



Your journey to better
business health begins.

Quality University



From your Rio Rancho
Regional Chamber of Commerce

We have a dream.

We dream of life in New Mexico's first community of quality, where

Our air is clean.
Our lives are pleasant.
Our climate is fabulous.
Our children are safe.

Our businesses prosper.

Outstanding service is routine.
You race to tip your restaurant server adequately.
The cashier at the pharmacy calls you by name.
Your dry cleaner delivers.

Our city grows.
Our lives improve.
Our prosperous businesses grow even more prosperous.

Live the dream.

-Sandy Rea

How do we get there?

Better quality starts with us.

Detailed enrollment information will be available in early February, 2007. In the interim, call your Chamber offices for more information.

505-892-1533



We have the plan.

Enrollment in a Quality University program help you to understand your current position on the quality map. Prepare your company to pursue the Chamber's Excellence in Business Award while understanding the New Mexico Quality Awards criteria.

Quality 101

Quality 101 focuses on basic quality management and elements of customer focuses, including

- Customer focus
- The importance of processes
- Measurement and analysis
- Valuing the workforce

Quality 201

Quality 201 focuses on the use of quality management elements and alignment of organizational direction through strategy, processes and results. Participants will use the MBNQA criteria and New Mexico Quality Awards guidance in performing an organizational self-assessment for their organization(s).



You reap the reward.

In our community of quality, all things are possible: As participants learn better project management and team efforts improve, some benefits include:

- Improved processes.
- Increased productivity
- Reduced expenses
- Increased top line revenue
- Increased profits

"We began our quality journey in 1997, and our pursuit of excellence continues to this day. Employee retention has improved, customer satisfaction has increased, and our focus on quality helps us to grow our dealership, our employees and our community."

- Don Chalmers, Don Chalmers Ford

"Our focus on quality prompted us to do a very comprehensive self-assessment, and we began to pay more attention to detail on a day-to-day basis. We gained an awareness of both internal and external customers, and we better understand how to serve our community here in New Mexico."

- Liz Burns, Automotive Impressions, Inc.

"Applying for the Pinon award opened our eyes to our processes, and helped us to improve them. We are now more efficient, and we're able to manage much more effectively."

- Roman Montoya, Rio Rancho City Clerk

