



News Release

FOR IMMEDIATE RELEASE

Austin Author at West Point – Nation's First Engineering School Looks Ahead

(Austin, TX – Nov. 6, 2008) [Forrest Breyfogle](#), Austin, TX management guru and author, will be a featured speaker at the National Conference of the American Society for Engineering Management (ASEM) to be held at West Point, NY on November 12-15.

In October, Breyfogle visited West Point to meet with Department of Systems Engineering faculty members and students to discuss highlights of his Integrated Enterprise Excellence (IEE) system, a new management discipline that combines best practices of established systems like Six Sigma and Lean Six Sigma with innovative analytical techniques and decision support techniques to create a system for management at the enterprise level.

This month Breyfogle returns to the West Point Department of Systems Engineering, ranked #1 program in the nation in Engineering Management by ASEM in 2005, to lead a half-day tutorial on the topic of IEE at the annual ASEM conference, in session from 12-15 November, 2008.

Established as the nation's first Engineering school in 1802 by President Thomas Jefferson, West Point is home to the United States Military Academy, where 4,000 student Cadets pursue a four-year course of study leading to a Bachelors' degree and a commission in the armed forces.

Documented in [a new set of books](#), IEE is described by the author, CEO of [Smarter Solutions, Inc.](#), as "a system designed to meet the challenges of the 21st century, comprised of management best practices that can enhance bottom-line results for an organization." The resulting enterprise level management system eliminates firefighting and documents uniform, enterprise-wide alignment of business goals and measurements.

A complete [schedule](#) of IEE introductory briefings and workshops planned worldwide, to include the ASEM conference, can be found on the Smarter Solutions website.

About Smarter Solutions Incorporated

Forrest Breyfogle is the author of eleven books and over 90 articles on management improvement techniques and systems and CEO of Smarter Solutions, Inc., a world-class provider of training and consulting with an excellent track record in the delivery and execution of Executive, Champion, Black Belt, Green Belt and Master Black Belt education/coaching. Smarter Solutions offers both large and small organizations an innovative business process improvement system that goes beyond the [balanced scorecard](#) and integrates the best practices of Six Sigma and Lean Six Sigma in the Integrated Enterprise Excellence (IEE) system.