



**AMERICA'S
SBDC
NEW MEXICO**

**SBDC & LEGISLATIVE
SPOTLIGHT**

*How to Inform & Generate SBDC Support
From Your Legislators*
YouTube Videos, Radio, Photos, Testimonials






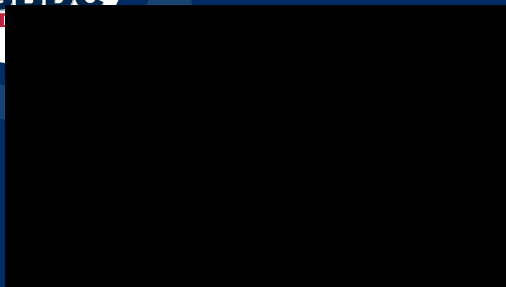
Presenter
Julianna Martinez-Barbee
New Mexico SBDC
Center Director
jbarbee@nnmc.edu

America's SBDC National Conference
Orlando, Florida

Legislative Outreach & Support

**AMERICA'S
SBDC
NM**

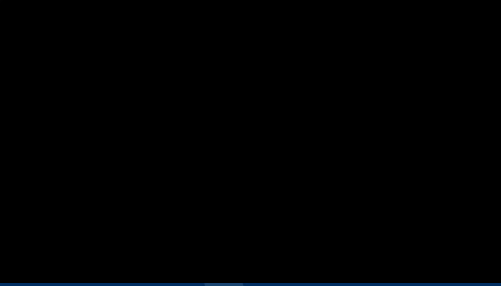
Governor Susana Martinez



Legislative Outreach & Support

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NEW MEXICO
NORTHERN
New Mexico
College

Lt. Governor John Sanchez



Legislative Outreach & Support

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Here We Are
Together




Generation
Me

Let's Make things Happen

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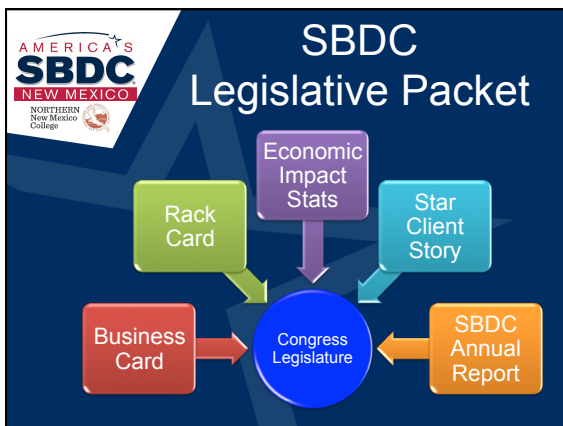
Communicating with
Our Legislators



36-50 MATURE JUDGEMENT
26-35 AMBITIOUS ENTHUSIASM
51-70 SAGE PHILISOPHICAL
18-25 FRESH IDEAS













AMERICA'S SBDC NEW MEXICO
NORTHERN New Mexico College

VISUAL POWER

Imagine What's Next!

YOUR FILMS WILL LAST FOREVER ON **YOUTUBE**
THE CHAMPION ADDRESS ON INTERNET!

When you're first in Color TV, there's got to be a reason.

For a better start in life start COLA earlier!

Now watch in color! New colors in color movies!

Now and watch updated and expanded. More, 24/7. Sports, news, entertainment and much more. The new channel and digital world connecting the world today.

with **YOUTUBE** on

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NORTHERN New Mexico College

Legislative Spotlight 1

YouTube Videos

SBDC at NMMC
Student Media Mentorship

SBDC Director
Julianna Barbee

Governor of New Mexico
Susanna Martinez

Interview
with Governor

AMERICA'S SBDC NEW MEXICO
NORTHERN New Mexico College

Congressman Heinrich Supports SBDC Businesses

Captured photos and video clip

We connect our clients so they can tell their business story

SBDC Client
Growing Opportunities

SBDC Media Mentorship
Ryan Baca

Congressman Heinrich

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NORTHERN New Mexico College

Legislative Spotlight 2

Capital Hill Visits

Opened new doors



"We funded our way to DC to support the Espanola SBDC. Their assistance, training seminars & resources continue to help us grow & compete in today's economy"

-- Liana Sanchez

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NORTHERN New Mexico College

Legislative Spotlight 3

SBDC Star Client at Capital NM Legislative Event



Outcome

Increase Awareness + Client SBDC Testimonials = Legislative Support

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Julianne Martinez-Barbee

NMSBDC STAR AWARD


Video Interviews, Pics, Meetings with our Legislators




AMERICA'S SBDC NEW MEXICO
NORTHERN New Mexico College


Our State Legislators Support Our Businesses

We set up meetings, photos, video interviews and site visits



Speaker of the House



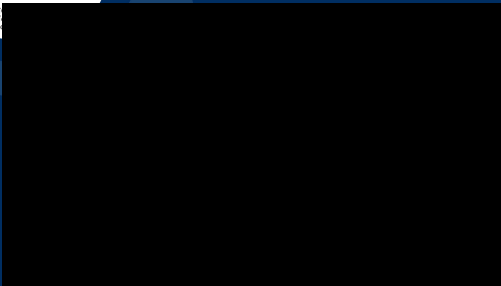


Senator Pete Campos

Job creation Economic Impact

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Senator Pete Campos



AMERICA'S SBDC NEW MEXICO

Speaker of The House



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NORTHERN New Mexico College

New Mexico Governor Recognizes AVANYU SBDC Outstanding Business




Outcome

Personal Visits + Client Testimonials = Ensures Funding

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NORTHERN New Mexico College

Legislative Spotlight 4 Thank You Photo Frames

Governor of NM
Susanna Martinez




Speaker of the House
The Late Ben Lujan



Outcome

Hang in Office + SBDC Impact = SBDC Reminder

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Legislative Spotlight 5 Site Visits to Businesses

Congressman Lujan & College President Visit Purple Adobe Lavender Farm





Outcome

Site Visits + Client Testimonials = Positive Outcomes

U.S. Senator Udall Visits The Feasting Place

Outcome

Site Visits + DC Client Testimonials = Media Exposure

U.S. Senator Udall Visits AVANYU LLC General Contracting

Creative job Creation through our culture and traditions

Outcome

Site Visit + Udall Press Release = Media Coverage

U.S. Senator Udall Testimonial Quote MEDIA EXPOSURE

"Avanyu and the Feasting Place are great examples of local businesses finding a creative way to address a local need and creating jobs in the process.

Supporting economic development in New Mexico is my top priority, and I'm excited to see that Espanola Small Business Development Center in New Mexico is helping businesses like Avanyu and The Feasting Place become even more successful," Udall said.

"By working closely with the community and seizing on opportunities for federal investment, our local SBDCs are helping businesses grow into sustainable, innovative organizations." ---U.S.. Senator Tom Udall

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Legislative Spotlight 6
International Entrepreneurial Experience
Invite your Legislators

Algeria Korea Africa Middle East
Asia Russia Bosnia South America



SBDC Clients Host Interactive Learning Visit

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NORTHERN New Mexico College

Legislative Spotlight 7
Client Connection
Artist/Author Success Story
Book presented to Pope, sold out on Amazon



SBDC Client Giovanna Paponetti
Artist/Author --credits SBDC
Marketing assistance for her success

KATERI Native American Saint
The life & Miracles of Kateri Tekakwitha

AMERICA'S SBDC NEW MEXICO
NORTHERN New Mexico College

Sharing Our SBDC Clients Business Story with Our Legislators Means Positive Outcomes
SBDC Client Artist Giovanna Paponetti Presents Legislative Paintings-- SBDC Special Legislative Event



Speaker of the House
The late Ben Lujan

Representative
Nick Salazar

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NORTHERN New Mexico College

Legislative Spotlight 8
KDCE & SBDC Radio Program



Outcome $\text{Increase Market Awareness} + \text{No-Cost Advertising} = \text{Target Messaging}$

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Legislative Spotlight 9
SBDC Student Media Mentorship
Interactive Hands-On Training



Ryan Baca
College Student
EVHS Senior
NNMC Student
SBDC client
Entrepreneur
Ryan the Lion
ROAR LLC



Broadcast Media Business Government

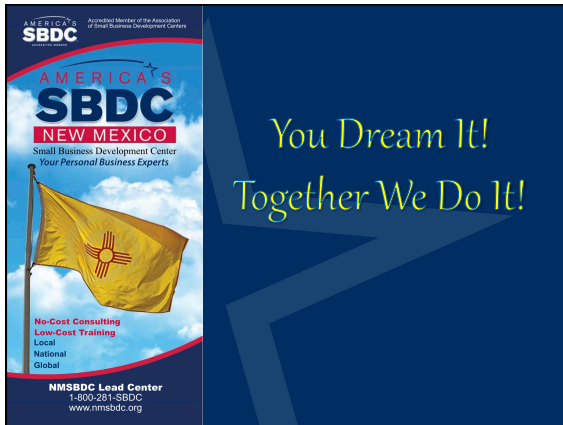
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NORTHERN New Mexico College

IMAGINE The Possibilities



BE THE CHANGE

the voice of many things My Mentor



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Small Business Development Center
Your Personal Business Experts

No-Cost Consulting
Low-Cost Training
Local
National
Global

NMSBDC Lead Center
1-800-281-SBDC
www.nmsbdc.org

You Dream It!
Together We Do It!



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Interviews with
Governor Susana Martinez
LT. Governor John Sanchez

SBDC Media Student Protégé / client
Discusses Teen Entrepreneurship



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Interviews with
New Mexico State Legislators

Speaker
of the House
Ken Martinez
Opened Opportunities

Representative
Nick Salazar
SBDC Advocate in Action

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NORTHERN New Mexico College

Interview with New Mexico State Legislators



Representative Carol Trujillo Senator Richard Martinez

Challenges Legislators

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NORTHERN New Mexico College

KDCE Radio Interviews



CHANGEGENERATION



Create Your Own Future

My experience with the SBDC and the Legislature has opened many areas of opportunity for me. I know we all are capable of doing anything we want to do, we just need to make the choice to do it!"

Ryan Baca
Ryan the Lion ROAR LLC

AMERICA'S SBDC NEW MEXICO
NORTHERN New Mexico Chapter
Your Local, National & Global Business Resource

Legislative Spotlight 10

Get Culturally Creative
Community Collaboration

Presbyterian Hospital



Outcome
Community + SBDC = Builds Relationships

AMERICA'S SBDC NEW MEXICO
New Culture's Unity

SBDC Volunteers For Fiesta Community Event

Muchas Gracias Española Valley!

Visit to Governor Martinez

Newspaper Full Page Coverage

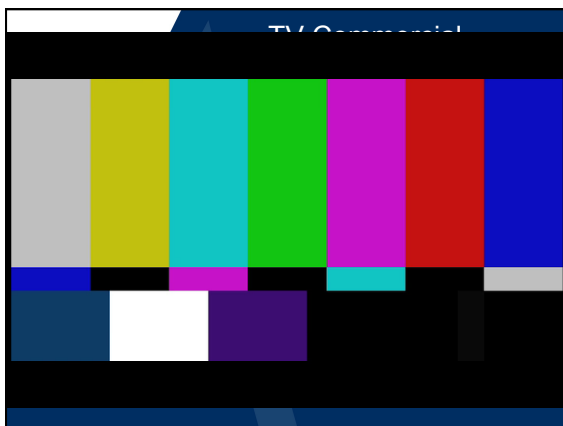
College President Supports Community

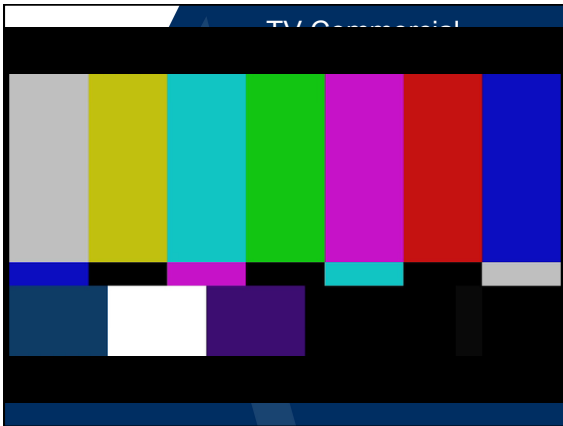
Get Involved Build Relationships

Thank You Fiesta Sponsors For Another Successful Fiesta

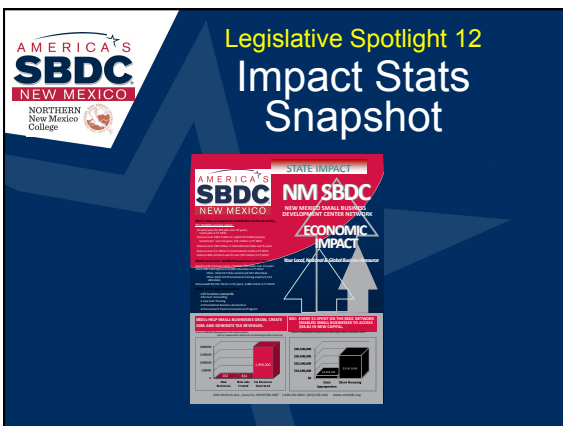
Fiesta Council











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Legislative Spotlight 13

E-Spotlight Pictorial

E-Mail Marketing

Constant Contact



Photos

Video Links

Success Story

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Legislative Outreach Tips

VISIT INVITE TO SITE INFORM BE VISABLE
Create a SBDC student media mentorship

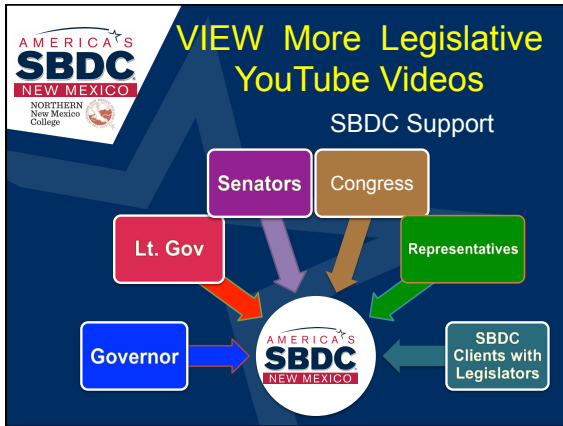
- Know your legislators
- Know their staff
- Schedule Apt –All Year
- Give legislative packet
- Your “60” sec BIZZ BUZZ
- Key Legislative messages
- Prep SBDC Clients
- Introduce clients
- They tell their story
- Mention America's SBDC several times
- Take Photos
- Request video testimonial
- Give talking points/focus
- Follow-up with a thank you, send photo
- Present framed photo with economic impact
- Submit press release/photo
- Produce an E-Spotlight send through constant contact –market visit

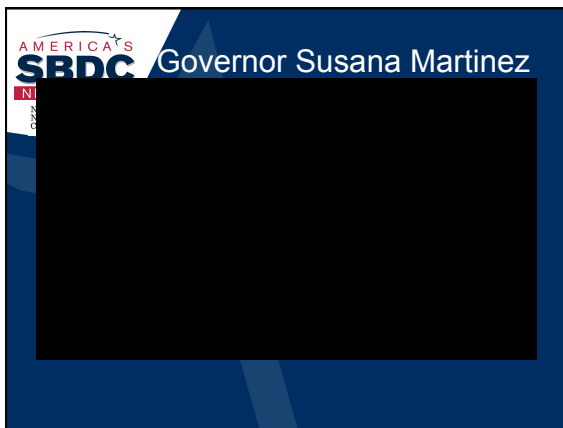
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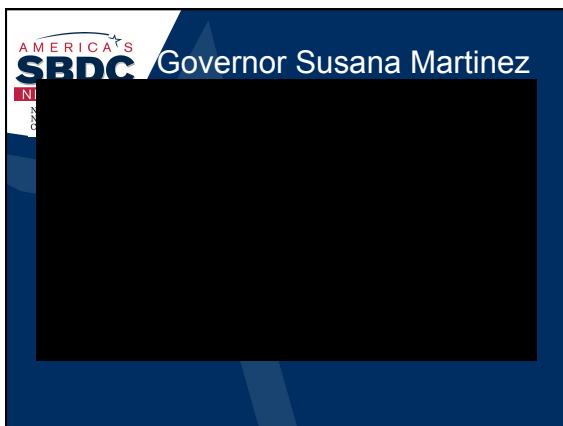
SBDC Legislative Outreach Spotlights

YouTube Videos	Framed Photo/Stats	Student Media Mentorship	Site Visits To Businesses
Schedule Visits to Capitol Hill	Partner with Local Radio Station	Partner with College Film/Media Dept	Impact Stats Snapshot
E-Spotlight Pictorial Constant Contact	International Entrepreneurial Experience	Creative Community Collaboration	Client Connection

NMSBDC Legislative Star Client Event









Don't forget to rate this workshop in the Conference APP

- In the mobile app, select the workshop you attended.
- Scroll Down and Select Workshop Survey.
- Enter your ratings and comments
- Select Finish.
