



About the Baldrige Performance Excellence Program

Created by Congress in 1987, the Baldrige Program helps organizations improve and succeed in the competitive global marketplace. It is the only public-private partnership and Presidential award program dedicated to improving U.S. organizations. In collaboration with the greater Baldrige community, the Baldrige Program offers a systems approach to organizational excellence, award-winning leadership development, self-assessment tools, organizational assessments by teams of trained experts, presentations and workshops on how to improve, and conferences and other events that showcase best management practices.

Baldrige in New Mexico

- **20 New Mexico applicants for the Baldrige Award (2005–2016)**
- **3 New Mexico award applicants in 2016 represent 1,236 jobs, 10 work locations, \$639 million in revenues/budgets, and more than 187,000 customers served.**
- **5 Baldrige examiners from New Mexico volunteered \$76,000 in services in 2016.**

New Mexico National Role Models

Don Chalmers Ford, small business, 2016 (Rio Rancho)

VA Cooperative Studies Program Clinical Research Pharmacy Coordinating Center, nonprofit, 2009 (Albuquerque)

Los Alamos National Bank, small business, 2000 (Los Alamos)

Success Story



Don Chalmers Ford is an independent business franchised to represent the Ford Motor Company in vehicle sales and service in Rio Rancho, New Mexico. The company motto, “Real Value, Real People, Real Simple,” is brought to life by a commitment to “customers, quality, and community.” Providing customers with an innovative, nontraditional dealership experience is

key; for example, visitors are always welcomed by a greeter when entering the showroom, which is designed to surround them with a relaxed, “art gallery” atmosphere. The company has a workforce of 182 employees and recorded \$126 million in gross sales in 2015.

Selected Results

- Received the highest national recognition for customer satisfaction and market share available to Ford dealerships 13 times over 17 years
- Over 4 years, increased total sales volume from \$109 million to \$126 million and total dealership gross profit by 13%
- Increased the retention rate of sales consultants from 56.3% to 71.4% over 4 years, significantly higher than the national average of 26% for non-luxury-brand dealerships

Quality New Mexico

The Alliance for Performance Excellence (www.baldrigepe.org/alliance), a network of regional, state, and local Baldrige-based programs, serves organizations from all industry sectors and nearly all U.S. states. These programs rely on the Baldrige Program for the Baldrige Excellence Framework and other resources but operate without financial support from the Baldrige Program. Quality New Mexico (www.qualitynewmexico.org) drives performance excellence in New Mexico.

2011–2016 New Mexico Performance Excellence Award Recipients

Lovelace Westside Hospital, Albuquerque (Zia Award)
Lovelace Women's Hospital, Albuquerque (Zia Award)
Del Norte Credit Union, Santa Fe/Española
(Roadrunner)
Gila Regional Medical Center, Silver City (Roadrunner)
Los Alamos Department of Public Utilities (Roadrunner)
Maroland, LLC, Albuquerque (Roadrunner)
New Mexico Motor Vehicle Division (Roadrunner)
Nor-Lea Hospital District, Lovington (Roadrunner)
Hospital Services Corporation, Albuquerque
(Roadrunner)
Logistics Operations, Sandia National Laboratories,
Albuquerque (Roadrunner)
Security & Emergency Management, Sandia National
Laboratories (Roadrunner)
Accounting Services Department, Sandia National
Laboratories (Piñon)
City of Santa Fe (Piñon)
District Three Department of Transportation (Piñon)

Human Resources Division, Los Alamos National
Laboratory (Piñon)
LifeROOTS, Inc. (Piñon)
Los Alamos Public School District (Piñon)
Molina Healthcare of New Mexico (Piñon)
New Mexico Philharmonic (Piñon)
Nuclear Material Control and Accountability Group, Los
Alamos National Laboratory (Piñon)
Payroll Department, Sandia National Laboratories
(Piñon)
Public Health Division, New Mexico Department of
Health (Piñon)
Quality and Performance Assurance Division, Los
Alamos National Laboratory (Piñon)
Returns Processing Bureau, Revenue Processing
Division, NM Taxation & Revenue Department
(Piñon)
22 Adobe recipients

AHCA/NCAL National Quality Award Winners in New Mexico

The [AHCA/NCAL National Quality Award Program](#) provides a pathway toward performance excellence for providers of long term and postacute care services. The program is based on the core values and criteria of the Baldrige Performance Excellence Program.

Skies Healthcare and Rehabilitation Center, LLC (2015,
Gold)
Clovis Healthcare and Rehabilitation Center, LLC (2015,
Silver)
The Evangelical Lutheran Good Samaritan Society—Las
Cruces Village (2015, Silver)
Rio Rancho Center (2015, Silver)

The Rehabilitation Center of Albuquerque, LLC (2014,
Silver)
Casa De Oro Center (2014, Bronze)
Casa Del Sol Center (2014, Bronze)
Las Palomas Center (2014, Bronze)
Mission Arch Center (2014, Bronze)
Rio Rancho (2014, Bronze)