Baldrige in New Mexico

- 21 New Mexico applicants for the Baldrige Award (2005–2019)
- 4 New Mexico award applicants in 2016–2019 represent 1,754 jobs, 20 work locations, $842 million in revenues/budgets, and more than 190,000 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
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

Baldrige Performance Excellence Program
National Institute of Standards and Technology ● Innovation and Industry Services
www.nist.gov/baldrige ● 301-975-2036 ● baldrige@nist.gov
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.

2011–2019 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.

Aspen Ridge Inn—LARC (Bronze, 2019)
CARC, Inc. (Silver, 2017)
Casa De Oro Center (Bronze, 2014)
Casa Del Sol Center (Bronze, 2014)
Clovis Healthcare & Rehab. 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)
Montebello on Academy (Bronze, 2018)
The Rehab. Center of Albuquerque, LLC (Silver, 2014)
Rio Rancho (Bronze, 2014)
Rio Rancho Center (Silver, 2015)
Santa Fe Care Center (Bronze, 2018)
Skies Healthcare & Rehab. Center, LLC (Gold, 2015)