

POINTS OF EXCELLENCE

Plant: _____ City, State: _____ APPROVED

MANDATORY CRITERIA <i>Must Be Completed Successfully</i>	Point Value	Your Points	DLI Verification
1. Current membership in qualified national dry cleaning association			
2. Completion of Stain Removal Proficiency Test			
3. Completion of DLI Cleaning Performance Test			
A. PROFESSIONALISM and COMMUNITY SERVICE <i>Successful Completion Must Have Been in the Prior 12 months</i>			
4. Membership in BBB, Chamber, Merchants Association	1		
5. Community service Programs "Coats for Kids" or similar (max. 2)	2		
6. Participate in qualified management group	1		
7. Cleaning Performance Test – 3 or 5 additional per year	1 ea.		
8. Use of Secret Shopper Program (must submit reports)	3		
9. Plant evaluation by DLI evaluator	20		
B. CONTINUING EDUCATION and TRAINING <i>• Initial Seal: Self-Study Courses or Video Purchases Can Be From Prior 3 Years</i> <i>• 2nd Year on: Purchase or Successful Completion Must Have Been in Prior 12 Months</i>			
10. Approved training videos, purchased and used (Max 4 videos/year)	1 ea.		
11. Approved self-study course	2 ea.		
12. Approved seminars 1 – 4 hours length (1 pt/person, max 2 people)	1 ea.		
13. Approved seminars 5 – 8 hours length (2 pts/person, max 2 people)	2 ea.		
14. Approved in-plant training 1 – 4 hours length (1 pt/person, max 4 people)	1 ea.		
15. Approved in-plant training 5 – 8 hours length (2 pts/person, max 4 people)	2 ea.		
C. EXTENDED EDUCATION OR CERTIFIED TESTING <i>The Following Points May be Used One Time Only</i>			
16. Certified Professional Drycleaner (CPD) Award	5		
17. Certified Professional Wetcleaner (CPW) Award	5		
18. Certified Environmental Drycleaners (CED) or NY DEC Award	5		
19. Bonus when all three categories are held	2		
20. Resident Education Course, 5 full consecutive days total	10		
21. Resident Education Course, 10 full consecutive days total	20		
TOTAL (20 Points Required) →			



Award of
Excellence

PROGRAM

Quality Garment Care and Customer Service.



APPLICATION

Signup using the online short form at www.DLIonline.org/AOE. We'll call and discuss the rest of the details. If you prefer, you can fill out this form and send it to:

DLI AOE, 14700 Sweitzer Lane, Laurel, MD 20707

Material to be sent in with application:

1. Photos to attach: Call office, production areas, outside of store (including sign), head shot of yourself behind counter.
2. Please provide phone number of local Better Business Bureau:

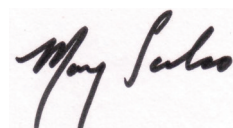
Welcome to the Award of Excellence Program for Quality Garment Cleaning and Customer Service!

- Tired of blending in with your competition? **It's time to stand out!**
- Wanting to be noticed more in your market? **Let those who can buy from you know more about you!**
- Are you the go-to, drycleaning and laundry location for your target market? **You should be!**

We are ready to help you achieve new levels with your business!

The *Award of Excellence* Program *is designed for plants like yours* so you can differentiate yourself as a good plant that customers should come to. *Inside, you'll find everything you need to start on the steps to achieving the Award of Excellence honor — so what are you waiting for?* Start on the road to bringing in more customers and more profit to your plant! And if you have any questions about the program, please call Maritza or me at DLI at 800-638-2627.

Thanks, and I'll look forward to seeing your name on the list of *Award of Excellence* honorees — and to hearing *your* success story.



Mary Scalco
DLI CEO



Your Name: _____
 Company Name: _____
 Company Address: _____
 Telephone No: _____
 Email Address: _____
 Association Membership: _____

Location(s) Being Applied For:

Main Plant Address (if different from company) _____

 Additional Locations Number _____ Address _____

 Route(s) Number _____

Note: If you need additional space, attach a separate sheet to application.

Fee Schedule

	NON DLI	DLI BUDGET	DLI SILVER	DLI GOLD	DLI PREMIER
INITIAL PROGRAM FEE					
Main Plant	\$580	\$580	\$464	\$348	1 Free
Additional Location	\$150	\$150	\$100	\$75	1 Free
Route	\$150	\$150	\$100	\$75	1 Free
RENEWAL FEE					
Main Plant	\$400	\$400	\$320	\$240	Free
Additional Location	\$150	\$150	\$100	\$75	1 Free
Route	\$150	\$150	\$100	\$75	1 Free

Payment Method:

Check VISA MasterCard AmEx
 Credit Card #: _____ Name on Card: _____
 Expiration Date: _____ Signature: _____

I give permission to verify the information provided with this application. I understand and agree that all materials provided as part of the Award of Excellence program remain the property of DLI and must be returned if the Award is no longer valid. If not returned, I understand that DLI will reclaim them.

Applicant's Signature _____

Date _____

4. In addition to the mandatory Cleaning Performance Evaluation (CPE), three additional CPEs (giving one per quarter) or five additional CPEs (giving one every two months) may be done.
 5. A copy of the Secret Shopper report must be provided for the specific plant location and must be from an evaluation done within the past year. The name, address, telephone number and contact person must be supplied for the company who does the Secret Shopping.
 6. Evaluation of a plant by a DLI evaluator may be arranged for an additional cost.
- B. Continuing Education Training
10. Use of approved training videos.
 11. Successful completion of approved self-study courses.
 12. - 15. Attendance at approved training seminars. Approved seminars and training are those that have a bearing on the professionalism and competency of the plant. For example, two people from a plant location attending a one-day (eight-hour) seminar on finishing would generate four points for that plant. Similarly, approved in-plant training will generate points for an individual plant location, and up to four people per plant location may have their points totaled.
- C. Extended Education or Certified Testing
16. - 19. Testing for the Certified Professional Drycleaner, Certified Professional Wetcleaner, Certified Environmental Drycleaner designations or the New York DEC Environmental testing must be passed and the appropriate certificate awarded. If all three certifications are achieved in the same plant, an additional two bonus points will be awarded. Plants with an employee who holds a currently valid certification may apply those points towards initial certification irrespective of when the employee earned them — or the points may be applied towards continuing certification in the year that the certification is earned.
 20. - 21. Full-time resident education classes of at least five full days each at the DLI, NCA, or SDA schools will qualify for points as indicated. Plants with an employee who holds a valid class certificate may apply those points towards initial certification irrespective of when the employee earned them — or the points may be applied towards continuing certification in the year the class certificate is earned.

So How Do I Get Into the Award of Excellence Program?

The *Award of Excellence (AOE)* program is designed to identify and qualify plants with good cleaning and customer service, and through this process provide a tangible recognition of that plant's excellence.

Step 1. Complete and submit the AOE application along with the appropriate fee.

Fee Schedule	NON DLI	DLI BUDGET	DLI SILVER	DLI GOLD	DLI PREMIER
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Step 2. Complete the “Points of Excellence” on the reverse side of the application. Staff will help you evaluate the best way you can earn the needed points.

Step 3. When we receive your application, a silk stained swatch and Cleaning Performance Evaluation with instructions will mailed to you.

Step 4. Run and return the stain swatch test and the CPE test for evaluation.

Step 5. Once you successfully complete the process your *Award of Excellence* framed poster, decals, promo materials, etc. will be shipped to you. At the same time, a press release will be sent to the media contacts you have indicated.

Step 6. Maintaining the Award of Excellence requires that those plants that have achieved the *Award* abide by the requirements of the program and conduct themselves ethically and legally. Actions that may lead to the loss of the *Award* include, but are not limited to:

1. Dropping your membership in a qualified national trade association.
2. Failure to meet the recertification requirements each year.
3. Failure to continuously display the Customer Service Principles poster.
4. Failure to pass the stain removal test or Cleaning Performance Evaluation.
5. Failure to respond to BBB, consumer agency, or similar complaints.
6. Conviction of criminal acts reflecting badly on the industry, such as illegal dumping of wastes.
7. Evidence of a continuing practice of gender bias in pricing.

Identify Your Seal to the Public

Main Plants and Additional Locations

You receive a dated *Award of Excellence* 20 x 28" framed Customer Service Principle poster, a dated 8 x 10" *Award of Excellence* static cling decal, and mini 3 x 5" *Award of Excellence* year decal. DLI will send out press releases to three newspapers, radio stations or television stations of your choice.

Routes

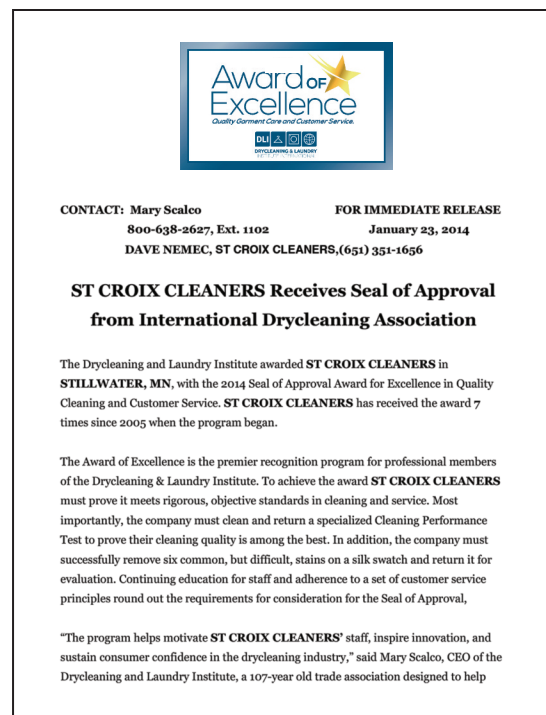
You receive three *Award of Excellence* decals for each route truck enrolled.



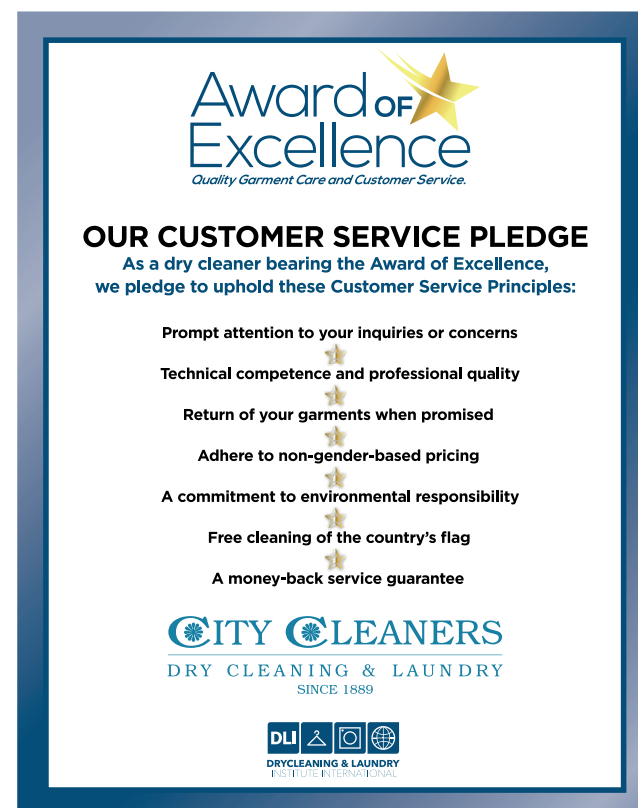
This static cling decal identifies YOUR PLANT as an Award of Excellence Drycleaner.



Stacking these smaller decals in your window shows your continued commitment.



DLI will send several press releases for you.



This attractive, personalized, framed poster will arrive at your plant ready to hang.

The Points of Excellence Explained

- To achieve and maintain the *Award of Excellence*, you must successfully complete the mandatory criteria.
- You must also earn 20 Points of Excellence the first year and then to maintain your *Award of Excellence* status after the first year, a total of 6 points must be earned each year.

Mandatory Criteria

- Supply photos of the front of the building including sign, call office, and production areas — or of route truck.
 - Supply phone number of local Better Business Bureau so it can be verified that there are no unanswered complaints with the BBB for the past three years.
1. Maintain membership in a 501(c)(6) drycleaning trade association (or its foreign equivalent) that has full-time staff and offers education, research, monthly periodicals, training, and technical support. *This criterion ensures that plants that achieve the Award of Excellence continue to receive the knowledge necessary for professional competency, and have the resources of a professional association staff.*
 2. Successfully remove at least five out of six common stains applied to a white silk swatch and return this for evaluation.
 3. Successfully run one Cleaning Performance Evaluation. The test measures graying, yellowing, and other parameters that evaluate the effectiveness of your cleaning system.

Points of Excellence

- A. Demonstration of Professionalism Community Service
 1. Active membership in a Better Business Bureau, Chamber of Commerce, or Merchants Association demonstrates professionalism.
 2. Community service programs, such as *Coats for Kids* or similar program demonstrate professionalism and outreach that can have significant impact on the public perception of our industry.
 3. Participation in approved industry management groups can have a direct bearing on professionalism and competency of the plant.