

Strategic Networking

Maximizing Your Connections to Grow Your New Business

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Host, NM NetLinks and Annual MarCom Mixer

<https://www.nmnetlinks.com/>

Advisory Board, Workforce Connections of Central New Mexico

<https://www.mrcog-nm.gov/354/Workforce>

Ambassador, Albuquerque Economic Development

www.abq.org

Faculty Advisor, UNME Student Entrepreneur Club

<https://www.mgt.unm.edu/>

Key Contact – New Mexico Alumni Club, Up With People International Alumni Association

www.upwithpeople.org

Accolades:

Sarah Belle Brown Faculty Community Service Award, 2019

Best Local to Lunch With (1 of 5), Albuquerque the Magazine; (ranked #1 in 2014), 2013-2018

Faculty of the Year – UNM, nominated annually, 1991-2018

Most Connected Businessperson in Albuquerque (1 of 7), Albuquerque Business First, 2015

Best Person to Pitch Albuquerque (1 of 18), Albuquerque Business Pulse Survey, 2015

Power Broker (1 of the 100 most influential people statewide), New Mexico Business Weekly, 2008-2012

Distinguished Service Award, UNM Anderson School of Management, 2011

Marketer of Excellence Award, New Mexico American Marketing Association, 2008

What's Your "Why?"

How Great Leaders Inspire Action, Simon Sinek, (18:34)
<https://www.youtube.com/watch?v=qp0HIF3Sfl4>

Start With Why, TED Talk Short Edited, Simon Sinek (5:00)
<https://www.youtube.com/watch?v=IPYeClIXpxw>

The 9 Whys, Dr. Gary Sanchez,
Albuquerque, NM
<http://whyinstitute.com/>

1. Contribute: To contribute to a greater cause, make a difference, add value or have an impact
2. Trust: To create relationships based on trust
3. Make Sense: To make sense out of things, especially if complex or complicated
4. Better Way: To find a better way and share it
5. Right Way: To do things the right way
6. Challenge: To think differently and challenge the status quo
7. Master: To seek mastery and understanding
8. Clarify: To clarify or create clarity
9. Simplify: To simplify

Potential Targets

- **Population** ¹

– Worldwide	7,5 Billion
– United States (< 5% World Pop)	300,000,000 +
– New Mexico (<1% US Pop)	2,000,000 +
– 8 Yr Growth (net of migration, deaths and births)	100/Week
– Albuquerque/Rio Rancho MSA (2008)	845,913
– Las Cruces (2010)	97,618
– Rio Rancho (2010)	87,521
– Santa Fe (2010)	75,764
– Farmington (2010)	45,256
– Taos (2016)	5,763

- **Businesses** ²

– New Mexico	100,000 +
– Albuquerque MSA	50,000 +
– Employers Statewide (>200 FTE)	200 +

- **Organizations** ³

– Non-Profit Community Service Groups	5,000 +
– Professional Associations	500 +
– Economic Development Orgs (State, City, etc.)	350 +
– Toastmasters Clubs	100 +
– Chambers of Commerce	75 +
– Leads / Sales Tips Groups	25 +

Sources:

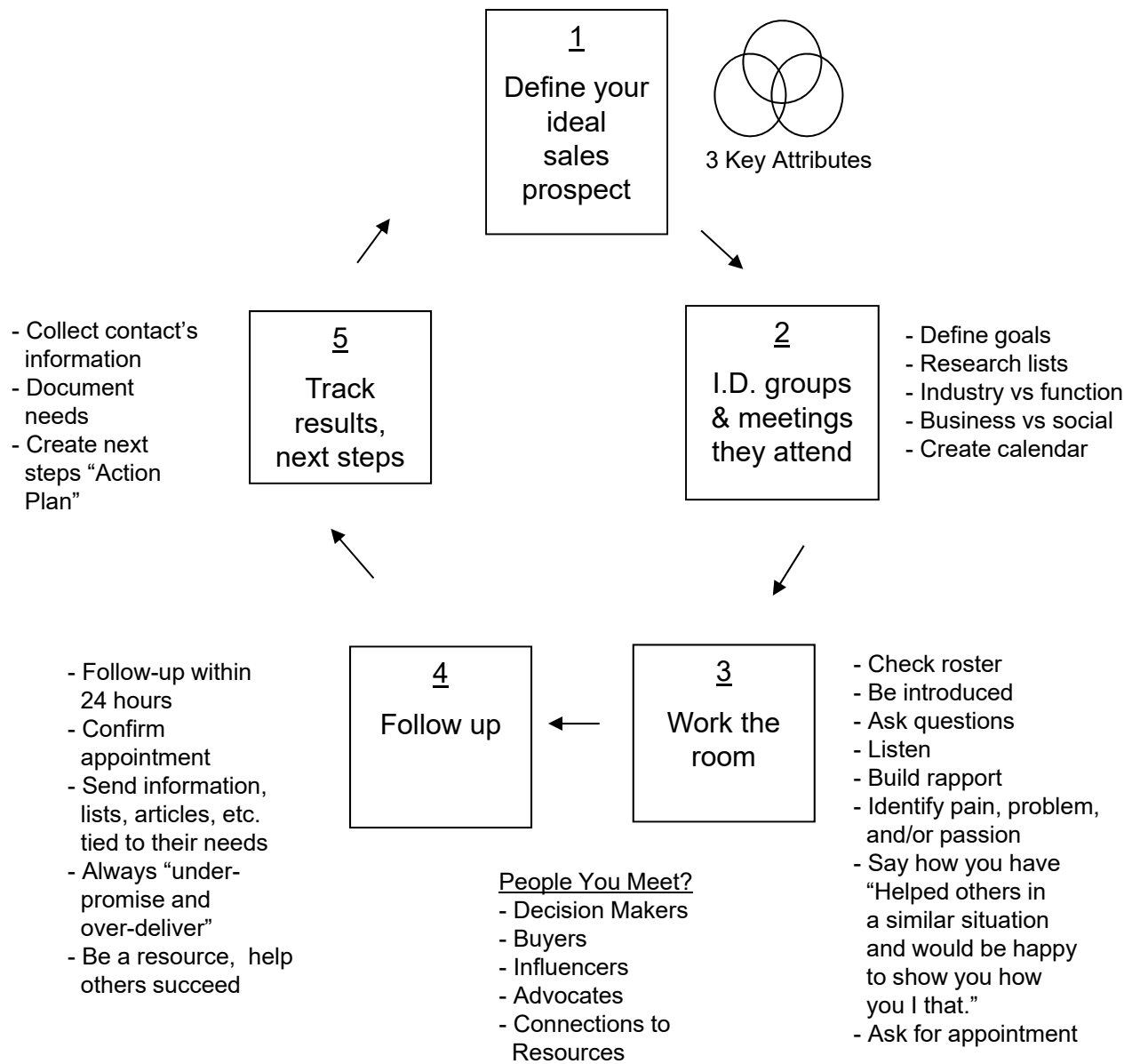
1 - UNM Bureau of Business and Economic Research, www.unm.edu/~bber

2 - ABF Book of Business Lists, AED, NMNetLinks, etc.

3 - Center for Nonprofit Excellence, www.nmnetlinks.com, etc.

Strategic Networking Process

Listen Actively and be a Resource



“Working the Room” Strategies

- **Passive**
 - Meet others randomly without a plan
- **Proactive Prospecting**
 - Ask to see the roster and identify 2-3 people to meet and introduce yourself
- **Advanced Techniques**
 - Start at the front of the room, not the back of the room
 - Have someone introduce you
 - Match the Personality Style of the person you’ve met



Personality Studies

- 16 Types:
 - Carl Gustav Jung, 7/26/1875 - 6/6/1961
 - Myers-Briggs Type Indicator
Isabel Briggs Myers and Katharine Briggs, 1921
 - Keirsey Temperament Sorter
David W. Keirsey and Marilyn Bates, 1978
- 12 Types:
 - Astrology... signs of the Zodiac
- 9 Types:
 - Enneagram, Riso and Hudson, 1996
- 4 Types:
 - Various Personality Types Systems
 - DISC Four Quadrants, William M. Marston, 1928
 - Emotional Intelligence, Daniel Gorman, 1995
- 2 Types
 - Type A vs. Type B
 - Task vs. Social
 - Optimist vs. Pessimist
- Niche:
 - Cohort or Generational Groups
- 7+ Billion Types:
 - Peppers & Rogers Group, www.1to1.com

Ideas for Following-up With a New Connection

- Link to a related website
- Refer them to a potential sales prospect
- Share Information re: an upcoming event of interest
- Invite to coffee or lunch to brainstorm ideas for their business
- Loan them a book
- Share list of resources
- Connect them to an investor, funding source

Who Knows You

- **Join their Board or a Committee**
 - Tie to your business goals
 - Perception as industry leader
- **Speak at Meetings:**
 - Choose topic to promote your business
- **Contribute Articles:**
 - Blog, newsletter, website
- **Promote Your Business:**
 - Sponsor an event
(microphone minute, banner behind stage, logo placement, etc.)
 - Advertise in their newsletter on their website, etc.

Top 10 Tips

1. **DEFINE YOUR GOALS:**

Who do you want to meet and why?

- Business: Expand your network, sell more products and services
- Resources: Expand your network to collect information
- Education: Learn new skills, meet industry experts, enhance your resume
- Career: Meet prospective employers, get a promotion
- Social: Make new friends

2. **DEVELOP A PLAN:**

- Research which groups to target, research, etc.
- Call group leaders to make a connection before attending their event
- Keep it Simple... meet 1-3 people at each meeting you attend...
- Invite guests to attend who you would like to know better

3. **ARRIVE EARLY AND DO SOME HOMEWORK:**

- Arrive early and check out the room,
- Review the roster when you arrive to identify people you want to meet

4. **USE YOUR PROPS TO YOUR ADVANTAGE:**

- Place your nametag on right lapel (most people are right-handed)
- Put your cards in one pocket and place their card in your other pocket.
- Note any promises and follow-up items on the back of their card

5. **ACTIVELY GREET OTHERS:**

- Ask the association's President to introduce you to anyone you want to meet
- Introduce yourself to people standing alone, or when they get in a line
- Give everyone a confident handshake!

6. **PREPARE A BENEFIT-FOCUSED ELEVATOR SPEECH:**

- Prepare a 20-30 second description of yourself and your work to begin the conversation (make it simple, memorable, focus on benefits)
- Customize your follow-up elevator speech to meet their specific needs

7. **LISTEN ACTIVELY:**

- Ask questions, listen actively
- Don't interrupt or talk about yourself too much

8. **REMEMBER THEIR NAME:**

- Slow the introduction down in your mind... "be present"
- Repeat their name, read their name tag, etc.

9. **IDENTIFY HOW YOU CAN BE A RESOURCE:**

- Identify how you can be a resource to help them accomplish their goals

10. **FOLLOW-UP WITHIN 24 HOURS:**

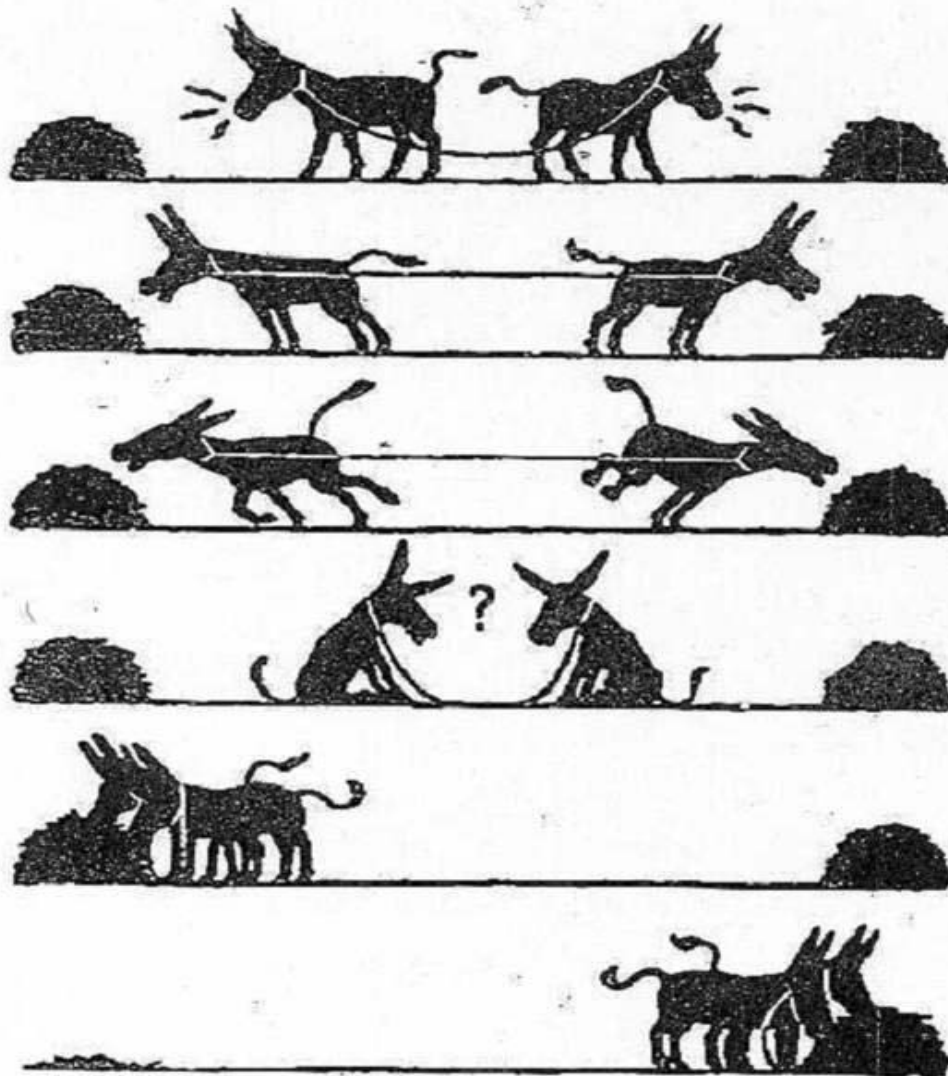
- Under-promise and over-deliver
- Send them an article or link to something you talked about
- Invite them to a future meeting
- Refer them to a potential customer, resource information, etc.

**“Give it Back Better
Than You Got it”**

**Jack F. Kemp
American Politician
Professional Football Player
1935-2009**

Win-Win

A situation in which each party in a transaction wins. A Win-Win outcome is preferred to one where one party loses (Win-Lose) since the losing party may feel that they didn't get a favorable deal and may choose to not do business with you again.



Greater Taos Entrepreneurial Ecosystem

12/1/19, Stacy Sacco, sasacco@unm.edu, 505-489-2311, www.nmnetlinks.com

Table of Contents:

• Business / Start-up Organizations	51
• Calendars / Directories	12
• Chambers of Commerce/Merchant Associations	12
• City/County/State Government	11
• Community Service Groups	6
• Contract / Procurement Connections	6
• Co-Working Spaces / Business Incubators / Temporary Offices	5
• Funding Sources / Accelerators	20
• Leadership Organizations	4
• Workforce Training / Human Resources/ Training	<u>22</u>
Total	149

Business / Start-up Organizations:

- American Business Women's Association (4 Chapters), www.abwanm.org
- Center for Nonprofit Excellence, www.centerfornonprofitexcellence.org
- Creative Santa Fe, www.creativesantafe.org
- CreativeMornings Santa Fe, <https://creativemornings.com/cities/sfe>
- Design Corps of Santa Fe, <http://design-corps.org/> and <http://www.meetup.com/Design-Corps/>
- FUNDIT, <https://gonm.biz/business-development/edd-programs-for-business/finance-development/fundit/>
- High Desert Discovery District, www.hddd.org
- Los Alamos Connect, <http://losalamosconnect.net/>
- National Association of Women Business Owners, www.nawbonm.org
- National Federation of Independent Business, www.nfib.com/new-mexico
- NM Association of Regional Councils, www.ristraproject.com
- NM Consortium, <http://newmexicoconsortium.org/>
- NM Economic Development Department, www.gonm.biz
- NMED Business Resource Directory, <https://gonm.biz/business-development/brc-directory/>
- NM Film Office, www.nmfilm.com
- NM FUNDIT, <https://gonm.biz/business-development/edd-programs-for-business/finance-development/fundit/>
- NM Hospitality Association, <http://newmexicohospitality.org/>
- NM Manufacturing Extension Partnership, www.newmexicomep.org
- NM Partnership, www.nmpartnership.com
- NM Restaurant Association, www.nmrestaurants.org
- NM Small Business Assistance, www.nmsbaprogram.org
- NM Small Business Development Center (Española, Farmington, Santa Fe, Taos), www.nmsbdc.org
- NM Society of Association Executives, www.nmsae.org
- NM Tourism Department, www.newmexico.org
- NM Workforce Solutions, www.dws.state.nm.us
- North Central New Mexico Economic Development District, www.ncnmedd.com
- Project Management Institute, Los Alamos Chapter, <https://pmi-ob.org/>
- Santa Fe Business Directory, <http://web.santafechamber.com/search>
- Santa Fe Business Incubator, www.sfbi.net/
- Santa Fe Council on International Relations, www.sfcir.org
- Santa Fe Estate Planning Council, www.sfestateplanning.com
- Santa Fe Office of Business Growth, www.santafenm.gov
- SBIR/STTR, <https://www.sbir.gov/state-contacts?state=New+Mexico>
- SCORE Santa Fe and Northern New Mexico, <https://santafe.score.org/>
- Taos Entrepreneurial Network, <https://www.taosten.org/>
- The Transition Network, <https://www.thetransitionnetwork.org/chapters/chapters-ttn/chapters-santafe/>
- U.S. Small Business Administration, www.sba.gov/about-offices-content/2/3132
- UNM Small Business Institute, <http://sbi.mgt.unm.edu/>
- WESST Santa Fe (6 Offices Statewide), www.wesst.org/santa-fe/

Calendars / Directories:

- Discover Taos, www.discovertaos.com
- Discover, Los Alamos Monitor, www.lamonitor.com
- Inside Santa Fe, www.insidesantafe.com
- Jemez Thunder, www.jemezsprings.org/planyourvist/64-community/services/9-jemez-thunder.html
- Las Vegas Destinations Visitors Guide, www.lasvegasoptic.com
- NM Business Calendar, www.bizcalendar.org
- NM Magazine, www.nmmagazine.com
- Rio Grande Sun (Española), <http://www.riograndesun.com/>
- Santa Fe New Mexican, www.sfnwmexican.com
- Santa Fe Reporter, www.sfreporter.com
- SuCasa Magazine, www.sucasamagazine.com
- The Taos News, <https://www.taosnews.com/>

Chambers of Commerce / Merchant Associations:

- Angel Fire Chamber of Commerce, <http://www.angelfirechamber.org/>
- Chama Valley Chamber of Commerce, <http://chamachamber.com/visitor.html>
- Española Valley Chamber of Commerce, <http://www.espanolanmchamber.com/>
- Jemez Valley Business Cooperative, www.jemezsprings.org
- Las Vegas/San Miguel Chamber of Commerce, <https://lasvegasnewmexicochamber.com/>
- Los Alamos Chamber of Commerce, <http://losalamoschamber.com>
- NM Association of Commerce & Industry, www.nmaci.org
- NM Green Chamber of Commerce, Santa Fe, www.nmgreenchamber.com
- Raton Chamber of Commerce, <http://www.raton.info/>
- Santa Fe Chamber of Commerce, www.santafechamber.com
- Santa Fe Downtown Merchants Association, <http://santafedowntown.org/>
- Taos County Chamber of Commerce, <http://www.taoschamber.com/>

City/County/State Government:

- City of Farmington, <http://www.fmtn.org/>
- City of Las Vegas, <http://lasvegasnm.gov/>
- City of Raton, <http://www.ratonnm.gov/>
- City of Santa Fe, www.santafenm.gov
- City of Taos, <https://www.taosgov.com>
- Los Alamos County, <https://www.losalamosnm.us/>
- State of New Mexico, www.newmexico.gov
- Taos County Economic Development Corporation, www.tcedc.org
- Village of Cimarron, <http://www.villageofcimarron.net/>
- Village of Jemez Springs, www.jemezsprings-nm.gov
- Village of San Ysidro, www.sanysidronm.us

Community Service Groups:

- Civitan International, www.civitan.org
- Elks Club, www.elks.org
- Kiwanis International, www.kiwanis.org
- Lions Club International, www.lionsclubs.org
- Optimist International, www.optimist.org
- Rotary International, www.rotary.org

Contract / Procurement Connections:

- Federal Business Opportunities, <https://www.fbo.gov>
- Los Alamos National Laboratory, www.lanl.gov
- NM Veterans Procurement Assistance Center, www.vpacinc.org/
- Procurement Technical Assistance Program, www.nmsbdc.org/ptap-government.html
- Procurement Technical Assistant Center – Native American, <http://ptac.ncaied.org/>
- Professional Aerospace Contractors Association, www.pacanm.org

Co-Working Spaces / Business Incubators / Temporary Offices:

- FatPipe ABQ (Santa Fe Location TBA), www.FatPipeABQ.com
- Navajo Tech Innovation Center, www.navajotech.edu/
- Project Y Cowork (Los Alamos), <https://www.projectYLosAlamos.com>
- San Juan College, Enterprise Center (Farmington), www.sanjuancollege.edu
- Santa Fe Business Incubator, www.sfbi.net/

Funding Sources:

- ABQid, <https://www.abqid.com/>
- ACCION New Mexico (Microlender), www.accionnm.org
- Coronado Ventures Forum, www.cvf-nm.org
- Credit Union Association of New Mexico, www.cuanm.org
- Enchantment Land Certified Development Company, www.elcdc.org
- FUNDIT, <https://gonm.biz/business-development/edd-programs-for-business/finance-development/fundit/>
- Independent Community Bankers Association of New Mexico, www.icbanm.org
- Los Alamos Venture Acceleration Fund, <http://losalamosconnect.net/venture-acceleration-fund-vaf/>
- Los Alamos Venture Accelerator, <https://www.facebook.com/LosAlamosVentureAccelerator>
- NM Angels, www.nmangels.com
- NM Bankers Association, www.nmbankers.com
- NM Community Capital, www.nmccap.org
- NM Economic Development Department, <https://gonm.biz/>
- NM Venture Capital Association, www.nmvca.org
- Prosperity Works (Individual Development Accounts), www.prosperityworks.net
- Rocky Mountain Venture Capital Association, www.rockymountainvca.com
- The Loan Fund (Microlender), www.loanfund.org
- The Velocity Project (City of Santa Fe), <http://thevelocityproject.com>
- U.S. Small Business Administration, www.sba.gov/about-offices-content/2/3132
- WESST (Microlender), www.wesst.org

Leadership Organizations:

- Leadership Los Alamos, <http://leadershiplosalamos.com/>
- Leadership New Mexico, www.leadershipnm.org
- Leadership San Juan (Farmington), <https://www.sanjuancollege.edu/community/leadership-san-juan/>
- Leadership Santa Fe, <https://leadershipsantafe.org/>

Workforce Training / Human Resources / Educational Programs:

- Association for Talent Development, www.atdnm.org
- CNM Community College, www.cnm.edu
- Dale Carnegie Management Training, <http://newmexico.dalecarnegie.com/>
- Human Resource Management Association, www.hrmanm.org
- Innovate: Educate, www.innovate-educate.org
- Job Training Incentive Program (JTIP), <https://gonm.biz/business-development/edd-programs-for-business/>
- Junior Achievement, www.newmexicoja.org
- LifeLong Learning for New Mexicans, <https://www.lifelonglearningnm.org/>
- Networking For Introverts, <https://www.networkingforintroverts.solutions/>
- NM Career Development Association, www.careers-nm.org/about.html
- NM Counseling Association, <http://www.nmca-nm.org/>
- NM Workforce Solutions, www.dws.state.nm.us
- Quality New Mexico, www.qualitynewmexico.org
- Santa Fe Community College, www.sfcc.edu
- Santa Fe Institute, www.santafe.edu
- Santa Fe University of Art and Design, <http://santafeuniversity.edu/>
- Startup Weekend, <http://communities.techstars.com/usa/santa-fe/startup-weekend/5504>
- TEDxABQ, www.tedxabq.com
- Toastmasters International, www.district23.org
- UNM Taos, <http://taos.unm.edu/home/>
- WESST (6 Offices Statewide), www.wesst.org
- Workforce Connections of Central New Mexico, www.wccnm.org

Art-Related Organizations

11/119, Stacy Sacco, sasacco@aol.com, 505-489-2311, www.nmnelinks.com

Table of Contents:

• Albuquerque Art Galleries and Art Collections	25
• Art Appraisers and Dealer Links	13
• Magazines and Related Publications	14
• National Art Organizations	13
• New Mexico Art Associations and Resources	31
• <u>New Mexico Art Museums</u>	9
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Total	109

Albuquerque Art Galleries and Art Collections:

- 516 Arts, www.516arts.org
- Albuquerque Photographer's Gallery, www.abqphotographersgallery.com
- Amapola Gallery, www.amapolagallery.com
- Central Features, <https://www.centralfeatures.com/>
- Concetta D Gallery, www.concettadgallery.com
- Ghostwolf Gallery, <https://ghostwolf.gallery/>
- Harwood Art Center, www.harwoodcenter.org
- Hotel Andaluz, www.hotelandaluz.com
- Inpost Artspace at the Outpost, www.outpostspace.org
- Matrix Fine Art, www.matrixfineart.com
- New Grounds Print Workshop & Gallery, www.newgroundsgallery.com
- OFFCenter Community Arts Project, www.offcenterarts.org
- OT Circus, www.otcircus.com
- Palette Contemporary Art & Craft, www.palettecontemporary.com
- Scott Michael Gallery, www.scottmichaelgallery.com
- Sumner & Dene, www.sumnerdene.com
- The Gallery ABQ, www.thegalleryabq.com
- The Next Best Thing to Being There, www.beingthereabq.com
- UNM College of Fine Arts - Downtown Studio, <https://finearts.unm.edu/>
- VSA – N4th Gallery, www.vsartsnm.org
- Warren Fine Art & Collectibles, www.galleryat400.com
- Weems Galleries, www.weemsgallery.com
- Weyrich Gallery, www.weyrichgallery.com
- Wright's Indian Art, www.wrightsgallery.com
- Yucca Art Gallery, www.yuccaartgallery.com

Art Appraisers and Dealer Links:

- American Society of Appraisers, www.appraisers.org
- Appraisal Foundation, www.appraisalfoundation.org
- Appraisers Association of America, www.appraisersassociation.org
- Art Dealers Association of America, www.artdealers.org
- askART, www.askart.com
- Fine Art Dealers Association, <http://www.fada.org/>
- International Fine Print Dealers Association, www.ifpda.org

- International Society of Appraisers, www.isa-appraisers.org
- Nat'l Antique & Art Dealers Assoc. of America, Inc., www.naadaa.org
- Peter Eller Art – Fine Art Sales and Independent Fee Appraisals, <http://peterellerart.com/>
- Private Art Dealers Association, <http://pada.net/>
- Sothebys, New York, www.sothebys.com
- Uniform Standards of Professional Appraisal Practice (USPAP), https://www.appraisalfoundation.org/imis/TAF/Standards/Appraisal_Standards/Uniform_Standards_of_Professional_Appraisal_Practice/TAF/USPAP.aspx

Magazines and Related Publications:

- Albuquerque the Magazine, www.abqthemag.com
- American Art Collector, www.americanartcollector.com
- American Artist, www.artistdaily.com
- Collector's Guide of New Mexico, www.collectorsguide.com
- Cowboys & Indian Magazine, www.cowboysindians.com
- Fine Art Connoisseur, <http://fineartconnoisseur.com/>
- Western Art Collector, www.westernartcollector.com
- Madrid Artist Quarterly, <https://www.facebook.com/madridartistquarterlymagazine/>
- New Mexico Magazine, www.nmmagazine.com
- Pasatiempo, www.pasatiempomagazine.com
- Santa Fe New Mexican, www.santafenewmexican.com
- TREND, Art+Design+Architecture+Cuisine, <http://santafetrend.com/>
- Turquoise Magazine, www.turquoisemagazine.net
- Weekly Alibi, www.alibi.com

National Art Organizations:

- Andy Warhol Foundation for the Visual Arts, <http://warholfoundation.org/>
- Antique Art Roadshow, www.pbs.org/wgbh/roadshow/
- Art Business, <http://artbusiness.com/>
- Art Deadline, <http://artdeadline.com/>
- Art Museum Image Consortium, www.amico.org
- Art Museum Network, www.artmuseumnetwork.com
- Art Students League of New York, www.theartstudentsleague.org
- ArtCyclopedia, www.artcyclopedia.com
- Artist's Daily, www.artistdaily.com
- Artist's Network, www.artistsnetwork.com
- ArtShow, www.artshow.com
- Association of Art Museum Directors, <https://aamd.org/>
- College Art Association, <http://www.collegeart.org/>

New Mexico Art Associations and Resources:

- Creative Startups, www.creativestartups.org
- Abq Arts & Crafts Classes & Workshops Meetup, <https://www.meetup.com/Abq-Arts-Crafts-Classes-Workshops-Meetup/>
- Albuquerque Arts Business Alliance, <http://artscrawlalbq.org/>
- Albuquerque ARTScrawl, <http://artscrawlalbq.org/>

- Art at the Source Meetup, <https://www.meetup.com/Art-at-the-Source/>
- Artful Life, www.artful-life.org/intl-district
- ARTS New Mexico Meetup, <https://www.meetup.com/Arts-New-Mexico/>
- Bernalillo County Public Art Program, <http://www.bernco.gov/community-services/public-art-program.aspx>
- City of Albuquerque Arts Board, <https://www.cabq.gov/culturalservices/public-art/staff-and-board/arts-board>
- Contemporary Art Society of New Mexico, <https://www.casofnm.org/>
- Downtown Arts & Cultural District, www.downtownacd.org
- Mimbres Region Art Council, <http://mimbresarts.org/>
- New Mexico Art Education Association, www.newmexicoarteducators.org
- New Mexico Art League, <https://newmexicoartleague.wildapricot.org/>
- New Mexico Arts Commission, www.nmarts.org
- New Mexico Department of Cultural Affairs, www.newmexicoculture.org
- New Mexico True, www.newmexico.org
- New Mexico Water Color Society, <https://www.nmwatercolorsociety.org/>
- Pastel Society of New Mexico, <http://www.pastelsnm.org/>
- Plein Art Painters of New Mexico, www.papnm.org
- Rainbow Artists – A Women’s Art Collective, www.rainbowartists.com
- Rio Grande Art Association, www.rgaanm.org
- Rio Rancho Art Association, www.rraausa.org
- Rio Rancho City Art Commission, <http://rioranchocityart.blogspot.com/>
- Santa Fe Gallery Association, <http://santafegalleryassociation.org/>
- Santa Fe Society of Arts, <http://santafesocietyofartists.com/>
- Southwest Art (Collector’s Choice), www.southwestart.com
- Spanish Colonial Arts Society, <http://spanishcolonial.org/>
- Taos and Santa Fe Painters, <http://taospainters.com/>
- UNM Graduate Art Association, <http://gaa.unm.edu/>
- Visit Albuquerque, www.visitalbuquerque.org

New Mexico Art Museums:

- Albuquerque Museum, www.cabq.gov/culturalservices/albuquerque-museum
- Georgia O’Keeffe Museum, www.okeeffemuseum.org
- National Hispanic Cultural Center, www.nhccfoundation.org
- New Mexico Capitol Art Collection, www.nmcapitolart.org
- New Mexico History Museum, <http://www.nmhistorymuseum.org/>
- New Mexico Museum of Art, www.nmartmuseum.org
- New Mexico Museum of Natural History & Science, www.nmnaturalhistory.org
- SITE Santa Fe, <https://sitesantafe.org/>
- Tamarind Institute, <http://tamarind.unm.edu/>
- UNM Art Museum, <http://unmartmuseum.org/>