



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

Baldrige in New Mexico

- **20 New Mexico applicants for the Baldrige Award (2005–2018)**
- **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.**
- **3 Baldrige examiners from New Mexico volunteered more than \$67,000 in services in 2018.**

New Mexico National Role Models

Don Chalmers Ford, small business, 2016

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

Los Alamos National Bank, small business, 2000

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.

Highlights

- 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.BaldrigeAlliance.org) is a nonprofit national network of Baldrige-based organizations with a mission to grow performance excellence in support of a thriving Baldrige community. Alliance members include Baldrige-based programs that use the Baldrige Excellence Framework to serve organizations from all sectors in their region, state, or a specific industry. These programs annually evaluate and recognize over 1,000 organizations and serve as the feeder system for the national Baldrige Award.

Quality New Mexico (www.qualitynewmexico.org) drives performance excellence in New Mexico.

2011–2018 New Mexico Performance Excellence Award Recipients

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| Lovelace Westside Hospital, Albuquerque (Zia Award) | District Three Department of Transportation (Piñon) |
| Lovelace Women's Hospital, Albuquerque (Zia Award) | Hidalgo Medical Services (Piñon) |
| Nor-Lea Hospital District (Zia Award) | Human Resources Division, Los Alamos National Laboratory (Piñon) |
| Del Norte Credit Union, Santa Fe/Española (Roadrunner) | LifeROOTS, Inc. (Piñon) |
| Farmington Municipal Schools (Roadrunner) | Los Alamos Public School District (Piñon) |
| Gila Regional Medical Center, Silver City (Roadrunner) | Molina Healthcare of New Mexico (Piñon) |
| Los Alamos Department of Public Utilities (Roadrunner) | New Mexico Department of Transportation District Two (Piñon) |
| Los Alamos National Laboratory Policy Office (Roadrunner) | Nuclear Material Control and Accountability Group, Los Alamos National Laboratory (Piñon) |
| Meals on Wheels of Albuquerque (Roadrunner) | Payroll Department, Sandia National Laboratories (Piñon) |
| Maroland, LLC, Albuquerque (Roadrunner) | Public Health Division, New Mexico Department of Health (Piñon) |
| New Mexico Motor Vehicle Division (Roadrunner) | Quality and Performance Assurance Division, Los Alamos National Laboratory (Piñon) |
| Hospital Services Corporation, Albuquerque (Roadrunner) | Returns Processing Bureau, Revenue Processing Division, NM Taxation & Revenue Department (Piñon) |
| Logistics Operations, Sandia National Laboratories, Albuquerque (Roadrunner) | Sandia National Laboratories Mission Computing and IT Financial Management Business Operations (Piñon) |
| New Mexico Philharmonic (Piñon, Roadrunner) | 24 Adobe recipients |
| San Juan Regional Medical Center (Roadrunner) | |
| Security & Emergency Management, Sandia National Laboratories (Roadrunner) | |
| Accounting Services Department, Sandia National Laboratories (Piñon) | |
| Albuquerque Community Foundation (Piñon) | |
| City of Santa Fe (Piñon) | |

AHCA/NCAL National Quality Award Recipients 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.

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| CARC, Inc. (Silver, 2017) | Mission Arch Center (Bronze, 2014) |
| Casa De Oro Center (Bronze, 2014) | Montebello on Academy (Bronze, 2018) |
| Casa Del Sol Center (Bronze, 2014) | The Rehab. Center of Albuquerque, LLC (Silver, 2014) |
| Clovis Healthcare & Rehab. Center, LLC (Silver, 2015) | Rio Rancho (Bronze, 2014) |
| The Evangelical Lutheran Good Samaritan Society—Las Cruces Village (Silver, 2015) | Rio Rancho Center (Silver, 2015) |
| Las Palomas Center (Bronze, 2014) | Santa Fe Care Center (Bronze, 2018) |
| | Skies Healthcare & Rehab. Center, LLC (Gold, 2015) |