

**FOR IMMEDIATE RELEASE**  
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**Steele Named Recipient of 2012 Prestigious External Award Recognition for Academic Achievement**

INDIANAPOLIS - David E. Steele, Managing Principal of The Steele Group, LLC and adjunct faculty member at Indiana University, Kelley School of Business - Indianapolis (IUPUI), has been named a recipient of the 2012 Prestigious External Award Recognition (PEAR) in honor of having been elevated to examiner with the Baldrige Performance Excellence Program, part of the National Institute of Standards and Technology.

As an examiner, Steele is responsible for reviewing and evaluating applications submitted for the Baldrige Award. The board is composed of leading experts selected from industry, professional and trade organizations, education and health care organizations, and nonprofits (including government).

Those selected meet the highest standards of qualification and peer recognition. All members of the board must take part in a preparation course based on the Baldrige Criteria for Performance Excellence and the scoring and evaluation processes for the Baldrige Award. The Award, created by public law in 1987, is the highest level of national recognition for performance excellence that a U.S. organization.

Prestigious External Award Recognition (PEAR) recipients are faculty members who have been recognized by a national or international professional organization for their academic achievements. They signify not only the “best of the best”, at IUPUI but the “best of the best” to a broader national audience as well.

Steele is an award winning faculty member and has twice been awarded the Schuyler F. Otterson award for teaching excellence; academic year 1999 and 2006. Steele also serves as the faculty advisor for the Entrepreneurship Club and the Capital Investment Club at the Kelley School of Business.

The recognition ceremony will be conducted during the *Chancellor’s Academic Honors Convocation* on Thursday, April 19, 2012. The event will be a robed ceremony held in the University Place Conference Center Auditorium at 3:00 pm. Presiding over the ceremony will be IUPUI Chancellor and Indiana University Vice President Charles R. Bantz.

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**About The Steele Group:**

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](http://www.thesteelgroup.us).