

**I**n 1996, we began with an idea, an idea of starting a company which would manufacture and sell trophies, awards, and other engraved gift items.



We began by leveraging *The Mark of Excellence's* resources to better serve consumers.

We designed a way of thinking focusing on our customers and providing them with value. As a result, we have cultivated relationships while serving our communities, which includes students, parents, our clients, our partners, and our immediate neighborhood.

Today, after years of learning while doing, we continue to believe in and hold close to the vision and values that got us started. They have become our mission — to be the best at what we do while growing leadership and maximizing customer satisfaction.

**We are**

*The Mark of Excellence*

**Going Places and Doing Business**

**If you would like to partner with us, contact Cathy Daskalakis or Joel Landy at**

**(718) 232-4486**

*Quality, Integrity, Leadership*



## New Utrecht High School

Maureen A. Goldfarb  
*Principal*

Mitchel Kubiak  
*Assistant Principal of Operations*

Aldo lemma  
*Assistant Principal of Pupil Services*

*Facilitators*  
Cathy Daskalakis  
Joel Landy



## Partnerships and Alliances

DeVry University  
Kingsborough Community College  
The Metropolitan Transit Authority  
The American Cancer Society  
National Grid  
Filmore Real Estate  
The New York City Department of Education  
The United Federation of Teachers  
The Bay Ridge Parents Council  
The Bay Ridge Real Estate Board  
The Kiwanis Club of Brooklyn  
Brooklyn Kings County Hispanic Chamber of Commerce



## The Mark of Excellence

**The Entrepreneurial and Small Business Operations Program at New Utrecht High School**

**A manufacturer and distributor of trophies, plaques, nameplates, engraved signs, paper products, and personalized gifts**



*Going Places Doing Business*

**The Mark of Excellence**

New Utrecht High School

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## The Program

*The Mark of Excellence*, The Entrepreneurial and Small Business Operations Program at New Utrecht High School, has been serving students and related communities since 1996.



Its vision is to see that all students have the opportunity to learn skills and to be introduced to the working world outside of book learning through a variety of work-based learning activities, which will enable them to be prepared to enter the workforce upon graduation from high school, and have practiced skills necessary to succeed in post-secondary education.

## Educational Excellence

Student employees at *The Mark of Excellence* study business and economic essentials, practice and develop research skills, create resumes and practice interviewing techniques, practice and develop speaking skills, research and explore career possibilities, create actual goods, and service clients. Guest speakers who visit *The Mark of Excellence* during the school year and field trips to financial institutions and colleges expand the horizon for each student employee.



## Professional Practice

Students merge their academic learning with skills learned by helping to run an actual business working in departments including: manufacturing, human resources, marketing, accounting, purchasing and sales. Experience working within the program in an actual office setting where professional behavior and dress is expected prepares student employees for the real world of office work.

Student employees serving internships and performing community service utilize what they have learned in the program to perform job duties and gain valuable experience.



## The Mark of Excellence Mission Statement

### To be the best at what we do:

- Providing high quality products at competitive prices.
- Creating value for clients with superior and timely service.
- Growing our business while maintaining profitability and customer satisfaction.
- Modeling integrity and earning a reputation for excellence.
- Developing business ideas and growing leadership.
- Providing employees with an environment for success.
- Working as a T.E.A.M. (Together Everyone Achieves More)

### What Our Clients Are Saying

**"To the students at *The Mark of Excellence*, Thank you so much for the beautiful stationery and business cards. They will really come in handy in my daily work! I look forward to visiting your business soon!"**  
Catherine G.

Region 7

**"I would like to thank you for arranging to have Chinese business cards made for us. We are looking forward to our trip to China."**

Dawn Santiago Marulio

**"We extend our appreciation to *The Mark of Excellence*. You did a great job!"**

The Nursing Leadership of Bayonne Medical Center

*We are what we repeatedly do.  
Excellence, therefore, is not an accident but a habit.*

~ Aristotle ~



## Post-Secondary Partnerships and Professional Affiliations

Courses and seminars offered by our post-secondary partners, including DeVry University and Kingsborough Community College, give our student employees valuable skills and college credit.

In addition, our partners in industry are invited to speak and conduct seminars within the school day providing information relating to the latest developments, trends and business indicators present in the current market and world economy.

Our present affiliations with work partners provide the program with work-based learning opportunities, including internships, job shadowing, work related seminars and attendance at work-place preparedness conferences and career fairs. These opportunities maximize the potential for student success, give students critical real world experiences, and expose students to adult role models.

