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SPONSOR THE CALIFORNIA AWARD FOR
**PERFORMANCE
EXCELLENCE**

Conducted by the California Council For Excellence



**CALIFORNIA COUNCIL
FOR EXCELLENCE**

Administrators of the
California Award for Performance Excellence
and the California Team Excellence Award

P.O. Box 1235
Poway, CA 92074-1235
tel: 858-486-0400 fax: 858-486-8595



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 Malcolm Baldrige Award 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 Award criteria as their compass and roadmap to performance excellence.

According to the *Wall Street Journal*, which conducts an annual stock price comparison of the publicly-traded Baldrige Award winners against the Standard & Poor's 500 Index, the Baldrige Award winners' stock prices have outperformed the S&P 500 by a margin of more than 4:1 over a 13-year period. In today's topsy-turvy 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 have been expanded to a progression of three levels of application and awards programs. This has been created to enable even the uninitiated organization to begin to learn how to measure and improve its 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 use of the CAPE criteria 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 us 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 climate 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.



Using the Baldrige Criteria to improve your performance and business results.

CCE'S NEED

In order to continue our work and fulfill our goal to make California a "best-in-class" state, we need the continued financial and in-kind support of companies, foundations, and organizations.

The success of our annual Sponsoring Member campaign determines how many schools, businesses, government agencies, and healthcare organizations CCE can assist in any given year. The need is great because neighboring states from Arizona to Texas are spending millions of dollars to lure away California companies and their employees. In order to compete more effectively, we need to create a more successful model that is performance-driven and customer-focused.

CCE believes that by helping more and more organizations find the path to performance excellence, it brings us one step closer to economic success. This is why CCE is requesting your support and invites you to become a Sponsoring Member. Sponsorships range from \$10,000 to \$100,000. Foundation grants are significantly larger for specific projects.

HOW YOUR MEMBERSHIP MAKES A DIFFERENCE

Each year, CCE's Board of Directors establishes a series of training and education goals to help us bring the CAPE Award Model to businesses, manufacturers, schools, healthcare organizations, government agencies and non-profit organizations. To date, CCE has reached more than 6,000 organizations in our state and improved the lives of over two million Californians who work for these organizations.

CCE has worked with outstanding companies including Union Bank, 3M, Boeing, Nortel, Porex Medical Products, and Solar Turbines to help them improve their organizational performance. CCE has also provided extensive training to government agencies including the California State Parks, Stanislaus County, the City of Sunnyvale, and the City of Long Beach. As a result of CCE's efforts, these government agencies have strengthened their service to constituents and improved their performance. At the core of CCE's services are two outstanding award programs that we administer – the California Awards for Performance Excellence (CAPE) and the California Team Excellence Awards (CTEA).

The California Awards for Performance Excellence consists of three progressive award levels. They are the California Challenge, the California Prospector Award, and the Eureka Award. CCE is also proud to administer the United States Senate Productivity Award, which recognizes manufacturers for their performance excellence. CCE is also pleased to house the Governor's Award for Performance Excellence, which California's governor presents annually to deserving award applicants. The California Team Excellence Award program is sponsored in cooperation with the Association for Quality & Participation (AQP). This award program recognizes applicants that have found innovative ways to enhance workplace performance through teamwork. The award also recognizes process improvements through the use of work teams.

EDUCATION & TRAINING PROGRAMS

In addition to its award programs, each year CCE offers over 25 customized training programs to help private and public sector organizations improve their leadership, customer service, strategic planning, human resources, process management, and business results.

EXAMINER CERTIFICATION COURSES

CCE is the only authorized entity in California for certification of Baldrige Award criteria examiner training. Since 1994, CCE has trained nearly 2000 Californians in the Baldrige Award criteria and certified them to assess applications for the CAPE program. Today, many of these volunteers have helped their respective companies and organizations apply CCE's performance excellence criteria to improve their competitive edge.

HOW YOU CAN HELP

Through your support as a Sponsoring Member, CCE can expand its training programs and services to more schools, businesses, healthcare institutions, government agencies, and non-profit organizations. We invite you to support CCE's work financially, and also lend us your "best and brightest" employees so that we can train them to serve as judges and examiners for our CAPE and CTEA programs.

Finally, we invite you to embark on your own journey to Performance Excellence by applying for the CAPE program and the California Team Excellence Awards.