

Viabale Community
Through a
Sustainable Economy



A publication of the Los Alamos Commerce and Development Corporation
To obtain additional copies of this publication, please contact LACDC at 505.662.0001



From the Director...

NOTES:

Los Alamos Commerce & Development Corporation, founded in 1984 by community-minded visionaries, has played an important role in the development of the Los Alamos community. There are few local businesses or organizations that have not been clients, customers, or constituents of LACDC activities. There are few residents who have not attended or taken part in one of our many community events. The LACDC is an umbrella organization that embodies the Los Alamos Chamber of Commerce (our membership program), Los Alamos MainStreet, the UNM-LA



Small Business Development Center, the Los Alamos Meeting & Visitor Bureau, and property operations including Los Alamos Research Park. This report is intended to help you become more familiar with what LACDC does and what we have accomplished in the past year. We hope the you will take advantage of our services in the future, and that you will let other people know what we are about. We invite you to join with us in building a viable community through a sustainable economy.

A handwritten signature in blue ink, appearing to read "Loren Halpern". The signature is fluid and stylized.

LACDC Business Office

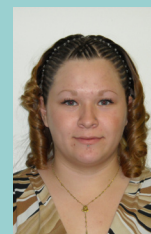
People :



Connie Proulx,
Business Manager



Angeline Martinez,
Senior Bookkeeper



Clarice Rodriguez
Administrative
Assistant

Functions:

The LACDC Business Office is responsible for the Financial and Human Resources operations for the organization. The Business Office handles accounts payable, accounts receivable, human resource related duties, as well as the administration and financial reporting of all LACDC contracts and leases. The billing of tenants for LACDC owned property such as tenants at the Small Business Center, The Research Park, and other locations (See LACDC Properties section in this report) is also done through this office. Another major function is the supervision of administration and customer service personnel. The goals of the Business Office are to make sure that payments, billing, and reporting are all done in a timely manner, allowing the rest of the organization to operate smoothly and to make financial dealings effortless for our customers.

Accomplishments:

- No exceptions noted in independent financial audit for FY2008, and Eight consecutive years with no exceptions
- Timely completion of program and operational budgets, allowing for smooth transition to FY2009
- Effective maintenance of physical records
- Accurate lease administration for all LACDC properties
- Timely tax filings
- Up-to-date and accurate customer database/information

Contact Business Office:

Business Manager: Connie Proulx
Phone: (505) 661-4849
E-Mail: bizmgr@losalamos.org

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Notes:

The Synergy Center @ LARP,

operated by LACDC, is an “economic development incubator” housed in 7100 s.f. of space on on the third floor of building one. The Synergy Center offers 35 high quality, furnished office spaces with enterprise-class voice and broadband data telecom services. Flexible, short term leasing arrangements coupled with LACDC’s incubation services create a great environment for start-up companies. Established organizations needing a smaller, flexible presence also benefit. Shared conference space, reception, light lab, and business equipment are part of the service. Residents share close proximity to each other, other organizations residing in the park, and to the Los Alamos National Laboratory.



The Los Alamos Small Business Center, located in downtown Los Alamos, houses LACDC corporate offices as well as the Small Business Development Center, and 19 tenants that employ 50 people.

The ICON facility, located within the Los Alamos National Laboratory, is leased by LACDC to a manufacturing company that produces rare, high purity gases.



“LACDC has been a huge help to us as we have set up shop in Los Alamos ... a very helpful organization to work with.”

-Robert O’Leary, CEO CNT Technologies, Inc



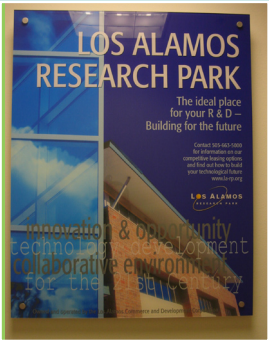
Property Contacts

Business Dev. Associate: Bryan Farmer

Phone: (505) 662-0001

Email: lacdc@losalamos.org

www.la-rp.org



LACDC Property Operations



- Los Alamos Research Park (LARP)
- Synergy Center @ LARP
- Los Alamos Small Business Center
- ICON Facility

LACDC property operations provide space combined with services to provide the place for technology and enterprise, new, and growing businesses to locate in Los Alamos.

People:



Kevin Holsapple
Executive Director



Bryan Farmer
Business Development
Associate



Clarice Rodriguez
Facilities Receptionist

Los Alamos Research Park, building one, houses 83,000 square feet of laboratories, computing facilities, meeting space, office space, and the Synergy Center (incubator/small office space). Since opening its first building in 2001, the Los Alamos Research Park has housed more than 35 businesses and organizations.

Currently, tenants employ 150 at the Park, resulting in an estimated additional 75 indirect and induced jobs. Current technology work by Research Park tenants includes work in the fields of superconductivity, isotopic authentication, advanced computing, technology training, telecommunications, nanotechnology, and energy efficiency. Construction activities at the building have generated more than \$1,000,000 in New Mexico Gross Receipts Tax and 80 construction jobs. The property has generated more than \$480,000 in local property tax and utility transfers since its inception. A variety of local businesses including Blackrock Communications, LA Community Network, Atomic City Cleaning, Marcon Excavating, and Dick's Carpet Care provide contractual services to the Research Park and other LACDC properties.

Grubb and Ellis New Mexico, is the property management firm responsible for keeping the Research Park building in great condition. During 2008 they added a fulltime, on-site building service representative who is responsible for ensuring the building is well maintained. The Research Park is implementing "green" energy efficiency and conservation practices. First steps started with switching to more energy efficient light bulbs, a review of the utilities usage, and energy consumption monitoring.



Mission:

The Los Alamos Commerce and Development Corporation (LACDC) works to provide a viable community by enabling a sustainable economy. The LACDC delivers actionable information, provides customer service, and takes initiative to promote economic development in the community.

The LACDC vision is:

- To be broadly recognized as a valuable resource for entrepreneurs, start-ups, and small businesses.
- To be fully accepted by the local business community as a valuable resource that is helping to improve the business environment.
- To be recognized as a catalyst and leader in defining and addressing community priorities through economic development activities.

Organization and Programs:

The LACDC serves as an umbrella organization for several programs that provide assistance to small businesses and improve economic outcomes of the region. Major programs include:

- **Los Alamos MainStreet Program**
- **UNM-LA Small Business Development Center**
- **Los Alamos Chamber of Commerce**
- **Los Alamos Meeting and Visitor Bureau**
- **LACDC Property Operations/ Research Park**

LACDC Board

The LACDC is governed by a board of directors, all community leaders with a wide range of successful expertise in various aspects of business. Board members and advisors directly represent nearly 5% of Chamber of Commerce members and include tech services, business people, entrepreneurs, retailers, restaurateurs, commercial property owners, financial services providers, professional services providers, not-for-profit organization leaders, realtors, and former County Councilors.



From Left to right: Top row: Bill Goodwin, Sandy Podley, Johnnie Martinez, Denise Lane, Bill Wadt, David Horpedahl bottom Row: Left to right: Kevin Holsapple, Jill Cook, Pauline Schneider, Sharon Stover, Stan Primak, & Bill Enloe. 2008 board members missing from photo: Jeannette Wallace, Kent Pegg, John Davies and Tim Johnson.

Bill Godwin is a Los Alamos resident and retired systems engineer from IBM and Lockheed Martin.

Sandy Podley is the Chief Executive Officer of the Los Alamos Medical Center. She has more than 24 Years experience as a senior leader in acute care hospital operations, with a specific focus on turn-around and growth situations.

Johnnie Martinez is the Deputy Office Leader of LANL's Community Programs Office.

Denise Lane is the owner of the Hill Diner and is a realtor with RE/MAX.

Bill Wadt is Deputy Contractor Assurance Officer at LANL and serves on the boards of the LANL Foundation and the Governor's Business Executives for Education.

David Horpedahl is a realtor and the Managing Broker at Los Alamos Properties, David is currently the President of the Los Alamos Association of Realtors.

Jill Cook is Senior Vice President in charge of lending at Los Alamos National Bank and is CEO of TCC & Appraisal Services. Jill is active in Leadership New Mexico, Quality New Mexico, LANL Foundation, Rotary, and Co-chairs the United Way Campaign. Jill chaired the LACDC Board in 2007.

Tim Johnson an optometrist with Eye Associates of NM, joined the board in 2008.

Sharon Stover is the administrator of the Juvenile Justice Advisory Board and is a former County Councilor.

Stan Primak is owner and proprietor of Primak Builders. Stan served as President of the Chamber of Commerce in 2007. Stan chairs the LACDC board

Bill Enloe is the Chairman and Chief Executive Officer of Los Alamos National Bank.

Jeannette Wallace is the State Representative from Los Alamos to the New Mexico House of Representatives.

Kent Pegg is owner of Los Alamos Fitness Center and is currently Chamber of Commerce President.

John Davies is an entrepreneur and was a founder of the LANL technology spin-off CASA, the Center for Adaptive Systems Applications. John is currently a Board Advisor to, and principal with, several New Mexico-related technology ventures.

Pauline Schneider Excutive Director of the Los Alamos Retired and Senior Organization, left the board in mid-2008 at the end of her second term.

Accomplishments:

- The LAMVB answers many kinds of inquiries every day: In 2008 we handled 2,339 phone calls, 12,827 walk-ins, and 1197 emails.
- The LAMVB distributes the visitor guide throughout the community, state, and to requests all over the world. The visitor guide was distributed to 61,220 recipients in 2008.
- Information displays have been deployed at about 15 high traffic locations throughout the community to provide information about current events and to distribute visitor guides.
- The LAMVB maintains visit.losalamos.com, the online guide for visiting Los Alamos. The website is updated on a daily basis and includes an extensive calendar of events, a local business directory, maps, photos, information provided by businesses on available packages, special offers, and other information. The number of web visits kept a steady increase during the year reaching 281,310 visits for 2008.
- LAMVB produces and distributes a monthly "e-feature" to an email subscriber list of approximately 550 people who have requested monthly information about what is happening in the Los Alamos area.
- Coupon Books offered to visitors and "newcomers"

Visitor Satisfaction:

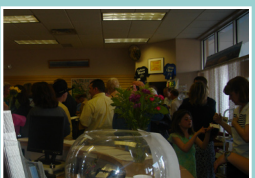
We receive comments from every visitor who walks in. Our visitors register a short questionnaire that captures data and information. The following are representative comments indicate satisfaction with services:

- "Your staff was a great help!"
- "We appreciated the suggestions from Visitor Center personnel"
- "Clean comfortable visitor center"
- "got all the information we needed!"



Contact Los Alamos Meeting & Visitor Bureau

Visitor Center Manager: Chelo Rojas
Phone:(505) 662 8105
Email: chelo@losalamos.org
visit.losalamos.com



Ramon and Marvine Garcia were honored for thier many years of volunteer service.

Los Alamos Meeting & Visitor Bureau



Mission

The Los Alamos Meeting & Visitor Bureau's (LAMVB) mission is to promote tourism by providing information and resources to tourists and visitors of Los Alamos. The LAMVB also provides customized services to our local businesses, organizations and residents to help them promote Los Alamos as a tourist destination.

This mission is accomplished through the management of the Los Alamos Visitor Center and the White Rock Tourist Information Center, as well as through tourism advertising and promotional activities that include the Los Alamos Visitor Guide and the on-line visitor guide at visit.losalamos.com.

Our Services: Serving Visitors

The LAMVB assists visitors discover all there is in our area. With the help of a wide array of tools such as, the Visitors' Guide, the On-line Visitors' Guide, the Walk & Shop Map. We serve as a clearing-house for almost all events taking place in Los Alamos. We equip visitors with all the information they need to learn about Los Alamos, Where Discoveries are Made! In 2008, **395,608 visitor inquiries** were handled by the LAMVB.

Assistance to Visiting Groups

The LAMVB assists groups coming to Los Alamos for sporting events, reunions meetings and special events. We offer organizers assistance with sourcing facilities and services, customized welcome emails, mailed visitor packages, as well as guidance as to what there is to do, what to see, and where to go, while visiting Los Alamos. **Twenty-seven different groups** were assisted in 2008.

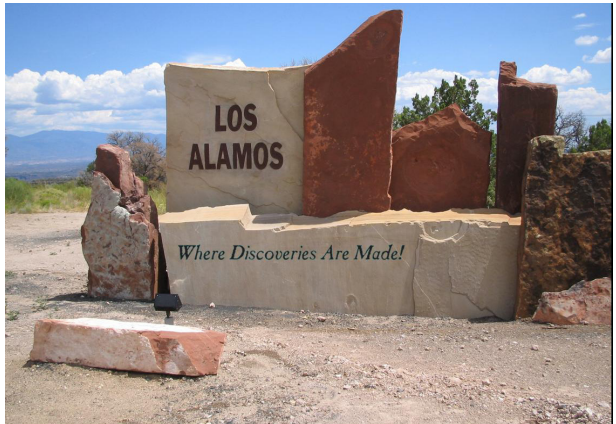
Volunteer Commitment:

The LAMVB is staffed with many volunteers as well as LACDC employees who work to promote the visitor industry, community partnerships and positive results. This year the total number of volunteer hours was **1084, which represents an average of 90 hours per month.**

Goals:

LACDC's Board of Directors established three strategic goals in September 2008 that are aimed at protecting and enhancing the viability and sustain ability of the local economy

- (1) be catalyst for downtown redevelopment,
- (2) be proactive, and target recruitment and expansion of business in Los Alamos County, and
- (3) capture greater economic benefit from visitors and tourism.



What We Do:

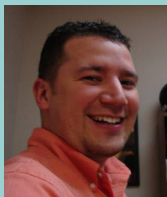
LACDC Programs are highly visible throughout the community. Our award-winning MainStreet program produces and supports downtown events and downtown redevelopment initiatives. The UNM-LA Small Business Development Center, operated by LACDC, helps aspiring entrepreneurs get their businesses started, and existing businesses and organizations improve their enterprises Our Meeting & Visitor Bureau program assists tourists and visitors, and helps local businesses and attractions to promote themselves.



Los Alamos Mainstreet



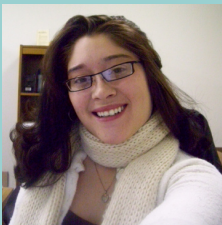
People:



Jeremy Varela,
Events & Marketing
Coordinator



Megan Townsley
Marketing Intern



Claire Roybal
Project Assistant

Mission:

More people downtown more of the time – The Los Alamos MainStreet Program is an initiative of the Los Alamos Commerce & Development Corporation dedicated to promotion and revitalization of downtown Los Alamos as a mixed-use, pedestrian-friendly center, offering products, services, and entertainment that address the community's needs for "quality of place".

MainStreet Four Point Approach:

The Los Alamos MainStreet mission is realized through work in four key areas that include:

- | | |
|--|---|
| • ORGANIZATION A sound Board and strong committees | • ECONOMIC RESTRUCTURING Help bring development dollars to downtown, liason between private and public projects |
| • PROMOTION/EVENTS Hold events downtown that promote community pride and promote downtown businesses | • DESIGN Provide information and resources to developers and local businesses for downtown, development on design features that compliment our downtown and community |

MainStreet Events:

Los Alamos MainStreet works hard to promote community pride in Los Alamos through events that garner thousands of participants each year. Our major events for the year are:

- Next Big Idea
- Halloweekend
- Fair & Rodeo Parade
- Winterfest and Holiday Lights Parade



"The small projects grant allowed LARSO to advertise our downtown events. this is a valuable source of funding that greatly improves our promotion of the events."

-From Pauline Schneider, Executive Director LARSO

Visibility

- Made thousands of referrals of potential clients and customers to our members
- Provided our members with web visibility, which resulted in 935,939 member exposures and 49,115 "click-throughs" for our members in the last six months of 2008.
- Provided many free and low-cost advertising opportunities to our members including coupon books, LA Deals, Essence ads, member-to-member promotions, Locals Care, and Jemez Adventure Map.
- Facilitated both a "new hire" and a "student welcome" program promoting our members to hundreds of laboratory permanent and temporary employees.
- Promoted the message, "Think Los Alamos & White Rock First!" to local shoppers through Reel Deal Theater and Comcast advertising.
- More than a dozen ribbon cuttings and celebrations were facilitated by the Chamber in 2008, introducing new businesses to the public.

CommunityMatters

CommunityMatters was initiated by the Chamber to highlight the important role our members play in building community and to provide members with additional options to get the word out about their organizations. Originally intended to provide support in an environment of uncertainty, in reaction to the announcement of drastic cuts in the workforce at Los Alamos National Laboratory, CommunityMatters will be continued as a Chamber initiative for as long as our members see the benefits. The bi-monthly publication "The Essence" has been a popular feature of this initiative, and is now available both in print and online at www.ReadTheEssence.com.

Chamber Events:

Chamberfest: June 14 & 15, 2008:

More than a hundred Chamber members set up booths downtown, where they were able to promote their wares to over one thousand attendees.

Annual Golf Tournament "Discover the Green": September 19th, 2008

The annual Golf Tournament to benefit the United Way of Northern New Mexico was held on a beautiful fall day on the Los Alamos Municipal Course. The event generated \$4,300 for United Way of Northern New Mexico.

Food & Networking (FAN) Club:

FAN clubs promote networking among Chamber members along with a way to have people visit the host businesses. They are generally held on the third Wednesday of each month.

Chamber Business Breakfasts:

the Chamber hosts business breakfasts on the first Thursday of each month at 7:15 at UNM-Los Alamos. In 2008, the Business Breakfasts provided a forum for discussions on upcoming state legislation, the county's new transit system, the public education system in Los Alamos, health care in the community, and several other topics.

Contact Chamber of Commerce

Member Service Coordinator

Katy Korkos,

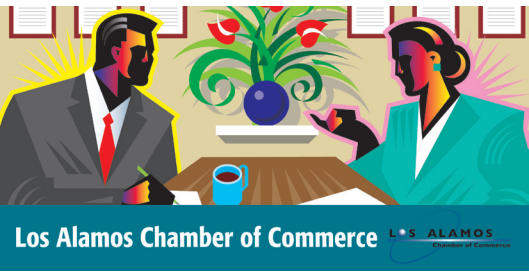
Phone: (505) 661-4816

Email: chamber@losalamos.com

www.losalamoschamber.com



Los Alamos Chamber of Commerce



Mission:

The Los Alamos Chamber of Commerce is an association of businesses, organizations and individuals who are interested in working together to improve the economic, civic and cultural well-being of our area. The Chamber works on behalf of its members to improve the business environment and our community.

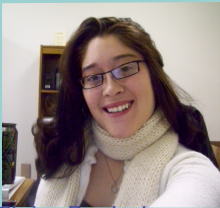
People:



Kevin Holsapple
Executive Director



Katy Korkos,
Member Services
Coordinator



Claire Roybal
Project Assistant

Our Members: Chamber membership is holding steady at about 300 members, despite the nationwide economic slowdown. Members include retailers, hotels, restaurants, real estate firms, communications companies, health-care providers, financial services businesses, technology businesses, not-for-profit organizations and individuals. Eighty percent of the membership is based in Los Alamos County. Our members employ nearly 14,000 people in the community.

Chamber Member Benefits:

Chamber membership entitles our members to a variety of valuable benefits and services: **Advocacy** on behalf of member interests with Federal, State and Local governments; **Visibility** for our members in the community through events, promotions, referrals and our website's searchable directory; and **Resources** that provide convenience, valuable information and cost savings to our members.

Advocacy

- Advocacy for safe, open access to our community.
- Participation in the White Rock Master Plan developments & Implementation
- Participation in planning for the 60th anniversary of Los Alamos County activities
- Continued participation in the Los Alamos Downtown Streets planning
- Continued participation in planning for a new sign ordinance, which will go to the county council for approval early in 2009
- Advocated for downtown location of municipal building services.
- Advocated for business interterests for routes & service by Atomic City Transit.

Resources

- Provides members with Bulk Mail Service on qualifying mailings
- Provides members with free and low-cost access to business training and workshops in cooperation with the UNM-LA Small Business Development Center
- Free web site for members who do not already have a web presence.
- Provides members with Free use of the Conference Room and Office for a Day located at the Chamber of Commerce and Visitor Center in Los Alamos.
- Partnered to produce annual Marketing & Promotions Fair to connect members with valuable marketing and promotional resources.

Small Projects Grants:

As well as conducting the major events, Los Alamos MainStreet is responsible for awarding grants to organizations and businesses in Los Alamos that want to promote an event which attracts interest to MainStreet. Thanks to Los Alamos County, Los Alamos MainStreet awarded 15 grants that totaled \$10,000. Some of the events funded by these grants in 2008 are:

- | | | |
|-----------------------------|--|---------------------------|
| • The Family Festival | • Earth Day 2008 | • Yum Run |
| • Empty Bowls | • Los Alamos Farmers Market | • Pumpkin Glow |
| • Fab 50's Sock Hop | • LA Home & Garden Show | • Festival of Chocolate |
| • The Children's Festival | • Los Alamos Convert Series | • Holiday Farmer's Market |
| • Atomic City Corvette Show | • 2008 Southern Rockies Body Building Show | |

Support for Down Town Plan Implementation:

A key part of the LACDC MainStreet program is facilitation of efforts to increase downtown vitality by implementing the adopted Downtown Plan. Various LACDC programs contribute to this effort including the Chamber of Commerce and the UNM-LA Small Business Development Center. Key activities and accomplishments related to support for downtown plan implementation included:

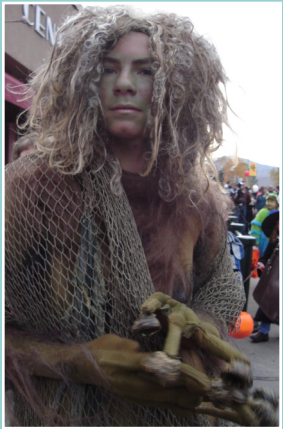
- Completed updated market analysis and data profile.
- Championed consideration of downtown location of County offices as a catalyst to redevelopment
- Assistance to development projects including LA Plaza and 15th & Trinity. Staff worked with a variety of projects and individual business cases to provide market info, facilitate connections with needed resources, advocate for solving problems, etc.
- Facilitation of MainStreet business input to Central Streetscape project
- Funds from \$200,000 MainStreet grant were deployed on the Central Avenue streetscape project.
- MainStreet grant proposal for Central Avenue wayfinding enhancements was accepted/successful. (\$80,000)
- Advocated for and participated in P&Z Signage code review is underway. Survey of businesses was completed and provided to P&Z as input.
- Facilitated MainStreet Futures Committee
- Collaborated on producing updated historic walking tour map/brochure

Accomplishments:

- Produced 4 large events and sponsored 15 events/projects.
- Estimated attendance at MainStreet Events ~20,000
- 6 to 1 leverage on sponsor investment
- \$115,000 in private sector funding/resources for events
- \$817,700 in private sector investment in downtown capital projects
- \$280,0100 Capital Outlay grant for Central Streetscape
- completed MOU and recertification with New Mexico MainStreet.
- Initiated NM Arts and Cultural District application in partnership with LA County, LA Arts Council, Art Center at Fuller Lodge, Los Alamos Historical Society & Fuller Lodge board.

Contact Los Alamos Mainstreet

MainStreet Manager: Jeremy Varela
Phone: (505) 661-4844
Email: jvarela@losalamos.org



Business Development Services



UNM-LA SBDC

Our mission is to provide quality direct assistance, entrepreneurial education and resource links for potential and existing small businesses to strengthen the economy of New Mexico. The UNM-LA SBDC is part of a national and statewide network that provides no-charge business counseling and low-cost workshops to existing or aspiring small businesses in the community, including not-for-profit.

People:



Patrick Sullivan,
Business Development
Director, UNM-LA
SBDC Center Director



Venessa Finn,
Business Counselor



Audrey Garduño
Business Development
Associate



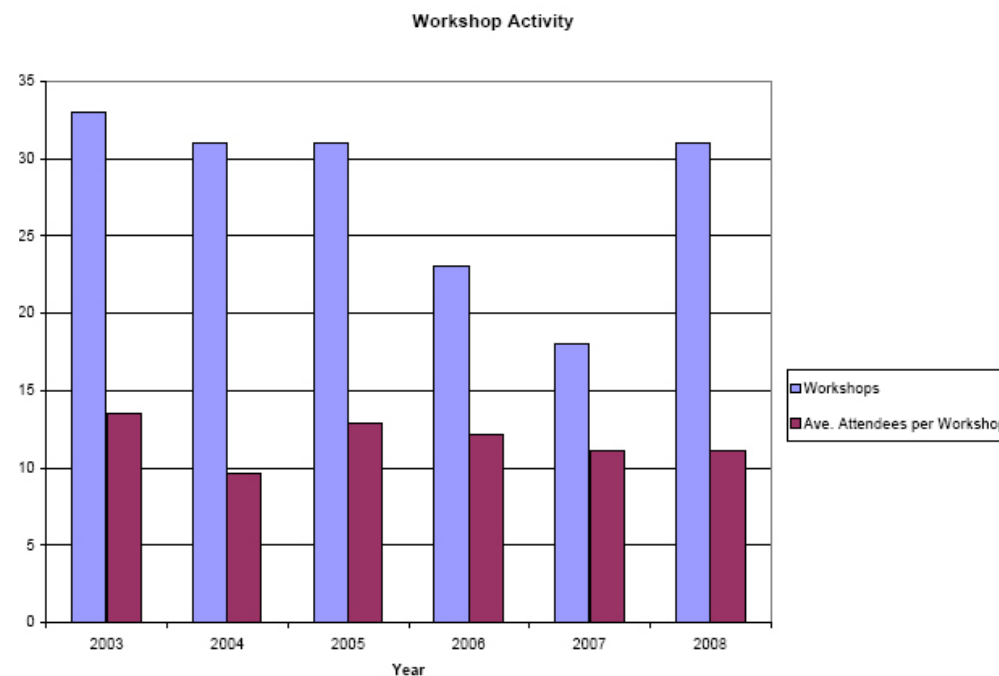
Bryan Farmer,
Business Development
Associate



Heather Campbell,
Administrative Assistant

Business Counseling:

The UNM-LA SBDC provides free confidential Business counseling for new or existing businesses. SBDC's professional counselors Patrick Sullivan, Venessa Finn, Audrey Garduño and Bryan Farmer work with clients to help find the answers to their questions and problems. This year the UNM-LA SBDC counseled 132 clients, and assisted the creation of 27 start-ups.



Business Workshops:

The UNM-LA SBDC provides low cost workshops covering a wide range of business topics. These workshops are lead by professional instructors and teach practical approaches and solutions to real life business challenges. In 2008 the UNM-LA SBDC organized 31 workshops. Throughout the years, the average number of attendees per workshop remains stable.

"The UNM-LA Small Business Development Center helped me to organize my ideas and thoughts to get my business started."

-Odalys Gonzalez Fernandez, Bilingual Montessori School

Success Client:

Every year, the UNM-LA SBDC picks an outstanding small business as its Success Client. The 2008 Success Client for UNM-LA SBDC, The Bilingual Montessori School LLC owned by Odalys Gonzales Fernandez was honored and recognized at the State Capitol during the 2009 legislative session.

Other Activities

Los Alamos Business Incubation Program (LABIP):

LACDC operates the Los Alamos Business Incubation Program in conjunction with its operations of the UNM-LA SBDC. LABIP works with its clients to assess and develop business plan and then to identify the set of specific actions and needs that are necessary for the company to move forward. Utilizing two facilities, the SBC and the Synergy Center at the Los Alamos Research Park, the incubation program is able to incorporate subsidized space, if needed, in a location that is best suited for the client's business. Throughout its 24 year history the LABIP has served over 170 tenants with close to 40 'graduate' companies. LABIP's clients are both base economy high tech companies as well as local market service companies.

Local Economic Development Initiatives:

LACDC provides Business Development Services to businesses located in Los Alamos and White Rock and those exploring locating in the community under a contract with the County of Los Alamos. LACDC's services include providing market information, networking opportunities, advocacy, problem solving, location assistance and downtown redevelopment support. In 2008, LACDC provided services to 24 clients, and assisted in 8 local business expansions and relocations.

July 2008, LACDC launched a proactive Business Recruitment Program in partnership with Los Alamos County. LACDC is targeting qualified technology companies across multiple industries and actively recruiting them to Los Alamos County. In December, a contingent of LACDC and Los Alamos County staff participated in a sales mission to Northern Virginia. The group met with nine companies with positive results. Follow up with interested companies is ongoing. LACDC will plan additional trips to other markets in 2009.

Youth Business Grant Program:

The Youth Business Grant Program is a summer program that encourages young people to open and run their own business. More than 240 summer businesses have received grants up to \$300 since the first youth business opened in 1985. In 2008 SBDC UNM-LA awarded 8 participants. YBGP applicants must be aged between 13 and 19 and complete a mini business plan. Grant money, panel volunteers, and mentors come from the local business community. Website: www.ybgp.org

Contact Business Development

Phone: (505) 662-0004
Email: sbdc@losalamos.org
LABizInfo.com
www.nmsbdc.org/losalamos

2008 Success Client



Odalys Gonzalez Fernandez
Bilingual Montessori School

2007 Success Client



Michelle Stump
the HARP of the SPIRIT

2006 Success Client



Brian & Patricia Ann Booth
Booth Industries, LLC
dba The Coffee Booth & Bee Smart Cafe

2005 Success Client



Susan Baker-Dillingham
New Mexico Dance Theater

The State Legislature recognizes the UNM-LA SBDC Success Client each year.