



## *Press Release*

Lansing Community College  
P.O. Box 40010  
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FOR IMMEDIATE RELEASE  
November 26, 2008

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### **CAPITAL QUALITY INITIATIVES TO HOST NOTED QUALITY EXPERT**

#### ***CQI Breakfast and Seminar to feature author of “A Complaint is a Gift”***

LANSING – LCC’s Capital Quality Initiative (CQI) will host two events on **Wednesday, December 10, 2008** featuring Dr. Janelle Barlow, a nationally known expert on quality initiatives and co-author of the perennial best-selling book “A Complaint is a Gift.”

The first event is a CQI Breakfast, **7:15 to 9:15 a.m.**, at **Lansing Community College West Campus**, where Dr. Barlow will present “A Complaint is a Gift: Recovering Customer Loyalty When Things Go Wrong – and They Will!”

Dr. Barlow will discuss the nature and value of complaints; why most customers don’t complain – and why that matters; and turning complaining customers into partners.

The cost is \$30 for CQI members and \$35 for non-members. For more information call 517/483-1363 or email [tennisj@LCC.edu](mailto:tennisj@LCC.edu).

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The CQI Breakfast will be followed by a seminar from **10:00 – 4:30 p.m.** at the **West Campus** location featuring Dr. Barlow, who will address “Creating a Customer-Focused Organization by Building a Complaint-Friendly Organization.”

Dr. Barlow will discuss how to design a service recovery strategy; how to measure the impact of a service recovery strategy; and integrating customer feedback into the organizational strategy.

Dr. Barlow is president of TMI US and a partner with Time Manager International, a European-based training and consulting organization. She is also CEO of Branded Customer Service.

The seminar cost is \$195 for CQI members and \$245 for non-members. The seminar cost includes the CQI Breakfast with Dr. Barlow.

For more information call 517/483-9853. Reservation deadline is December 1, 2008.

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#### **About Lansing Community College**

Lansing Community College is Michigan's third largest community college with more than 32,000 students attending each year. The College has more than 240 degree and certificate programs. LCC offers courses in *general education* for those interested in transferring to a four-year institution, *career and workforce development*, *developmental education* and *personal enrichment*. To meet the professional development and training needs of regional employees, the college offers customized programs for credit, non-credit and continuing education. The University Center at LCC offers students the opportunity to earn bachelor's and master's degrees from six partner universities on the downtown LCC campus. For more information, visit [www.lcc.edu](http://www.lcc.edu).