

FALL 2008

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## Quality Conference Preview

**Wednesday, November 5**

**6:00 p.m. to 7:00 p.m. - Meet, Greet & Network**

**Thursday, November 6**

**8:15 a.m. - Opening Session**

**Conference Keynote: "Focusing on the Customer"**

John Martin, President & CEO of Southeastern Institute of Research (SIR) offers more than 43 years of inspiration gleaned by 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 expert observations and high value action steps. The staff at SIR makes it their business to help organizations (like Virginia DOT and groups of urban transportation stakeholders) discern customer expectations and identify whether those expectations are being met.

**10:00-11:45 a.m.**

**"Training Staff to Focus on Customer Satisfaction"**

Invited panelists include Hyatt Hotel Corporation, FHWA Western Federal Lands and McDonald's Corporation. Take a look:



*"If we're going to go anywhere, we've got to have talent. And, I'm going to put my money in talent."  
McDonald's Founder Ray Kroc*

McDonald's Franchising system is built on the premise that McDonald's can be successful only if its Owner/Operators are successful. That's why McDonald's develops a strong partnering relationship that begins with world class training - known as the best in the industry - focused on Quality, Service, Cleanliness and Value (QSC&V).

Hamburger University is the company's global center of excellence for operations training and leadership development. 19 full-time professors with restaurant operations expertise deliver the McDonald's training curriculum using a combination of classroom instruction, hands-on lab activities, goal-based scenarios and computer e-learning modules.



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## Quality Conference Preview

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From leadership and consulting skills to restaurant management, marketing and advertising, McDonald's employees align training with their specific career paths.

McDonald's shares some of its "tools of the trade" to help you transform your staff training efforts.

### **12:00 Noon - Luncheon** **"Making A Difference" Awards**

Terry Donovan, Chair of NPHQ Awards and Technology Subcommittee, announces the 2008 "Making A Difference" award winners, showcases award-winning projects and activities and discusses the Call for Nominations for the 2009 "National Achievement" awards. Join us to celebrate and salute our 2008 winners!

### **1:15 - 2:45 p.m.** **"Focusing Project Delivery on Customer Needs and Satisfaction"**

### **3:15 - 4:30 p.m.** **"Workforce Training Initiatives - Delivering Quality Highway Projects and Customer Satisfaction"**

## **Friday, November 7**

### **8:15 a.m. - Opening Session** **"Ensuring Quality and Customer Satisfaction in Challenging Times of Cost Containment"**

The Southwest vision is to provide safe and comfortable air transportation in commuter and short-haul markets, from close-in airports, at prices competitive with automobiles and buses and to involve customers and employees in the product and the process, making the airline a fun, profitable and quality experience. Learn why Southwest is consistently rated one of the top companies by its clients, even in times of financial challenge.



### **9:30 - 10:00 a.m.** **"Building Highways Better, Faster and Safer"**

Byron Lord shares his technology toolbox to help you build highways safer, faster, longer-lasting and at lower cost.

### **10:30 - 11:00 a.m.** **"Celebrating the State Quality Partnership"**

### **11:00 - 11:30 a.m.** **"Challenge and Send-Off"**

John Martin returns to close the two-day conference and provide a list of "things to do" to provide customer satisfaction through exceptional performance.

Join us as public and private sector leaders share their insights into building long-term customer relationships instead of relationships by transaction; hear them explain why increased pressure on cost containment is not mutually exclusive from quality; learn how to be proactive, not reactive ... and much, much more.

## Why Attend?

- Network with industry leaders facing the same issues.
- Take the pulse of what is happening for tools, technologies and processes.
- Learn how new ideas and solutions can be applied to improve your organization.
- "Making A Difference" Awards showcase the best in the business.
- Chat with vendors who have tools you can use or evaluate for future use.
- Learn about new training opportunities.

## Time is Running Out - Sign Up Today - Be A Quality Conference Sponsor!

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 Trinket or Literature at Each Conference Place Setting

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

## 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](http://www.nphq.org).



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

## In Brief: State Quality Partnerships

A State Quality Partnership (SQP) is a voluntary, active group of professionals who meet regularly and share common goals for the continuous improvement of highways, roads and bridges. Members represent the State Department of Transportation, Federal Highway Administration division, industry associations of practicing construction contractors and design consultants, city and county officials, and other stakeholders. An SQP advances service, safety, efficiency and environmental stewardship. It sends the clear message that a State DOT plans to capture every opportunity to serve the driving public and boost economic prosperity.

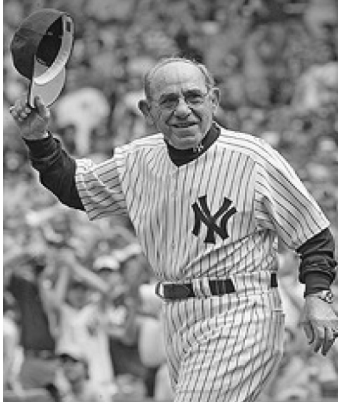
Why do State Departments of Transportation establish formal State Quality Partnerships with charters, vision statements, committees, policies and regularly scheduled meetings? Because project delivery hinges on a team: No single agency, consultant or contractor has the expertise to give the driving public the high-value roads we all want to deliver. State Quality Partnership elements may differ, but each articulates the same purpose: to work together toward common goals.

Visit <http://www.nphq.org/pdf/2005.feb.SQP.HowTo.Final.pdf> to download your copy of NPHQ's SQP Guidelines. Then contact Bob Templeton today to take the first steps toward your own SQP. Bob can be reached at (512) 301-9899. He or an NPHQ Steering Committee agency/industry team would be pleased to meet with State chief engineers and their teams, distill the process and introduce the NPHQ accreditation process.

# Stretching Your Highway Dollars

*"If you don't know where you are going, you might wind up someplace else."*

*Yogi Berra*



Much of the nation's infrastructure - highways, bridges, airports and transit lines that keep the American economy humming - is in need of improvement.

And most experts agree that what's really needed is money and a lot of it.

So how do you stretch those valuable highway dollars?

## Partner!

Partnerships have proven track records and demonstrate, among other things:

- Significant reductions in project change orders
- Decrease in project costs
- Reduction in construction time
- Effective joint training to ensure better project delivery
- Longer lasting highways
- Improved customer involvement, service and satisfaction

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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