


<u>FOR IMMEDIATE RELEASE</u>		CONTACT: Kevin Cahill MEDIA REQUESTS ONLY 310-377-6308 kevin@deming.org
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**THE W. EDWARDS DEMING INSTITUTE® INTRODUCES A NEW LOGO AS FIRST STEP
IN NEW CORPORATE IDENTITY.**

WASHINGTON, DC (July 18, 2011) – The W. Edwards Deming Institute®, a nonprofit corporation that provides educational services related to the theories and teachings of Dr. W. Edwards Deming, today announces the introduction of a new logo as the first step in refreshing the organization’s corporate identity to better reflect and support a number of new initiatives.

Advancing Commerce And Prosperity Around The World.

Founded by Dr. Deming in 1993, the aim of The Deming Institute is to foster a greater understanding of The Deming System of Profound Knowledge® – a set of transformative principles and practices that enable management to continually improve the effectiveness of their business or organization.

A Powerful and Enduring Mark.

The new Deming Institute corporate logo embodies the pedigree and heritage of Dr. Deming, while reflecting the forward-thinking services the Institute offers today. The distinctive logo combines a classic typeface with a contemporary rectilinear design to create a powerful and enduring mark. It is the first and key articulation of the new Deming Institute corporate identity, which will also include a redesigned website and social media presence to launch in the fall of 2011.

“I believe my grandfather would be proud of the Institute’s new logo, and the initiatives we are developing to carry on his message and provide greater accessibility to his body of work,” explained Kevin Cahill, the Deming Institute’s Executive Director and grandson of Dr. Deming.

New Initiatives And New Opportunities.

In the last 12 months, The Deming Institute has embarked on developing a number of new initiatives in the areas of business and education, which leverage and promote Dr. Deming’s seminal theories and practices. They include a series of introductory seminars and in-depth workshops for top business leaders in Singapore led by Institute Advisory Board member Kelly Allan and sponsored by the country’s National Trades Union Congress (NTUC) LearningHub Pte Ltd.

There is also a renewed focus on education seminars under the direction of Advisory Board member David P. Langford. These seminars will focus on Quality Learning principles, history, tools and applications to learning. The aim is for attendees to gain the vision, purpose and direction for quality implementation in their organization.

The Deming Institute and McGraw-Hill will publish a new landmark book in early 2012 authored by Dr. Deming and under the editorial direction of Institute President Dr. Joyce Orsini. It will include rare articles, papers and speeches by Dr. Deming and give readers a firm sense of his approach to management.

About The W. Edwards Deming Institute

Chartered in Washington, DC as a nonprofit corporation, The W. Edwards Deming Institute® was founded by Dr. Deming in 1993 to provide educational services related to his theories and teachings. The aim of The W. Edwards Deming Institute is to foster understanding of The Deming System of Profound Knowledge® to advance commerce, prosperity and peace. For more information, visit www.deming.org.