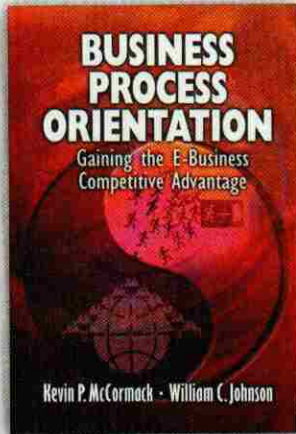


BOOK OF THE MONTH

Business process orientation for success

E-business is the way everyone will do business in the 21st century, and manufacturers don't want to be left behind. That's the message from authors Kevin P. McCormack and William C. Johnson in their book *Business Process Orientation: Gaining the E-Business Competitive Advantage*.



McCormack and Johnson explain how businesses can manage the transformation from a vertical, functional orientation to a process-oriented, cross-enterprise orientation. And they provide the why's and how's of building a horizontal organization, which they persuade is an essential component of the e-corporation.

Highlighted in the book are:

- ◆ Practical examples illustrating the use of BPO as a tool to improve organizational performance.
- ◆ The effectiveness of BPO for measuring supply chains and for improving their performance.
- ◆ How BPO can be applied in both manufacturing and service settings.
- ◆ How to use BPO to benchmark progress and development.

Business Process Orientation: Gaining the E-Business Competitive Advantage (\$39.95) is published by St. Lucie Press.

Baldrige Award winners do better

Winners of the Malcolm Baldrige Quality Award have consistently outperformed Standard & Poor's 500 for the past six years, according to a study from the Commerce Department's National Institute of Standards and Technology. NIST says the Baldrige group beat the S&P 500 by 4.4 to 1.

The Baldrige index is a fictitious stock fund consisting of publicly traded U.S. companies that received the Malcolm Baldrige National Quality Award between 1990 and 1999. For the 2000 study, NIST invested a hypothetical \$1,000 in each of the whole-company winners, including ADAC Lab (1996 winner); Eastman Chemical Co. (1993 winner); Federal Express Corp. (1990 winner); and Selectron Corp. (1991 and 1997 winner).

A hypothetical \$1,000 was also invested into S&P.

NIST tracked theoretical investments in a group made up of whole-company winners and the parent companies of 18 subsidiary winners. According to NIST, that group outperformed the S&P by about 4.2 to 1, achieving a 685 percent return on investment, compared to a 163 percent return for S&P 500.

It pays to be an engineer

College and university students who enter the workforce with degrees in science and technology will take home bigger paychecks than those who receive other degrees, a recent report from the U.S. Commerce Department says.

"Majoring in a technical field does pay off even if you don't finish with a four-year degree," said Kurt Bauman of the department. "The average person with a vocational certification earns around \$200 per month more than the average high school graduate, but if the certificate is in an engineering-related field, the boost in earnings is close to \$800," he said.

The report noted that graduates who work full time and have bachelor's degrees in engineering earn the highest average monthly pay at \$4,680, with the lowest average pay being among those with degrees in education.



NEWSMAKERS (Continued from page 14)



◀ **David Lonski** became chairman of US Data Authority Inc. He is a

practicing attorney who has a B.S. in industrial engineering from Rutgers College of Engineering, a J.D. from Rutgers School of Law-Camden, and an L.L.M. in taxation from New York University. Lonski serves on the board of directors of several corporations, including US Data Authority.



◀ The Transportation Research Board's Executive

Committee appointed **John M. Samuels** chairman. A 20-year veteran of Consolidated Rail Corp., Samuels is senior vice president, operations planning and support for Norfolk Southern Corp. He holds a B.S.I.E. from General Motors Institute and an M.S.I.E. and Ph.D. from Pennsylvania State University.



◀ **Michael Calhoun** was appointed associate vice president of

research and development for GMP Companies Inc., a global medical technology company. Calhoun, who holds a B.S. in industrial engineering from the University of Southern Mississippi, had gained more than 15 years of experience with Boston Scientific Corp. and Johnson & Johnson.



◀ Modem Media hired **Marc Particelli** as its chief executive officer and a

member of its board of directors. Formerly with Oak Hill Capital Partners L.P., Odyssey Partners L.P., and Booz Allen, Particelli has a bachelor's degree in industrial engineering from Lehigh University and a master's degree in business administration from Harvard Business School.

To submit material for inclusion in Newsmakers, send information and a photograph to Newsmakers, IIE Solutions, 25 Technology Park, Norcross, GA 30092 or by e-mail to melliott@iienet.org.