

NEWS RELEASE:

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English Recent Lecturer to Deming MBA Scholars

BRENTWOOD, Tenn. – February 13, 2006 - Larry P. English, President of Information Impact International, Inc. was invited back to present “The 14 Points of Total Information Quality Management (TIQM®)” to the senior and junior classes of the Deming Scholars MBA Program at Fordham University’s Graduate School of Business on February 2 & 3, 2006.

TIQM is a complete methodology for Information Quality management. Mr. English developed the methodology by applying Deming’s 14 Points of Quality and Kaizen® quality principles to information quality management. TIQM describes the principles for the culture change required to transform organizations from a vertical function management to horizontal value-chain management. English described how Deming’s 14 Points of Transformation apply directly to information, a product of business processes, in the same way they apply to tangible products.

English is an internationally recognized speaker, educator, author, and consultant in information management and information quality improvement. Now in its tenth year, he writes the monthly column “Plain English about Information Quality” for *DM Review*. He is the author of the highly acclaimed book, *Improving Data Warehouse and Business Information Quality*, which has been translated into Japanese by the first information services organization to win the Deming Prize for quality. Having provided consulting and educational services in 29 countries on five continents and realizing the need for a world-wide association to increase the awareness of the importance of information quality, Mr. English conceived and co-founded the International Association for Information and Data Quality (IAIDQ) which was chartered in January 2004.



About Information Impact International

Information Impact International, Inc., founded by Larry P. English 19 years ago to help businesses manage information as a strategic enterprise resource, has evolved into one of the premiere consulting and educational information management and information quality authorities in the world. Headquartered in Brentwood, Tennessee, Information Impact International provides consulting and education in information stewardship, strategic information visioning, information technology evaluation, information resource management, data modeling and facilitation, and value-centric application development methods. Detailed training is available for all aspects of TIQM, including detailed training for Information Quality practitioners, training for business management, and training for information producers and knowledge workers to help them understand how to improve their processes and error proof their work. For more information, visit the company’s Web site at www.infoimpact.com.

About Deming Scholars MBA Program and Fordham University

Deming Scholars MBA Program is an 18 month, full-time curriculum that integrates Fordham’s MBA business courses with the theories of Dr. W. Edwards Deming (1900-1993) and practical business experience and is under the direction of Dr. Joyce Nilsson Orsini, Associate Professor of Management Systems. Deming Scholars learn in a group, alternating eight-week sessions of classroom lectures and study with a seven-week practicum at participating companies. Fordham Graduate School of Business is accredited by AACSB International, the premier institution of its kind world-wide. Of more than 1,500 MBA programs offered in the United States, less than 30% (including Fordham’s), are accredited by AACSB. For more information, visit <http://www.deming.edu/demingcoop.html>.

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