



EDD

ECONOMIC
DEVELOPMENT
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OUTDOOR RECREATION DIVISION

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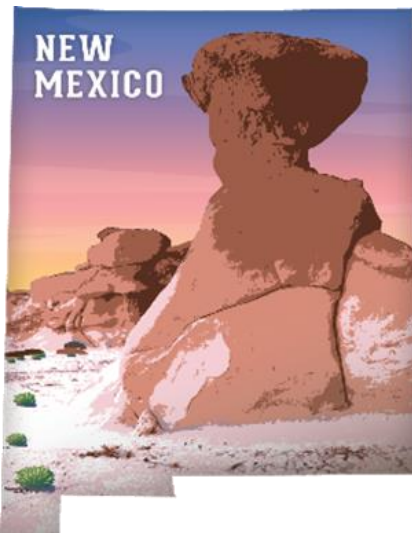
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Gov. Michelle Lujan Grisham
Cabinet Secretary Alicia J. Keyes
Deputy Secretary Jon Clark
Director Axie Navas

Aug 26, 2021

**4th Annual New Mexico Outdoor Economics Conference in
Farmington Sept. 29-Oct. 1**

*Conference Will Include Outdoor Tours, Panel Discussions, Film Festival, & Expo.
Register Now for Early-Bird Pricing*



Outdoor Economics CONFERENCE

FARMINGTON | SEPT. 29 - OCT. 1, 2021

FARMINGTON, N.M. - Farmington, New Mexico, the land of the Bisti Badlands/De-Na-Zin Wilderness and world-class fly fishing, will host the 4th Annual N.M. Outdoor Economics Conference on September 29 to October 1.

The conference has become a popular destination to discuss topics related to growing the state's \$2.2 billion outdoor recreation industry. The conference will include top leaders from government, the outdoor recreation industry, and advocacy organizations, and feature a wide array of activities including panel discussions, trips to regional outdoor hot spots, evening networking receptions, a pitchfest for start-up outdoor companies to pitch their ideas to angel investors, the Wild & Scenic Film Festival, and an outdoor products expo.

Register online for the conference at www.outdooreconomics.com. The registration fee is \$85 until September 1, when the price goes up to \$95.

This year's conference topics will include outdoor marketing, business development and outdoor infrastructure funding opportunities, increasing outdoor access, agritourism, and conservation needs. The conference will also feature an outdoor expo showcasing New Mexico-based outdoor recreation companies and products.

The conference is organized by Outdoor New Mexico and the New Mexico Outdoor Recreation Division of the New Mexico Economic Development Department.

Axie Navas, Director of the Outdoor Recreation Division, said that the conference is a great way for New Mexico communities to network and learn how to grow their outdoor economy. "Farmington, with its amazing vistas and fantastically beautiful trails, is truly one of the state's — and the country's — great outdoor recreation destinations. As such, it's the perfect home for the 2021 Outdoor Economics Conference."

Outdoor New Mexico Executive Director Jeff Steinborn said that this year's conference will be the best yet. "The 2021 Outdoor Conference will offer more discussion topics, a new outdoor expo of New Mexico-based outdoor companies, and opportunities for all New Mexicans to participate, have fun, and learn."

Conference Speakers Include:

- Alicia J. Keyes, Secretary - New Mexico Economic Development Department
- Stephanie Garcia Richard, Commissioner of Public Lands - New Mexico State Land Office
- Jen Schroer, Secretary – New Mexico Tourism Department
- Axie Navas, Director - New Mexico Outdoor Recreation Division
- Dana Watts, Executive Director - Leave No Trace Center for Outdoor Ethics
- Matt Caldwell, Executive Director - Tread Lightly
- Randy Hartmann, Senior Director - Keep America Beautiful
- Sarah Wood, Executive Director - New Mexico Youth Conservation Corps
- Susan Gautsch, Owner and CEO - Free-to-Roam eBiking, LLC
- Matt Mason, Founder - Monumental Loop Bikepacking Trail
- Brian O'Donnell, Director - Campaign for Nature
- Theresa Pasqual, Project Manager - Chaco Heritage Tribal Association
- Carrie Hamblen, State Senator & Las Cruces Green Chamber of Commerce
- Rafe Martinez, Executive Director - Albuquerque Sign Language Academy
- Chas Robles, Ancestral Lands Program Director - Ancestral Lands Conservation Corps
- Teresa Martinez, Executive Director - Continental Divide Trail Coalition
- Pete Livingstone, Rio Grande Trail Commission & Southern New Mexico Trail Alliance
- Darien Fernandez, Rocky Mountain Youth Corps & Taos - Upper Rio Grande Conservation Program Manager & Council Member
- Matt Rembe, Executive Director - Los Poblanos Historic Inn and Organic Farm

Outdoor Tour Opportunities Include:

- Alien Run Mountain Bike Trails
- Animas River Trail Walk
- Aztec Ruins National Monument Tour
- Becalm on the Bisti Destination Meditation Hike
- Chokecherry Canyon Scenic 4x4 Drive Tour
- Crow Canyon Rock Art Tour
- Majestic Enchantment on the San Juan River
- Paddle to Pedal: A River and Bike Adventure
- Pinon Hills Golf
- San Juan River Raft Float

You can view the full schedule and register online at www.outdooreconomics.com.

The 2021 Conference will be providing COVID safety protocols.

New Mexico Outdoor Economics Conference

Sept 29 - Oct 1

Farmington Civic Center

200 W. Arrington St.

Farmington, NM 87401

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The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

New Mexico Economic Development Department
EDD.NewMexico.gov