

STATE OF NEW MEXICO

County of Luna

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Media Release

As a united front, several organizations committed to community and economic development are hosting the 2018 Business Expo to promote doing business in Deming and Luna County.

This year's fair, will be the first to include a job fair to appeal not only to local businesses, but those seeking employment and others curious about opportunities in the area. It is slated for 10 a.m. to 1 p.m. on Wednesday, March 28 at the Special Events Center, 2300 E. Pine St.

In addition, the Expo will include a series of workshops that are free and open to the public with no registration required. The first of the half-hour sessions will begin at 10 a.m. and address a "bird's eye view of doing business" in the area. It will feature a panel comprised of local government, regulatory and economic development professionals to answer questions and speak about doing business locally. The following workshops will address dressing appropriately for interviews, how to interview for success, and resume building secrets.

"This Expo is planned to address several areas important to our local economy, including employment, soft skill development, and promotion of existing businesses," Jessica Etcheverry, Luna County Community Projects director, explained. "I always say, we need to support our existing businesses and develop our workforce as top priorities for economic development."

Members of the public in attendance will have the opportunity to network, meet potential employers, and gather more information about local goods and services. Businesses can use the event to network with other businesses and potential clients, learn more about services offered by other local organizations, and meet potential employees. Booths at the Expo are free for business and organizations interested in participating. Register for a booth by March 23 by contacting demingchamber@gmail.com and providing your company's name, contact phone number, email address, names and titles of attendees, and an indication if you are hiring or not.

"We have had people who lived in Deming for years tell us they had no idea a certain service or business existed before attending one of our expos," Laurie Findley, executive director of the Deming-Luna County Chamber of Commerce, said. "We want people to see Deming and Luna County businesses have a lot to offer."

The event is being hosted by Deming Luna County Economic Development, New Mexico Workforce Connection, Small Business Development Center, Western New Mexico University and the Chamber of Commerce.

Workshop Schedule

10 a.m. to 10:30 a.m. – Bird’s Eye View of Doing Business in Deming/Luna County

10:45 a.m. to 11:15 a.m. – Dress for Success

11:30 a.m. to noon – Interviewing for Success

12:15 p.m. to 12:45 p.m. – Resume Building Secrets

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