



EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

FOR IMMEDIATE RELEASE:

Contact: Bruce Krasnow
Bruce.Krasnow@state.nm.us
505- 795-0119

Gov. Michelle Lujan Grisham
Cabinet Secretary Alicia J. Keyes
Deputy Secretary Jon Clark

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EDD Staff Supports Local Business and Community Development

Regional Representatives help businesses and communities navigate state resources

SANTA FE, N.M. – The Economic Development Department has a complete network of economic development experts around the state that are uniquely qualified to assist local governments and community organizations as New Mexico works toward a sustainable recovery.

Economic Development Cabinet Secretary Alicia J. Keyes said the Community, Business & Rural Development program was created by the Legislature to provide the EDD with an expert assigned to each regional economic planning district. When first created, each regional representative had an office in Santa Fe.

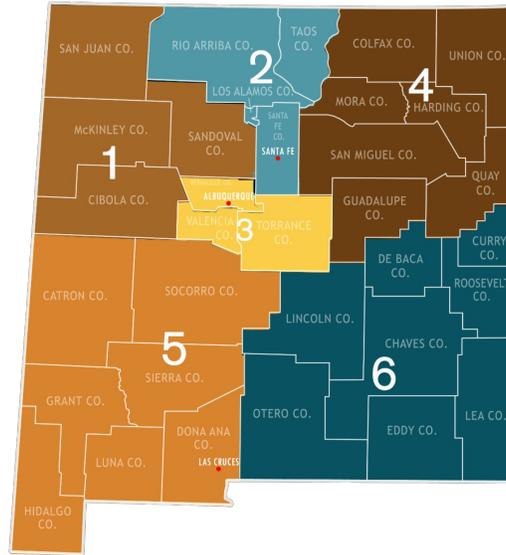
Today, there are six Community, Business & Rural Development employees at EDD, working full-time throughout the state. They are known as regional representatives, and are located statewide, with EDD staffers living in Las Cruces, Roswell, Mora, Albuquerque, Bernalillo, and Santa Fe. They assist businesses and communities in a broad variety of economic development needs, providing local support and knowledge within their designated regions.

"The regional reps are EDD's boots-on-the-ground in all corners of the state," Cabinet Secretary Keyes said. "They know their communities, they are trusted in their communities, and they are an especially important resource to businesses and local organizations during the health emergency, helping to provide information and assistance as we move forward."

The team specializes in areas such as passing and using the Local Economic Development Act (LEDA) which primarily provides brick and mortar funding for job creation; community infrastructure financing assisted by FUNDIT; starting and maintaining Business Retention & Expansion (BRE) programs; workforce training through the Job Training Incentive Program (JTIP); the LEADS grant program, which funds projects with quick impacts; assisting communities in locating new companies with the support of the New Mexico Partnership; help resolving state regulatory issues; and improving access to other EDD programs such as MainStreet, Arts & Cultural Districts, and the Frontier & Native American Communities Initiative.

The EDD recently reconfigured some of the program's regional boundaries and has just become fully staffed, replacing a newly retired representative in Las Cruces. The map

below represents how the state is broken down into regions for the purpose of this program.



Region 1: [Lorraine Ruggles](#) covers Cibola, McKinley, San Juan, and Sandoval Counties. Lorraine began her work for EDD just prior to the health emergency shutdown – a particularly stressful time for all NM communities – and she stepped up quickly to provide support to the businesses and communities she serves. Ruggles is always available to help others. “A hands-on approach works best for me -- I feel I best serve my communities by building relationships to help foster economic sustainability.”



Region 2: [Peter Mitchell](#) covers Los Alamos, Rio Arriba, Santa Fe, and Taos Counties. Mitchell was working at the department when the original team was created, but left for the private sector. Later he served as the Economic Development Director for the City of Albuquerque before returning to EDD. He’s been a great resource both to his communities and to our newer regional representatives. Mitchell feels strongly about helping communities grow in a sustainable fashion. “My goal is to generate economic opportunity for businesses and communities

in north central New Mexico through access to myriad resources offered by our department and partners.”

Region 3: [Max Gruner](#) covers Bernalillo, Torrance, and Valencia Counties. Gruner joined the team in January of this year and has settled into his position, becoming an important resource in his region. “I was thrilled to return to New Mexico after a two-decade absence and go right to work for the Economic Development Team. Never have I felt my work to be more immediately relevant and important as during the last several months, trying to wrap support and assistance programs around so many NM businesses deeply affected by the pandemic. It is a great honor to be working alongside so many dedicated and knowledgeable colleagues in the department – I deeply appreciate the mentorship, creativity, and enthusiasm of this team.”



Region 4: [Tim Hagaman](#) covers Colfax, Guadalupe, Harding, Mora, Quay, San Miguel, and Union Counties. Hagaman is a loyal 15-year public servant, “like my Great, Great Grandfather, who was the last Indian Agent in North Dakota, I am passionate about creating wealth through educating risk-takers; while identifying planning, financing, programs, and incentives so that projects can be completed and local job opportunities expanded.” Hagaman is also EDD’s Tribal Liaison.

Region 5: [Louise Marquez](#) covers Catron, Doña Ana, Grant, Hidalgo, Luna, Sierra, and Socorro Counties. She is the newest member of the team, but not to working in service of her community. “I’ve been in community and economic development since 2005. I am very passionate about economic development, because I know that economic developers help real people realize lifelong goals and dreams. I consider myself very blessed to be able to do this work.”



Region 6: [Susie Russell](#) covers Chaves, Curry, De Baca, Eddy, Lea, Lincoln, Otero, and Roosevelt Counties, including the Mescalero Apache Tribe. Russell has been a long-term, dedicated employee. “I’m proud to work for the New Mexico Economic Development Department. It’s truly a pleasure working with the communities in my region and assisting new and expanding businesses in reaching their goals. Every day I get to do what I love and make a positive impact on people’s lives.”

To learn more about the Community, Business & Rural Development program administered by the N.M. Economic Development Department, including full contact information for each region and links to other community and business resources, visit gonm.biz/community-development/#regionalRep.

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The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

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