



# SBDC NNMC Success Stories Post Covid & SBDC Media Mentorship

## Interweave our College, Legislators, Congress, Partners, City & SBDC Clients



**Presenter**

**Julianna Martinez-Barbee**  
SBDC Director at NNMC  
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Presentation to NNMC Board of  
Directors

Presenter: Julianna Barbee



We INTERTWINE our Governor, College, Community, Congress, SBDC Clients and SBDC Media Mentorship

**INVOLVE**  
Our SBDC Circle



Governor  
Michelle Lujan-Grisham



U.S. Senator Ben Ray Lujan



Ryan interviews SBDC Star client  
Purple Adobe Lavender Farm

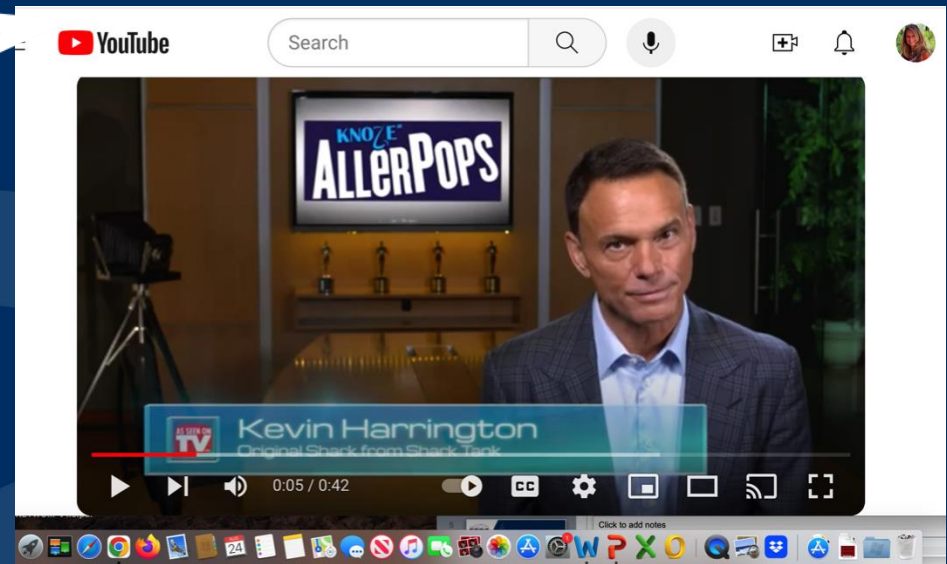
**SBDC Mentorship Connects & Collaborates**



# Success Stories Post-Covid

## AllerPops Goes National Probiotic allergy lollipop

SBDC NNMC Client CLIFF HAN Awarded SBDC STAR Award



Assisted Cliff with Shark Tank Pitch  
Shark Tank Kevin Harrington  
Endorses ALLERPOPS



# Success Stories Post-Covid

## Hacienda Home Center Expands Wins SBA State Award



Hacienda Home Center  
opens store in  
Albuquerque

Hacienda Home Center  
Wins State SBA  
Family of The Year Award

# Success Stories Post-Covid

## Black Mesa Winery Wins SBA Home-Based Business Award



Black Mesa Winery increased their on-line sales and services from 20 states to Nationwide and launched a new product –Hard apple cider

# Success Stories Post-Covid

## PMI Opens New Store in Santa Fe & also Wins Department of Energy Hub Zone of the Year Award



Launched Nationwide On-line Store | 10 Videos



# Success Stories Post-Covid

## La Cocina Restaurant Celebrates 50 years SBDC NNMC Star Business Award



Added outdoor patio now seats 250

# SBDC NNMC Client ARTIST

Sells 5 Gallery Paintings During Pandemic

## GIOVANNA PAPONETTI



Reminiscing



Storyteller II



Early Morning Prayers  
in the Canyon



# Book Signing at John B Strong Gallery Canyon Road Santa- Fe, NM

## GIOVANNA PAPONETTI



Giovanna Paponetti  
Taos Fine Artist | Author

Julianna Barbee  
SBDC Director at NNMC

Presenter: Julianna Barbee



*The life & Miracles of Kateri Tekakwitha*  
Ohkay Owingeh Pueblo  
San Juan Church

# Blue Heron Brewing Co. LLC & Kenz Cuisine Partnership!

Responding to COVID-19 and Reimagining Better!



Now they are back to individual businesses

# Creative Cultural Entrepreneurship



# The Four Sisters Cook Book





# Success Stories Post-Covid

## SBA Selects SBDC NNMC for SBA National Site Visit

SBDC Invited LANL Partnership, NNMC College, State Senator, City Councilor



**SBDC Highlighted**

Ron Lovato- TSAY & Northern Pueblo Alliance  
Eric Quintana –PMI  
Joseph Sanchez- Hacienda Home Center



SBA State, Regional  
National  
Administrators



2023|Nashville  
America's SBDC  
Marketing Interest  
Section Committee  
Marketing Showcase



# SBDC Media Mentorship

Outcomes of Involving Our Legislators,  
College, Clients & Congress &  
Live Your Passion



Presenter  
Julianna Martinez-Barbee  
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Live Testimonial  
Ryan Baca  
SBDC Student Star Recipient  
SBDC Media Mentorship Protégé  
Business Analyst | Deloitte  
Government & Public Service Sector

REImagine MAINSTREET Nashville 2023

Americas SBDC National Conference

Presenter: Julianna Barbee



# SBDC NNMC Media Mentorship has Inspired Me

## INSPIRE Others



## SBDC Helped Me Find My Purpose!





# *SBDC Connects Congress* To Share the Experience



**IMAPCT**  
Lives

US Senator Martin Heinrich  
Supports  
SBDC Star Business  
"Growing Opportunities  
Hydroponic Garden" and  
SBDC Student Media Mentorship



**America's SBDC Experts ...Assisting America's Job Creators**





# KDCE SBDC BIZTALK Radio Program

## INITIATE SBDC EXPERTISE



### HOST

SBDC Director

### KDCE DJ

Manage call in

### Target Audience

Business Owners, Managers,  
Employees, & Entrepreneurs  
all industries

### Guest

Invited Business, Local  
Business Shares Successes,  
Challenges, Resources, etc..

### Sponsor

Bank

No-Cost Marketing | Biz Tips | Inspirational Sharing

**INFORM**

State Legislators

# Interviews with NM State Legislators & Dancing with Governor



Speaker  
of the House  
Ken Martinez



Senator  
Pete Campos



NM Governor  
Susanna Martinez

**SBDC Mentorship Building Legislative Relationships**



# SBDC Media Mentorship in Action

## IGNITE What Matters



Featured on TV News



Legislative Interviews



SBDC Marketing Training



Video Production



NMSBDC Support

### Lead. Inspire. Focus. Empower.

At the end of the day we learn from each-other! Ryan Baca

# SBDC NNMC Top Performing Center



#of jobs created or saved –1209  
ROI—190 ( cost per jobs created or saved

## CY Economic Impact 2023

Number of Jobs Created (Full and Part-time 179  
Number of Jobs Saved 1,112  
Total number of jobs created or saved (Combined Total) \$1,291.00  
Cost Per Job Created or Saved \$205.38

SFY22 Cost Per Job Created or Saved - NMSBDC, August 8, 2022

Host Institution	Number of Jobs Created	Number of Jobs Saved	Total Number of Jobs Created or Saved	SFY 22 Allocation	Cost Per Jobs Created or Saved SFY 22
Clovis Community College, Clovis	33.0	38.0	71.0	\$ 211,557.51	\$ 2,980
CNM, Albuquerque	169.0	149.0	318.0	\$ 343,313.93	\$ 1,080
Dona Ana Community College, Las Cruces	87.0	16.0	103.0	\$ 268,123.46	\$ 2,603
ENMU-Roswell, Roswell	18.0	16.0	34.0	\$ 177,221.07	\$ 5,212
Luna Community College, Las Vegas	36.0	26.0	62.0	\$ 183,709.93	\$ 2,963
Mesalands Community College, Tucumcari **	0.0	0.0	0.0	\$ 90,405.64	\$ -
New Mexico Junior College, Hobbs	53.0	5.0	58.0	\$ 178,834.11	\$ 3,083
NMSU-Alamogordo, Alamogordo	89.0	93.0	182.0	\$ 147,748.26	\$ 812
NMSU-Carlsbad/Southeast NM College Carlsbad	49.0	3.0	52.0	\$ 143,026.14	\$ 2,751
NMSU-Grants, Grants	10.0	12.0	22.0	\$ 97,559.32	\$ 4,435
Northern NM College, Española	228.0	981.0	1209.0	\$ 229,197.83	\$ 190
San Juan College, Farmington	32.0	175.0	207.0	\$ 237,373.40	\$ 1,147
Santa Fe Community College, Santa Fe	33.0	346.0	379.0	\$ 268,550.62	\$ 709
UNM-Gallup, Gallup *	19.0	36.0	55.0	\$ 182,333.66	\$ 3,315
UNM-Los Alamos, Los Alamos *	6.0	9.0	15.0	\$ 105,835.90	\$ 7,056
UNM-Taos, Taos	316.0	33.0	349.0	\$ 117,889.09	\$ 338
UNM-Valencia, Los Lunas	22.0	22.0	44.0	\$ 175,003.88	\$ 3,977
Western NMU, Silver City*	50.0	1.0	51.0	\$ 189,821.88	\$ 3,722
<b>Totals - All SBDC Centers:</b>	<b>1,250.0</b>	<b>1,961.0</b>	<b>3,211.0</b>	<b>\$ 3,347,505.63</b>	<b>\$ 1,043</b>

\*Position vacancy impacted outcomes.  
\*\* The position was vacant the entire year.  
A lower cost per job created or saved represents a higher ROI for the state.

- Number of new businesses starts 2
- Dollar amount of capital infusion \$1,915,500.004
- Number of jobs supported 1,192
- Number of unique clients served 60
- Wildly Important Goal (WIG) 2
- Number of legislative visits 5
- Number of third party endorsements 13
- Number of media exposures 14
- Number of community presentations 18
- Total contact & prep time for clients with an initial session this CY 35.08
- Number of existing clients with counseling this CY 46
- Total contact & prep time for existing clients counseled this CY 308.00
- Total contact time for initial and existing clients with counseling this CY 443.08