



**THE RONALD REAGAN PRESIDENTIAL LIBRARY AND MUSEUM**

July 20, 2012

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

Dear Dr. Hertz:

Congratulations to the community and staff of the Baldrige Performance Excellence Program on the occasion of the Baldrige Program's 25th anniversary. As President Ronald Reagan's Secretary of Commerce, Malcolm Baldrige was a trusted friend and advisor. The President was proud to name the program in Secretary Baldrige's honor.

In 1987 when the Malcolm Baldrige National Quality Improvement Act became law, President Reagan wrote "The [Baldrige] Award salutes companies that improve the qualities of their goods and services, thus enhancing productivity, lowering costs, and increasing profitability. . . . They are the engines of growth, jobs, and prosperity in any society, along with the good management and attention to quality and customer needs that the Award will promote."

Twenty-five years later, Baldrige Award winners continue to exemplify performance excellence and serve as U.S. role models across all sectors of the economy. By sharing best practices and pursuing excellence, the Award winners, through the Baldrige Performance Excellence Program, have proven that U.S. organizations can excel in a global economy – creating jobs, saving lives, helping our children learn, increasing sales and market share, and improving manufacturing revenue.

Thank you for your commitment to helping U.S. organizations become more competitive and more sustainable. I genuinely hope that your anniversary celebration is a joyous occasion for all. May you have continued success for many years to come. President Reagan would be proud.

With warm regards,

A handwritten signature in black ink, appearing to read "R. Duke Blackwood".

R. Duke Blackwood  
Director