



DEPARTMENT OF THE NAVY
HEADQUARTERS UNITED STATES MARINE CORPS
WASHINGTON, D.C. 20380-0001

IN REPLY REFER TO:
CMC-TQL
25 Apr 94

WHITE LETTER NO. 9-94

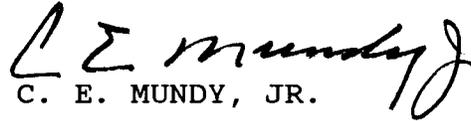
From: Commandant of the Marine Corps
To: All General Officers
All Commanding Officers
All Officers in Charge

Subj: THE COMMANDANT OF THE MARINE CORPS (CMC) QUALITY AWARD

1. In an effort to recognize Marine Corps organizations for their quality initiatives, I have established the Commandant of the Marine Corps (CMC) Quality Award. This annual award will recognize and promote the concept of customer satisfaction, successful implementation of improvements in quality, and demonstration of effective and efficient use of taxpayer dollars.
2. The recipient of the CMC Quality Award will serve as a role model so that other organizations, and individuals, may emulate their achievements. I envision this award becoming one of the Marine Corps most prestigious awards; and as such, it shall serve as a "stepping stone" for nominees for the President's Award for Quality.
3. The request for nominations for the award will occur during May 1995. Although this time-frame may seem far off, you will need time to initiate your efforts, collect data, analyze results, and document your successes.
4. We have many organizations and individuals throughout the Corps who perform in an outstanding manner and never get the recognition they deserve. In addition to the CMC Quality Award, there are other productivity awards that you should also become aware of which recognize the quality efforts of individuals, groups, and organizations. Encourage the senior leaders of your command to become familiar with these awards for which their civilian and military personnel may be nominated. By providing the recognition and rewards that are justly deserved, we will help to stimulate the initiative and spirit that we have come to expect from our people. It is a positive incentive for our Marines and civilian employees, and will reflect positively on them as individuals, on your command, and on the Marine Corps.
5. The Total Quality Leadership (TQL) Office at HQMC is the point of contact for the CMC Quality Award, and is also responsible for the other quality awards. The TQL Office is available to

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assist you in the preparation of your nominations or to provide you with additional information. They can be reached at DSN 224-5804/5714 or commercial (703) 614-5804/5714.


C. E. MUNDY, JR.