wouldn't be in this mess we are in today," says Dr. Orsini, who has seen successful applications of Deming's teachings in hundreds of organizations all over the world, in companies large and small, in service, manufacturing, government, and education.

Dr. Deming's grandson, Kevin Edwards Cahill, Vice President of The Institute, who will also be at the conference, asserts, "It's a crucial time to continue employing the management practices my grandfather pioneered. They continue to be effective and transforming."

To attend the seminar or for more information on this seminar, please go to www.Deming.org or contact Kevin Cahill, Vice President of The W. Edwards Deming Institute®, Kevin@deming.org, +1-310-377-6308. For press related assistance, contact Claire Sanders Swift, claire@clairemedia.com, 202-333-3316.

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