

# Press Release



The United States Senate Productivity and Quality Award Program for Virginia

Senator Mark Warner  
Senator Tim Kaine  
Honorary Chairs

Robert Bowles  
Executive Director

Jo Lin Rohr  
Chair

Ann Fleming  
Vice Chair, Planning

Terry Burns  
Vice Chair, Planning

Mary Redd-Clary  
Secretary

Ken Smith  
Treasurer

## Sponsors

Inova Fair Oaks Hospital  
Capital One  
Mountain States Health  
Alliance.  
Bon Secours Health System

## Address

VA SPQA  
PO Box 6099  
Suffolk, Virginia 23433  
[www.spqa-va.org](http://www.spqa-va.org)

**Instructions:** For Immediate Release

**Contact:** Bob Bowles, Executive Director, 571.215.8881, [Director@spqa-va.org](mailto:Director@spqa-va.org)

## 2013 US Senate Productivity and Quality Award for Virginia Recipient and Forum for Excellence Announced

***The National Reconnaissance Office Media Services Center to be recognized at the 31<sup>th</sup> Annual Virginia Forum for Excellence September 16-17, 2013 in Richmond, VA - the State's premier educational event for performance improvement professionals in Virginia and the District of Columbia based on the Baldrige Criteria for Performance Excellence.***

(Richmond, Virginia) The National Reconnaissance Office (NRO) Media Services Center (MSC) has been named a **Medallion Award** recipient by the Panel of Judges for the U.S. Senate Productivity and Quality Award Program for Virginia and District of Columbia (Virginia SPQA). NRO/MSC is a joint Department of Defense — Intelligence Community organization headquartered in Chantilly, Virginia. NRO/MSC provides video production, graphic design, 3-D animation, detailed warfighter scene visualization, satellite coverage mapping, computer-based training development, website design, software application development, printing, and a variety of other multimedia products and services in support of national security. The Medallion Award is Virginia SPQA's highest of three award levels for performance excellence. NRO/MSC will receive the award during the 31<sup>st</sup> annual Virginia SPQA Forum for Excellence on September 16 and 17, 2013 in Richmond, Va. Additional information is available at [Virginia SPQA](http://VirginiaSPQA).

Virginia SPQA award applicants undergo a rigorous examination by an independent board of examiners in seven areas defined by the Baldrige Criteria for Performance Excellence: leadership; strategic planning; customer focus; measurement analysis & knowledge management; workforce focus; operations focus; and performance results. The evaluation process includes approximately 1,000 hours of review and an on-site visit by a team of Virginia SPQA examiners. Award winners are selected by an independent panel of judges based on the criteria established for each award level.

Thousands of organizations worldwide use the Baldrige Criteria to guide their operations, improve performance and achieve sustainable results.

NRO/MSC along with other Virginia SPQA Program participants will be recognized by the Honorable Bill Bolling, Lieutenant Governor, Commonwealth of Virginia during a special

ceremony at the 2013 Virginia Forum for Excellence.

The **Virginia Forum for Excellence** is the state's premier event for performance improvement professionals. **The 2013 theme is "Using the Baldrige Criteria to Drive Intelligent Risk, Sustainability and Results."** September 16 showcases pre-forum workshops on the using intelligent risk methods and understanding the Baldrige Criteria for Performance Excellence. September 17 includes 12 workshops devoted to intelligent risk, sustainability and results plus keynote addresses from Thomas Sabolsky, Chief of the National Reconnaissance Office Media Services Center and Dennis Vonderfecht, President and CEO of Mountain States Health Alliance, recipient of the 2012 Virginia SPQA Medallion.

"It's exciting to recognize NRO/MSO as this year's Medallion recipient at what looks to be a terrific 2013 Virginia Forum for Excellence program theme and lineup. Risk, sustainability and results are the things that matter most to today's organizations" said Jo Lin Rohr, the Virginia SPQA Board Chair.

Information on previous Virginia Forums for Excellence including workshop presentations and photo albums can be found by visiting [Virginia SPQA Publications](#) and our [Facebook page](#). Visit, [2013 Virginia Forum for Excellence](#) to learn more about this year's program.

Virginia SPQA is one of 38 state non-profit, volunteer organizations which administers state based quality award programs using the Baldrige Criteria. Virginia SPQA has been in existence since 1983.

###