



# 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.
- 3 Baldrige examiners from New Mexico volunteered about \$67,500 in services in 2021, and 2 Baldrige examiners from New Jersey volunteered about \$45,000 in services in 2022.

## Baldrige Award Recipients in New Mexico

Don Chalmers Ford, small business, 2016

Los Alamos National Bank, small business, 2000

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

### Featured Baldrige Award Recipient



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-Based Award Programs Serving New Mexico

The [Alliance for Performance Excellence](#) 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.

Since 1993, [Quality New Mexico](#) (QNM), a member of the Alliance for Performance Excellence, has been a force for improvement in the state of New Mexico. QNM has the tools to equip New Mexico leaders, businesses, and organizations to accomplish their mission and achieve their vision. QNM offers public and custom workshops for leadership, management, and workforce learning to improve an organization's capability, productivity, and performance. QNM's vision is for New Mexico to be known as "the State of Excellence." QNM's mission is a simple one: to drive performance excellence in New Mexico. Its values are integrity; customer-driven excellence; innovation and agility; organizational and personal learning; valuing diversity, people, and relationships; and continuous improvement.

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

## 2011–2020 QNM Award/Recognition 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/Recognition Recipients in New Mexico

Albuquerque Heights Healthcare and Rehabilitation Center (Bronze, 2020)  
Aspen Ridge Lodge (Bronze, 2019)  
Avamere at Rio Rancho (Bronze, 2020)  
Clayton Nursing and Rehabilitation Center (Bronze, 2020)  
Colfax General Long-Term Care (Bronze, 2020)  
The Village at Northrise (Bronze, 2020)

# Baldrige in the U.S.

- U.S. organizations applying for the Baldrige Award have received 1,791 feedback reports detailing organizational strengths and opportunities for improvement.
- 124 Baldrige Award recipients have shared their role-model practices with other organizations.
- 2010–2021 Baldrige Award applicants represent 687,115 U.S. jobs, 5,086 work sites, more than \$193 billion in revenues/budgets, and about 614 million customers served.
- 103 national Baldrige examiners volunteered roughly \$2.3 million in services in 2022.
- In 2019, 29 independently funded and managed regional, state, and sector Baldrige-based programs evaluated 1,598 organizations using 1,686 volunteer examiners.

## Sample Achievements by Baldrige Award Recipients

- Average customer satisfaction for services **higher than 4.5 out of 5** since 2017 (MESA)
- **Highest possible credit rating** from Standard & Poor's and Moody's since 1994 (City of Germantown, TN)
- **Growth in revenue** from **\$41 million to \$265 million** over 10 years (PricewaterhouseCoopers Public Sector Practice [now Guidehouse])
- Estimated **cost savings of \$225 million annually** through time reductions resulting from process and performance improvements (Lockheed Martin Missiles and Fire Control)
- **5-star rating** (the highest) from the Centers for Medicare and Medicaid Services (GBMC HealthCare System)
- **Outperforms local and national comparators** for attainment of associate degrees and certificates by **more than 200%** (Howard Community College)
- Over 4 years, **100% of customers surveyed would recommend the company** to others (Stellar Solutions)

## The Baldrige Performance Excellence Program

Created with Congressional authorization 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.

The data presented, in some cases, are estimates of the best available information.