



News Release

Press Contact:
Lynda Nicely
414-298-8789 Ext. 7587
800-248-1946
lnicely@asq.org

FOR IMMEDIATE RELEASE

ASQ Accepting Nominations for Social Responsibility Medal

Milwaukee, Wis., September 9, 2010 – [ASQ](#), the world's largest network of quality resources and experts, is now accepting nominations for the 2010 [Spencer Hutchens Jr. Medal for Social Responsibility](#). The medal—which was created in 2009—recognizes the achievements of an individual who demonstrates outstanding leadership as an individual, business leader and cause advocate for social responsibility—primarily focusing on the marketplace, environment, workplace and community. The Social Responsibility Medal is one of 13 global medals offered by ASQ each year.

The medal is named after Spencer Hutchens Jr., Los Angeles, Calif., an ASQ past president, whose personal and business life reflects and demonstrates the desired attributes in the definition and model of social responsibility.

“This medal strengthens and reflects ASQ’s commitment to social responsibility, and to providing solutions that will help organizations meet their social responsibility goals,” said Hutchens.

The Spencer Hutchens Jr. Social Responsibility Medal is presented annually at [ASQ's World Conference on Quality and Improvement](#). Eligibility information and nomination forms are available at <http://www.asq.org/about-asq/awards/hutchens.html>. **All nominations are due by October 1, 2010.** For more information, please contact Karen Prosser, award program administrator, at kprosser@asq.org.

The SRO Initiative

As part of its growing effort to assume a leadership role locally and internationally in the SR movement, ASQ has created the Socially Responsible Organization (SRO) initiative. The SRO initiative is focused on helping the world understand the value of social responsibility and the critical role of quality to achieve results. By positively contributing to operations that are social, cultural, economic, and environmental, socially responsible organizations can use quality practices to make a difference.

ASQ also developed www.TheSRO.org, a free public website, to facilitate a dialogue about the importance of integrating quality and SR. It has created a community of thought leaders to share insights and expertise on, and examples of, the evolving area of SR. Social responsibility is an ideology. Quality is the methodology to achieve sustainability and measure impact from existing organizational strategies, systems, practices and processes. For additional information about the Social Responsibility program, contact Sarah Tillmar at stillmar@asq.org.

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ASQ (American Society for Quality), www.asq.org, has been the world's leading authority on quality for more than 60 years. With more than 80,000 individual and organizational members, the professional association advances learning, quality improvement and knowledge exchange to improve business results and to create better workplaces and communities worldwide. As a champion of the quality movement, ASQ offers technologies, concepts, tools and training to quality professionals, quality practitioners and everyday consumers. ASQ has been the sole administrator of the prestigious Malcolm Baldrige National Quality Award since 1991. Headquartered in Milwaukee, Wis., ASQ is a founding sponsor of the American Customer Satisfaction Index (ACSI), a prominent quarterly economic indicator and also produces the Quarterly Quality Report.

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