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EXECUTIVE ORDER  
01-20

*Matt Blunt*  
SECRETARY OF STATE  
COMMISSIONS DIVISION

WHEREAS, it is necessary for organizations of all types to increase value to stakeholders through an unwavering focus on customers and improved organizational capabilities; and

WHEREAS, product and service quality is a major competitive factor in today's business environment; and

WHEREAS, customer-driven excellence and a focus on results are keys to the delivery of high quality products and services; and

WHEREAS, Missouri manufacturers and service organizations must produce high quality goods and services if they are to compete effectively and succeed; and

WHEREAS, Missouri health care providers must deliver the best possible health services if they are to ensure the well-being of Missouri citizens; and

WHEREAS, Missouri educational institutions must provide value-added education services if they are to produce graduates who can succeed in an ever-changing environment; and

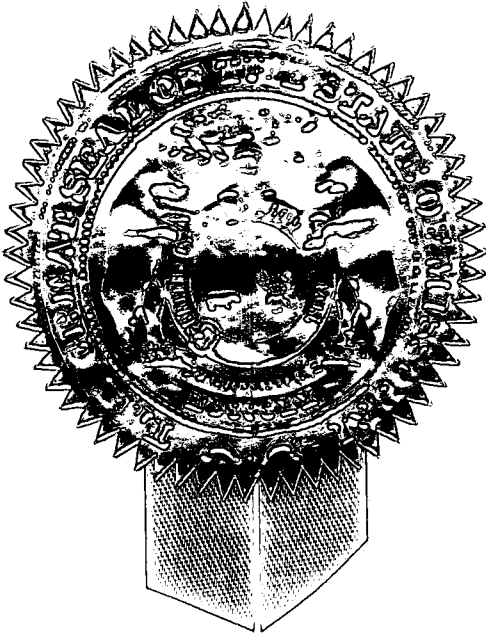
WHEREAS, Missouri state government must be accountable to Missouri citizens by exceeding their expectations and achieving desired results for the tax dollars invested; and

WHEREAS, it is important to encourage Missouri manufacturers, service organizations, health care providers, educational institutions, and government agencies to pursue performance excellence in all that they do in order to ensure a high quality of life for our citizens.

NOW THEREFORE, I, BOB HOLDEN, GOVERNOR OF THE STATE OF MISSOURI, by virtue of the authority vested in me by the Constitution and Laws of The State of Missouri, hereby recognize the Missouri Quality Award as the official means of promoting performance excellence and recognizing those who achieve it.

The Missouri Quality Award will be administered by the Excellence in Missouri Foundation, a privately funded, not-for-profit organization. It will be the goal of the Foundation and the Award program to promote performance excellence and the development of high-quality goods and services in the manufacturing, service, health care, education, and public sectors throughout Missouri.

The Missouri Quality Award will be patterned after the Malcolm Baldrige National Quality Award and will recognize those organizations that achieve performance excellence and improve the quality of their products and services, thereby providing an example for others to follow. The Award will encourage customer-driven excellence, visionary leadership, organizational and personal learning, valuing employees and partners, agility, a focus on the future, managing for innovation, management by fact, public responsibility and citizenship, a focus on results and creating value, and a systems perspective.



IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Missouri, in the City of Jefferson, on this 7th day of December, 2001.

*Bob Holden*  
GOVERNOR

ATTEST:

*Matt Blunt*  
SECRETARY OF STATE