

Entereza, Inc. – Building Better Businesses with Efficiency and Integrity

By Kristi D. Lawrence

They may be landlocked in the middle of the high desert, but Entereza’s team of instructional designers spend their days supporting the U.S. Coast Guard qualification program. The team conducts important job task analyses and develops training so that personnel onboard the Coast Guard’s cutters know how to perform their job correctly and efficiently. It’s all in a day’s work for staff members at Entereza.

Founded in 2001 by Ginny Buckmelter, Entereza’s initial focus was working with government contracts that provide test and evaluation of various systems and products, such as chemical, biological, radiological, nuclear detection devices, gas masks, flight suits, etc. In conjunction with providing test and evaluation services, Entereza became involved with training Department of Defense organizations. During the last ten years, Entereza’s training capabilities have expanded to organizations such as the Transportation Security Administration and the U.S. Coast Guard.



Entereza conducting Operational Test and Evaluation on the Joint Biological Point Detection System at Eglin AFB, Florida.

Soon after, Ginny founded Entereza, using her expertise to land big clients including the Department of Defense and Department of Energy.

The main reason that Ginny formed Entereza was seeing what happened to the people in her previous companies. She realized that transitions and corporate takeovers create an environment where employees are frightened and distracted from being able to be productive and engaged.

“What is lacking is the feeling of having some sort of control over your own life,” she says. “I wanted to create a company where employees felt safe and appreciated—a company where integrity matters.” Entereza is the Spanish word for “integrity.” For years, Entereza kept its government focus. But more recently that focus has broadened to include commercial and nonprofit clients as well.

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— Ginny Buckmelter
Entereza Owner and President

Ginny had the right background for her work in the government arena. She spent years managing government contracts for Digital Equipment Corporation and Compaq Computer Corporation. However, when Compaq was purchased by Hewlett-Packard she decided that she needed to make her own mark in the world. Like all successful entrepreneurs, she had a life-changing moment when she said to herself, “I need to be my own boss.”

It's an attempt to diversify, and help the local economy right here at home. Ginny is a native of New Mexico, born in Gallup. Having a father who worked road construction, she lived in towns all across our state while growing up. She has personally witnessed the poverty in New Mexico and sees the need to bring more business opportunities to the place she calls home.

These days, Entereza provides numerous types of support for commercial, nonprofit, academic, and government clients. Many of these services are provided within our state. Services include organizational development, employee development and training, mission support, technical services, and multimedia and graphic design. Within those categories are numerous specialized offerings, like strategic planning, needs analysis, instructional systems design, competency assessment, project management, security services, aviation support, and research and development, among many others.



Entereza instructional designers reviewing test questions for engineers aboard the U.S. Coast Guard cutters.

The variety of Entereza's projects makes for interesting work. In the last year, the organizational development team has worked compiling data on health indicators for Native American children, evaluated programs that are designed to provide resources for children with physical limitations, and even developed a diversity and awareness training for individuals who work at United States airports.

Entereza also has what no other business consulting company in New Mexico has—a certified Return on Investment (ROI) professional. That would be Dr. Barbra Portzline, Entereza's Director of Organizational Development.

And she is part of a rock-solid team of experts who care about their clients, and their clients' bottom line. "We are really committed to being trusted advisors in the community," Dr. Barbra Portzline says. "We walk the talk and support our clients to excel in their businesses. I like to say that my criteria for success is when I 'work myself out of work.' That's how I know I did a good job."

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**— Dr. Barbra Portzline
Entereza Director of Organizational Development**

In 2015, Entereza initiated a new division, the Learning Services Academy (LSA), geared toward supporting local organizations. LSA offers affordable classes on a variety of business-related topics, from public relations to budgeting to ageism in the workforce. The goal is to give local organizations and entrepreneurs critical training to help them succeed, so the community becomes even stronger.

Entereza understands that every organization has to balance resources and rewards to meet strategic objectives. They work in partnership with their customers to ensure that their efforts are part of a comprehensive strategy to leverage those existing resources. Entereza's capabilities have evolved over the last 15 years to make certain that the company is providing the best mix of solutions that deliver high performance outcomes and ongoing results.