

AUSTIN, TX – MAY 16, 2005 -- Smarter Solutions CEO, Forrest Breyfogle, receives Crosby Medal at the ASQ World Conference

Forrest Breyfogle was honored for his cutting-edge approach to traditional Six Sigma methodologies in his book, *Implementing Six Sigma*, 2nd edition (ISS2) at the 2005 American Society for Quality (ASQ) World Conference. ISS2 is referred by many as the “how to” book recommended by ASQ, and is now receiving the coveted Phillip B. Crosby Medal. This honor is presented to the individual who has authored a distinguished book contributing significantly to the extension of the philosophy and application of the principles, methods, or techniques of quality management.

ISS2 has become one of the most recognized and widely used texts for Lean Six Sigma education and training. This award winning book has been adopted as the standard text for numerous universities and large business entities throughout the world. Various professionals in the industry hold Mr. Breyfogle and his book with the highest regard as illustrated with the following quotes:

“... [Implementing Six Sigma] would make an excellent text for a technically oriented course for Black Belts or Master Black Belts. It is the most complete compilation of Six Sigma tools on the market.” *Six Sigma Forum Magazine*, February 2004, page 42, by Roger Hoerl, manager of the applied statistics lab a General Electric’s global research center.

“[This book] illustrates how most organizations can become more competitive, reduce defect levels, and improve cycle times. It consolidates not only the traditional Six Sigma process measurements and improvement tools, but also many other useful methodologies into one easy-to-understand text.” Bill W. Wiggernhorn Past-President – Motorola University, Chief Learning Officer – CIGNA Healthcare (Retired)

“Forrest’s work (*Implementing Six Sigma* 2nd edition) is the most significant text for developing and successful implementation of Six Sigma business strategies today.” Keith Moe – General Manager & Executive Vice President of 3M Corporation (Retired).

Forrest Breyfogle is no newcomer to Six Sigma and quality management. He has been working with Six Sigma methods since its introduction in 1986. Mr. Breyfogle founded Smarter Solutions in 1992, after a 24-year career with IBM. Over the past decade Mr. Breyfogle has proven his expertise and built incredible credentials in the field. In 2001, he was selected as the Subject Matter Expert for APOC’s Six Sigma Benchmarking Study. He serves as *Quality Digests*’ “Ask the Six Sigma Expert and has been interviewed by media forums, including CNBC Power Lunch and CNNfn. Mr. Breyfogle has also authored or co-authored five other books on Six Sigma and Lean methods.

As a fellow Austinite, Mr. Breyfogle currently serves on the board of advisors for the University of Texas Center for Performing Excellence. He was on the board of directors for the UT Quality Consortia, chair for the Austin section of ASQ (1997-1998), editorial board for the ASQ publication *Quality Engineering*, and as an examiner during the first two years of the Austin Quality Award program.

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