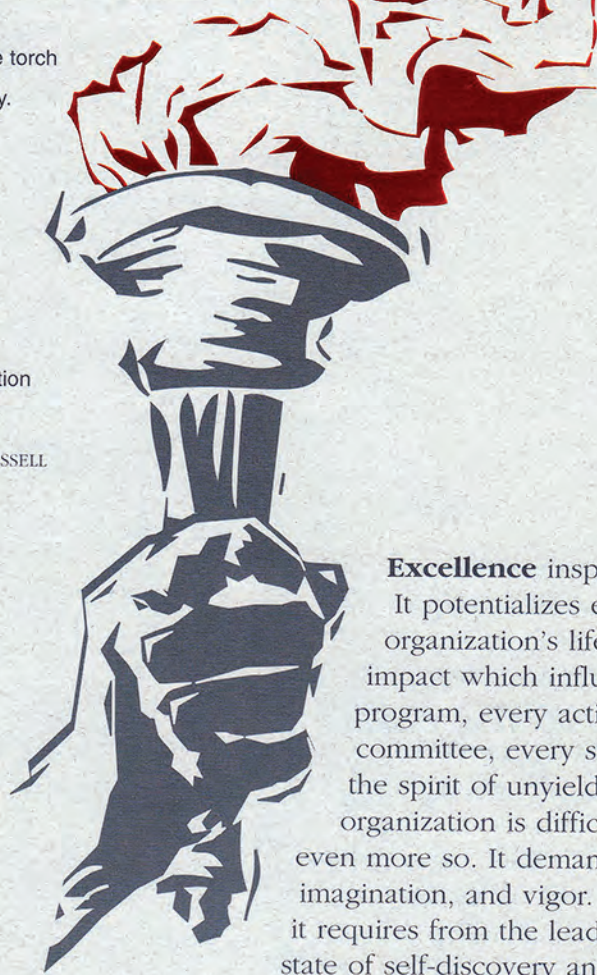


EXCELLENCE

"Excellence is the torch
that lights the way.
When an
organization
commits itself
to excellence—
it charts a course
of unyielding,
unending exploration
and exhilaration."

JOHN LEWIS RUSSELL



Excellence in an organization is never an accident. It is achieved only as a result of an unrelenting and vigorous insistence on the highest standards of performance.

It requires an unswerving expectancy of quality from the staff and volunteers.

Excellence is contagious. It infects and affects everyone in the organization. It charts the direction of program. It establishes the criteria for planning. It provides zest and vitality to the organization. When achieved, excellence permeates every aspect of the life of the organization.

A NEVER-ENDING STRIVING

Excellence demands unyielding commitment and a tenacious dedication from the leadership of the organization. Once it is accepted and expected, it must be nourished and continually reviewed and renewed.

It is a never-ending process of striving and searching. It requires spirit of mission and boundless energy. It is always the result of a creatively conceived and precisely planned effort.

Excellence inspires. It electrifies.

It potentializes every phase of the organization's life. It unleashes an impact which influences every program, every activity, every committee, every staff person. To instill the spirit of unyielding quality in an organization is difficult—to sustain it, even more so. It demands adaptability, imagination, and vigor. But most of all, it requires from the leadership a constant state of self-discovery and discipline.

TO REACH NEW HORIZONS

Excellence is an organization's life-line. It is the most compelling answer to apathy and inertia. It unleashes a stimulating and pulsating force. Once it becomes the expected standard of performance, it develops a fiercely driving and motivating philosophy of operation.

Excellence is a state of mind put into action. It provides the fortitude and resolve to reach new horizons and break all barriers

When a climate of excellence exists, all things—staff work, volunteer leadership, finances, program—are success driven.

Excellence in an organization is important—because it is everything. j.p.



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