



**Quality New Mexico Announces
Kirtland Federal Credit Union as a
2008 New Mexico Quality Award Zia Winner**

FOR IMMEDIATE RELEASE:

CONTACT: Colwyn Gullick

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NEW MEXICO – Jeff Weinrach, Director of the New Mexico Quality Awards, announces that Kirtland Federal Credit Union has won a 2008 Zia Award for Performance Excellence in New Mexico. Kirtland is only the 12th recipient of the award for role model organizations in the 15 year history of the program. Quality New Mexico is the nonprofit award and education program based on the Baldrige National Program for Performance Excellence.

The Cycle 1 NMQA process also honors 3 organizations with Roadrunner Recognitions demonstrating significant progress in building sound and systematic processes and in attaining improved organizational outcomes. They are Bohannon Huston, Inc., Hospital Services Corporation, and the Associate Directorate for Project Management Services from Los Alamos National Laboratory.

Susan's Legacy and the Albuquerque Convention & Visitors Bureau will receive Piñon Recognitions for demonstrating organizational use of systematic processes in order to attain improved outcomes.

David Seely, President and CEO of Kirtland Federal Credit Union, observed, "We have been on the quality journey for more than a dozen years, and have made steady progress in pursuing performance excellence. We have now achieved industry-leading results and attribute much of our success to Quality New Mexico. Kirtland Federal Credit Union has a great team of employees who are fully supported by the board of directors and other appointed officials, and this award recognizes their team effort."

NMQA Director, Weinrach provided some insight on this journey to performance excellence, "Kirtland Federal Credit Union knows what continuous improvement is all about and well deserves this Zia Award."

"Congratulations to our 2008 New Mexico Quality Award Recipients! These businesses and organizations are committed to providing the best services and products to their customers and are working to achieve sustainable organizational results." says Julia Gabaldón, President/CEO of Quality New Mexico.

Organizations compile an application based on the Criteria for Performance Excellence provided by the US Department of Commerce National Institute of Standards and Technology or the Piñon Criteria produced by Quality New Mexico. A professionally-trained team of volunteer examiners from throughout New Mexico examines and responds with a 'Feedback Report' detailing strengths and opportunities for improvement.

This report is considered invaluable to applicants to continue making improvements throughout the year. Most organizations reapply with applications to achieve sustainable results and to maintain the journey to performance excellence.

Zia winners undergo a dynamic site visit by the teams to clarify and verify the application. A panel of judges with extensive NMQA and Baldrige experience determines the final recipients.

Cycle 2 - 2008 recipients will be announced in March of 2009 and all winners and recipients will be showcased on April 1st and 2nd at the 2-day Quality New Mexico Conference & the New Mexico Quality Awards Ceremony Luncheon, Embassy Suites.

Sustainability is the theme as the Conference again presents in-depth workshops and nationally recognized speakers on immediately available tools and strategies to improve organizations. The seven categories of the Criteria for Performance Excellence are: Leadership; Strategic Planning; Customer and Market Focus; Measurement, Analysis, and Knowledge Management; Workforce Focus; Process Management; and Results.

More information is available at www.qualitynewmexico.org or by calling QNM at 505-944-2001.

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About Quality New Mexico

Quality New Mexico's mission is to motivate, educate, and congratulate New Mexico businesses and organizations for achievement in Performance Excellence using the Baldrige Criteria. The non-profit, privately funded, 501(C)3 provides education and training, assessments, tools, feedback, and recognition to large and small business, education, government, health care, and non-profit organizations.

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