



NEW MEXICO MAINSTREET

Virtual Winter Conference

2022

FEBRUARY 23
FEBRUARY 24
1-5PM



Power Up Your District, Promote Entrepreneurship... Business Development Projects That Pop!

GET TO KNOW THE SPEAKERS! Speakers' names are linked to more information including websites, LinkedIn profiles, and more!

DAY 1 • February 23, 2022

Conference Opening

- 1 - 1:05pm Welcome to the NMMS 2022 Virtual Winter Conference
Daniel Gutierrez, NMMS Program Director
- 1:05 - 1:55pm NMMS Awards & Business Meeting
Daniel Gutierrez, NMMS Program Director

1:55 - 1:59pm Break

Sessions

- 2 - 2:30pm *Introduction to Types of Business Support Projects: What They Are and What They Do*
Presenter: [Sean O'Shea](#)
- 2:30 - 2:50pm *Engaging Partners & Stakeholders*
Presenter: [Robyne Beaubien](#)
- 2:51 - 2:59pm Break
- 3 - 3:50pm **Panel #1 – Business Support Projects:** Lovington: *Local Innovators Institute*,
Tucumcari: *The Forge*, Gallup: *Business Resource Hub*
Moderator: Robyne Beaubien
Speakers: [Mara Salcido](#), [Connie Loveland](#), and [Kara Smith](#)
- 3:51 - 3:59pm Break
- 4 - 5pm NMMS Coalition Meeting
NM Coalition of MainStreet Communities

Closing

DAY 2 • February 24, 2022

Opening

- 1 - 1:10pm Welcome
Lucas Pedraza, NMMS Project Coordinator

Sessions

- 1:10 - 1:40pm **Panel #2 – Business Support Projects:** Los Alamos, Clovis, & Taos
Moderator: Sean O'Shea
Speakers: [Lauren McDaniel](#), [Lisa Pellegrino-Spear](#), [Charles Whitson](#)
- 1:40 - 1:50pm Roundtable Rooms Q&A with Panel Speakers
- 1:51 - 1:59pm Break
- 2 - 2:50pm *Creating Community Connections One Story at a Time*
Presenter: [Melanie Lenci](#), Founder/Funmaker, *Kick-Ass Entrepreneurs*
- 2:51 - 2:59pm Break
- 3 - 3:30pm **Panel #3:** Virtual Tour of Santa Fe Incubator & Make Santa Fe
Moderator: Sean O'Shea
Speakers: [Marie Longserre](#) & Inge Sullivan
- 3:30 - 3:50pm Roundtable Rooms Q&A with Panel Speakers
- 3:51 - 3:59pm Break
- 4 - 4:50pm **Closing Plenary –**
Tools to Help All Founders and Improve the Economic Development Service Model
Speaker: [Alex Horton](#), Founder/Entrepreneur, *International District Economic Development, ABQ*

Closing

- 4:50 - 5pm Closing
Daniel Gutierrez, NMMS Program Director

About New Mexico MainStreet

New Mexico MainStreet develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative, and business environment resulting in economically thriving downtowns, greater business and employment opportunities and a higher quality of life.

New Mexico MainStreet has adopted the following strategies in partnership with local organizations to implement community economic development goals to transform downtown:

- Build Capacity for Local Revitalization and Redevelopment
- Enhance the Entrepreneurial and Creative Economy
- Create Thriving Places

Contact Us

New Mexico MainStreet Program

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New Mexico MainStreet Staff

Daniel J. Gutierrez, *NMMS Director*

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Daniel is Director of New Mexico MainStreet, Coordinator of the Frontier Communities and NM Historic Theaters Initiatives and develops and manages MainStreet's financial incentives and funding partnerships. Daniel joined NMMS in 2014, initially in the role of Assistant Director.

Lucas Pedraza, *Project Coordinator*

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Lucas coordinates MainStreet infrastructure and rehabilitation projects in partnership with local governments, including Capital Outlay, Great Blocks on MainStreet and district revitalization plans. He also coordinates NMMS data collection and reporting.

Julie Blanke, *Program Planning Specialist*

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Julie has been with NMMS since 2005 and is responsible for managing NMMS budgets and contracts, including Capital Outlay contracts.

Jessica Mraz, *Communications Specialist*

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Jessica manages NMMS communications and public relations activities including newsletters, press releases, and social media content.

New Mexico MainStreet Revitalization Specialists

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