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**New Mexico Rural Economic Forum  
April 18 - 20, 2012 – Las Vegas, NM**

The New Mexico Rural Alliance, the New Mexico Economic Development Department, and the NM Industrial Development Executives Association proudly announce the **2012 New Mexico Rural Economic Development Forum (REDF)** will be held **April 18–20, 2012** at the **Historic Plaza Hotel, 230 Plaza Street, Las Vegas, New Mexico.**

**We invite you and (YOUR COMPANY OR ORGANIZATION) to display commitment to business and industrial development** in rural New Mexico **by participating as a sponsor** (sponsorship levels and benefits on pages two and three), **as an exhibitor** (a booth in the Resource Fair throughout the event), **and especially as a registrant(s) for the 2012 Rural Economic Development Forum (REDF).**

The Forum is structured to further the education and proficiency of those individuals in rural New Mexico who are responsible for either economic or community development. Our state is receiving increased interest from potential projects/developers. Once a New Mexico community has gained attention as a possible location for a project, the local economic development personnel must be capable of convincing the prospect that their community is the preferred location for its venture. Forum programs are designed to ensure that our rural communities have the expertise and professionalism necessary to ensure a successful conclusion in these instances.

The sole mission of the NM Rural Alliance is to raise funds for the Forum and other state-wide training initiatives. Those funds cover the expenses for trainers, meeting facilities, awards banquets, and scholarships awarded to representatives of smaller communities with no budget for attending such training initiatives. Surplus funds, if any, will provide seed money to allow the 2013 host city an early beginning on groundwork for the 2013 Forum.

Should you have questions or simply desire additional information please let me know (contact information below). You may depend on a rapid response.

Sincerely,

A handwritten signature in black ink, appearing to read "Gene Hendrick", written over a white background.

Gene Hendrick  
New Mexico Rural Alliance  
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