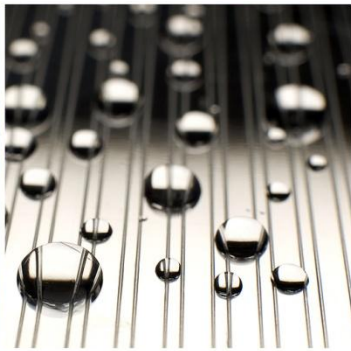


CALIFORNIA
COUNCIL FOR EXCELLENCE



SUPPORT THE CALIFORNIA AWARDS FOR PERFORMANCE EXCELLENCE

Administered by the California Council for Excellence

CALIFORNIA'S CHALLENGE

When President Ronald Reagan signed Public Law 100-107 on August 20, 1987, creating the Malcolm Baldrige National Quality Improvement Act, American businesses discovered a new path to Performance Excellence.

This progressive standard for excellence has changed how American businesses, educational institutions, and healthcare organizations perform in the marketplace and compete for customers. Named after the late Secretary of Commerce, the Baldrige Performance Excellence Program (BPEP) provides a performance-based criteria that every organization can use to assess its performance and make improvements. To date, the results have been nothing short of extraordinary for those companies and organizations that have used the Baldrige Criteria as their compass and roadmap to performance excellence.

The Baldrige Program's **social benefit-to-cost ratio is 207-to-1**. The program's net private benefits to the economy as a whole have been conservatively estimated at \$24.65 billion, compared to its social costs of \$119 million. In today's economy, this is nothing short of remarkable!

Although the data is still pouring in, similar gains are being realized throughout the nation's education system and in the healthcare industry. From New Jersey to Alaska, businesses, government agencies, schools, and hospitals are discovering a better way to assess their performance, manage their processes, and measurably improve their organizations.

In California, the identical Baldrige criteria have been incorporated into the California Award for Performance Excellence (CAPE). The CAPE Awards are a progression of three levels of application and awards. This has been created to enable even the uninitiated organization to begin to learn how to measure and improve performance while it is learning how to use the Baldrige based criteria.

THE MISSION AND WORK

Since 1992, the California Council for Excellence (CCE) has helped private and public sector organizations improve their performance and business results through the use of the Baldrige Criteria for Performance Excellence as our template for success. Established as a non-profit foundation, CCE's mission is to help California's private and public sector achieve world-class results through the principles and criteria of the CAPE Award's Model for Performance Excellence. CCE achieves its mission through extensive training programs and through administration of the CAPE Award program. CCE also sponsors the California Team Excellence Award (CTEA), providing individual work teams within organizations with an opportunity to learn about and apply identical performance improvement principles.

Each year, CCE relies on the support of hundreds of volunteers who hail from corporations, communities, and government agencies to help train and educate California's private and public sector organizations in the ways of excellence. As a result of this training, CCE is making a significant difference to California's economic and competitiveness.

CCE has built a solid membership base throughout the state. Today, CCE represents nearly 50,000 California employees. Our members work in manufacturing, service, education, government, military, healthcare and the non-profit sectors.



Member Benefits 1

- Member of Regional Council
- ✓ Listing on CCE Members Website
- ✓ Notification of all CCE Events
- ✓ Discount on CCE Publications & Materials
 - 5% for Individual and Business members
 - 10% for Sponsoring members
- ✓ Discount on CCE Training Courses & Conferences
 - 10% for Individual and Business members
 - 15% for Sponsoring members
- ✓ Unlimited Discounted Registration of Employees

Member Benefits 2

- Ad in CCE Publications
 - Bronze & Silver $\frac{1}{4}$ page
 - Gold & Platinum $\frac{1}{2}$ page
 - Diamond full page
- ✓ Acknowledged in CAPE & CTEA Materials
- ✓ Training & Certification of Employees Cape Examiners
 - Bronze: 2 Employees
 - Silver: 4 Employees
 - Gold: 6 Employees
 - Platinum: 8 Employees
 - Diamond: 10 Employees
- ✓ On –Stage recognition at the annual CCE Awards ceremony
- ✓ Logo and Link on CCE Website

Member Benefits 3

- ✓ Registration for Full Conference Attendance:
 - Silver: 1 Employee
 - Gold: 2 Employees
 - Platinum: 3 Employees
 - Diamond: 4 Employees
- ✓ 10% Discount for work teams to participate in the CTEA program

Member Benefits 4

- ✓ Premiere Signage at Annual Awards Conference
- ✓ Promotional Item with Member Logo as Giveaway at Annual Awards Conference
- ✓ Marketing Materials Included in Annual Conference Handouts

Member Benefits 5

- ✓ Table of Ten (10) at the Annual CCE Awards Ceremony
 - Platinum: (1) One Table
 - Diamond: (2) Two Tables
- ✓ Table of Ten (10) at the Annual CTEA Awards ceremony
 - Platinum: (1) One Table
 - Diamond: (2) Two Tables

Member Benefits 6

- ✓ Cover Page Ad in the Annual Conference Booklet
- ✓ Seat on CCE Board of Directors
- ✓ Formal Recognition at the Annual Awards Banquet
- ✓ Logo and link on CCE's Website



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*Administrators of the California Awards for Performance Excellence
and the California Team Excellence Awards*

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