



Article 422

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## New Companies Added to List of Growth Leaders

*By Val Alonzo, Interim Executive Director, Regional Development Corporation*

The Regional Development Corporation of Española is adding to its growing list of businesses it considers likely to add jobs and dynamism to the region's economy by 2020. The economic development organization is hosting a reception Nov. 12 at the Santa Fe Hilton Historic Plaza Hotel to honor a select group of companies that are receiving its 2015 Northern New Mexico 20/20 Campaign Award.



The staff of Santa Fe-based Mesa Photonics, which was recognized as a 20/20 company in 2013. Santa Fe Mayor Pro Tem Peter Ives is seated. Photo by Jane Phillips.

Award-winners receive operational, financial and technical advice from nonprofit business-service providers that share RDC's goal of identifying and nurturing robust companies with the potential to double their workforce and revenues by the end of the decade.

The campaign, which began in October 2012, exceeded its original 20-company goal last year, when the list of award winners reached 25.

### Congressman Invited to Speak

A special invitation to this year's reception went to U.S. Rep. Ben Ray Lujan (D-Santa Fe). The congressman was asked to speak in recognition of his strong support of small businesses and entrepreneurs.

Lujan, a member of the Democratic Caucus' Jobs Task Force, has voted consistently for job-creating legislation, including the American Recovery and Reinvestment Act of 2009, which supported 12,000 jobs in New Mexico alone.

Lujan's political efforts dovetail with the New Mexico 20/20 Campaign's goal to encourage the types of collaboration that sustain private sector growth. "New Mexico is home to innovative businesses and enterprising entrepreneurs who have the potential to be the engines of growth that drive our economy and create good jobs," he said. "Promoting economic development in Northern New Mexico and supporting the job creators in our communities requires a

collaborative effort, and NNM 20/20 brings together key partners that support the region's businessmen and women in an effort to expand opportunities to grow and get ahead."

RDC's partners in this effort include Los Alamos National Security, the company that operates Los Alamos National Laboratory, and other organizations that provide low-cost business services in the Northern New Mexico counties of Los Alamos, Rio Arriba, Santa Fe, Taos, San Miguel, Mora and Sandoval.

## Getting Nominated

To be considered for a 20/20 award, a company needs to have a finished product or service and at least two customers. It must demonstrate financial stability, profitability and the potential to double revenue and staffing over four years. While the candidate company must be committed to staying in Northern New Mexico, at least half its revenue or customer base needs to originate from outside the region.

Business-service providers and elected county or city officials nominate companies to participate in the Northern New Mexico 20/20 project. The RDC team evaluates each nominee and selects those that demonstrate the greatest likelihood of sustainable expansion.

This year's awards event begins at 5 p.m. with a cash bar and networking, followed by the program at 6 p.m. The event is open to the public; register at <http://events.constantcontact.com/register/event?llr=uqgmbkcab&oeidk=a07eblmx9eg5f4929af>

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