

FOR IMMEDIATE RELEASE
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CONTACT:
Jennifer Arisman
jarisman@thesteelgroup.us

Steele invited to the Baldrige Award Board of Examiners

INDIANAPOLIS – David E. Steele, Managing Principal of the Steele Group, has been invited to serve as a member of the 2009 Board of Examiners for the Malcolm Baldrige National Quality Award. The Baldrige Award honors performance excellence in management systems.

Steele has over 20 years experience in quality methodology principles and practice. He has also lead significant implementation and continuous improvement efforts for entrepreneurial and mid-cap companies. Most recently, he led the effort for an organization to become the 29th J.D. Power and Associates Certified Call Center in North America. Steele also is a widely recognized speaker on the entire customer management process from sales to retention.

The Baldrige Award was signed into law by President Ronald Reagan on August 20, 1987 was established by Congress to enhance the competitiveness and performance of U.S. businesses. The Award is named for Malcolm Baldrige, who served as Secretary of Commerce from 1981 until his tragic death in 1987. His managerial excellence contributed to long-term improvement in efficiency and effectiveness of government. The Baldrige program is managed by the Commerce Department's National Institute of Standards and Technology (NIST) in conjunction with the private sector.

Past recipients include Motorola Inc, Federal Express Corporation, Ritz Carlton and the Xerox Corporation. The Baldrige Awards are presented at a White House ceremony by the President of the United States.

For more information about the Malcolm Baldrige National Quality Award, visit www.baldrige.com.

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The Steele Group is a privately held management consultancy specializing in the customer side of business success. The company supports clients in all business sectors with a focus on customer expectation, acceptance and integration of emerging process applications designed to yield financial and customer satisfaction improvement. The Steele Group is headquartered in Indianapolis, Indiana and may be found on the web at www.thesteelgroup.us.