

NEW MEXICO CREATIVE INDUSTRIES DIVISION



MAR  
**28**

**CreativeCon Northeast Raton**  
Shuler Theater



**NM CreativeCon**  
**2026**

# OUR SPONSORS



**NEW MEXICO**  
MARKETING CENTER  
OF EXCELLENCE

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**TRIAD**  
National Security, LLC 



REGIONAL  
DEVELOPMENT  
CORPORATION

OPERATOR OF  **Los Alamos**  
NATIONAL LABORATORY

# OUR PARTNERS



**RATON**  
MainStreet



It takes everyone to uplift the creative economy

# AGENDA



9:00 –  
9:15 AM

**Welcome & Opening Connection**

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



The historic Shuler Theater in downtown Raton, New Mexico, is a state landmark and remains the center for performing arts in northeastern New Mexico.

The theater is owned and maintained by the City of Raton, New Mexico.

Dr. J.J. Shuler, a surgeon for the Atchison, Topeka, and Santa Fe railroad, served as the first medical doctor in Raton, New Mexico. He served as mayor of Raton from 1899-1902 and 1910-1919, and as President of the New Mexico Municipal League from 1911-1915.

As mayor, Dr. Shuler undertook a number of impressive projects, including development of a Raton city park, electric and water filtration plant, Raton Water Works, Raton Public Library, and the construction of the municipal auditorium which later came to bear his name.

The first production in the Shuler Theater was a national touring company show of *The Red Rose*, a Victorian musical comedy that opened April 27, 1915.



# SHULER THEATER

# PANELISTS

## Local Government & Place-Based Resources Panel

### **Raton MainStreet and The Raton Arts & Humanities Council**

*Patricia Duran, Executive Director*



Raton Mainstreet has been involved in "activating" our local downtown area for art and culture for many years. We started our Annual Gate City Music Festival over 11 years ago where we've brought in talented headliners like Gene Watson, Lorrie Morgan, Deanna Carter, and Mark Wills. Additionally, we host various events during the peak tourism city that bring many creatives together to showcase their work and vend at: Festival of Lights, 4th of July Fun on First Street, the International Santa Fe Trail Balloon Rally, etc.

The Raton Arts & Humanities Council hosts a performing arts season at the Shuler Theater, in which we bring in Vegas-style acts and performances for entertainment. We also have an open gallery year-round to showcase local artists work with over 10+ gallery shows over the year from youth to seniors.

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



### **Colfax County**

*Si Trujillo, Colfax County Commissioner  
District 1*

County Commissioner Si Trujillo serves as a Colfax County Commissioner, bringing a strong commitment to community development, regional collaboration, and economic growth in northern New Mexico. He works to support local communities through strategic initiatives that strengthen infrastructure, promote opportunity, and enhance quality of life across the county.

[www.co.colfax.nm.us](http://www.co.colfax.nm.us)



# PANELISTS

## Local Government & Place-Based Resources Panel

### City of Raton - Community and Economic Development

*Synthia Molina, Director of Community and Economic Development*



City of Raton Economic & Community Development advances revitalization through workforce development, business support, and strategic investment in infrastructure and innovation. With a focus on entrepreneurship, arts and culture, and quality of life, the team is helping position Raton as a bold, opportunity-driven community rooted in heritage and building toward “The American Dream, Renewed.”

[www.ratonnm.gov](http://www.ratonnm.gov)  
[www.explorator.com](http://www.explorator.com)  
[www.thewilddivide.com](http://www.thewilddivide.com)  
Facebook: [explorator](#)  
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TikTok: [explorator](#)  
Threads: [explorator](#)  
X: [explorator](#)



## Creative Entrepreneurs: Local Stories & Lessons Panel

### Segura School of Music

*Stephen Segura*

Segura School of Music is a Raton-based music education studio dedicated to providing music lessons, performance opportunities, and arts education for students of all ages. helping grow Raton’s creative economy by building music education opportunities, supporting local performances, and fostering the next generation of musicians and artists in the community.

[www.seguraschoolofmusic.com](http://www.seguraschoolofmusic.com)  
Facebook | [Seguraschoolofmusic](#)



# PANELISTS

## Creative Entrepreneurs: Local Stories & Lessons Panel

### Eddy & Jenny's Guitar Gallery

The guitar gallery in Raton is known for E.F. Elliott's handmade guitars, basses and mandolins, and Jenny Elliott's custom hand wound pickups. The gallery offers new, used, unique and vintage guitars and accessories.



[www.facebook.com/profile.php?id=61561321310632](https://www.facebook.com/profile.php?id=61561321310632)

### Carl Swanson Gallery

Gallery in downtown Raton selling hand-painted acrylic 19th Century Trans-Mississippi art in wildlife and historic themes



Facebook – [CarlSwansonRatonNm](https://www.facebook.com/CarlSwansonRatonNm)

### Meditating Money Art Emporium

Gary Rife

The Emporium is an art gallery that is for artists built by artists. Our Purpose to inspire the creative minds that have a true passion for how they express themselves to the world. In doing so we have invited everyone from all generations and backgrounds into the freedom of every art form which allows their works to inspire others no matter their background to give hope or a connection with someone to show the next individual how our work has given the opportunity to be more fulfilling and have more joy everyday.

Instagram @medtatingmonkey1984  
[www.facebook.com/profile.php?id=100087179843570](https://www.facebook.com/profile.php?id=100087179843570)



# PANELISTS

## Creative Entrepreneurs: Local Stories & Lessons Panel



### **Super Eukarya**

*Nikolaos Ibanez*

"Eukarya" refers to multicellular life—organized, complex, living structure.

Super Eukarya is built on that idea. I support individuals and organizations in navigating a digital world that often feels inaccessible — through technical design and writing, research, multimedia production, grant support, and instructional program development. My work focuses on building clear, usable systems — and making sure the people I work with can actually sustain them.

Working across artists, entrepreneurs, media, humanitarian and community organizations, the goal is simple: self-sufficiency, shared knowledge, and a more connected ecosystem.

[supereukarya.com](http://supereukarya.com)

Instagram [super.eukarya](https://www.instagram.com/super.eukarya)



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



# PANELISTS

## Your Regional Ecosystem: Who's Here to Support You Panel

### **Mora MainStreet/Arts & Cultural Compound Mora Creative Council**

*Ilka Villarreal, Executive Director*

*People of many different cultures and faiths have found a home in Mora Valley. Their traditions have shaped and molded the land and culture that is Mora today, and numerous mission churches and other sacred structures belie the deep sense of faith, belief in tradition, and connection to the land people still have. This authenticity and legacy of the past and strength have shaped and enhanced Mora Main Street / Arts & Cultural Compound.*

*Connected to our roots, we see the opportunity to grow our valley and our district for a better tomorrow that is still firmly rooted in our rich history. For those that came before, those that are, and those that will be.*

*[www.moramainstreet.org](http://www.moramainstreet.org)*



### **New Mexico Highlands University – School of Business, Media, and Technology**

*Dr. D. Veena Parboteeah, Dean*



NMHU School of Business, Media, and Technology promotes best professional practices while preparing students for successful careers and future academic pursuits. Through an active learning environment that supports critical and creative thinking, the school cultivates ethical, forward-thinking problem solvers.

# PANELISTS

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



### Raton Art Space

*Sarah Reid*

Raton Art Space is a community-focused creative hub in downtown Raton dedicated to supporting artists, makers, and cultural expression.

Through exhibitions, workshops, and collaborative programming, it fosters creativity, connection, and local economic vitality. The space also provides accessible opportunities for artists to create, learn, and share their work while engaging residents and visitors in Raton's growing arts scene.

[www.ratonart.space](http://www.ratonart.space)

### El Raton Media Works

*Ann Theis*

Mission: Empower the community through access to tools, training, and careers in media arts, trades, and technology.

Vision: Establish Raton as a regional workforce hub that attracts film and media productions while also advancing education and job creation in digital technology and skilled trades. By blending creative industries with technical and trade training, the center will drive inclusive economic revitalization and provide sustainable career pathways for residents.

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



# PANELISTS

## Statewide Creative Economy Resources & Next Steps

### **New Mexico Creative Industries Division**

*New Mexico Economic Development*

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

## Statewide Creative Economy Resources

### **New Mexico Tourism Department**

The New Mexico Tourism Department works alongside its partners - convention and visitors bureaus, local chambers of commerce, hospitality organizations and private travel-related businesses.

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

**NEW MEXICO**  **TRUE**



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

# SWEEPSTAKES



\$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](http://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

Stay in town a for the weekend and stop by these featured locations for a special deal and more creative activations

Tell them NM CreativeCon sent you



**French Family  
Band concert on  
March 27  
Free to all  
attendees!  
At the Shuler**

**Head over to  
Colfax Ale Cellar  
after the event for  
a special deal for  
attendees!**



## CATERING BY

**The Art of Snacks**