



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 (2005–2017)**
- **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 2017.**

## 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](http://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](http://www.qualitynewmexico.org)) drives performance excellence in New Mexico.

## 2011–2017 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)  
New Mexico Philharmonic (Piñon, Roadrunner)  
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)

District Three Department of Transportation (Piñon)  
Hidalgo Medical Services (Piñon)  
Human Resources Division, Los Alamos National  
Laboratory (Piñon)  
LifeROOTS, Inc. (Piñon)  
Los Alamos Public School District (Piñon)  
Molina Healthcare of New Mexico (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)  
23 Adobe recipients

## 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.

CARC, Inc. (Silver, 2017)  
Casa De Oro Center (Bronze, 2014)  
Casa Del Sol Center (Bronze, 2014)  
Clovis Healthcare & Rehabilitation Center, LLC  
(Silver, 2015)  
The Evangelical Lutheran Good Samaritan Society—Las  
Cruces Village (Silver, 2015)  
Las Palomas Center (Bronze, 2014)

Mission Arch Center (Bronze, 2014)  
The Rehabilitation Center of Albuquerque, LLC  
(Silver, 2014)  
Rio Rancho (Bronze, 2014)  
Rio Rancho Center (Silver, 2015)  
Skies Healthcare & Rehabilitation Center, LLC  
(Gold, 2015)