

SCHLECHTY'S DESIGN QUALITIES

Houston's Top 10	DESIGN QUALITY	DESCRIPTION
Oil	Content and Substance	
NASA	Organization of Knowledge	
The Galleria	Clear and Compelling Product Standards	
American Cowboy Museum	Protection from Adverse Consequences	
Texans	Product Focus	
Moody Gardens	Affirmation of Performance	
Astros	Affiliation	
Rockets	Novelty and Variety	
Cruise Port	Choice	
Battleship Texas	Authenticity	