

SATURDAY  
JUNE  
**6**

NEW MEXICO CREATIVE INDUSTRIES DIVISION

**CreativeCon Albuquerque**  
National Hispanic Cultural Center



**9 AM - 4 PM**  
DOORS 8 AM

**NM CreativeCon**  
**2026**

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Central New Mexico  
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School of Skilled Trades & Arts

# STATEWIDE AGENDA GUIDE

You can join any workshop!  
the following colors are  
your guide if you choose to  
follow a track!

**Track 1:**  
**Hobby creatives and  
artists – start ups with no  
established business**

**Track 2:**  
**Existing creative  
businesses + support  
organizations**

**Track 3:**  
**Local governments,  
developers, policy makers,  
and elected officials**

**A PORTION OF ALL TICKET PROCEEDS  
GOES BACK TO OUR GRANT FUND TO  
SUPPORT CREATIVE INDUSTRIES IN NM!**

# AGENDA

**Opening Session 9:00 – 9:30 AM**

**Creative New Mexico: Our  
Economy, Our Future**

**Morning Breakouts 10:00 – 11:00 AM**

**Track 1**

**Creatives & Business: Do They Mix?  
Why Registering Matters**

**Track 2**

**State Resources for Creative Economy  
Activity: A Full Ecosystem Dive**

**Track 3**

**How the Creative Economy Can Help  
Tell Your State's Story: Funding in a  
Changing Landscape**

**Midday Breakouts 11:15 AM – 12:15 PM**

**Track 1**

**Activating Your Local Ecosystem: Who's  
in Your Corner?**

**Track 2**

**Money, Money, Money: Understanding  
the Language of Funding**

**Track 3**

**Models That Work: Public-Private  
Collaboration in the Creative Economy**

# AGENDA

**Lunch 12:30 – 1:45 PM**

**Afternoon Breakouts 2:00 – 3:00 PM**

**Track 1**  
**Is My Price Right? Discover Your Hourly Rate**

**Track 2**  
**Beyond Social Media: Marketing, Wayfinding & Getting Noticed to Being Known**

**Track 3**  
**Creative Industries Infrastructure: Building Places Where Creatives Can Thrive**

**Closing Session 3:15 – 4:00 PM**

**Creative Momentum: Real Stories from Creative Industries Grantees**

**After Hours Activities**  
**Info + sign up at registration tables**  
***Open to all attendees***

**FUSE Makerspace  
Tours**  
**4:30 & 5:30 PM**

**The Soul of 66  
Barelas MainStreet**  
**4:00 to 6:00 PM**

**Music & Murals  
Block Party**  
**Nob Hill MainStreet**  
**4:00 to 7:00 PM**

**Mixer @ Secret Gallery**  
**Downtown**  
**ABQ MainStreet**  
**7:00 to 10:00 PM**

# WORKSHOPS

**Opening Session 9:00 – 9:30 AM**

**Creative New Mexico: Our Economy, Our Future**

*Kick off the day with an energizing overview of New Mexico's creative economy, the statewide momentum behind Creative Industries Season, and the vision for cultivating thriving creative careers, businesses, and communities. Sets the stage for collaboration across sectors.*

**Location: Journal Theater**

**10:00–11:00 AM | Morning Breakouts (Track 1)**

**Creatives & Business: Do They Mix? Why Registering Matters**

A warm, myth-busting session that reframes creatives as entrepreneurs. This workshop explains why formalizing a creative practice (LLC, sole proprietorship, registration) opens real doors: tax advantages, funding eligibility, legal protection, and a stronger business identity. Participants learn how becoming “official” positions them in New Mexico's larger growth story.

**Presented by: Arts Hub – Jeff Andersen & Amy Maestas**



**Track 1**

**Location: Bank of America Theater**

# PRESENTERS

10:00–11:00 AM | Morning Breakouts (Track 1)

## About Arts Hub

Arts Hub's purpose is to unleash the power of the arts as a tool to engage the community, create solutions to urgent issues, and drive the creative economy.

The arts are a thriving part of Albuquerque's culture and community, but artists continue to face barriers to work in this city. Besides a thriving arts community, sustainable artistic creation has an added benefit: it also sustains a class of creative problem solvers. Art is a powerful tool to engage community members and catalyze positive social change.

[Website](#) | [Annual Reports](#) | [Programs](#)



NEW MEXICO

CREATIVE INDUSTRIES DIVISION

# WORKSHOPS

10:00–11:00 AM | Morning Breakouts (Track 2)

## **State Resources for Creative Economy Activity: A Full Ecosystem Dive**

A fast-paced introduction to the entire creative economy support landscape in New Mexico state government — Creative Industries Division, Economic Development, New Mexico Finance Authority, New Mexico Arts, Department of Tourism, and Department of Workforce Solutions. This workshop shows creatives, entrepreneurs, and support organizations exactly where to go, who to know, and how to navigate funding, services, programs, and technical assistance.

**Track 2**  
**Location: Journal Theater**



ECONOMIC  
DEVELOPMENT  
NEW MEXICO

### **Economic Development New Mexico**

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

[www.edd.newmexico.gov](http://www.edd.newmexico.gov)

# PANELISTS

10:00–11:00 AM | Morning Breakouts (Track 2)



## NEW MEXICO FINANCE AUTHORITY

NMFA has become a reliable source of financing for a broad range of projects and offers different financing programs for communities and businesses to improve the quality of life in New Mexico. With a mission-driven philosophy, low interest rates, and no loan fees, NMFA helps its clients successfully finance the projects that make their communities stronger, safer, and more prosperous. NMFA believes in and follows its mission of being “New Mexico’s partner in building economic prosperity and stronger communities.”

[www.nmfinance.com](http://www.nmfinance.com)



The New Mexico Department of Workforce Solutions (NMDWS), whose mission is to Educate, Empower, Employ, and Enforce, is committed to being a leader in and a facilitator of a competitive workforce for the benefit of all New Mexico. The department’s goals are: to be a business-driven department, understanding the needs of employers with a focus on the employability of all New Mexicans; to be an integral part of all economic development and education initiatives; to be efficient and responsive to the diverse needs of New Mexico’s employers and workforce; and to be a “gateway” to employment.

[www.dws.state.nm.us](http://www.dws.state.nm.us)

# PANELISTS

10:00–11:00 AM | Morning Breakouts (Track 2)

## **New Mexico Creative Industries Division**

*Economic Development New Mexico*

As part of the New Mexico Economic Development Department, the Creative Industries Division enhances economic opportunities for New Mexico families by nurturing a vibrant creative economy.



We support creative entrepreneurs, small businesses, and organizations through education, workforce development, public infrastructure, grants, and resource sharing.

[www.edd.newmexico.gov/creative](http://www.edd.newmexico.gov/creative)

n m | a

new mexico arts

public support for the arts

## **New Mexico Arts**

*Department of Cultural Affairs*

New Mexico Arts (NMA) is New Mexico's federally authorized state arts agency and a division of the NM Department of Cultural Affairs. Serving the public as a hub for the arts and culture sector in New Mexico, NMA strives to support the organizations, artists, and culture bearers who are the creators and sustainers of the state's rich and diverse cultural past, present, and future. This support can take many forms: dedicated state and federal grant opportunities, public art acquisitions, specialized projects and programs, staff expertise in arts administration, peer convenings and conversations, honors and recognitions, technical assistance, and an ongoing commitment to ensuring New Mexicans across the state have access to the arts in their communities.

[www.nmarts.org](http://www.nmarts.org)

# PANELISTS

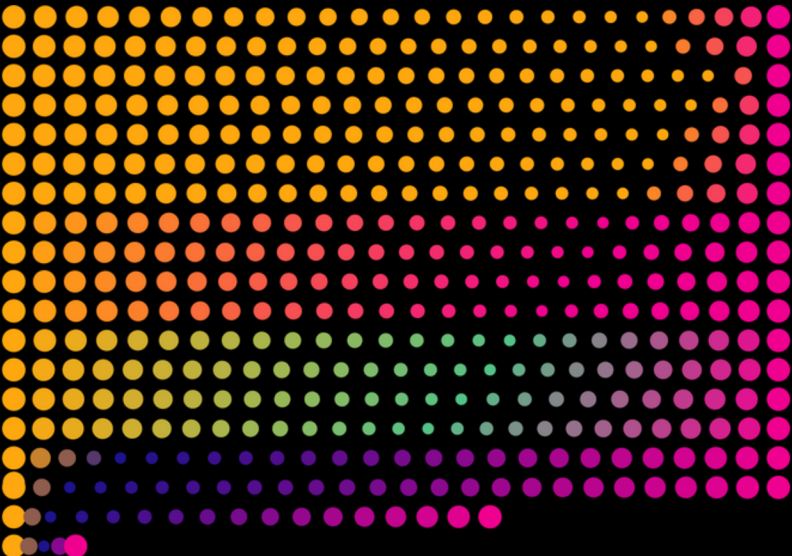
10:00–11:00 AM | Morning Breakouts (Track 2)

## New Mexico Tourism Department

The New Mexico Tourism Department is the statewide agency tasked with promoting New Mexico for leisure travel and driving visitation to the state. The Tourism Department plans, produces, and monitors national marketing and advertising campaigns through the award-winning New Mexico True brand. The Tourism Department also manages grant programs and other services that strive to empower communities with the resources and technical expertise to develop and promote tourism for their own community.

[www.newmexico.org](http://www.newmexico.org)

NEW MEXICO  TRUE



NEW MEXICO

CREATIVE INDUSTRIES DIVISION

# WORKSHOPS

10:00–11:00 AM | Morning Breakouts (Track 3)

## How the Creative Economy Can Help Tell Your State's Story: Funding in a Changing Landscape

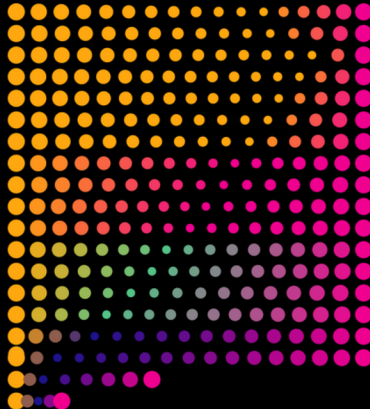
A session designed for government, nonprofit, and community development leaders exploring why the creative economy is one of the most powerful drivers of economic resilience today. Drawing from national and global public-private examples, this session examines how creative industries as engines of growth, place-making, and workforce development. Participants will learn how to position creative economy initiatives to attract public, private, and philanthropic investment by aligning projects with broader economic goals and community narratives.

**Presented by: Upstart Co-Lab**  
**Founding Partner Laura Callanan**

**Upstart Co-Lab**  
CREATIVITY. INVESTMENT. IMPACT.



**Track 3**  
**Location: Wells Fargo Auditorium**



# WORKSHOPS

10:00–11:00 AM | Morning Breakouts (Track 3)

## About Upstart Co-Lab

Nonprofit Upstart Co-Lab connects capital to creative people leading businesses in ethical fashion, sustainable food, social impact media, and other creative industries. Since 2016, Upstart has mobilized \$45 million towards their mission. In 2024, Upstart launched the first impact investment vehicle for the U.S. creative industries: Inclusive Creative Economy Strategy targets market rate returns; prioritizes diverse entrepreneurs leading companies in creative industries; and delivers people-focused impact: quality jobs, vibrant communities, and sustainable creative lives. Investors include the Ford Foundation, the Skoll Foundation, and the Toledo Museum of Art. You can read more in the 2025 Report on the Strategy. Upstart Consults help impact investors pursue a creative economy mandate by providing expert support on capacity-building, program development, and portfolio implementation.

## About Laura Callanan

Laura Callanan is the founding partner of Upstart Co-Lab, connecting impact investing to the creative economy and helping unlock capital for creative businesses and communities. Formerly Senior Deputy Chairman of the National Endowment for the Arts, she is a recognized leader in impact investing, philanthropy, and the creative economy, with experience spanning the Rockefeller Foundation, United Nations Development Programme, and McKinsey & Company. Her work has helped shape national conversations around creativity as a driver of economic, social, and environmental impact. [www.upstartco-lab.org](http://www.upstartco-lab.org)

# WORKSHOPS

11:15 AM–12:15 PM | Midday Breakouts (Track 1)

## Activating Your Local Ecosystem: Who's in Your Corner?

A dynamic panel-style conversation featuring arts councils, counties, residencies, fiscal sponsors, event organizers, and local connectors.

Participants learn how to access the existing ecosystem, who the key players are in their region, and how to plug into support networks that help careers and businesses grow.

**WESST**

**NM Small Business Development Center**

**NM Startup Alliance**

**Dust Wave**

**Track 1**

**Location: Bank of America  
Theater**



**Moderated by:**

**Niyia Mack, The Unusual Creative**

Specializing as a consultant with a deep passion for collaborative artistry, Niyia Mack has built her career producing multimedia experiences and theater with award-winning companies including Meow Wolf, Pasadena Playhouse, the Los Angeles Theater, and TheaterMogul. Her practice as a creative producer focuses on sourcing, developing and implementing resources that help creatives produce their best work. She founded her consultancy, Unusual Creative in 2023 to support artists and organizations invested in bridging the gap between ideation and implementation. You can learn more about her work at

[www.theunusualcreative.com/](http://www.theunusualcreative.com/)

# PANELISTS

11:15 AM-12:15 PM | Midday Breakouts (Track 1)

**WESST**

*Valeria Olave*



Valeria Olave is a first-generation Mexican American financial professional with nearly a decade of experience in lending and small business development, driven by a strong passion for financial empowerment and supporting underserved communities. As Program Director at WESST's Women's Business Center in Albuquerque, she leads bilingual programs focused on business consulting, training, and access to capital for women, immigrant, and low-wealth entrepreneurs across New Mexico. Valeria is committed to advancing economic opportunity through inclusive, human-centered leadership and proudly serves on nonprofit boards, including Special Olympics New Mexico.

**New Mexico Startup Alliance**

*Sandy Hirschberg*



Sandy Hirschberg is what happens when ecosystem building, chaos coordination, and founder therapy accidentally merge into one person. She connects startups, investors, operators, artists, labs, and random people she met at a happy hour into actual economic development while surviving on vibes, strategic introductions, and mild caffeine-induced delusion. The New Mexico Startup Alliance (NMSA) is a statewide network committed to building an inclusive and healthy startup ecosystem. Our mission is to empower a generation of New Mexican founders to drive transformative economic and social impact. We cultivate a peer-driven community of early-stage, innovative, scalable entrepreneurs, provide targeted business resources, and advocate for strategic relationships and capital access to bridge ecosystem gaps.

# PANELISTS

11:15 AM-12:15 PM | Midday Breakouts (Track 1)

## NM Small Business Development Center

*Fran Fernandez* proudly serves as Center Director for the Small Business Development Center at Central New Mexico Community College (SBDC at CNM), where she has supported entrepreneurs and economic development initiatives for more than six years. As part of a nationally accredited statewide network, she works closely with small business owners to help them successfully start, grow, and expand their operations. Drawing on 10 years of experience as a small business owner herself, Fran brings practical insight and a strong understanding of the challenges entrepreneurs face. Before her work in economic development, she served as an elementary educator in the independent school system, where she developed a lasting passion for mentorship and lifelong learning. Fran holds a Master of Business Administration from the University of Phoenix and a Bachelor of Business Administration from The University of New Mexico, with dual concentrations in International Management and Marketing.

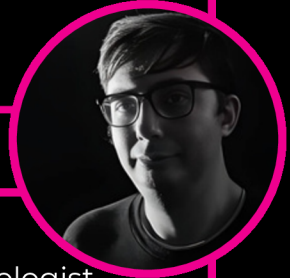
[nmsbdc.org](http://nmsbdc.org)



## Dust Wave

*Alonso Indacochea* is a filmmaker, technologist, entrepreneur, and immigrant from Lima, Peru. He is a co-founder of Dust Wave, an Albuquerque-based art collective. Through Dust Wave, he helped organize and present the Fronteras Micro-film Festival in Albuquerque and Santa Fe in 2023, and again in Taos in 2025. He also developed The Pool, an open-source crowdfunding platform used by Dust Wave to support artist-led fundraising.

[www.dustwave.xyz](http://www.dustwave.xyz)



# WORKSHOPS

11:15 AM-12:15 PM | Midday Breakouts (Track 2)

## Money, Money, Money: Understanding the Language of Funding

A highly-requested session on breaking down the vocabulary of grants, loans, equity, philanthropy, underwriting, procurement, and creative financing. This workshop empowers creatives and small businesses to understand what funders mean — and how to position themselves to compete.

Presented by: Arts Hub & Mayowa Tomori



Track 2  
Location: Journal Theater

**AMPL Labs** is an award-winning creative studio that designs participatory art experiences, immersive installations, and archiving technology to connect and empower diverse communities.

Founded in 2014 by Nigerian-American creative technologist **Mayowa Tomori** and architect/educator Michael Runge, the studio merges storytelling, emerging technology, and community-led design to build playful, inclusive experiences rooted in cultural memory and collective imagination.

AMPL's work spans mixed-reality games, interactive public artworks, and digital preservation tools co-created with museums, Indigenous communities, and cultural institutions.



# WORKSHOPS

11:15 AM-12:15 PM | Midday Breakouts (Track 3)

## Models That Work: Public-Private Collaboration in the Creative Economy

A session exploring how public, private, and nonprofit partners are working together to drive meaningful impact through the creative economy. Drawing from real-world examples in New Mexico, this conversation highlights collaborative models that support workforce development, creative entrepreneurship, community activation, and investment. Attendees will gain insight into how aligned partnerships across sectors can unlock new opportunities, strengthen local economies, and build more resilient communities.

**Downtown ABQ MainStreet**

**Ideum**

**Revitalize San Pedro**

**Media Arts Collaborative**

**Refract Studio**

**Track 3**

**Location:**

**Wells Fargo Auditorium**

## Moderated by: Nancy Bos

Nancy Bos is a voice expert, social entrepreneur, and best-selling author dedicated to helping individuals overcome fear and use their voices with confidence. As the founder of The Confidence Alliance and StudioBos Media, she empowers people to unlock their voices and embrace their full presence. In her TEDx talk, *The Power of Owning Your Narrative*, Nancy explores how personal stories can shape our confidence and influence our ability to achieve our goals. Currently on the Empowered Voices World Tour, she aims to inspire one million people to discover and use their empowered voices.



[www.nancybos.com](http://www.nancybos.com)

Nancy E. Bos

# PANELISTS

11:15 AM-12:15 PM | Midday Breakouts (Track 3)

## Downtown ABQ MainStreet Arts & Cultural District

*Shawna Brown, Director*



Shawna Brown has spent over a decade in the nonprofit world, blending leadership, strategic planning, and community engagement in New Mexico. Shawna has worked with the DowntownAbq Mainstreet and Arts & Culture District (DAMI) in a few capacities including Downtown Growers' Market Manager and DAMI Associate Director. In these roles Shawna implemented strategies to achieve key organizational goals, managed vendor relations for over 200 farmers and artists, and created pathways for new and diverse vendors to join the mix.

[www.dtabqmainstreet.org](http://www.dtabqmainstreet.org)



## Ideum

*Jim Spadaccini Founder  
and Creative Director*

Jim helps direct Ideum's commercial hardware and software initiatives and provides creative direction for custom software and installation projects. Ideum has produced interpretive exhibits that inspire wonder, awe, and surprise for twenty-five years. As a full-service exhibit design and production company, Ideum specializes in creating immersive experiences, interactive exhibitions, and unique installations. In addition, Ideum produces a line of touch tables and touchscreens sold in over 60 countries worldwide.

[www.ideum.com](http://www.ideum.com)



# PANELISTS

11:15 AM-12:15 PM | Midday Breakouts (Track 3)

## Revitalize San Pedro

*Adrian N. Carver, MCRP*

Born and raised in Albuquerque, Adrian N. Carver is a community development practitioner with two decades of experience working across public policy, organizational leadership, and community engagement. He has led neighborhood, nonprofit, and statewide efforts that reshaped local & state policy and expanded protections for New Mexicans. Adrian currently serves as Executive Director of the Revitalize San Pedro Partnership, an accredited Main Street organization leading corridor-scale revitalization in Albuquerque's International District and Uptown area.



[www.sanpedroabq.org](http://www.sanpedroabq.org)



## Media Arts Collaborative

*Mateo Fraizer*



Mateo Frazier is Executive Director of The Media Arts Collaborative (The MAC) and an award-winning film and television producer known for projects including Drunktown's Finest and Blaze You Out. His work bridges storytelling, workforce development, and emerging technology, leading innovative media education initiatives and the development of major creative infrastructure projects that support New Mexico's growing film and media ecosystem.

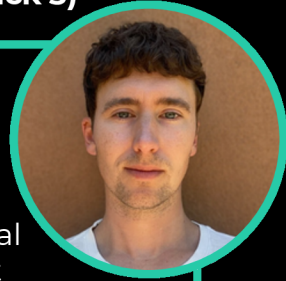
[www.themacnm.com](http://www.themacnm.com)

# PANELISTS

11:15 AM-12:15 PM | Midday Breakouts (Track 3)

## Refract Studio

*Sam Jones*



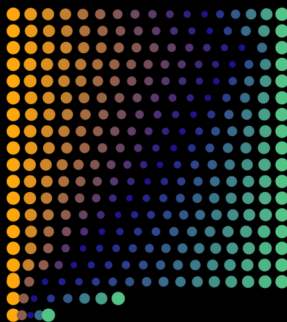
Refract Studio delivers high-impact AR, VR, and digital experience design for global brands and cultural organizations. Refract works with cities, cultural partners, and community groups to bring stories and public spaces to life. From large scale AR installations to interactive maps, websites, and murals, Refracts projects help residents and visitors see their surroundings in new ways. Clients and collaborators include Google Arts & Culture, Snap, Meow Wolf, SPACE10, and the Cities of Santa Fe and Albuquerque.

SAM JONES is the cofounder and lead engineer of Refract Studio. A full-stack web, mobile, and 3D developer, Sam previously served as Lead Engineer for Meow Wolf's early XR initiatives and has extensive experience building technology for startups and immersive media projects. He holds degrees in Journalism and Computer Science.

[www.refractstudio.net](http://www.refractstudio.net)



# Refract Studio



# LUNCH

12:30–1:45 PM — Lunch

Made possible by:  
Nuevo Atrisco Food Truck Park  
New Mexico Piñon Coffe  
Albuquerque Tents

Each truck will have a vegetarian and regular option, please use your **color coded ticket** to redeem your lunch at the corresponding **color coded food truck!**

Beverages are available at the beverage truck



*"Your affordable tent company"*

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# WORKSHOPS

2:00–3:00 PM | Afternoon Breakouts (Track 1)

## Is My Price Right? Discover Your Hourly Rate

A session designed for hobby creatives, working artists, creative businesses, and professionals to support them in calculating the true value of their time, incorporate materials and overhead, and properly account for Gross Receipts Tax.

**Presented by: 100% for Art - Sherri Brueggemann**

**Track 1**

**Location: Bank of America Theater**



100% for Art 

**Sherri Brueggemann**

Sherri is the founder of the InterGalactic Cultural Relations Institute and 100% for Art LLC.

InterGalactic Cultural Institute is a non-profit organization dedicated to exploring the role of art and cultural in future interplanetary diplomatic relations.

She is a longtime arts administrator, cultural strategist, and public art leader with more than 20 years of experience advancing arts, culture, and economic development initiatives in New Mexico. She has led major public art, cultural tourism, and creative economy initiatives throughout the Southwest. Sherri's work bridges public art, technology, community development, and cultural policy, and she continues supporting artists, creative industries, and entrepreneurship through advocacy, consulting, and national arts leadership efforts.



# WORKSHOPS

2:00–3:00 PM | Afternoon Breakouts (Track 2)

## **Beyond Social Media: Marketing, Wayfinding & Getting Noticed to Being Known**

This workshop helps creative businesses move past algorithm dependency to build strong brand presence, develop retail/wholesale relationships, and implement place-based and digital wayfinding. Tools include market readiness, packaging, buyer relationships, and visibility strategies.

**Presented by: Mariposa Marketing**  
**Laurene Rodriguez, MBA Owner and CEO**

**Track 2**  
**Location: Journal Theater**



## **About Mariposa Marketing**

Mariposa Marketing is an Albuquerque-based marketing and creative services company focused on helping businesses and organizations grow through strategic branding, promotion, and community engagement. Through marketing, events, and creative collaboration, Mariposa Marketing supports local businesses, artists, and entrepreneurs across New Mexico.

[www.mariposams.com](http://www.mariposams.com)



# WORKSHOPS

2:00–3:00 PM | Afternoon Breakouts (Track 3)

## **Creative Industries Infrastructure: Building Places Where Creatives Can Thrive**

Local governments, developers, and community partners explore tools and programs supporting creative infrastructure: live/work zoning, adaptive reuse, real estate funding structures, and incentives that make it possible for creative workers to stay, grow, and contribute to local economies. Focus is on practical next steps that rural and urban communities can take now.

### **City of Albuquerque Metropolitan Redevelopment Authority**

**Albuquerque City Councilor Nichole Rogers**  
**Michelle Negrtte New Mexico MainStreet**

**Track 3**

**Location: Wells Fargo Auditorium**



### **Jennifer Jackson, Deputy Director Albuquerque Metropolitan Redevelopment Agency**

Jennifer has experience supporting a range of state and local government entities and nonprofits on economic development, infrastructure, workforce training, and education projects through her work as a grant writer, researcher, and technical writer. She has won over \$100 million in federal, state, and foundation grants for government entities and nonprofits in New Mexico and nationwide. In addition to operating her own firm, Jackson Writing and Research, since 2009, her experience includes over seven years as a Senior Resource Development Officer at The Grant Plant, an Albuquerque-based company dedicated to helping organizations find the resources they need to improve the quality of life of New Mexicans.

# PANELISTS

2:00–3:00 PM | Afternoon Breakouts (Track 3)

## **Albuquerque City Councilor Nichole Rogers**

City Councilor Nichole Rogers is a proud New Mexican, South Los Altos resident, and mom of Aaliyah (18) and Elijah (8). Throughout her career, she has been privileged to work with community members, business leaders, healthcare workers, non-profits, and the City of Albuquerque to actualize a vision of support and well-being for those who live in our City. Councilor Rogers focuses to center the voices of her community to develop tangible solutions to the challenges District 6 is facing so that everyone can thrive and belong. Councilor Nichole Rogers is the first African-American Woman elected to the Albuquerque City Council.



## **Michelle Negrette New Mexico MainStreet Revitalization Specialist**

Michelle Negrette is an architect, planner and multidisciplinary artist who loves turning crazy ideas into reality. She has worked in both rural and urban communities throughout New Mexico on projects ranging from small scale residential development to large scale planning initiatives. Her practice engages the relationship between people and place, with work resulting from a deeply collaborative and research driven approach. When she's not working around the state to help communities leverage their creative assets, you can find her down a rabbit hole of historic research on her latest favorite place, wandering around towns following her curiosity, and pulling on loose threads to see what unravels.

# WORKSHOPS

3:15–4:00 PM — Closing Session

## **Creative Momentum : Real Stories from Creative Industries Grantees**

Close the day by hearing directly from Creative Industries Division grantees and funded partners about what access, investment, and statewide support can make possible. This reflective conversation highlights the experiences of navigating grant opportunities, growing creative businesses and organizations, and building momentum through New Mexico's emerging creative economy. Attendees will hear candid perspectives on process, impact, lessons learned, and what continued support means for the future of creative industries statewide.

**Location: Journal Theater**



## **Keshet Dance Company & Center** *2025 Business Development & Expansion Awardee*

Ana Lopes Aréchiga is originally from México. She is a dance artist, educator, choreographer, and arts administrator. She serves as Director of Programming & Engagement at Keshet Dance Company & Center for the Arts. For over a decade, she has expanded opportunities for students, artists, and audiences, shaping dance education, choreography, and performances to deepen engagement with dance. Ana's leadership integrates her artistic vision, fosters collaboration across departments to support effective dance operations, and cultivates relationships with artists, funders, and community partners.

[www.keshetarts.org](http://www.keshetarts.org)



**keshet**  
dance+center FOR THE ARTS

# PANELISTS

TSKIES

## T. Skies (Turquoise Skies Jewelry)

*Mathew James Shepardson*

*2025 Business Development & Expansion Awardee*

T.Skies Jewelry started as a blog to educate consumers about turquoise stones. It gradually evolved to include jewelry for purchase. After years of collaborating with local jewelry artists, we opened a physical space for them to learn and practice their cultural art forms. Initially, we sold one-of-a-kind handmade pieces, providing a safe place for jewelers to create and sell their wearable art. Over time, we developed our signature collections, ensuring consistent income for our artisans while they worked on their own pieces. Proceeds from these collections support our 501(c)3 nonprofit, which aids local jewelry artists and combats industry misappropriation. [www.tskies.com](http://www.tskies.com)



## Paseo Pottery

*Angela Smith Kirkman*

*2025 Business Development & Expansion Awardee*

Angela Smith Kirkman is the owner of Paseo Pottery and co-owner of Tumbleroot Brewery & Distillery and Tumbleroot Pottery Pub in Santa Fe, New Mexico. Through her businesses, she creates community-centered experiences that combine art, craft, and hospitality—from hands-on pottery programs to live music and cultural events. Her work focuses on accessibility, creative entrepreneurship, and building sustainable arts ecosystems that support local artists and connect people through shared experiences.

[www.paseopottery.com](http://www.paseopottery.com)



# PANELISTS

## **Contigo Immigrant Justice**

*2026 Creative Support Organization Awardee*

Miles Tokunow is the Executive Director of Contigo Immigrant Justice, a multimedia storyteller, and a member of the Ground Series Dance Collective based in Albuquerque. Spanning over a decade in the non-profit and arts sectors, his work integrates narrative storytelling, film, and interactive media with a deep commitment to systemic equity and worker's rights. He currently leads Contigo's legal and advocacy efforts across New Mexico, including a specialized initiative supported by grant funding to provide critical resources and legal support to immigrant creatives. Through his multidisciplinary practice as an Afro-Futurist and community organizer, Miles explores the intersections of identity, dignity, and the historical relationship between body and land.

[www.contigojustice.org](http://www.contigojustice.org)

**Contigo**  
IMMIGRANT JUSTICE



**Check out the  
Creative Industries  
TOOLBOX by  
scanning the QR!**

# SWEEPSTAKES

3x Southwest Art Towns Subscription Packages  
One-year premium membership and a professional development course - \$175 value (three winners)

SOUTHWEST  
Art TOWNS



6x \$100 of sponsored ads on Meta platforms in market of choice (six winners)

2x Free tabling opportunity to vend at ABQ Artwalk in 2026 (two winners)



1x Full page feature for your business for one month

New Mexico  
MAGAZINE

## SWEEPSTAKES

You must complete the event feedback survey in order to participate in the sweepstakes. Tickets will be provided before the closing session pending completion of the survey. **Present your survey confirmation at the registration desk to receive your sweepstakes ticket.** Must be present to win.

# AFTER HOURS ACTIVITIES

After Hours Activities  
Info + sign up at registration tables  
*Open to all attendees*

**FUSE** Makerspace  
powered by CNM Ingenuity

FUSE Makerspace Tours  
4:30 & 5:30 PM



# AFTER HOURS ACTIVITIES

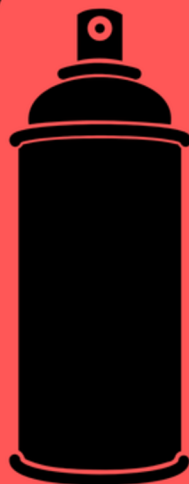
Music & Murals Block Party  
Nob Hill MainStreet  
4:00 to 7:00 PM

NOB HILL MAINSTREET

## MUSIC & MURALS BLOCK PARTY

MURAL PAINTING/MUSIC/  
FACE PAINTING/CHALK THE  
BLOCK

Come join us at Next Chapter Studio for an evening of family friendly art and music! Watch our muralist complete a brand new mural, enjoy some music, get your face painted, compete in a Chalk the Block competition and get some grub from Clown Dog while you're at it!



DATE: **06.06.2026**  
TIME: **4 PM - 7 PM**



LOCATION

Next Chapter Studio - 109 Hermosa Dr SE

# AFTER HOURS ACTIVITIES

The Soul of 66  
Barelas MainStreet  
4:00 to 6:00 PM

*¡Bienvenidos  
Creative Con!*

## BARELAS | THE SOUL OF 66



Explore current Barelas businesses  
and neighborhood history at [barelas66.org](http://barelas66.org)

## POST-CREATIVE CON GATHERING

COFFEE + TREATS • ROUTE 66 SWAG • FEATURING FORGOTTEN BARELAS



**JUNE 6** 4:00–6:00 PM



**1415 GALLERY**

1415 4<sup>TH</sup> ST SW  
ALBUQUERQUE, NM



BARELAS RT 66 CENTENNIAL  
HATS & STICKERS TO GIVE AWAY!



## FORGOTTEN BARELAS

RECOVERED HISTORY OF  
A LOST BUSINESS DISTRICT

*An exhibition by Monica Bencomo*

Once anchored by New Mexico's largest employer, the Santa Fe Railway Shops, Barelas was home to a vibrant commercial district along 2<sup>nd</sup> Street built by generations of Nuevo Mexicano, Italian, Syrian/Lebanese, Japanese, Chinese, Anglo, Mexican, and Mexican American business owners.

Through archival research, historic photographs, maps, newspapers, city directories, and contemporary photography, Forgotten Barelas traces the rise and transformation of this once-thriving commercial corridor and the diverse entrepreneurs who helped shape the neighborhood's economic and cultural life.



Sponsored by:



**BARELAS COMMUNITY COALITION**

**ONE  
ALBUQUE  
RQUE** economic  
development

# ● AFTER HOURS ● ACTIVITIES



## NM CreativeCon 2026 Mixer

After the conference head to Secret Gallery for music, food, drinks, and to mix and mingle with other artists in New Mexico.

This event is free and open to all creative folks in the city! Live music from Jaxsun Planet.

Sponsored by the Downtown ABQ Mainstreet and Arts & Cultural District, [Arrive Hotel](#), and [Secret Gallery](#).

**7:00 to 10:00 PM**  
**Secret Gallery @ARRIVE Hotel**  
**717 Central Ave. NW**

● AFTER HOURS  
● ACTIVITIES

# CREATIVE CO.N *mixer*

2026  
CREATIVECON  
AFTER PARTY  
SOUNDS BY  
@JAXSUNPLANET

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SECRET GALLERY | 717 CENTRAL AVE NW

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SAT. JUNE 6 7 PM - 10 PM

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with artists and creatives after the 2026  
CreativeCon.

@nmcreativdiv  
@dtabq.acd

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DOWNTOWN ABQ  
MAIN STREET  
Arts & Cultural  
District



ARRIVE  
ALBUQUERQUE