

EXCELLENCE

Excellence 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 everyone.

Excellence is contagious. It infects and affects everyone. It charts the direction of a program. It establishes the criteria for planning. It provides zest and vitality. Once achieved, excellence has a talent for permeating every aspect of life.

Excellence demands commitment and a tenacious dedication. Once it is accepted and expected, it must be nourished and continually reviewed and renewed. It is a never-ending process of learning and growing. It requires a spirit of motivation 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 life. It unleashes an impact which influences every program, every activity, and every person. To instill it is difficult; to sustain it, even more so. It demands imagination and vigor. But most of all, it requires a constant state of self-discovery and discipline.

Excellence is one's life-line. It is the most compelling answer to apathy and inertia. It energizes 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 is a road-map to success. When a climate of excellence exists, all things come easier.

