

Revised: July 6, 2009

**TENTATIVE AGENDA  
for the  
SECOND MEETING  
of the  
ECONOMIC AND RURAL DEVELOPMENT COMMITTEE**

**July 8, 2009  
Mimbres Valley Special Events Center  
2300 E. Pine St.  
Deming**

**July 9, 2009: 9:00 a.m. to 12:30 p.m.  
Mimbres Valley Special Events Center  
Deming**

**July 9: 5:00 p.m. to 7:30 p.m.  
Marina Del Sur  
Elephant Butte**

**July 10, 2009  
City Hall  
103 Water St.  
Elephant Butte**

**Wednesday, July 8**

- 10:00 a.m.     **Call to Order**
- 10:01 a.m.     **Deming: Facing the Future**  
—Mayor Andres Z. Silva, City of Deming  
—John Sutherland, Luna County Manager  
—John Strand, Governmental Affairs, Sun Zia Southwest Transmission Project
- 10:30 a.m.     **Deming Mainstreet: A Success Story**  
—Tyler Vendrely, President, Deming Main Street Program  
—Phillip Gallegos, Director of Community Outreach, University of New Mexico  
School of Architecture
- 11:00 a.m.     **Overview of Economic Development Department Programs**  
—Secretary Fred Mondragon, Economic Development Department (EDD)  
—Andrew Moralez, Executive Director, New Mexico Border Authority  
—Juan Massey, Director, Office of Mexican Affairs, EDD

- 12:30 p.m.    **Lunch**  
—William Kellen, CEO, American Family Entertainment Centers
- 1:30 p.m.    **Chile Industry**  
—Charlie Marquez, Lobbyist, New Mexico Chile Association (NMCA)  
—Dino Cervantes, Treasurer, NMCA, and Dona Ana Farmer  
—Gene Baca, President, NMCA, and Vice President of Bueno Foods  
—Dr. Stephanie Walker, Extension Vegetable Specialist, New Mexico State University (NMSU)
- 2:00 p.m.    **The State of Dairy in New Mexico**  
—Sharon Lombardi, Executive Director, Dairy Producers of New Mexico (DPNM)  
—T.J. Trujillo, Counselor, DPNM
- 2:30 p.m.    **Break**
- 4:00 p.m.    **Meet at Holiday Inn, 4600 E. Pine St., Deming, for Bus Transport to Luna Rossa Winery**
- 4:30 p.m.    **Wine Growing How-Tos in New Mexico**  
—Dr. Bernd Maier, Extension Viticulturalist, Extension Plant Science Department, NMSU  
—Dr. Natalie Goldberg, Department Head, Extension Plant Sciences Department, NMSU  
—Dr. Jon Boren, Associate Dean and Director for Cooperative Extension, NMSU
- Economic Impact of the Wine Industry: Past, Present and Future**  
—Steve Jaszai, President, New Mexico Wine Growers Association (NMWGA)  
—Lori Paulson, St. Clair Winery
- Statutory, Regulatory and Legal Issues**  
—Dan Weeks, Lobbyist, NMWGA
- 6:00 p.m.    **Reception**
- 8:00 p.m.    **Bus returns to Holiday Inn**

## **Thursday, July 9**

- 9:00 a.m.     **Farmers Market: Ways to Support New Mexico's Small Farmer**  
—Denise Miller, Director, New Mexico Farmers' Markets  
—Pam Roy, Co-Director, Farm to Table
- 9:45 a.m.     **Marketing and Sales in the Pecan Industry**  
—Brad Lewis, Assistant Division Director of Agriculture and Environmental  
                  Services, NMSU
- 10:15 a.m.    **Medical Marijuana**  
—Secretary Alfredo Vigil, M.D., Department of Health
- 11:30 a.m.    **Enhancing Our Economy Through Agro-Security**  
—Billy Dictson, Director of Biosecurity, College of Agriculture, NMSU
- 12:30 p.m.    **BREAK for Travel to Elephant Butte**
- 5:00 p.m.     **Elephant Butte Lake Boat Ride from Marina Del Sur (at the Main Entrance  
to Elephant Butte Lake State Park)**
- Economic Development in Elephant Butte**  
—Eunice Kent, Mayor, City of Elephant Butte  
—Alan Brown, Mayor Pro-Tem, City of Elephant Butte  
—Patsy Barnett, President, Sierra County Economic Development Organization  
—Kim Skinner, President, Sierra County Regional Tourism Advisory Board  
—Susan LaFont, President, Elephant Butte Chamber of Commerce  
—Alan Briley, City Manager, City of Elephant Butte  
—Jack and Russell Whitt, Turtleback Mountain Resort

## **Friday, July 10**

- 9:00 a.m.     **Spaceport America Report**  
—Steven Landeene, Executive Director, New Mexico Spaceport Authority
- 10:00 a.m.    **Tourism as New Mexico's Economic Boon**  
—Jennifer Hoffman, Deputy Secretary, Tourism Department  
—Gina L. Kelley, Director of Tourism, Sierra County Recreation and Tourism  
                  Advisory Board
- 11:00 a.m.    **Regionalization Efforts for White Sands Missile Range**  
—Greg DeVogel, Director of Plans and Operations, White Sands Missile Range  
—Commissioner William Connor, New Mexico Military Base Planning  
                  Commission
- 11:45 a.m.    **Expansion of the National Solar Observatory Project**

—Dr. Jim Peach, Ph.D., Professor of Economics and International Business, NMSU  
—Dr. James Murphy, Ph.D., Professor of Astronomy, NMSU

12:30 p.m.   **Adjourn**