



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

- **21 New Mexico applicants for the Baldrige Award (2005–2020)**
- **4 New Mexico award applicants in 2016–2020 represent 1,754 jobs, 20 work locations, \$842 million in revenues/budgets, and more than 190,000 customers served.**
- **5 Baldrige examiners from New Mexico volunteered about \$112,500 in services in 2020.**

New Mexico National Role Models

Don Chalmers Ford, small business, 2016

Los Alamos National Bank, small business, 2000

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

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.

2011–2020 New Mexico Performance Excellence Award Recipients

Zia Award

Lovelace Westside Hospital
Lovelace Women's Hospital
Nor-Lea Hospital District

Roadrunner

Del Norte Credit Union
Farmington Municipal Schools
Gila Regional Medical Center
Los Alamos Department of Public Utilities
Los Alamos National Laboratory Policy Office
Meals on Wheels of Albuquerque
Maroland, LLC, Albuquerque
New Mexico Motor Vehicle Division
Hospital Services Corporation
Logistics Operations, Sandia National Laboratories
New Mexico Philharmonic
San Juan Regional Medical Center
Security & Emergency Management, Sandia National Laboratories

Piñon

Accounting Services Department, Sandia National Laboratories

Albuquerque Community Foundation City of Santa Fe)
District Three Department of Transportation
Hidalgo Medical Services
Human Resources Division, Los Alamos National Laboratory
LifeROOTS, Inc.
Los Alamos Public School District
Molina Healthcare of New Mexico
New Mexico Department of Transportation District Two
Nuclear Material Control and Accountability Group, Los Alamos National Laboratory
Payroll Department, Sandia National Laboratories
Public Health Division, New Mexico Department of Health
Quality and Performance Assurance Division, Los Alamos National Laboratory
Returns Processing Bureau, Revenue Processing Division, NM Taxation & Revenue Department
Sandia National Laboratories Mission Computing and IT Financial Management Business Operations

Adobe

24 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.

Albuquerque Heights Healthcare and Rehab. Center (Bronze, 2020)
Aspen Ridge Lodge (Bronze, 2019)
Avamere at Rio Rancho (Bronze, 2020)
Clayton Nursing and Rehab. Center (Bronze, 2020)
Colfax General Long-Term Care (Bronze, 2020)
The Montebello on Academy (Bronze, 2018)
Santa Fe Care Center (Bronze, 2018)
Skies Healthcare and Rehab. Center (Gold, 2015)
The Village at Northrise (Bronze, 2020)