



For Immediate Release

Urbandale Community School District To Present At World-Renowned Conference

Presentation will spotlight teachers and administrators implementing quality processes and achieving results in the Urbandale Community School District

URBANDALE, Iowa – October 2, 2012 – For the second year in a row, the [Urbandale Community School District](#) has been invited to present at the prestigious 2012 Deming Fall Conference, *Quality as a Strategy for Success in Business and Education*, being held at Iowa State University, October 5–7, 2012. The conference will feature influential business leaders and key educators from around the world covering insightful and thought-provoking perspectives on how to transform education and revolutionize learning.

Aligning with the Urbandale vision, to be a school district that brings learning to life for everyone, a panel of teachers and administrators will share quality processes that are reshaping learning throughout the district. By implementing a variety of proven strategic methods and tactics, Urbandale is exploring innovative ways for engaging, inspiring, and motivating life-long learners; all while measuring and analyzing results.

“To be invited to present at the Deming Institute Fall Conference is an honor for our district. It recognizes us as leaders in our efforts to transform learning in Urbandale,” said Dr. Doug Stilwell, Superintendent, Urbandale Community School District.

The annual [W. Edwards Deming Institute® Conference](#) serves as a world-wide hub for leaders and visionaries to explore education and business through the lens of quality and continuous improvement—key components developed by W. Edwards Deming in his critically acclaimed System of Profound Knowledge. Dr. Deming is credited with moving Japan from destruction to economic power following WWII. Although he didn’t use the term Total Quality Management (TQM), Dr. Deming is credited with growing the TQM movement and his influence is still seen today in many global corporations including Toyota, Patagonia and Coca Cola bottling.

The 2012 Deming Fall Conference kicks off with a pre-conference session given by David P. Langford, *Out of the Education Crisis: The Deming Way*, on Friday, October 5. The Urbandale Community School District will present on Saturday, October 6 and will feature a panel of teachers and administrators including Denise Wood, Mark Lane, Ashley Mobley, Jon Parrott, Katie Bunce, and Doug Stilwell. For more information on the 2012 Deming Fall Conference, visit: www.deming.org

About Urbandale Community School District

The Urbandale Community School District includes portions of Des Moines and Urbandale, Iowa. The district serves approximately 3,800 students in six elementary schools, one middle school and one comprehensive high school. The Urbandale district supports an increasingly diverse student population where 42 different languages are spoken. Urbandale prepares students for becoming life-long learners and is a school district that brings learning to life for everyone. For more information, visit: www.urbandaleschools.com

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