

**Excellence in Urban Design & Planning**

Las Cruces Downtown & City of Las Cruces  
Downtown Civic Plaza

Raton MainStreet  
RMS Livability Guidelines & Master Plan Funding

**Excellence in Preservation**

Artesia MainStreet, Inc.  
Architectural Survey

Bruce Helmig, Bob Rowland & Dale Harned  
Isaac's Bar & Grill, Silver City

**GUEST PRESENTERS**

- Fred Mondragón, *Cabinet Secretary*.....Economic Development Department
- Laurie Frantz, *State Scenic Byways Coordinator*..... Department of Tourism
- Phillip Gallegos, Jr., *Research Associate Professor/Director of Community Outreach*..... University of New Mexico
- Ken Hughes, *Planning Section Chief*.....Local Government Division DFA
- Christopher Lee, *Deputy Director*..... Economic Development Division
- Roy Miller, *Director*.....New Mexico Small Business Development Center
- Judith Tamm, *Development Director*.....The Loan Fund
- Dorothy Victor, *Historic Preservation Specialist*..... Historic Preservation Division
- Rich Williams, *Director*.....New Mexico MainStreet Program

Hosted by MainStreet Las Vegas, the Friends of New Mexico MainStreet, the McCune Charitable Foundation, New Mexico Highlands University, the New Mexico MainStreet Program, the New Mexico Economic Development Department, the Citizens' Committee for Historic Preservation, and the Landmark Grill at the Plaza Hotel.



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[www.NMMainStreet.org](http://www.NMMainStreet.org)  
[www.nmCEDToolBox.org](http://www.nmCEDToolBox.org)  
[www.OffTheRoadNM.com](http://www.OffTheRoadNM.com)



**NEW MEXICO  
MAINSTREET  
AWARDS  
2007**

**Ilfeld Auditorium, Highlands University**

**Las Vegas, New Mexico  
Friday, August 10, 2007**

**Reception immediately following in auditorium lobby.**



**Economic Development Department**

"Main Street" and its variations (including "MainStreet", "Mainstreet", and "Main Streets") as applied to the revitalization of traditional and historic commercial districts are trademarks of The National Trust for Historic Preservation and may not be used without permission of the National Trust.

# WELCOME

Fred Mondragón, *Cabinet Secretary*, Economic Development Department  
Dr. James Fries, *President*, Highlands University  
Rich Williams, *Director*, New Mexico MainStreet Program

## GOVERNOR BILL RICHARDSON'S AWARD IN STATE LEADERSHIP

Howard Woodworth, *Former President*, Raton MainStreet

## LIEUTENANT GOVERNOR DIANE DENISH'S AWARD IN PARTNERSHIP

Clovis MainStreet

## CABINET SECRETARY FRED MONDRAGÓN'S AWARD IN COMMUNITY ECONOMIC DEVELOPMENT

MainStreet Las Vegas

## NEW MEXICO MAINSTREET DIRECTOR'S AWARD IN COMMUNITY LEADERSHIP

Historic Preservation Division, Department of Cultural Affairs

## NATIONAL TRUST MAIN STREET CENTER COMMUNITY ACCREDITATIONS FOR 2007

## NEW MEXICO MAINSTREET'S MANAGER CERTIFICATION PROGRAM

Organization, Promotions, Fund Raising, Grant Writing

## NEW MEXICO MAINSTREET COMMUNITY AWARDS

Artesia MainStreet, Inc. – *Nancy Stall*  
Bernalillo MainStreet Association – *George Perez*  
Carlsbad MainStreet Project, Inc. – *Kim Cavender*  
Clovis MainStreet – *Claire Burroughs*  
Corrales MainStreet, Inc. – *Nancy Renner*  
Gallup MainStreet – *Heather Sood*  
Grants MainStreet Project – *Randy Hoffman*  
MainStreet Hobbs, Inc. – *Oscar Gonzalez*  
Las Cruces Downtown – *Sites Southwest*  
MainStreet Las Vegas – *John Goodwin*  
Los Alamos MainStreet – *Russ Gordon*  
Portales MainStreet Program – *Mayor Orlando Ortega, Jr.*  
Raton MainStreet – *City of Raton*  
MainStreet Roswell – *Debra Young*  
Santa Rosa MainStreet – *Mayor Joseph Campos*  
Silver City MainStreet Project – *Lisa Fryxell*  
Tucumcari MainStreet – *Nancy English*

## THE NEW MEXICO SAGUARO AND OTHER MAINSTREET TALL TALES

## NEW MEXICO STATEWIDE AWARDS

### Excellence in Fundraising

Clovis MainStreet  
*CMS Corporate Campaign*

Silver City MainStreet Project  
*"Chair-ity" Auction for Silco Theater*

### Excellence in Volunteer Development Efforts

MainStreet Roswell  
*Chihuahuita Project*

### Excellence in an Outreach/Public Relations Program

Corrales MainStreet, Inc.  
*Corrales MainStreet News*

### Excellence in Business Development

Silver City MainStreet Project  
*Historic Silco Theater*

### Excellence in Retail Promotion

Artesia MainStreet, Inc., Julie Lyles, Tabatha Moreau & Linda Van DerVeen  
*Art Crawl*

### Excellence in Downtown Promotion Event

Farmington Downtown Association  
*Safe Treats: Trick or Treat on MainStreet*

Raton MainStreet  
*Music on MainStreet*

### Excellence in Marketing

Carlsbad MainStreet Project  
*CMS 10th Anniversary Celebration*

Yankie-Texas Arts District  
*Silver City*

### Excellence in Design

Artesia MainStreet, Inc.  
*Façade Improvement Brochure*

Charley R. Smith  
*Watson's Hyundai, Hobbs*

Danny Woodward  
*Woody's Jewelry, Portales*