

## DBM Association

### **Circle of Excellence (COE) Award**

As a recognized symbol of quality, the Circle of Excellence Award is presented by the Distribution Business Management Association (DBM) to leading companies in various industries.

### **Award Criteria**

The criteria for the Circle of Excellence Award were developed by Dr. Omar Keith Helferich, Ph.D. based on research accomplished through Michigan State University and Central Michigan University with assistance from DBMA and other leading universities involved with supply chain management. Candidates for the Circle of Excellence (COE) Award are requested to respond to each of the following three criteria:

1. **Current Corporate Commitment:** The corporation has a commitment to awareness of community service issues/opportunities (environmental and disaster continuity preparedness) by the incorporation of ongoing community service metrics into the company supply chain strategy management process. This criterion requires commitment by top-management to implement supply chain environmental and disaster continuity preparedness initiatives that appear via internal corporate value standards and reported achievements. The commitment also requires belief that these community service programs go beyond compliance and should generate an economic return for company stakeholders.
2. **Past Demonstrated Programs:** The corporation is able to demonstrate that supply chain management community service (environmental and disaster continuity preparedness) efforts have benefited the company's performance through metrics such as: improved product/process quality, increased productivity, shorter cycle times, reduced risk, increased market share, improved impact on the environment, enhanced customer service, and/or reduced costs. Environmental programs can include waste reduction, reducing toxic materials in raw materials/parts, reduction in packaging materials, etc. Continuity programs can be development of statements of understanding with other corporations, public sector and/or government agencies for response to a major disaster.
3. **Plans for Continued Commitment:** The corporation has documented corporate supply chain plans to continue community service programs that consider supply chain environmentally responsible and business supply chain disaster continuity initiatives that increase emphasis on reverse logistics (less production, assembly and/or packaging waste) and/or collaborative programs that reduce risk and potential disruption to the business and community operations following a major disaster incident.

If you would like to nominate your company or another company that you believe meets the above criteria, or you would like more information about the DBM Circle of Excellence Award, please let us know. Feel free to email us at [dbminfo@dbm-assoc.com](mailto:dbminfo@dbm-assoc.com) or call us at (717) 295-003 to speak with Amy Thorn, Executive Director.