

SATURDAY
MAY

30

NEW MEXICO CREATIVE INDUSTRIES DIVISION

CreativeCon Pueblo of Pojoaque
Buffalo Thunder Resort & Casino

9 AM - 3 PM
DOORS 8 AM



NM CreativeCon
2026

OUR SPONSORS



NEW MEXICO
MARKETING CENTER
OF EXCELLENCE

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CORPORATION



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Los Alamos
NATIONAL LABORATORY


creative
NEW MEXICO

OUR PARTNERS

**Buffalo
Thunder**
RESORT & CASINO

**POEH
CULTURAL
CENTER**

Pathway For Tewa Pueblo Traditions



BROKEN ARROW GLASS

It takes everyone to uplift the creative economy

AGENDA



9:00 –
9:15 AM

Welcome & Opening

9:30 –
10:15 AM

Local Government & Place-Based Resources

10:30 –
11:15 AM

Creative Entrepreneurs: Local Stories & Lessons

11:30 –
12:15 PM

Your Regional Ecosystem: Who's Here to Support You

12:15 –
1:15 PM

Lunch - Provided

1:15 –
2:00 PM

Statewide Creative Economy Resources & Next Steps

2:15 –
3:00 PM

Community Q&A, Connections & Giveaways

3:00 PM

Networking

After
Hours

Tours & Immersive Experiences

Select regions may offer optional studio tours or visits to local creative spaces following the event.

ABOUT THE VENUE

Hilton Santa Fe Buffalo Thunder

- Conveniently 15 Minutes Away From Downtown Santa Fe, NM
- Views of the Spectacular Northern New Mexico Countryside
- Award-Winning 27-hole Towa Golf Course
- Wo'P'in Spa featuring Native American-Inspired Treatments
- Stunning Native American Art Collection
- On-Site Wedding Chapel and 66,000 sq. ft. of Meeting Space
- Five Terrific Dining and Entertainment Options Under One Roof
- Lodging – [Creative Con 2026 Room Block](#) on the evenings of May 29 & 30



PANELISTS

Local Government & Place-Based Resources Panel

Taos County

Jessica Stern



Taos County Economic Development works to strengthen and diversify the local economy through business support, workforce initiatives, strategic partnerships, and community investment. The department supports sustainable economic growth across Taos County while helping advance opportunities for entrepreneurs, local industries, cultural assets, and rural communities.

www.taoscounty.org

Instagram [@countyoftaos](https://www.instagram.com/countyoftaos) Facebook [@Taos-County](https://www.facebook.com/Taos-County)



Taos County
NEW MEXICO



WESST

Joseph Toledo

WESST is home to entrepreneurs providing a support system of consulting, training, incubation, and lending to help New Mexicans strengthen and grow their small businesses through sustainable business models, financial empowerment, and job creation. WESST's Native Women Rising program is dedicated to fostering financial self-sufficiency by empowering Native American and Indigenous entrepreneurs to explore, launch, and grow successful businesses. WESST provides a clear, accessible path for both aspiring and current Native American business owners to stabilize and thrive through business training, consulting, lending, and incubation.

www.wesst.org



PANELISTS

Continued

Local Government & Place-Based Resources Panel

Los Alamos MainStreet & Creative District

Jacquelyn Connolly



Los Alamos MainStreet and Creative District Mission is to serve as a driver for the economic vitality of Los Alamos and White Rock. We empower the ecosystem of our local business community through education, promotion, catalytic projects, and strong support of our creative sector for a better quality of life for our community and region.

Through programs like the Los Alamos Farmers' Market, the MainStreet MarketPlace: a coworking and business development hub with a retail incubator space, and events bringing people to the downtown commercial zones, we focus on small business and community organization support, historic preservation and strengthening tourism efforts.

www.losalamosmainstreet.com

[Facebook @losalamosmainstreet](https://www.facebook.com/losalamosmainstreet)

[Instagram @mainstreet_losalamos](https://www.instagram.com/mainstreet_losalamos)



LOS ALAMOS
MAINSTREET
AND CREATIVE DISTRICT



NEW MEXICO
CREATIVE
INDUSTRIES
DIVISION

PANELISTS

Continued

Local Government & Place-Based Resources Panel

New Mexico Small Business Development Center

Julianna Martinez-Barbee, Center Director



The Small Business Development Center at Northern New Mexico College (SBDC at NNMC) supports the local creative economy by providing no cost, one on one business advising and training to artists, makers, and creative entrepreneurs. Advisors help clients with business planning, financial management, marketing, and access to capital, enabling creatives to turn their talents into sustainable businesses. SBDC at NNMC also connects clients to resources, partnerships, and market opportunities that strengthen their ability to grow and compete. By supporting creative businesses across industries such as art, film, design, and cultural enterprises, SBDC at NNMC helps generate economic activity, create jobs, and preserve the unique cultural identity that drives New Mexico's creative economy.

Julianna Barbee center director is a certified Business Consultant, certified AI Consultant, a National Stephan Covey Trainer, and Business owner. She is involved with the following industries; artists, performing artists, musicians, film & media, eco-tourism, outdoor tourism, eco -building, eco- agriculture, traditional foods, creative cultural entrepreneurship, natural healing, fitness and nutrition and student mentorship.



PANELISTS

Creative Entrepreneurs: Local Stories & Lessons

TaosTechnology Incorporated

Abe Balsamo, MPAS



TaosTechnology Inc is a small but powerful social media and digital design company. We are in the business of amplifying local economies, including that of the Taos, NM area. We have over 500,000 daily followers of our feeds and have built multiple small business followings to over 100,000 unique, targeted followers.

www.taosbusiness.com

@Taos
@TaosCounty
@TaosPlaza
@TaosBusiness



Mineralbound Silver

Kayla Ortiz, Owner



Mineralbound Silver is a Pop-Up Silversmithing Workshop that is facilitated throughout the state of New Mexico. Participants learn the fundamentals of silversmithing in a 1.5-3 hour class, designing, then fabricating their own finished piece to take home with them.

www.mineralboundsilver.com

@Mineralboundsilver



PANELISTS

Continued:

Creative Entrepreneurs: Local Stories & Lessons

FZK

FRANZISKA NEUMANN FOUNDER, FZK



Always happiest when challenged to bring together beauty and technology, Franziska's path has taken her from Interior Design to Architecture to building distinctive brands. When Franziska's interior design work in New York garnered attention from magazines, HGTV, and The Oprah Show it was clear that she needed an online presence to anchor the exposure. She taught herself enough code to build her first website in 2006 and has never looked back!

In 2008 she founded FZK, a creative agency that helps ambitious entrepreneurs grow and steward their online presence. Now she leads a team of 7 creatives delivering a full spectrum of agency services from Santa Fe, NM.

www.byfzk.com

Instagram: [@fzk_franziska](https://www.instagram.com/fzk_franziska)

Facebook: [fzk.franziska](https://www.facebook.com/fzk.franziska) [LinkedIn](#)



LPG Consulting

Lauren Pellerano Gomez (they/them)



LPG Consulting LLC is a Santa Fe-based marketing, branding, and communications practice for creative businesses and purpose-driven organizations. Founded by Lauren Pellerano Gomez, LPG has partnered with clients from Google and Reebok to New Mexico arts nonprofits and independent creative businesses, helping them clarify their voice, build their brand, and grow with intention.

www.thinklpg.com

[LinkedIn](#)

LPG Consulting



PANELISTS

Continued:

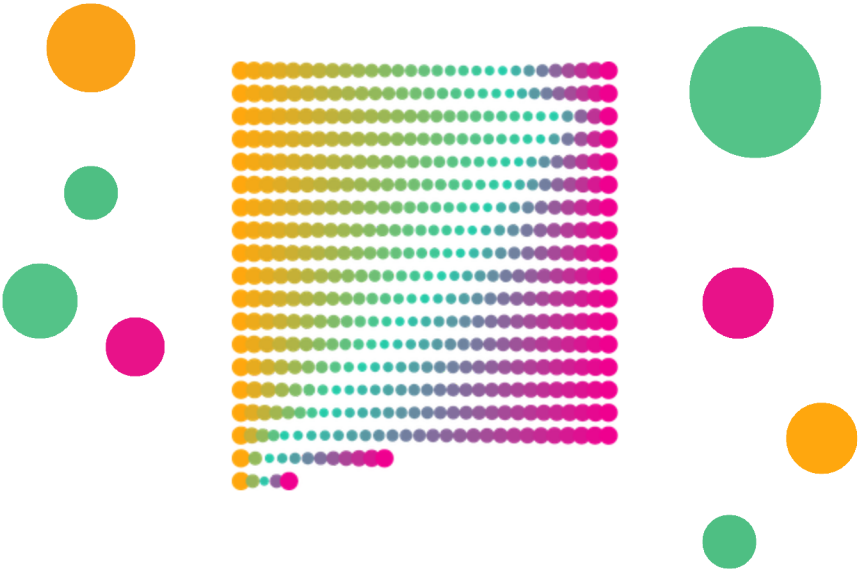
Creative Entrepreneurs: Local Stories & Lessons

Monica Silva Lovato



Monica Silva Lovato is a visual artist from the Pueblos of San Felipe and Santo Domingo, as well as a fourth generation traditional potter and third generation silversmith. Her work explores identity, culture, history, and ancestral connection through Pueblo pottery traditions, with a focus on generational knowledge and its influence on contemporary practice. Monica has contributed to major exhibits with the School for Advanced Research and holds a Bachelor of Fine Arts in Studio Arts from the Institute of American Indian Arts.

www.monicasilvalovato.square.site



PANELISTS

Your Regional Creative Ecosystem: Who's Here to Support You

STEMarts Lab
Agnes Chavez



STEMarts Lab's mission is to empower youth through art, science, and technology to prepare them for the 21st-century workforce. As a SciArt production studio and youth leadership program, we design and produce immersive experiences that connect young people to careers across STEM fields and the creative industries, building the next generation of innovators and creators.

www.STEMarts.com



Glass Alliance-New Mexico
Brian Weiss



Brian Weiss is president of Glass Alliance-New Mexico (GANM), which brings together more than 150 artists, galleries, collectors, and anyone with an interest in glass art. GANM works to make glass art a visible, viable part of the statewide creative community by offering classes, speakers, a newsletter highlighting current glass-related events, and by creating opportunities for artist members to have their work seen and appreciated in a variety of public venues. Facebook [@glassnm](https://www.facebook.com/glassnm)

PANELISTS

Continued: Your Regional Creative Ecosystem: Who's Here to Support You

Northern New Mexico College, Department of Arts and Human Sciences

Ruben Olguin



Northern New Mexico College, is home to the Film and Digital Media Arts Associates of Arts workforce training program, the Bachelor of Integrated Studies in Media and Art program, Community Education, and Associates and Bachelors of Science in various business programs. Our programs support local industries by supporting educational opportunities, teaching opportunities, workshops, and community outreach programs for the Creative and Professional industries throughout Northern New Mexico. We also have a 365 seat Theater and Art Gallery to support local organizations and creative professionals by providing affordable and low to no cost exhibition and performance space.

NORTHERN
New Mexico
College



www.nnmc.edu

Community spaces for
rent at Northern >

<https://nnmc.edu/community>



PANELISTS

Continued: Your Regional Creative Ecosystem: Who's Here to Support You



Los Alamos Makers

Prisca Tiasse

Los Alamos Makers is a community innovation hub where creativity, technology, and entrepreneurship meet. The makerspace functions as an early launchpad providing tools, training, and collaborative space for artists, designers, engineers, scientists and entrepreneurs to prototype ideas, develop new skills, and launch ventures. Through digital fabrication training, workforce programs, and startup support via a network of partners, Los Alamos Makers lowers barrier to entrepreneurship, helping turn creative talent into economic opportunity while reinforcing the regional identity of Los Alamos as a place where science, technology, and creativity intersect.

www.LosAlamosMakers.org

[LinkedIn](#)

[Facebook](#)



NEW MEXICO

CREATIVE INDUSTRIES DIVISION

PANELISTS

Statewide Creative Economy Resources & Next Steps

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



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

PANELISTS

Statewide Creative Economy Resources



**New Mexico
Department of
Workforce
Solutions**

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



PANELISTS

Statewide Creative Economy Resources



NEW MEXICO
FINANCE AUTHORITY

Carmela Manzari

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

Economic Development New Mexico

Peter Mitchell Regional Representative

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



ECONOMIC
DEVELOPMENT
NEW MEXICO

SWEEPSTAKES

Overnight stays for 2 and
spa certificates

**Buffalo
Thunder**
RESORT & CASINO



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



Full page feature for your
business for one month
(one winner)

New Mexico
MAGAZINE

MUST BE PRESENT TO WIN

Sweepstakes are open to registered creative businesses.
Event survey participation is required to enter during the
event

**REVIEW THE FULL ELIGIBILITY DETAILS AT
EDD.NEWMEXICO.GOV/CREATIVECON**

Q & A

Ready to join the conversation?

Use the online form and QR code displayed throughout the event to submit your questions

ACTIVITIES

After the event there's more to do!

Sign up at the registration table
space is limited!



After Hours Glass
Blowing
Demonstrations
4:30 PM or 6:30 PM

BROKEN ARROW GLASS

Self-guided
Museum Tours
4:30 PM or
6:30 PM

**POEH
CULTURAL
CENTER**
Pathway For Tewa Pueblo Traditions