

STATE OF NEW MEXICO

County of Luna

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FOR IMMEDIATE RELEASE: 6/22/16
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Media Release

A collaboration of local and regional agencies are bringing a series of free training opportunities to the community through the “Hump Day Academy,” a silly play on the popular commercial that celebrates Wednesdays.

The first training will be Social Media and is slated for two sessions on Wednesday, June 29 at the Mimbres Valley Learning Center. Participants can choose from the 10 a.m. to noon session, or 1 p.m. to 3 p.m. session. A free lunch for participants only will be offered at noon for attendees of either session. Door prizes will be offered at the sessions.

“After speaking with local businesses and residents and holding an online survey, social media came out as one of the most requested topics of interest for trainings,” Jessica Etcheverry, Community Projects director for Luna County, explained. “Social media is a valuable tool to help promote your business and events, and it’s possible to get a lot of attention for little to no cost.”

Through a United States Department of Agriculture Rural Development Business Grant, the county and its partners are bringing in an expert on social media to deliver the trainings. The county’s partners include New Mexico Workforce Connection, Deming-Luna County Economic Development Corporation, Las Cruces-based WESST, Deming MainStreet, Deming-Luna County Chamber of Commerce, Small Business Development Center and Western New Mexico University-Deming.

The social media training will be the first in a series of trainings, all of which are free and open to the public. All of the trainings will be held in two sessions at the same times and in the same place. The subsequent trainings are: Leadership, July 27; QuickBooks, August 10; Customer Service, August 17; Microsoft Excel, August 24; and Microsoft Office, September 7. Lunch and door prizes are planned to be offered at every training. Certificates of completion will be given to participants.

For more information, contact (575) 543-6643 or e-mail jessica_etcheverry@lunacountynm.us.

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