

SUSANA MARTINEZ
GOVERNOR

JON BARELA
CABINET SECRETARY



FOR IMMEDIATE RELEASE
January 8, 2014

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****Media Advisory****

Santa Fe -The New Mexico Economic Development Department (NMEDD) in partnership with the U.S Census Bureau-Denver Regional Office will host a training to assist small business owners, consultants, Small Business Development Training Centers, chambers of commerce, local economic development organizations and any agency who targets small businesses and economic development. The Census Bureau measures our vast and dynamic American economy and population for government and business decision-making.

"Using Census Data for Business Planning and Market Analysis" will offer hands-on training designed to teach individuals to use U.S. Census Bureau economic and demographic data. Participants will access Census data to study business competition, site location, prepare a business plan, demographics of their trade area, review their local economy and analyze where people work and where workers live in their community.

NMEDD is the lead agency for the State Data Center program. Through an agreement with the Census Bureau, NMEDD is building out the State Data Center and assists New Mexico's smallest communities with training and accessing data.

Space is limited therefore preregistration is required, register by emailing christine.logan@state.nm.us

Who:

New Mexico Economic Development Secretary Jon Barela
New Mexico Economic Development Regional Representative Christine Logan
The U.S. Census Bureau - Denver Regional Office

When:

Thursday, January 16, 2014
8:30 a.m. to 12:00 p.m.

Where:

Dona Ana Community College, Workforce Development Center
2345 Nevada Ave., Las Cruces, NM

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