

## **FOR IMMEDIATE RELEASE**

### MEDIA CONTACTS:

JERRY NATIONS

AMERICAN SOCIETY FOR QUALITY – CENTRAL SAVANNAH RIVER SECTION

ASQSection1112@aol.com

CHAD WALTERS

LEAN BLITZ CONSULTING

(706) 755-3919

CHAD.WALTERS@LEANBLITZCONSULTING.COM

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## **Chad Walters to Analyze Designated Hitter for American Society for Quality**

AUGUSTA, Ga. (2/15/2015) – Chad Walters of Augusta-based Lean Blitz Consulting will analyze the history and deployment of the designated hitter in baseball for the American Society for Quality (ASQ) Central Savannah River Section dinner meeting on Tuesday, February 17<sup>th</sup>, 2015 at 5:45 p.m. at the Red Lobster at 440 Walton Way in Augusta. The event is open to the public.

Walters, a business performance improvement consultant, will review the history of the designated hitter, use quality tools to analyze whether the deployment was a good idea, and evaluate the ramifications of its implementation.

“The Designated Hitter is a controversial concept that split the rules of baseball between the National League and American League, and in no other major sports league does such an arbitrary rule division exist,” says Walters. “We’ll use modern quality tools to review the problem Major League Baseball was trying to solve with the DH and if it was successful in that pursuit.”

Walters, a former consultant for the Atlanta Braves, has been writing about Lean and continuous improvement principles in small businesses and sports organizations for nearly two years on his Lean Blitz Consulting blog, covering topics such as Major League Baseball pace of play, the Ryan Braun steroid scandal, fan experiences at sports stadiums, sports equipment manufacturing, Augusta National Golf Club, and the designated hitter. Walters’s work has also been featured on ESPN.com and CNBC.com’s Sports Biz. Walters is the Chair of ASQ’s Quality in Athletics special interest group.

The dinner meeting is free to members of ASQ and \$10 for non-members. RSVP by email to Jerry Nations at [ASQSection1112@aol.com](mailto:ASQSection1112@aol.com) by 5:00 p.m. on Monday, February 16<sup>th</sup> to attend. Arrive by 5:45 p.m. on February 17<sup>th</sup> to place a dinner order, and ask the host for the ASQ meeting. Seating is limited for the event.

To read Walters’s writing and learn about his work visit <http://leanblitzconsulting.com>.

### **About the American Society for Quality (ASQ)**

ASQ is a global community of people dedicated to quality who share the ideas and tools that make our world work better. With millions of individual and organizational members of the community in 150 countries, ASQ has the reputation and reach to bring together the diverse quality champions who are

transforming the world's corporations, organizations and communities to meet tomorrow's critical challenges. ASQ is headquartered in Milwaukee, Wis., with national service centers in China, India and Mexico. Learn more about ASQ's members, mission, technologies and training at [www.asq.org](http://www.asq.org).

## About Lean Blitz Consulting

Established in October 2011, Lean Blitz Consulting is dedicated to showing sports organizations and small businesses how to implement Lean and continuous improvement methodologies and waste reduction strategies to become more efficient in servicing their markets and customer base. Based in Evans, Georgia, Lean Blitz Consulting features eight years of Lean and continuous improvement experience through specialized projects that drive over \$7M annually to the bottom line. For more information about Lean Blitz Consulting, visit <http://leanblitzconsulting.com>.

## About Chad Walters

Chad Walters has been practicing Lean and continuous improvement for over eight years. He is a Six Sigma Black Belt certified by the American Society for Quality (ASQ) and received his MBA from Indiana University's Kelley School of Business, where he was a member of the Kelley MBA Sports & Entertainment Academy. He also received his BS in chemical engineering from Tri-State University (now Trine University) in Angola, Indiana.

He has been a consultant for the Atlanta Braves, the Salvation Army, and Automatic Data Processing (ADP), and has also worked with Eaton Corporation, The Dannon Company, Thomson Plastics, Elmore Sports Group, and the South Bend Silver Hawks minor league baseball club on various continuous improvement projects.