

# NEW MEXICO INDIAN AFFAIRS DEPARTMENT

Michelle Lujan Grisham, Governor  
Lynn Trujillo, Cabinet Secretary



## FOR IMMEDIATE RELEASE

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## **New Mexico Indian Affairs Department Makes Investments to Support Native American Entrepreneurs and Business Owners**

SANTA FE – In 2022, the New Mexico Indian Affairs Department (IAD) invested \$100,000 to help support Native American entrepreneurs in New Mexico. The IAD contributed \$60,000 to Native Women Lead (NWL) to provide holistic, cultural programming for Native women business owners and entrepreneurs as well as developed a NWL Business Resource Directory and \$40,000 to the Indian Pueblo Cultural Center (IPCC) to host a New Mexico Natives complete essential training session for Native business owners and filmmakers.

"The Lujan Grisham Administration is committed to funding and supporting Native entrepreneurs and business owners," said IAD Cabinet **Secretary Lynn Trujillo**. "The Indian Affairs Department is proud of its collaboration with Native Women Lead and the Indian Pueblo Cultural Center and will continue to honor, empower, and uplift Native entrepreneurs, their families, and communities. "

As a result of the support provided by the Indian Affairs Department, our partners at NWL and IPCC were successful in bringing the following workshops and programming to Native entrepreneurs:

### **Native Women Lead:**

- ***January – June 2022 - Programming that honors Native women's identities, roles, challenges, and needs***
  - 16 virtual sessions were held, themes included:
    - Self-Care Saturday/Sunday (Restorative)
    - Movement Building Mondays (Revolutionary)
    - Technical Assistance (TA) Tuesdays (Rooted)
    - Wealth Building Wednesdays (Regenerative)
    - Transformation Thursdays (Rooted & Relational)
- ***2022 Native Women Lead Business Resource Directory***
  - The 2022 Native Women Lead Business Resource Directory features over 100 Native women-owned businesses based in New Mexico representing

over 30 Tribal Nations. The businesses featured in this directory range in industry including traditional craft making, fashion, construction, marketing, and so much more. The goal of this directory is to amplify Native women-owned businesses, build an ecosystem of Native women leaders, provide potential procurement opportunities, and connect each other to resources. You can view the directory [here](#).

Additional resources for Native entrepreneurs created in partnership with NWL can be found below:

- [New Mexico Resource List](#)
- [New Mexico Landscape Analysis Report](#)

### **Indian Pueblo Cultural Center:**

- ***May 14-15, 2022 - Indigenous Creatives Business Basics & Marketing Essentials Training***
  - IPCC worked with New Mexico Community Capital (NMCC) to provide a course titled, Business & Marketing Essentials (BME). The course was provided to ten Native American small business owners. The NMCC Business & Marketing Essentials program was designed to build a solid foundation to form and grow business ideas with a personal financial plan for success. Participants learned the tools to effectively conceptualize, plan and implement their financial goals and business ideas through hands-on learning experiences with a community of peers and mentors.
- ***May 16-22, 2022 - Native Film Bootcamp 2022***
  - Participants were challenged to write, direct, and edit their own films. Each participant had the opportunity to work as a Director of Photography, Sound Technician, or Production Assistant as they crewed on their classmates' films. Crews were supervised by an accomplished production instructor who helped guide the crew through the filmmaking process and ensured everyone's safety. Once the film was "in the can," students took post-production classes in editing and sound design. Each film was critiqued in class by the filmmaking instructor and was screened in a showing during the Indian Pueblo Cultural Center's Indigenous Cultural Arts Festival on June 4-5, 2022.

"In our mission to support the backbones of our communities, we are grateful for the partnership with the NM Indian Affairs Department to provide culturally relevant, holistic wrap-around resources, access to capital, direct investment and opportunity to uplift Native women entrepreneurs, their businesses and families," said NWL **Co-Director Alicia Ortega**.

"The Indian Pueblo Cultural Center was able to make a direct investment in our Indigenous communities and inspire a new generation of Indigenous Business Owners and Indigenous Filmmakers through trainings and film boot camp thanks to the assistance of Governor Lujan Grisham and the New Mexico Indian Affairs Department. We are beyond blessed for these opportunities and excited to continue our collaboration," said IPCC **Director of Guest Experience Michael Lucero**.

The IAD will receive recurring funding of \$50,000 to support Native American entrepreneurs.

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*Since 2003 the New Mexico Indian Affairs Department (IAD) has implemented groundbreaking state-tribal policies intended to improve the quality of life for the state's Native citizens. Our initiatives are designed to strengthen Tribal and state relations and address the challenges we face in our communities; challenges such as economic development, infrastructure improvement, the protection of our cultures and languages, health care accessibility, and educational opportunities for our most precious resource— our children. Learn more at [www.iad.state.nm.us](http://www.iad.state.nm.us).*