



GEORGE BUSH

August 21, 2012

Dear Dr. Hertz,

Barbara and I congratulate the community and staff of the Baldrige Performance Excellence Program on the occasion of the Program's twenty-fifth anniversary.

The purpose behind the Malcolm Baldrige National Quality Award has always been a national purpose – for American organizations to offer products and services that are world-class. The Award is a reminder of things that must never change: the passion for excellence, the drive to innovate, the hard work that goes with any successful enterprise.

Twenty-five years since the Award's inception, Baldrige Award winners still exemplify performance excellence and serve as U.S. role models across all sectors of the economy. By sharing best practices and pursuing excellence, the Baldrige Award recipients, following the Baldrige Performance Excellence Program, have proven that U.S. organizations can excel in a global economy.

Thank you for your commitment to helping American organizations become more competitive and more sustainable. Barbara and I send warmest wishes for a joyous anniversary celebration and for continued success in the years ahead.

Sincerely,

Dr. Harry Hertz
Director
Baldrige Performance Excellence Program
100 Bureau Drive
Gaithersburg, MD 20899-1020