

## The ASQ Government Division is Getting Out There!

*By Marc Berson and Mark Abrams*

A primary goal of the Government Division has been to draw attention to a growing “movement” that believes a journey toward performance excellence in government **IS** possible. Currently, this “movement” is disjointed and composed of public servants, scattered throughout government entities, who are willing to take on something especially difficult in spite of the inherent challenges ordinarily faced in government settings. Most of these individuals are taking these steps because they are passionate about government doing the right thing for its citizens. The Government Division is intent on giving a voice to this loose “community of trail blazers” and support the dissemination of success stories, standards, best practices, quality tools, public policy suggestions, and anything else that will help to turn this “movement” into a cultural revolution across our governments.

One way the Division is accomplishing this goal is through outreach and letting people know who we are and what we are promoting. 2018 has been quite the year for the Government Division in terms of raising awareness, both about our Division as well as about ASQ overall. Our target audiences have included people who are in Government, or work with Government, and have an interest in quality and performance improvement, but are not necessarily current members of ASQ or the Division. Therefore, ASQ and Government Division leaders have been exhibiting and networking at conferences that typically attract these target audiences.

For example, the Government Division partnered with ASQ Headquarters from May 7-8, 2018 by exhibiting at **The Performance Institute’s Government Performance Summit (GPS)** held in Washington, DC. Each year, GPS attracts around 200 leaders who focus on organizational performance in Federal, State, Local and International governments.

From September 23 to 25, 2018, the Government Division staffed a booth at the **International City/County Management Association (ICMA) Annual Conference** at the Baltimore Convention Center. This ICMA conference typically attracts about 3000 city managers, county executives, and other personnel from local government from around the world.



*At the ICMA Annual Conference in September (from left to right), Mark Abrams (Government Division Chair) and Marc Berson (Division Chair-Elect)*

From October 8 to 10, 2018, the Government Division, again in partnership with ASQ Headquarters, exhibited at the **Association for the United States Army (AUSA) Annual Conference** in Washington, DC at the Washington Convention Center. The AUSA Conference is massive as it attracts more than 20,000 military personnel, federal government employees, and people from private industry around the world.



*At the AUSA Annual Conference in October (from left to right), Bill Troy (ASQ CEO) and Marc Berson (Government Division Chair-Elect)*



*Other pictures from the AUSA Conference*

Our plan for 2019 is to exhibit and/or speak at conferences such as these to continue to raise awareness about our Division and ASQ. If you have any suggestions, ideas, or questions about this article, please don't hesitate to contact Mark Abrams at [marklabrams@gmail.com](mailto:marklabrams@gmail.com) or Marc Berson at [marc.berson@practical-me.com](mailto:marc.berson@practical-me.com).