



Michelle Lujan Grisham • Governor
Alicia J. Keyes • Cabinet Secretary
Jon Clark • Deputy Cabinet Secretary
Daniel J. Gutierrez • Director

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New Mexico MainStreet Awards Executive Director Certification to Corrales, Farmington and Ruidoso Leaders

Santa Fe, N.M. – New Mexico MainStreet (NMMS) announced that **Angela Gutierrez** of [Corrales MainStreet](#), **Karen Lupton** of [Downtown Farmington](#) and **Kendra King** of [Ruidoso Midtown Association](#) have been awarded Executive Director certification. Certification is granted to affiliated NMMS Directors who complete training on the Main Street Approach™, fundraising and grantwriting. Training is led by NMMS's Revitalization Specialists and covers topics such as nonprofit management, volunteer & small business development, the creative economy, property redevelopment, historic preservation, urban planning, placemaking, event management and branding communications.

"By earning their certification from New Mexico MainStreet, these Directors are showing their dedication to improve their community," Economic Development Secretary Alicia J. Keyes said. "Congratulations to Angela, Karen and Kendra for this achievement!"

"New Mexico MainStreet Directors are important partners in community economic development work," NMMS Director Daniel Gutierrez said. "Earning certification is an empowering experience and I congratulate these Directors on this achievement which will help them continue to support their district."

The benefits of achieving certification include recognition of their professional development, building transferable skills for their career, and educational scholarship opportunities, when available.

"Thank you to New Mexico MainStreet and my Board of Directors for all the education and support as I got acclimated in the Executive Director role," Corrales MainStreet Executive Director Angela Gutierrez said.

"I'm honored to have been able to participate and graduate from the New Mexico MainStreet Executive Director Certification Program," Downtown Farmington Coordinator Karen Lupton said. "The expanded skill-base and knowledge I obtained from the program will greatly benefit Farmington's continued transformation of its historic downtown district and help further business development in the area."

"Achieving the Certified Executive Director designation is among the hallmarks of local staff readiness to lead the district's revitalization efforts," NMMS Organizational Development Revitalization Specialist Eduardo Martinez said. "It marks the completion of a comprehensive training and skills development process that provides Executive Directors with the knowledge and skills to implement the Main Street Approach™ and enhances their ability to lead a community's revitalization goals and strategies. Completing the certification program solidifies their roles as Economic Developers; we congratulate this cohort of Certified MainStreet Directors."



Daniel Gutierrez, Kendra King, Angela Gutierrez, and Karen Lupton at the NMMS Fall Institute in Ruidoso.

The Main Street Approach™, developed by [Main Street America](#), is a framework for community revitalization and centers on Transformation Strategies organized around the Four Points of Design, Economic Vitality, Organization and Promotion.

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About New Mexico MainStreet (NMMS):

NMMS develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities, and a higher quality of life. NMMS was founded in 1984 and currently serves 30 affiliated MainStreet Districts, 12 affiliated Arts & Cultural Districts, 6 Frontier & Native American Community projects, 4 Urban Neighborhood Commercial Corridor projects and 11 Historic Theaters. Learn more at nmmainstreet.org. NMMS is a program of the [New Mexico Economic Development Department](#).

