

SUMMER 2008

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Martin to Keynote 2008 NPHQ Highway Quality Conference

Research that Works to Identify – and Meet – Customer Needs

John Martin, President & CEO of Southeastern Institute of Research (SIR) offers more than 43 years helping hundreds of companies, organizations, and associations find ways to improve and grow through research-inspired insights. SIR follows a simple and highly collaborative process that begins with listening to client needs and concludes with insights and recommended action steps. SIR makes it their business to help organizations (like Virginia DOT) identify customer expectations and determine if those expectations are being met.

Martin is also responsible for SIR's Boomer Project, which explores how Baby Boomers relate to the media and advertising messages directed at them. The SIR Boomer Project has been featured in *the Washington Post*, *L.A. Times*, *Chicago Tribune*, *Money Magazine*, *BusinessWeek*, *Newsweek*, the NBC Nightly News, CBS Evening News, MSNBC, and many other national media outlets.

Sneak Preview: Building Highway Users' Support

Customer Satisfaction through Exceptional Performance

NPHQ Highway Quality Conference

November 6-7

Hyatt Regency Riverwalk Hotel

San Antonio, Texas

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National Partnership for Highway Quality
12009 W. Highway 290, Suite 4
Austin, TX 78737

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From Keynote to Challenge & Send-Off, this conference provides a world of resources on ...

- Innovative Methods that Build Highway User Support
- Customer Expectations and How to Exceed Them
- Becoming Ambassadors of Customer Service
- User Support through Performance Contracting
- And much, much more

Learn “how to” from corporate leaders known for their customer service, innovative workforce training programs and service ethic. Listen and learn from **Hyatt Hotel Corporation, McDonalds and Southwest Airlines** as they relate their stories of success and provide you with the keys to exceptional customer satisfaction and performance.

Who Should Attend?

Federal, State, County and City government/public officials, highway design, construction, traffic engineering and maintenance professionals, tollway authorities/operators, contractors, consultants, suppliers and university transportation researchers

To learn more, contact Bob Templeton at Btemplenphq@aol.com or via telephone (512) 301-9899.

2008 Conference Sponsorships Available

Take advantage of the opportunity to support this special program and help NPHQ provide a top-notch conference that participants always look forward to each year – and obtain prominence for your organization.

Sponsorships range from opening reception to breakfasts, breaks and luncheons, audio/visual support, conference room costs and more. General sponsorships are also available. NPHQ Conference Sponsorships are available beginning at \$1,000. Join NPHQ's elite list of conference sponsors. When you do, you'll receive:

- One (1) Complimentary Conference Registration
- Recognition from the Podium during the Opening Session
- One (1) 30" x 60" Table Top Exhibit Space
- Conference Program Listing
- Recognition on Signage Prominently Placed where Conference Attendees Travel Most
- Opportunity to Place a Promotional Item and/or Literature at Each Conference Place Setting

For additional information or to learn which sponsorships are still available, contact Bob Templeton at Btemplenphq@aol.com or via telephone (512) 301-9899.

Top Ten Reasons to Start a State Quality Partnership

1. Partnering at the program level
2. Design/construction interaction
3. Innovation
4. Reduction in total project delivery time/reduced construction delays
5. Improved efficiency
6. Longer lasting products/improved life cycle
7. Improved job site morale
8. Shared resources
9. Project ownership from beginning to end
10. Top quality, award-winning projects

The hardest part of most worthwhile efforts is getting them started. This also can be true for starting a State Quality Partnership (SQP). The key elements are people and organization. Identify the key people in your state from both the public sector and the private sector that are committed to quality.

Use NPHQ's "Guidelines for Starting a State Quality Partnership" to educate your team on the benefits of an SQP and different ways an SQP can be organized, then start a dialogue with a kick-off meeting. Visit <http://www.nphq.org/pdf/2005.feb.SQP.HowTo.Final.pdf> to download your copy of NPHQ's SQP Guidelines.

Deadline For Receipt Of Nominations – May 5, 2009

The NPHQ Achievement Award is presented every two years to the roadway project team that has demonstrated outstanding achievement in support of the principles of the highway quality movement.

National Achievement Awards are evaluated based on quality process and results; customer focus; teamwork; innovation and value; and long-term improvement.

If your Federal, State, County or City Roadway Agency has an innovative, barrier breaking, customer-focused project that advanced the cause of quality, safety and customer service, download your application and join the race today!

To learn more about the National Achievement Awards visit www.nphq.org.



2009 National Achievement Awards
*Demonstrating Outstanding Achievement in Support
of the Principles of Highway Quality*

Don't Forget to Cast Your Vote



- Ten signature transportation projects
- Five spectacular bridges
- Two innovative interchanges
- One high-speed, non-stop toll place
- One fast-track freeway
- One boost for a local airport
- One emergency recovery

This is your chance to vote on-line for your favorite project that reduced congestion, created new access, or opened up new business opportunities. Commuters, truck drivers, construction workers, soccer moms – anyone who is interested in improving transportation today is urged to vote.

Using the above criteria, forty-one projects were entered into the America's Transportation Awards competition with 23 chosen as regional winners. The two awards will be presented at the AASHTO Annual Meeting in Hartford, Connecticut, October 19.

The People's Choice Award is just one of two national awards sponsored by the American Association of State Highway & Transportation Officials (AASHTO); AAA, and the US Chamber of Commerce.

The People's Choice Award will fund a community service project selected by the winning state's department of transportation. The winner of the Grand National Prize, to be selected by a panel of experts, will be awarded funds to support a graduate-level educational grant in the transportation field.

Visit <http://www.americastransportationaward.org/default.aspx?ContentID=49> to review the ten finalists and cast your vote!

REMEMBER THE...

NPHQ Highway Quality Conference

Building Highway Users' Support
Customer Satisfaction through Exceptional Performance.

November 6-7, 2008

Hyatt Regency Riverwalk Hotel
San Antonio, Texas



Register Today!

Discounted Registration Fee Available if Paid by October 13

NPHQ is a groundbreaking partnership between:

- American Association of State Highway and Transportation Officials (AASHTO)
- American Concrete Pipe Association (ACPA)
- The Associated General Contractors of America (AGC)
- Federal Highway Administration (FHWA)
- Granite Construction Company
- National Institute for Certification in Engineering Technologies (NICET)
- Kiewit Corporation
- RedVector
- Skanska USA Civil
- Texas Transportation Institute (TTI)
- URS Corporation
- Williams Brothers Construction Company, Inc.

The NPHQ Newsletter

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