



Ready. Set. Recruit!

Real Strategies for Cultivating Place, Investment and Entrepreneurs

Friday, April 23, 2010

8:30 am - 5:00 pm

Branigan Cultural Center | 500 N. Water Street | Las Cruces, NM

There are no easy business recruitment formulas for MainStreet. We do know that success takes a creative mixture of stage setting, pump priming, market analysis, strategic planning, networking, marketing, economic gardening, a lot of hard work, persistence, and a pinch of luck. Every community needs to formulate its own recipe. But, you don't need to start from scratch – This day-long workshop gathers national and local experts who'll share their proven concoctions. You'll be equipped with all the key ingredients to launch your own successful business recruitment program.

What You'll Learn:

- How to ready your MainStreet for private real estate and public infrastructure improvements
- Techniques to set the stage of street life to magnetize the district
- Ways to gather your recruitment assets and leverage interest and investment
- Methods to identify, install and support entrepreneurs who will capture their share of the market
- Practical strategies that you can apply now!

Who Should Attend

- Members of the MainStreet Economic Positioning Committee
- MainStreet board members
- MainStreet manager and staff
- Representatives of MainStreet's business development partner organizations (City, SBDC, EDC, Chamber of Commerce)
- Business owners and prospective new business owners

AGENDA

8:15 – 8:30 am

Registration

8:30 – 9:00 am

Welcome and Introductions

9:00 – 10:00 am

Ready. Set. Recruit. Overview of Real Strategies

10:00 – 10:15 am

Break

10:15 – 11:15 am

Recruitment Recipes

11:15 am – 12:15 pm

Reality-Based Recruitment

**12:15 – 1:30 pm –
Working Lunch***

*Lunch Tastings Panel:
Businesses' Real Needs*

1:30 – 2:30 pm

Vacancy = Opportunity

2:30 – 3:30 pm

Recruitment Action Plan

3:30 – 3:45 pm

Break

3:45 – 5:00 pm

Recruitment Team in Training

FACULTY

Jef Buehler has worked in facilitating asset-based change since 1989 in American centers of urban poverty, Latin American rural areas, and more than forty communities in New Jersey, New Hampshire, New York and California. He is the Director of Main Street New Jersey and Improvement District Programs with New Jersey's Office of Smart Growth.

Joe Getz, Principal, JGSC Group, has devoted more than 25 years helping some of the nation's most successful real estate developments achieve that status. He has pioneered programs that gauge shoppers' perceptions, define customers' wants and needs, and discover untapped opportunity in shopping centers and downtown districts.

Cindi Fargo, Executive Director, Downtown Las Cruces Partnership, has led community economic development organizations since 1985. She has created high-impact, award-winning business recruitment programs for several communities in California and Montana, and she is hard at work helping to achieve downtown Las Cruces' potential.

Keith Kjelstrom is New Mexico MainStreet's Economic Positioning Program Associate. For 26 years, he has specialized in building local leadership by teaching the tools and techniques of market analysis, independent business development, and community revitalization.

REGISTRATION

Registration is free for volunteers and staff of New Mexico MainStreet programs. There is a **\$50** non-refundable registration fee for non-MainStreet representatives. **Please register by April 14.**

Registration is online at:
<http://nmmainstreet.org/mainstreet/news.php>

Non-MainStreet representatives, your **\$50 registration check** must be received at the address below to guarantee your space. Please make your check out to **Friends of New Mexico MainStreet.**

Economic Development Department
New Mexico MainStreet
Joseph Montoya Building
PO Box 20003, Santa Fe, NM 87504

**Contact Meghan Bayer with questions, 505-827-5650
or meghan.bayer@state.nm.us**

***WORKING LUNCH**

For your meal during our working lunch session, please bring \$13 in exact cash or a check made out to Downtown Las Cruces Partnership



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