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FOR IMMEDIATE RELEASE
March 4, 2014

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2014 New Mexico Economic Development Summit to be Held in Hobbs

Early Bird Rate for Registration and Hotel Rooms is March 17, 2014

Santa Fe - The 2014 New Mexico Economic Development Summit will be held in Hobbs at the Lea County Event Center, April 1 to 3. New Mexico IDEA and the Rural Alliance will offer training for community leaders and economic development professionals as well as offer ideas on how to make an economic development program more effective.

"I encourage everyone interested in growing our local economies to attend the summit to gather information and ideas on transforming New Mexico's economy especially in light of recently improved rankings that make New Mexico more business friendly and competitive," said Economic Development Secretary Jon Barela.

Economic Development Secretary Jon Barela is slated to speak on *New Mexico's Increased Competitiveness through Recent Legislative Changes*. Tourism Secretary Monique Jacobson will also speak on *How to Use Tourism as a Job Builder and Economic Tool in Your Community*.

Topics offered include:

- Better strategic planning and meeting strategies
- Financing mechanisms
- Three examples of downtown revitalization
- Using your local airport to recruit companies
- How to produce better potential recruitment opportunity responses and an introduction to NMEDD's new economic impact software
- Secretary Jon Barela will give a keynote on recent legislative changes
- Hear why three very different companies chose our state
- Growth and potential in the Logistics & Distribution industry sector
- Energy across all sectors
- Creative entrepreneurial opportunities
- "Speed dating" with a panel of site selection consultants

- Secretary Monique Jacobson will give a keynote on how to use tourism as a job builder and economic tool in your community

Three tours will also be offered of URENCO, RMS Foods and the New Mexico Junior College Workforce Training Center on a first come, first served basis.

The early bird deadline to register is March 17, 2014. For more information visit www.nmrural.org

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