



ANNUAL REPORT

FISCAL YEAR 2021



201 Third St. NW, Suite 1900
Albuquerque, NM 87102

www.ABQ.org

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Board of Directors and Staff



President & CEO and 2021 Chair of the Board

2021 was an exceptional year on a multitude of levels. It was a year of significant steps for AED in identifying a long-term vision for the future, and laying out a strategy to accomplish its mission. Together, AED’s Board of Directors, staff and community partners laid out new organizational building blocks to allow it to be more competitive, nimble, and truly regional in nature.

It was an unexpected year, as we had all anticipated that the global pandemic would have ended much sooner. For AED, it was a year of strong business development pipeline activity, exceeding its prior record year of 2019 in new inquiries and lead generation activity.

We launched new programs and tools to benefit the local business community and create pathways for marketing opportunities in our community to top national talent, and did not let the virtual world keep us from maintaining and growing our relationships with national site selection consultants as well as our local commercial real estate industry partners just down the street. This year taught us about our exceptional resilience, and our mutual commitment to building a better future for all greater Albuquerque residents, as well as all New Mexicans.



Danielle Casey, CEcD, EDFP
President & CEO
AED (AREA)



Joe Farr
Chair
AED Board of Directors

—
President
Duke City Commercial, LLC

The efforts that AED has undertaken over the past year cannot be overstated. The bold transformation we’ve begun and the work that has already been accomplished to begin bringing the greater Albuquerque region together for shared success could not have come at a more pivotal and critical time for the future of our economy.

As a region - and as a state - we have demonstrated that we must come together with shared goals and a shared vision to leverage our advantages instead of allowing obstacles to stop us.

I am honored to have had the opportunity to lead AED’s Board of Directors in thinking outside the box and considering what is possible if we all work together in pursuit of a unified vision for success. Prior to AED’s efforts this year to raise awareness of its work, many of our own investors and partners did not realize that we exist to serve across the entire region. With the new organizational name and extensive outreach, that will no longer be the case. I look forward to seeing what the next steps for AREA have in store for regional collaboration and economic success.



Mission, Vision and Values

MISSION

AED leads and executes strategies designed to grow and diversify the economic base of the greater Albuquerque region, creating a prosperous, diverse and inclusive economy and elevating the standard of living for all.

VISION

The greater Albuquerque region will be known and recognized for having the highest quality of life and the most diverse and sustainable economy in the US mountain west.

OUR GUIDING PRINCIPLES

COLLABORATORS & CONNECTORS

We are collaborators and connectors, starting conversations and enhancing partnerships.

ETHICAL & INCLUSIVE

We operate every day ethically and inclusively.

EDUCATORS & INNOVATORS

As experts in our field, we proactively educate, mentor and innovate.

RESOURCEFUL, RELIABLE & RESILIENT

We are a resourceful, reliable and resilient team.

“ This Regional Innovation series offers a wonderful opportunity to showcase the breadth of work Anderson does and can do to serve as partners in progress. By regularly convening and creating more partnerships like this one with AED (AREA), we help advance our regional and national reputation. ”



- Mitzi Montoya, Dean, Anderson School of Management, University of New Mexico

2021 Impacts

1,407

Total direct or induced jobs

\$833 M

Induced economic impact

\$7.4 M

Earned media ad value

During a year of significant uncertainty due to global pandemic conditions as well as organizational change, the AED team kept it's eye on core deliverables and continuing and expanding efforts in promoting the greater Albuquerque region locally and nationally. At the same time, it enhanced project response services to close deals in the region, meeting and exceeding prior pipeline activity.

| Performance Metrics | 2021 Goal | 2021 Outcomes |
|---------------------------------|-----------|---------------|
| Overall ROI to region* | 5:1 | 154:1 |
| Direct jobs created / retained | 1,650 | 656 |
| Induced jobs* | 500 | 751 |
| Total new capital investment | \$100 m | \$47.5 m |
| Total payroll generated | \$40 m | \$210.5 m |
| State tax revenue generated* | n/a | \$28.7 m |
| Direct economic impact* | \$70 m | \$23 m |
| Induced economic impact* | \$250 m | \$833 m |
| New leads generated* | 75 | 128 |
| New projects added to pipeline* | 25 | 37 |
| Earned media ad value* | \$2 m | \$7.4 m |

*New metric not previously reported upon by organization.

GOAL: Increase Service Delivery Through Organizational Effectiveness and Efficiencies

OBJECTIVES

- The organization is visibly doing more with similar and in some cases even reduced resources.
- AED is delivering meetings and content that matter, ensuring that time and resource commitment of volunteer Board members is bringing them value.

OUTCOMES

- Staff was upgraded to modern office equipment and tools, with **conversion to Office 365 and one universal CRM system** to integrate all data and allow for performance reporting and tracking.
- Implementation of staff **annual performance evaluation and goal setting processes** was completed along with update of all job descriptions.
- Team retreats and planning sessions have been instituted as a standard organizational practice.
- The entire AED team now has a **shared understanding of its top level mission** and can articulate the goals of economic development.
- New, **quarterly reports** were created and delivered for enhanced accountability.
- First time and highly successful **AED Board Retreat** held in September 2021.



website CMS and design rebuild and board bios added



performance goals and annual review process established



Board Retreat held



staff transitioned to unified CRM



“ Our growth has been amazing, and we attribute it to our spirit of hustle and pride in the way that we operate our business. When it came time to open a new location, we searched the country for the right city whose values matched our own. We found that kindred spirit in Albuquerque. ”

- Katy Keim, CEO, LQ Digital



GOAL: Drive Member and Investor Engagement

OBJECTIVES

- Meet or exceed target budget goals, including sponsorship revenues.
- Reinforce AED’s position as the ‘must-engage-with’ organization on economic development topics and initiatives in the region.

OUTCOMES

- Deployment of new **customized economic impact analysis tool** allowed AED to better tell its story and articulate impact.
- New ambassador training program approach was launched, offering topical education and hosting in different locations regionally.
- **99.6% of projected membership revenue was realized**, during an unanticipated extended pandemic, while the draw from the AED Fund was reduced by \$100,000.
- 17 new contributors to AED generated **\$73,500 in new revenue**.
- **Three new webinar series programs were held**, with 211 total virtual attendees.
- Three quarterly investors luncheons were held with 512 total attendees.
- New online tools to support local business and national site selection outreach such as **www.ABQsites.com, Size Up, and the online Jobs Board** hosted by AED were successfully launched and promoted.



stakeholder survey responses



regional Ed Pros gathering launched



new online tools SizeUp, Jobs Board & ABQsites launched



ambassador trainings held and task forces convened



“ If it’s true that data is the oil of the 21st Century, then ABQsites.com has the energy to propel greater Albuquerque to new heights. Thanks, AED, for fueling our city’s launch into the future! ”

– David Campbell, CEO, Mesa Del Sol

Goal: Establish an Economic Development Vision and Strategy for the Next Five Years

- Sponsorships were secured for the Strategic Plan totaling more than \$200,000 with leading gifts from Bernalillo County, the City of Albuquerque, New Mexico Gas, PNM, Bradbury Stamm, KPMG and others such as Century Sign Builders, the Indian Pueblo Cultural Center, DPS, Gardenswartz Realty, and Fidelity Investments.
- The Plan enlisted the help of national site selection consulting firm Hickey Global and strategist IO.INC and was unanimously approved by the Board of Directors in June 2021.
- Implementation launched immediately with organizational renaming, transition steps toward 501c3 status, and completion of a Fundraising Feasibility Study.

Strategic Focus Areas

| Diversify the Economy | Establish a National Brand | Increase Regional Competitiveness | Modernize the Organization |
|--|--|---|--|
| <ul style="list-style-type: none"> • Grow site selector outreach • Develop value propositions and lead gen strategies in target clusters • Grow existing business program with market intelligence outreach • Capitalize on national and global trends | <ul style="list-style-type: none"> • Redesign and invest in AED marketing platform • Launch comprehensive media strategy • Leverage video content • Enhance the website, online presence and conversion rate of visitors | <ul style="list-style-type: none"> • Development an ecosystem communication platform • Align talent attraction, retention and development efforts • Address opportunities in mobility and transportation • Support commercial space development • Deliver evidence based legislative recommendations | <ul style="list-style-type: none"> • Address organizational structure to enable fundraising needs • Increase investor engagement and value • Invest in the pursuit of excellence as an organization, a team and as individual economic developers |

4

local media articles

3

stakeholder round tables

2

task forces created for implementation efforts

220

registrants for strategic plan unveiling

100%

of board members approving plan

BIG GOAL METRIC:
Rank in the top 25% of mid-sized markets in the U.S. for job growth in 5 years.

“The pandemic has changed everything. The world as we knew it will never be the same. And in my opinion, the future will bring great opportunity for New Mexico to thrive in the “Next Normal”. The time to act is now. If we don’t, the all too familiar story will prevail, and New Mexicans will once again be asking the question, “Why is New Mexico last on the good lists and first on the bad lists?” Albuquerque Economic Development (AED), under the leadership of our new CEO Danielle Casey, has engaged in a strategic planning exercise. It’s amazing what happens when silos are dismantled, and people and organizations work collaboratively instead of competitively. If ever there was a time, this one is ours.”

- Dale Dekker, Dekker/Perich/Sabatini



Inaugural Annual Dinner and 505 Awards

At the Inaugural Annual Dinner and 505 Awards presentation, Albuquerque Economic Development, Inc. (AED) announced the organization’s new name, re-branding as the Albuquerque Regional Economic Alliance (AREA). The brand refresh included extensive research and planning to land on a name that both clarified AREA as a distinct entity, separate from others with similar names, and illustrated the organization’s broader future-looking focus.

- Projected event revenue was exceeded by 24.5%.
- 380 total attendees joined in the festivities which were hosted by KOB 4’s Meteorologist Eddie Garcia and included improv comedian entertainment, and of course, the 505 Awards.



“ This re-branding serves to better illustrate our regional and statewide focus. We’re not just focused on increasing economic development in Albuquerque, but also in expanding our work to support initiatives that increase economic opportunity throughout the Central New Mexico region and the state of New Mexico. ”

– Danielle Casey, President & CEO, AED (AREA)

2021 Award Recipients

COMMUNITY LEADERSHIP: [Homewise](#)
(Sponsored by NUSENDA Credit Union)

EXCELLENCE IN WORKFORCE DEVELOPMENT: [TLC Plumbing](#)
(Sponsored by Facebook)

SMALL BUSINESS CHAMPION: [BioScience Center/ FatPipe](#)
(Sponsored by New Mexico Mutual)

LIFETIME ACHIEVEMENT AWARD: [Debbie Johnson](#)
(Sponsored by Bank of Albuquerque)

ADVOCATE OF THE YEAR: [Dale Dekker](#), Founding Principal [Dekker/Perich/Sabatini](#)
(Sponsored by Enterprise Builders)

PUBLIC SERVICE LEADERSHIP: [Marcos Gonzales](#), Assistant Director, Bernalillo County Economic Development
(Sponsored by PNC)

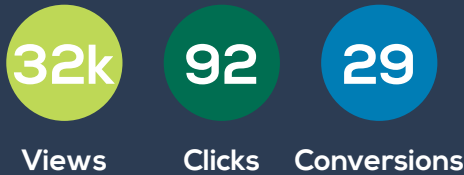
RISEING STAR: [Kristen Gamboa](#), Economic Development Manager, Village of Los Lunas
(Sponsored by Deloitte)

CHAIRMAN’S DISTINGUISHED SERVICE: [Lonnie Talbert](#), President and COO, Southwest Capital Bank

Performance Outcomes

AED also launched a number of new initiatives to ensure ongoing marketing and communications efforts to decision makers and corporate leaders across the country. The team worked to **update and refine current value proposition materials**, and held a **virtual site selector familiarization tour with national site selection consultants**. Quarterly updates were sent to the top 100 site selectors to keep them informed of regional activity and incentive and toolkit updates benefiting their clients.

A **joint Talent Report with CBRE Albuquerque** offered the chance for AED to host its first hybrid event of 2021 in May at El Pinto where it unveiled the marketing report which was later utilized in a paid social media marketing campaign.



| OUTLET | 2021 ACTIVITY | PRIOR YEAR COMPARISON |
|-------------|---|------------------------|
| LinkedIn | 184,987 impressions, 11,085 engagements, 8,108 clicks | +370%, +512%, +768% |
| Facebook | 237,946 impressions, 11,946 engagements, 2,577 clicks | +2399%, +2154%, +3430% |
| YouTube | 100,903 impressions, 9,204 video views, 4.7% click-through rate (CTR) | n/a, +363%, n/a |
| Twitter | 113,300 impressions, 2,138 engagements, 350 clicks | +350%, +365%, +503% |
| Website | 27,984 users, 36,802 sessions, 67.7% bounce rate | +438%, +397%, +1.04% |
| Newswire PR | Reach: 802,656,948; Ad Value: \$7,444,643.19; PR Value: \$74,446,431.93 | +495%, +520%, n/a |

25k

total direct social media engagements

802 M

total PR earned media reach

11k

post clicks

2021 Locates and Expansions

ADACEN | Information/Tech

Direct jobs: 2 | Induced Jobs: 5
Average wage: \$103,000
Direct economic impact: \$2.1 m
Induced economic impact: \$6.3 m
ADACEN uses immersive technology for data center servers.

Affordable Solar | Manufacturing

Direct jobs: 50 | Induced Jobs: 40
Average wage: \$64,000
Direct economic impact: \$1 m
Induced economic impact: \$47 m
With an industrial revenue bond of more than \$7.5 million approved by the City of Albuquerque, Affordable Solar announced it would redevelop its business site, resulting in 70 new high-paying economic-base jobs over a five-year period.

American Gypsum | Manufacturing

Direct jobs: 80 | Induced Jobs: 118
Average wage: \$56,000
Direct economic impact: \$4.1 m
Induced economic impact: \$236 m
American Gypsum announced June 28, 2021, it would invest a total of \$22 million in New Mexico over an 18-month span to modernize its Bernalillo County manufacturing plant and retain 140 Albuquerque-metro workers.

Blue Halo | Electronics

Direct jobs: 39 | Induced Jobs: 40
Average wage: \$90,000
Direct economic impact: \$ 4.7 m
Induced economic impact: \$27 m
BlueHalo provides industry-leading capabilities in areas of directed energy, space superiority, air and missile defense, and other intelligence and national security concerns.

Bueno Foods | Manufacturing

Direct jobs: 33 | Induced Jobs: 37
Average wage: \$47,400
Direct economic impact: \$ 1.3 m
Induced economic impact: \$47 m
Along with celebrating 70 years of operation in New Mexico, Bueno Foods announced the addition of a new 25,000-square-foot freezer warehouse for its manufacturing campus.

LQ Digital | Business Services

Direct jobs: 101 | Induced Jobs: 36
Average wage: \$ 32,000+
Local economic impact: \$979 k
Induced economic impact: \$39 m
To enable its clients to pivot quickly and take advantage of market changes to find new growth, LQ Digital offers a blend of digital multi-channel performance marketing, lead qualification contact center and platform data integration.

Lancs Industries | Manufacturing

Direct jobs: 75 | Induced Jobs: 59
Average wage: \$55,000
Direct economic impact: \$2.2 m
Induced economic impact: \$70 m
North America's largest manufacturer of radiation shielding and containment products for the nuclear power and hazardous waste remediation sectors relocated from the Seattle region to the Albuquerque metro. Since its founding in 1974, Lancs Industries has expanded product offerings to the medical and pharmaceutical sectors.

Los Poblanos | Manufacturing

Direct jobs: 18 | Induced Jobs: 17
Average wage: \$41,000
Direct economic impact: \$392 k
Induced economic impact: \$22 m
The additional space at Lost Poblanos' facility in Albuquerque will house production of branded lifestyle products, expansion of a line of food products and launch a craft spirits business.

MTX Group | Information/Tech

Direct jobs: 250 | Induced Jobs: 393
Average wage: \$147,472
Direct economic impact: \$5,820,255
Induced economic impact: \$327,345,701
MTX Group Inc. (MTX), a global technology-consulting firm that partners with public-sector agencies and organizations to modernize their technology.

Investors

Diamond

Albuquerque Plaza Office
Investment, LLC
Bernalillo County
City of Albuquerque
Clear Channel Outdoor
Public Service Company of New
Mexico (PNM)
Tempur Pedic

Platinum

Affordable Solar
Intel Corporation
Mesa del Sol, LLC
Presbyterian Healthcare
Services
Wells Fargo Bank New Mexico

Gold

Aon
Bank of Albuquerque
Bank of the West
BlueCross BlueShield of New Mexico
Bohannon Huston
BRYCON Corporation
CBRE, Inc. Albuquerque
Comcast
Delta Dental
Fidelity Investments
Greater Albuquerque Association of
REALTORS®
Huning, LLLP
Kearney & Associates
Klinger Constructors, LLC
Lovelace Health System
NAI Sun Vista

New Mexico Gas Company
Sandia National Laboratories
Summit Electric Supply Co., Inc.
True Health New Mexico
U.S. Bank
Unite Private Networks
Yearout Mechanical, LLC

Silver

Abrazo Homes
Albuquerque Academy
Albuquerque International Balloon
Fiesta
Bank of America Merrill Lynch
BNSF Railway
Bradbury Stamm Construction, Inc.
Builders Source Appliance Gallery
Central New Mexico Community
College (CNM)
Century Sign Builders
Dekker/Perich/Sabatini
Deloitte Consulting LLP
Duke City Commercial LLC
Enterprise Bank & Trust
Eye Associates of New Mexico
FRENCH Funerals & Cremations
Garrett Development Corporation
HB Construction, Inc.
Jaynes Corporation
KPMG LLP
Maestas Development Group
Meta
Modrall Sperling Roehl Harris & Sisk,
P.A.
New Mexico Mutual
Nusenda Credit Union
Optum
POMS

Rio Grande Credit Union
Rodey Law Firm
Sandia Peak Tram Company
TriCore Reference Laboratories
UKUU Creative
Ultramain Systems, Inc.
US Eagle Federal Credit Union
Verus Research
Western Sky Community Care

Bronze

Crystal Springs Bottled Water, Inc
Emera Corporation
Enterprise Builders Corp.
EXHIB-IT!
First National 1870
Gap, Inc.
Goodman Realty Group
Honeywell FM&T
Hub International
Indian Pueblo Cultural Center
Isleta Resort & Casino
JP Morgan Chase - Albuquerque
Keller Williams ABQ
Manpower of New Mexico
Old Republic Title New Mexico
Oso Grande Technologies, Inc.
Rural Sourcing Inc. (RSI)
Sunport South Business Park
TLC Plumbing & Utility
Wilger Enterprises, Inc.

Turquoise

3D Glass Solutions
Achievement Gallery
Acme Iron and Metal Inc.
ADACEN
Adelante Enterprises
AIC General Contractors
Albuquerque Community Foundation
Albuquerque Publishing Co.
Allen Sigmon Real Estate Group
American Fire Protection Group
ARGUS Investment Realty
ARI Graphix & Signs, Albuquerque
Reprographics Inc.
Badal Management Services LLC
Bosque School
Bueno Foods
Business Environments
C & S Real Estate and Development
Camnet, Inc.
Carlo, Inc.
Carr, Riggs & Ingram, LLC
Century Bank
Chalmers Ford
City of Rio Communities
CliftonLarsonAllen, LLP
Coldwell Banker Commercial - Las Colinas
Coldwell Banker Legacy
Colliers International Albuquerque
Commercial Association of Realtors® New
Mexico
Coronado Center
Courtyard by Marriott, Journal Center
Delta Group
DKD Electric Co., Inc.
Doc Savage Supply
Durans Central Pharmacy
Esparza Advertising
FBT Architects
First Citizens Bank
Franken Construction Company, Inc.
Geltmore, LLC
General Mills, Inc.
Golden Equipment Company
Goodmans Interior Structures
Hanna Plumbing & Heating Co., Inc.
Hartman + Majewski Design Group
Heritage Home Healthcare & Hospice
Hillcrest Bank
Holiday Inn and Suites
Hotel Andaluz
Huitt-Zollars, Inc.
Infinity Insurance Partners
J Rosen Group
JB Henderson Construction
Jennings Haug Keleher McLeod, P.A.
Johnson Commercial Real Estate
JTC
Kaufman Fire Protection Systems, Inc.
KRQE-TV
Laguna Development Corp.
Laguna Ventures / Laguna Economic
Development
Legacy Mortgage
Liz Lopez Photography
Los Poblanos Historic Inn & Organic
Farm
Main Bank
MCA of NM / SMACNA of NM
McKee Wallwork & Company
Miller Bonded, Inc.
Molzen-Corbin & Associates
Montgomery & Andrews, P.A.
NanoCool LLC
National Roofing
New Heart Cardiac Rehabilitation
New Mexico Bank & Trust
New Mexico Education Trust Board
New Mexico MEP
New Mexico Pinon Coffee Company
New Mexico Rental Car
New Mexico Transloading, LLC
New York Life Insurance Co. - Jessica
Bohan McElroy
NM Solar Group
Nube Group
Payday HCM
Peacock Law P.C.
Peoples Flower Shops
PNC Bank
Popejoy Hall

PPC Solar
Premier Distributing Company
Primary Residential Mortgage
Ranch Joint Venture, LLC
REDW LLC
Reelz Channel
Rio Grande Jewelry Supply
RMCI, Inc.
Robert Half
Rook Group LLC
Roses Southwest Papers, Inc.
RS21
Sandia Laboratory Federal Credit Union
Sandia Resort and Casino
Sandia Science and Technology Park
Development Corporation
Southwest Capital Bank
SpringHill Suites Albuquerque University
Area
Stewart Title of Albuquerque, LLC
Sunny505
Sutin, Thayer & Browne, P.C.
Tau Technologies
TBK Bank
The Cannaday Team at Ida Kelly Realtors
The Edward Group
Tierra West, LLC
Titan Development
Tomasita's Restaurant
Twilight Homes of New Mexico, LLC
United Way of Central New Mexico
University of New Mexico - Career
Services
UNM Anderson School of
Management Executive and
Professional Education Center
UNM Cancer Center
UNM Health System
UNM School of Engineering
VelaMira Inc.
Verdes Foundation
W.K. Kellogg Foundation
WaFd
Workspace Dynamics

2021 AED Board Officers



Joe Farr
Duke City Commercial LLC
Chair



Cynthia Schultz
Bradbury Stamm
Construction, Inc.
Chair-Elect



Mindy Koch
Intel Corporation
Treasurer



Cesar Rodriguez
Tempur Pedic
Secretary

2021 AED Board of Directors

Hank Andrews
Verus Research

Tom Antram
FRENCH Funerals & Cremations

Beth Barela
Manpower of New Mexico

Celina Bussey
Deloitte Consulting LLP

David Campbell
Mesa del Sol, LLC

Mike Canfield
Indian Pueblo Cultural Center

Phil Casaus
BRYCON Corporation

Ryan Centerwall
Affordable Solar

James Chynoweth
CBRE, Inc. Albuquerque

Roberta Cooper Ramo
Modrall Sperling Roehl Harris &
Sisk, P.A.

Kent Cravens
Greater Albuquerque Association
of REALTORS®

Michael Crossey
TriCore Reference Laboratories

Michelle Dearholt
Nusenda Credit Union

Dale Dekker
Dekker/Perich/Sabatini

Chris Dunkeson
Comcast

Dr. Mark Epstein
True Health New Mexico

Joe Fortuin
Sennheiser New Mexico

Caroline Garcia
KPMG LLP

Carlos Garcia
Garcia Automotive Group

Kristi Gibbs
Old Republic Title New Mexico

Gary Gordon

Joanie Griffin
Sunny505

Debbie Harms
NAI Sun Vista

Jason Harrington
HB Construction, Inc.

Vincent Herrera
Unite Private Networks

Justin Horwitz
Rodey Law Firm

Shad James
Jaynes Corporation

Debbie Johnson
Albuquerque Publishing Company

Dennis Jontz
Oso Grande Technologies, Inc.

Leean Kravitz
Fidelity Investments

William Lang
Albuquerque Publishing Co.

Tony Lenhart
Eye Associates of New Mexico

Dan Long
Summit Electric Supply Co., Inc.

Mike Lowrimore
Bank of the West

Sherman McCorkle
Sandia Science and Technology
Park Development Corporation

Roxanna Meyers
Century Sign Builders

Paul Mondragon
Bank of America Merrill Lynch

Bob Murphy
Economic Forum

Megan Oblack
Lovelace Health System

Josh Parsons
Sandia National Laboratories

Donald Power

Charles Rath
RS21

Todd Sandman
Presbyterian Healthcare Services

Ryan Shell
New Mexico Gas Company

Ray Smith
Klinger Constructors, LLC

Ben Spencer
Titan Development

Bruce Stidworthy
Bohannon Huston

Don Tarry
Public Service Company of NM
(PNM)

Jennifer Thomas
Bank of Albuquerque

Janice Torrez
Blue Cross Blue Shield of New
Mexico

Jack Towsley
Optum

JoLou Trujillo-Ottino
Delta Dental

Al Vaio

Eric Weinstein
Aon

AED Staff
as of December 31, 2021



Debra Inman
SVP of Business
Development



Grant Taylor
Director of Business
Development and Analytics



Beth Waldrip
Business Retention &
Expansion Manager



Danielle Casey, CEcD, EDFP
President & CEO



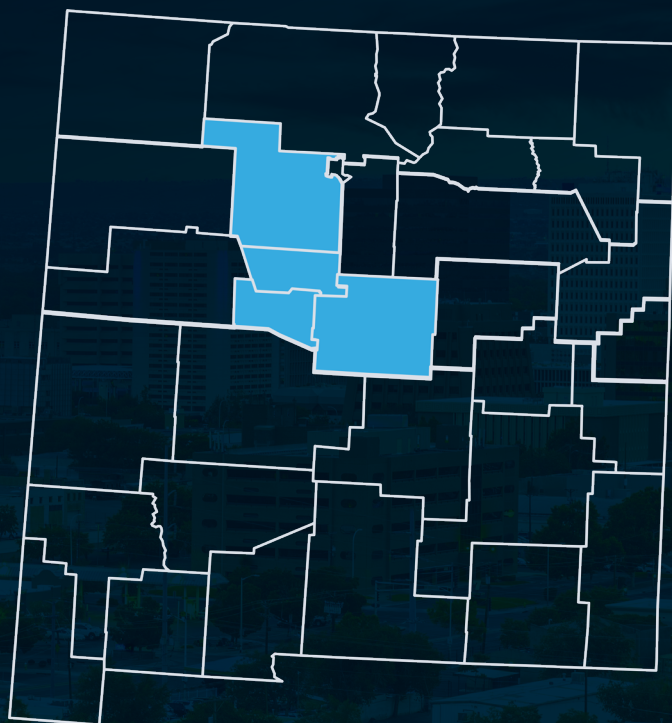
Beverly Cruz
Chief Operations Officer



Alanna Phillips
Digital Marketing
Manager



Daniel Schmuck
Research Specialist



Supporting economic growth
in Bernalillo, Valencia, Sandoval
and Torrance counties.

