

Community Inn.TheNews

Weekly Journal from The Center for Community Innovation
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We are proud of who we are!

The Northeastern New Mexico Educational Foundation was incorporated in 1997 to provide higher educational opportunities to under-served adults in rural northeastern New Mexico. Between 1998 and 2008, we helped people obtain associates, bachelors, and masters degrees. In 2008, we gave our facility to Highlands University. Highlands left Raton in 2015. We've worked to get our building back for Raton and this area and are now we're back in a whole new way - as The Center for Community innovation!

Through networking, strategic planning and implementation, relationship building, and hard work, we hope to see our initiatives take root and help produce growth for businesses, increase in economic performance for our region, increase residential influx and retention, and create bonds in the community that outlast difficulties.

In effective partnership with other economic development organizations, our vision and mission is effectively being carried out! We are glad you are interested in knowing more about who we are and how you can become involved with The Center!

Vision

The Center envisions Raton and Colfax County as a sustainable and resilient regional community.

Mission

To provide leadership, build partnerships and enable the innovation necessary to reestablish local food and energy production, strengthen educational systems and establish place making in our communities while promoting Northeastern New Mexico as a destination for rural living and tourism.

"In essence, The Center for Community Innovation is another effective tool the community can and should use to further business growth, educational opportunities, and help create a bedrock foundation for long-lasting, sustainable success for our community."

-Mark McDonald, Director of Strategic Development

Have you met our team?



Pictured (L to R): Kristie Medina, David Spradlin, Linde Schuster, Geoff Peterson, Jessica Barfield
Not pictured: Laurie Bunker, Mark McDonald, Kim Davis

The Center for Community Innovation is proud to have assembled a team of THINKERS and DOERS!

Our Board of Directors:

-Kristie Medina, Chair: Serving on the Board since 2015, Kristie brings a wealth of knowledge and experience to the team! She is currently the Principal of Raton Middle School and co-owner of the El Raton Theater.

-David Spradlin: Serving since 1997, David is an invaluable asset to the team. He serves as the CEO of Springer Electric and provides wonderful guidance to our team.

-Linde Schuster: Linde has been on the board since 2015. She is a member of the Raton City Council and is also a speech pathologist, serving Northern NM.

-Laurie Bunker: Laurie Bunker is the owner of the Raton Pass Inn. Having extensive knowledge of business and management, Laurie makes a perfect addition to our board!

-OPEN POSITION: Please contact Geoff Peterson at 575.245.9000 if you are interested in serving on our board or know someone who is qualified!

Our Staff:

-Geoff Peterson, Executive Director: Geoff joins the team with a balanced and hearty expertise in Operations Management. He also has a passion for food, worms, soil, and aquaponics.

-Jessica Barfield, Director of Marketing and Education: Jessica has a list of degrees and specializes in marketing and education. Jessica's spark for life and creativity help the center keep it's momentum!

-Mark McDonald, Director of Strategic Development: As a business development manager himself, Mark knows what it takes to make business grow, thrive, and sustain! Focusing on small business development, internal and external growth, healthcare, and policy, Mark is the newest member to the team!

-Kim Davis, Vista Volunteer: Kim brings such energy and passion to our team. As our Vista Volunteer and the overseer of the Coal Camp Kitchen, Kim is excited to lend her expertise in food and beverage to help make YOUR dreams a reality!



Principles for Success

- ◇ Stay organized
- ◇ Coordinate efforts
- ◇ Network whenever possible
- ◇ Continually learn!
- ◇ Evaluate performance and alter practices!
- ◇ Listen and share!
- ◇ **STAY POSITIVE!**

GET REAL:

While studying at Harvard University, Shawn Achor noticed something; positivity actually did make a difference.

He went on to study positive psychology and noted "Your brain at positive is 31% more productive than your brain at negative, neutral, or stressed" (Shawn Achor)

31% more productivity could mean a world of difference for your business. Just think, if productivity increases by 31%, what could that mean for your profit margins?!

WEEKLY BOOK RECOMMENDATION:

The Happiness Advantage,
By Shawn Achor

COAL CAMP



Commercial Kitchen

We're fired up about this kitchen!

If you have ever attempted to start your own business, you know the hurdles you have to clear can be, well, frustrating....to say the least! If you have ever tried to open a commercial kitchen and/or restaurant, not only can the process be frustrating, IT IS EXPENSIVE!

The Center for Community Innovation is proud to be the nest of the Coal Camp Kitchen. This 'full start up' kitchen helps provide a safe and certified commercial space for you, whether you intend to start your own business and need a place to help get you off the ground, or just in need of place to host your next event, the Coal Camp Kitchen and Vista Volunteer, Kim Davis, are excited to help you "light the grill"!

Putting forth the work of at least three full time employees, Kim Davis, who has a tremendous background in the food industry, said, "I'm excited to have a hand in getting the Coal Camp Kitchen up and running for those that can have a business opportunity, be it catering, candy maker or used for conventions or events!"

A strike of business incubator genius, the Coal Camp Kitchen has all you would ever need to make your goal a reality. With a fully stocked kitchen of the best quality tools, pots, pans, chaffing dishes, colanders, food processors, tilt griddle, etc., you can whip up not only a great recipe, but the bedrock for your success!

All of the items stocked in the Kitchen (located at the Raton Convention Center), are available for you to rent at a VERY reasonable price. Taking advantage of this rental option allows you access to the "best of the best" equipment to make your recipes without having to worry about the "overhead" of purchasing expensive items. Once you start to make revenues to invest into your own kitchen, you can think about how easy the process was and the help afforded to you by the CCK.

Reach out to Geoff Peterson or Kim Davis at (575)245-9000 if you wish to acquire more information, pricing, or take a tour of the facility!

-By: Mark McDonald



GONE WITH THE WIND(s)!

The Center for Community Innovation is excited to be the host of a new community advocacy group:

ENERGIZED!

Taking aim at a cleaner, more sustainable future for energy production, consumption, and preservation, Energized meets to discuss ideas, plans, and create an excitement for ensuring Northern New Mexico and Raton LEAD when it comes to renewables!

"For a long time, people have looked to southeastern New Mexico for the answers to energy needs. In the age of innovation and sustainability, I fully believe that the focus can, in part, be turned to Northern New Mexico, Raton, Colfax county, and our surrounding areas to be a leader in the face of a necessity for urgent change," said a member of the group, wishing to remain anonymous and apolitical. "It's vital that we approach this issue with open minds and without partisan agendas. The reality that this investment may not be as 'lucrative' as oil and gas is clear, but it is an investment we MUST make." they contin-

If you are interested in joining the ENERGIZED group, or if you have expertise, plans, or an urge to be involved, please contact The Center at (575)245-9000 or follow The Center for Community Innovation on Facebook. **Next meeting is March 9, 2:00pm at the Center!**

Weekly Trivia Question:

Q: Charles F. Brush is credited with creating the first electricity generating wind turbine in Cleveland, Ohio. In what year did this take place?



Professional Development

One of the Center's main goals is to increase and encourage professional Development. With the business expertise the employees of The Center have, they are THRILLED to be able to share some tips and guidance to those who may be interested. Keep in tune with us for upcoming community marketing classes, advertising opportunities, and more!

A: 1888 (weekly trivia)

Trends and Projects

Behavioral Health—Is it a crisis?

Mark McDonald, Director of Strategic Development, continues to work on plans, in conjunction with the Regional Agency Intervention Network, Local Collaborative 8, the NM Behavioral Health Planning Council, UNM and other entities to ensure this CRISIS is addressed. He has recently met with leaders at UNM to ensure that this effort is COMMUNITY LED and COMMUNITY OWNED. Mark is currently linking resources to local Certified Peer Support Workers to ensure that those who need assistance in recovery, get what they need. Stay tuned as this will be a long term project!

Building an Ecosystem to Grow Business

Geoff Peterson, Executive Director of The Center, is excited about 2019 and the momentum building in Raton. He sees the recent new businesses and the half dozen entrepreneurs now working with the team at the Center on other new businesses as signs that our community is on the rebound. What do we see as the essential element to realize this potential? Effective collaboration between area stakeholders. Rural communities around the nation have found the way forward by building an ecosystem of coordinated support between state and local institutions and organizations. Working with partners like GrowRaton! and Raton Main Street, the Center is looking for a bright 2019.

Tourism—make Raton a destination again!

Through her expertise in grant writing, grant acquisition, data analysis, marketing, and community relations, Jessica Barfield, Director of Marketing and Education, has created a plan for regional work in regards to tourism. From helping market our entire area, working with the state Department for Tourism, marketing our small businesses, and helping enshrine a sense of pride among Raton small business owners in THEIR products and services, Jessica's work is just beginning! Keep your eyes piqued for Raton advertisements in local AND national tourism media outlets!

IT'S LEGISLATIVE SEASON—brace yourselves!

Every two years, the New Mexico Legislature convenes for a 60 day session in which our elected officials work to address some of the most pressing issues in our state. This year's session, lasting the full 60 days, started January 15th. Throughout the season thus far, both Mark and Jessica have been present, urging law makers to keep Raton on their minds as we work with them to make the success and potential we know we have a reality! From attending the Tourism and Hospitality Trends Conference, to being present and active for Behavioral Health Day and Renewable Energy Day, our team at The Center will continue to be present, engaged, informed, and acting in the best interest of the community!

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