



Economic developments

AUGUST 2010

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Business Development Manager

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New Mexico Partnership Executive Outreach Event During Intersolar North America in San Francisco Well Attended and Successful

As a global leader in pure energy innovation, New Mexico continues to draw international attention to the Land of Enchantment. The New Mexico Partnership has taken actions and adopted substantive policy measures to stimulate development of solar power projects throughout the state. Those initiatives as well as an aggressive business recruiting strategy have effectively positioned the state as a focal point for this rapidly emerging industry.

One such strategy is the hosting of Executive Outreach Events at conferences and exhibitions focused around renewable energy.

July 13-15, the New Mexico Partnership attended and exhibited at Intersolar North America 2010 Conference in San Francisco. The Partnership staff along with representatives from the Otero County Development Council (OCEDC), Mesilla Valley Economic Development Alliance (MVEDA), Albuquerque Economic Development (AED), Economic Development Corporation of Lea County (EDCLC) and Mesa del Sol walked the show in order to develop new relationships and revisit previous relationships formed during Intersolar Munich.

On the evening of July 14, the NM Partnership hosted a "Solar Executive Outreach Event" This outreach event was generously sponsored by Otero

County Economic Development Corporation, Mesilla Valley Economic Development Alliance, Albuquerque Economic Development, Economic Development Corporation of Lea County, Mesa del Sol, SCHOTT Solar and Emcore Corporation.

Dr. Gerry Fine kicked off the event with a keynote address discussing New Mexico's continued momentum in forming a renewable energy cluster in New Mexico. He talked about SCHOTT's experiences and successes in doing business in New Mexico. In true New Mexico style the guests were entertained by an amazing flamenco show to end the evening.

Over 100 industry executives and site consultants showed up to learn more about New Mexico. Often times the return on investment for these events can be difficult to track. However, the New Mexico Partnership has already had a few leads from the event and the conference.

Our sincere thanks to our sponsors and guests from New Mexico who made this yet another successful New Mexico event.

New Mexico Partnership Board of Directors Participates in Board Retreat, August 9-10, 2010

The New Mexico Partnership's Board of Directors participated in a Board Retreat in Albuquerque during August 9-10.

All nonprofit boards should have a board retreat at least once a year. This is the prime opportunity to discuss matters of importance in-depth and without normal board business that gobbles up almost all meetings. Chairman Estevan Gonzales coordinated this year's retreat with the end goal of coming up with a "Guide for Board Members."

This year's retreat focused on board development, orientation of new board members, strategic planning, leadership and board/staff relationships.

Lisa Hardison, President & CEO of the Economic Development Corporation of Lea County, served as the meeting facilitator and did an exceptional job of keeping the board on task.

The New Mexico Partnership Board of Directors is made up of one economic development representative and one private sector businessperson from each of the seven planning & development districts. The Cabinet Secretary of Economic Development also serves on the board as a designee. Members are appointed by the Governor and serve co-terminus with him or her.

Our current board is a dynamic and talented group of people from around the state who volunteer their time to serve. They are as follows: Chairman Estevan Gonzales—Santa Fe (Business); Vice Chairman Sean Ormand—Silver City (Economic Development); Secretary Gary Tonjes—Albuquerque (Economic Development); Treasurer Chase Gentry—Clovis; Patricia Chavez—Albuquerque (Business); Bob

J. Donnell—Roswell (Economic Development); Chuck Hamilton—Silver City (Business); Davin Lopez—Las Cruces (Economic Development); Joseph Maestas—Espanola (Business); Cabinet Secretary Fred Mondragón; Raymond Mondragon—Clovis (Economic Development); Sharmyn Munoz—Gallup (Business); Connie Sevier—Lovington (Business); First Lieutenant Governor Mark Thompson-Pueblo of Acoma (Economic Development). If these folks are in your neck of the woods, give them a pat on the back. They believe in New Mexico and are helping to create jobs and move New Mexico forward.



Tourism Department Secretary Michael Cerletti Named State Tourism Director of the Year



The National Council of State Tourism Directors has named Michael Cerletti, Secretary of the New Mexico Tourism Department, as State Tourism Director of the Year for 2010.

The official announcement was made Tuesday evening (August 10, 2010) during the awards banquet of the U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO) in Savannah, Georgia. ESTO is a national forum where tourism destination professionals at the state, region and local level meet annually to acquire critical tools, tips and information to help them better market and grow their destinations.

"Mike Cerletti is being recognized for being the best in the nation at what he does," said George Zimmermann, chair of the National Council of State Tourism Directors. "His innovative tourism marketing of the State of New Mexico has resulted in more dollars spent by visitors at New Mexico businesses, more jobs for New Mexico residents and more revenue for New Mexico."

Candidates for State Tourism Director of the Year are nominated by all 56 state/territory tourism directors. Three finalists (Sec. Cerletti, Diane Shober of Wyoming, and John Edman of Minnesota) were selected by a nominating committee. The membership then votes for the state director "who has truly excelled in the position."

"I am deeply honored, especially considering I was selected from among Diane and John,"

Sec. Cerletti said. "I accept this award on behalf of the New Mexico Tourism Department, the industry and Gov. Bill Richardson, who has worked tirelessly on behalf of the industry. It has been a privilege to have been a part of his administration the past eight years, and for the opportunity he has given me to serve the people of New Mexico."

A native of San Francisco, Calif., Sec. Cerletti graduated from San Jose State University with a Bachelor of Science degree. Following his move to Santa Fe in 1974 with his wife, Helen, he was the managing partner and co-developer of several hotels in Santa Fe, Albuquerque and Los Alamos, including La Posada, Hotel St. Francis, and The Plaza Real, all in Santa Fe; La Posada de Albuquerque; and the Los Alamos Inn.

Secretary Cerletti has held offices and has been a board member of numerous civic and statewide organizations including the New Mexico Lodging Association, the New Mexico Restaurant Association, the United Way of Santa Fe, the Santa Fe Opera, the Santa Fe Chamber of Commerce, the Tourism Association of New Mexico and the Albuquerque Convention and Visitors Bureau. He remains on the board of several of these and other organizations.

Please take a look at the expansion and redesign of the Department's web site (www.newmexico.org) which encourages both public and tourism industry participation.

Congratulations Secretary Cerletti!



New Mexico JTIP Staff Hosts National Conference

The National Association of Industry Specific Training Directors (NAISTD) will hold its annual meeting in Santa Fe this year. The meeting will take place September 26 – 29. NAISTD is a national organization made up of individuals who are responsible for the state-wide administration of their state-funded industry-specific training program intended to promote or support economic development for new and/or existing businesses and industries. The annual conference provides state job training program directors the

opportunity to network with their peers, learn best practices and share experiences. Representatives from member states are a cross-section of specialists who work in employment and training, economic development and higher education. New Mexico's incumbent worker training program, Step Up, was based in part on information gained from attending the this valuable conference in previous years.

In addition to informal networking, each state in attendance gives a formal pres-

entation on its programs. These presentations outline program structure, budget, eligibility, services, accomplishments, and challenges. Registered observers from related businesses, including site selectors, provide feedback at the conclusion of the program.

Conference registration is available online at www.naistd.com.

For more information contact Therese Varela, NAISTD President-Elect, at 505-827-0323 or therese.varela@stat

New Mexico Partnership Visits Over 600 Companies

On August 16, Clark Krause and Jonathan Clark of the New Mexico Partnership embarked upon the first of many sales mission this fiscal year. August's sales mission took the guys to Southern California where, with the

help of Senior Consultant, Jack Allston, they were able to secure over 10 appointments with a variety of companies including aerospace/aviation; solar; manufacturing and some back office.

These sales missions have proven to be successful. At the end of last fiscal year, the New Mexico Partnership had visited over 600 companies around the United States!

New Mexico Partnership to Attend AUVSI's Unmanned Systems North America in Denver, August 24-26

Andrew Corona, Business Development Manager at the New Mexico Partnership, will join representatives from Otero County, Mesilla Valley Economic Development and Chaves County Economic Development at the AUVSI Unmanned Systems North 2010 conference in Denver.

AUVSI's Unmanned Systems North America 2010 is the premier forum for

reviewing, assessing and discussing the successes and shortcomings of current unmanned systems. The conference, with an expected record turnout, will bring together the key leaders and decision-makers in the industry. Officials from government and user organizations around the world will be in attendance and participating in the symposium

program. Conference organizers expect 5,000+ Attendees from 30+ countries including Commercial and Defense Operators, CEOs and high-level decision-makers, Government and Industry Program Managers, Policy Makers and Scientists, Researchers and Students.



Rural Economic Development in Ruidoso: One Job At A Time



Eugene Heathman, President, Ruidoso Valley Economic Development Corporation



Economic Development in Ruidoso is faced with challenges, even in robust economic conditions.

Being a rural, tourist driven, resort, second home market; Ruidoso often struggles for the leftovers from large urban development incentive funding. When faced with these numerous challenges, The Ruidoso Valley Economic Development Corporation has maximized existing resources to create economic based jobs, one job at a time. The RVEDC understands the likelihood of a major employer locating to the community is unlikely yet still possible. Therefore, the RVEDC have established successful and cohesive partnerships with the local branch of Eastern New Mexico University, the Small Business Development Center and the local branch of The Department of Workforce Solutions. The RVEDC strategy is to align a se-

ries of core initiatives with “in-demand” industries and careers for New Mexico supplied by Workforce Solutions. RVEDC, Workforce Solutions, ENMU and the Small Business Development Center then build qualified applicants from the local level through education, small business and professional skills training programs. Raising the qualified skill level of local residents has been an excellent way to not only place them into “in-demand” professions but this also serves as an attraction for prospective employers. This strategy applies not just for Ruidoso but for all of Lincoln County, most of which is rural. The strategic partnerships provide the same skills training to be performed online and even via video classes for those who cannot feasibly commute to Ruidoso. The RVEDC played a major role in founding Film Lincoln

County and seized the opportunity to help bring the UNM Lobos to Ruidoso for their Fall Training camp. Ruidoso and Lincoln County has become a premier destination for high altitude training, equestrian, mountain biking, road cycling and all-around outdoor sports and recreation. The Lincoln County Renewable Energy Initiative is on track by hosting the very first Lincoln County Renewable Energy Conference last May. ENMU have since designed coursework for construction trades and technology to align with this in-demand initiative. That being said, Ruidoso and Lincoln County are open for business, creating jobs, one job at a time.

This article was submitted courtesy of By: Eugene Heathman, President, Ruidoso Valley Economic Development Corporation

www.rvedc.org

Calendar of Partnership Activities

Below is a list of activities in which the Partnership will participate in. Please contact us at your earliest convenience if you are interested in joining us.

- **August 16-20:** Southern California Sales Mission
- **August 24-26:** AUVSI's Unmanned Systems North America Conference—Denver, CO
- **September 26-29:** IEDC—Columbus, OH
- **September 30-Oct. 1:** Cleveland, OH Sales Mission
- **October 12-14:** Solar Power International 2010, Los Angeles
- **October 18-22:** East Coast Sales Mission



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Jobs. Investment. Opportunity.

Our Mission:

We are committed to attracting competitive, quality companies to the State of New Mexico; generating good paying jobs, increasing capital investment and providing a platform for enhancing and sustaining the State of New Mexico's economic vitality

Our Goals:

- *To partner with the New Mexico Economic Development Department and local economic development organizations to develop and implement an effective research and target marketing program*
- *To aggressively market New Mexico's competitive benefits to targeted markets*
- *To facilitate an effective prospect management protocol to ensure achievement of performance metrics*

www.nmpartnership.com

This Newsletter created by Lea J. Harrison, Director of Marketing & Communications