

**2010 Quality New Mexico Conference
& New Mexico Quality Awards Ceremony
April 21 – 22, 2010 Embassy Suites – Albuquerque**



Chairman's Circle \$25,000

- Six Conference Registrations
- Company Logo on Conference Tote Bag or Other Promotional Item
- Company Logo on All Registration Advertising
- Company Link and Logo on the QNM Conference Web Page
- Special Recognition at the NMQA Awards Ceremony
- Full Page Ad in the Program
- One Exhibit Space
- Brochures and Promotional Materials

President's Circle \$10,000

- Three Conference Registrations
- Company Logo on Registration Brochures
- Company Logo on the QNM Conference Web Page
- Special Recognition at Conference Welcome & Luncheon
- One-Half Page Ad in the Program
- One Exhibit Table at QNM Exhibit Hall
- Brochures and Promotional Materials

Executive Ring \$5,000

- Two Conference Registrations
- Company Name Listed on the QNM Conference Web Page
- Special Recognition at Conference Luncheon
- One-Fourth Page Ad in the Program
- Promotional Brochures and Gifts

Associate Ring \$2,500

- One Conference Registration
- Special Recognition at the Refreshment Break(s)
- Listing in the Program
- Promotional Gifts

**2010 Quality New Mexico Conference
Sponsorship Enrollment Form**



Date _____

Organization Name _____

Mailing Address _____

City _____ State _____ Zip _____

Name Highest Level Officer _____

Official Title _____

Email Address _____

Contact Name _____ Title _____

Email Address _____

Phone # _____ Fax# _____

Website Address _____

Please check level of Company Sponsorship:

- Chairman's Circle - \$25,000**
- President's Circle - \$10,000**
- Executive Ring - \$5,000**
- Associate Ring - \$2,500**

Please indicate form of payment below:

Check ___ Credit Card ___ Invoice ___ (PO Number If Required) _____

(Make checks payable to Quality New Mexico)

Authorized Signature: _____

Email or Fax to alma@quality-newmexico.org FAX # 505-944-2002

Mail with Payment To: Quality New Mexico

PO Box 25005, Albuquerque, NM 87125

The Quality New Mexico Story



New Mexico Strives for Performance Excellence

New Mexico's quality initiative started in September 1991 when Motorola Senior Executive Vice-President Chris Galvin challenged New Mexico government, business, and education leaders to make New Mexico "The Quality State". Speaking at a business forum in Las Cruces, Galvin said New Mexico could take the first step toward this goal by having representatives from the public and private sectors attend a quality seminar at Motorola University in Schaumburg, Illinois to determine whether similar principles could be applied in New Mexico. Motorola earned the Malcolm Baldrige National Quality Award in 1988.

In response to Galvin's challenge, 30 New Mexicans traveled to Schaumburg in January 1992 to attend the one-day quality seminar. The delegation included U.S. Senator Pete Domenici, U.S. Senator Jeff Bingaman, Governor Bruce King, State Economic Development Secretary Bill Garcia, and Santa Fe Mayor Sam Pick. From the private sector, Joyce Godwin of Presbyterian Healthcare Services, Larry Willard, formerly with Wells Fargo Bank, Ed O'Leary of First National Bank, Ron Solimon of Laguna Industries, and Bill Enloe of Los Alamos National Bank.

Domenici, Bingaman, and King called the seminar a solid first step to developing a comprehensive strategy establishing and educating the state in quality principles and practices. Business and organization leaders, inspired by the seminar, vowed to meet in New Mexico and develop an action plan. Both Domenici and Bingaman lent their support to the group.

Two dozen New Mexicans met in the spring of 1992 under the guidance of Bingaman's assistant, Ricardo "Zuni" Zuniga, to put together goals and establish a mission for the 'Quality State Initiative'. They determined Governor's Business Executives for Education (GBEE) would continue promoting quality initiatives in grades K-12 and coordinate their activities with the newly organized Quality New Mexico.

In July 1992, Bingaman announced the kickoff of the U.S. Senate Productivity/New Mexico Quality Awards at a small business forum in Las Cruces sponsored by Sandia National Laboratories and New Mexico State University. Charles Tapp, Director of Quality Improvement at Sandia National Laboratories, had a vision that New Mexico should have a state award program to improve its economic competitiveness.

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Quality New Mexico is Born

In April 1993, at the request of Bingaman, Sandia National Laboratories appointed Julia Gabaldón, a loaned Sandia executive, to lead New Mexico's Quality Initiative. Gabaldón continues to serve as President/CEO. The initiative quickly gained the support of dozens of corporate sponsors and volunteers from PNM, Sunwest Bank, and Los Alamos National Laboratory.

Quality New Mexico started on its journey in July 1993 with a reception and news conference at the New Mexico State Capitol in Santa Fe. Gabaldón announced that Quality New Mexico had already received \$500,000 in contributions and donations from state businesses including office space in downtown Albuquerque, furniture, computers, and salaries for other staff.

Quality New Mexico – A Force for Improvement

Quality New Mexico's mission is to motivate, educate, and congratulate New Mexico businesses and organization for achievement in performance excellence using the Baldrige Criteria. The 501(c)3 non-profit generates education, training, and formal performance assessment of business, education, government, health care, and non-profit organizations. Quality New Mexico administers the three-tiered New Mexico Quality Awards program of Piñon Recognition (Commitment), Roadrunner Recognition (Progress in quality practices), and the Zia Award (Performance Excellence), all patterned after the prestigious Malcolm Baldrige National Quality Award administered by the U.S. Department of Commerce.

To date, Quality New Mexico has granted 660 New Mexico Quality Awards: 466 Piñon Recognitions, 182 Roadrunner Recognitions, and 12 Zia Awards. The Department of Veterans Affairs-Cooperative Studies Program Clinical Research Pharmacy Coordinating Center (the Center) and Los Alamos National Bank (the Bank) are both recipients of the New Mexico Zia Quality Award and both have received the prestigious Malcolm Baldrige National Quality Award. The Center is the first non-profit in New Mexico to receive the 2009 MBNQA and the bank is the first business in New Mexico and the first bank in the nation to receive the 2000 MBNQA.

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