**101 Things Burquenos Can Brag About!**

Stacy Sacco, 1/1/19

Having left New Mexico in 1973 to tour with the global leadership program Up With People, finish college and work in Orange County, California; over my 20+ year life away from New Mexico, I always wanted to return “home” because of the many positive aspects of working and living here. Singer/song-writer Joni Mitchell probably said it best, “you don’t know what you got till its gone.”

Since moving back in 1998, I’ve heard a lot of talk about the benefits of living here: such as moderate weather, great food, diverse cultures, favorable cost-of-living, and beautiful sunsets, but there are many more reasons to “brag” about New Mexico. Inspired by David Campbell’s 2018 TEDxABQ speech encouraging us to adopt a more positive narrative about New Mexico and a recent article in the Albuquerque Journal, 12/12/18, “Local Leaders Urged to ‘Start Bragging” About ABQI,” I thought I’d compile a list of 101 things we can brag about…

**TEDxABQ 2018 – Imagine Albuquerque, David Campbell, Planning Director, City of Albuquerque.**

<https://www.facebook.com/tedxabq/photos/a.10150334804024987/10151179567879987/?type=3&theater>

Excerpt:

1. “Albuquerque is a remarkable place and part of the reason that I love coming from overseas back to Albuquerque. Sometimes it feels like I’m still living in an interesting foreign land: the languages that we speak, the fact that we are a welcoming culture, the fact that we compare favorably to our less tolerant neighbors on the east and west, and say “we actually do like having people here who are different than ourselves...This is a place of multi-cultural celebration. and that is something we should celebrate and tell other people about. that is part of our narrative.

And here are some positive excerpts from the bi-weekly column I used to write for the ABQ Biz section of the Albuquerque Tribune…

**“How Much Does a Sunset Cost,” Stacy Sacco, Albuquerque Tribune, 10/22/07**

Excerpt:

1. “If New Mexico were a country, we’d be the 21st richest country in the world (comparing our 2006 Per Capita Income to the 250+ nations worldwide, using World Economic Outlook statistics). Don’t forget that, even though we are New Mexicans, we are also ‘rich’ Americans.“

**“Land of Manana Gets New Meaning,” Stacy Sacco, Albuquerque Tribune, 02/7/05**

Excerpt:

1. “I think it’s time we update the phrase, “Land of Manana” to mean the “Land of Tomorrow,” especially given the many firsts that have occurred in New Mexico as listed in the Winter 2005 edition of TRC magazine, a publication of the New Mexico Technology Research Collaborative, including:

1930 – Clyde Tombaugh, who later joined New Mexico State University, discovered the planet Pluto

1932 – Robert Goddard first used vanes for rocket guidance and developed a gyro-controlled apparatus for rocket flights at White Sands Missile Range.

1942 – The Terminal Effects Research and Analysis Group, associated with the University of New Mexico, invented the proximity fuse for artillery shells, which is regarded by some as the second most important military development (after the atomic bomb) of World War II.

1945 – The Manhattan Project at Los Alamos culminated in the world’s first atomic explosion.

1952 – Los Alamos Labs built the MANIAC – the Mathematical Analyzer, Numerical Integrator and Computer, to solve large-scale hydrodynamic problems.

1960 – Willis Whitfield at Sandia National Laboratories, invented the first ultraclean room, enabling modern surgery and microelectronics.

1972 – The UNM Health Sciences Center founded the nation’s first nuclear radiopharmacy to dispense radioactive drugs.

1975 – Bill Gates designed and manufactured the first commercially available personal computer, the Altair 680, in Albuquerque.

1976 – UNM and Sandia National Laboratories introduced the first implantable insulin pump.

1980 – The world’s most powerful imaging telescope to study distant galaxies is dedicated on the San Agustin Plains near Socorro. The Very Large Array (VLA) telescopes, <https://science.nrao.edu/facilities/vla/>

1986 – Frank Etscorn, a psychology professor at New Mexico Tech, invented the nicotine patch.

2008 – The fourth-highest observatory in the world was completed at Magdalena Ridge, 30 miles west of New Mexico Tech.

**“New Mexico Lands op Spots: Here are Just a Few,” Stacy Sacco, Albuquerque Tribune, 01/23/16**

1. In the book, “Rise of the Creative Class,” written by Richard Florida, Albuquerque ranked No. 1 in Creativity Among Mid-Sized companies nationwide.

“There are so many favorable news items about New Mexico that I could practically fill the entire ABQ Biz section, so please join me in proudly saying to each other, "Job well done New Mexico," and "Let's keep raising the bar!"

And here’s a recent article that has inspired the Start Bragging movement, [www.stopbaggingstartbragging.com](http://www.stopbaggingstartbragging.com):

**“Local Leaders Urged to ‘Start Bragging’ About ABQ,” Marie C. Baca, Albuquerque Journal, 12/12/18**

<https://www.abqjournal.com/1256814/abq-stop-bagging-start-bragging-campaign-launches.html>

Excerpts:

With quotes from Annemarie Ciepiela Henton of Albuquerque Economic Development, Alexis Kerschner Tappan of AKT Communications, and Emily Howard of the Indian Pueblo Cultural Center. The campaign is a project of ABQ&A, an organization supported by Albuquerque Economic Development and formed when Tappan approached Henton and AED about collecting data on why people choose to stay in Albuquerque. After a series of focus groups, ABQ&A created a survey and collected responses from 906 individuals this past summer. Among the survey’s findings:

1. More than 30 percent of respondents said family is what keeps people living in Albuquerque once they are here.
2. People are most likely to say that they love living here (43.3 percent), or that they have a love-hate relationship with the city (33 percent). Few said that they couldn’t wait to leave or that their feelings were lukewarm. Some of the most common words people used to describe why they live here were “family,” “community,” “quality of life” and “love.”
3. “We all knew that connections were important in this community, but it really seems to be the make or break on whether or not you stay in Albuquerque,” Tappan said. “Now we need to figure out if there are ways to connect people to the city more quickly and comprehensively.” Both Tappan and Henton said the organization is still considering how to further leverage the survey data. But in their presentation to the forum alongside Howard of the Indian Pueblo Cultural Center, their message was clear: Business professionals need to remember they are a “walking advertisement” for Albuquerque. Tappan suggested that business leaders ask their employees to talk about something they like about Albuquerque in their meetings, and to include upbeat stories in their newsletters, among other recommendations.
4. Howard said Albuquerque is the perfect fit for both millennials – many publications have suggested that midsize cities are becoming more popular for that demographic because of their affordability – as well as those looking for locations for major conferences and events. Albuquerque can easily market itself to these groups by playing up its mild weather, landscape, innovative organizations and culture of inclusivity, Howard said. The city can differentiate itself from other midsize metropolitan areas, Howard said, by highlighting its commitment to both preserving its history and investing in a high-tech future.
5. Tappan also suggested residents rethink the phrase “Land of Mañana,” which is often used to belittle inefficient or lazy business practices here. “Why can’t it mean ‘the land of tomorrow, the land of the future’?” she asked.

**Matador Network Culture Guides: 17 Facts About New Mexico You Never Would Have Guessed**

<https://matadornetwork.com/notebook/17-facts-new-mexico-never-guessed/>

Excerpts:

1. In November 2018, Las Cruces broke the Guinness World Record for the longest serving of nachos at 110 feet and 5,039 pounds.
2. New Mexico holds the world record for the largest Native American reservation in the country (the Navajo Nation), spanning ten million acres or 15,000 square miles.
3. New Mexico has more cows than people… with under 20 people per square mile and around 13,500 ranches covering over 60% of the state, there’s way more livestock in New Mexico than people.
4. New Mexico is the nation’s fifth largest state, and given its vast expanse, about 75% of the state’s roads are unpaved.
5. The Wilderness Act was born here. When President Lyndon B. Johnson signed the Wilderness Act into law in September, 1964, few were aware that America’s landmark conservation legislation originated in New Mexico. Ecologist and Forest Service ranger Aldo Leopold achieved the first official Wilderness Area in the nation by gaining designation for the Gila Wilderness in New Mexico. Today, the state is blessed with some of the most diverse and stunning protected wilderness in the US.
6. The first atomic bomb was exploded in New Mexico. On July 16, 1945, the very first atomic bomb was detonated in the desert sands of the Jornada del Muerto in south-central New Mexico. Known by its code name, Trinity, it was of the same design as the bomb dropped on Nagasaki, Japan, a few weeks later. The Trinity Site is located on the White Sands Missile Range and is now a National Historic Site. The site is open to the public the first Saturday of April and October.
7. William Goddard launched the space rocketry industry in Southern New Mexico.
8. Spaceport America, in Upham, NM, located in Southern New Mexico will soon offer public flights into near Earth space, <https://spaceportamerica.com/>.
9. Smokey Bear is from New Mexico. The living symbol of Smokey was actually a black bear cub found by firefighters from Taos Pueblo in southeastern New Mexico during the massive Capitan Gap fire of 1950. Smokey lived at the National Zoo in Washington, DC until his death in 1976. Oh. And it’s Smokey Bear. Not Smokey the Bear.
10. Santa Fe was founded 10 years before the Pilgrims landed at Plymouth. While we typically think of the founding of America dating to the time of the Pilgrims, the Spanish were in New Mexico long before the Mayflower bumped up against that Massachusetts rock. Santa Fe is not only the oldest European city west of the Mississippi River; it’s the oldest capital city in North America, dating to 1610.
11. Santa Fe is the nation’s highest capital. Denver might be the Mile High City, but it ain’t got nothing on [Santa Fe](http://santafe.org/). At 7,199 feet above sea level, our capital city — home to an unparalleled arts scene, killer cuisine, and a visual vibe you won’t find anywhere else in the US — is the highest in the nation.
12. Taos Pueblo has been inhabited for over one thousand years.
13. You can see five different states from the top of Capulin Volcano. Capulin Volcano National Monument towers over the edge of the Great Plains in the northeastern corner of the state. An extinct cinder cone volcano, the formation once served as a landscape marker on the Santa Fe Trail. Today you can drive to the top of the 8,000ft cone for one seriously stunning view that takes in Texas, Oklahoma, Kansas, and Colorado, in addition to New Mexico.
14. New Mexico is wine country. And it is good wine. Franciscan García de Zúñiga and a monk named Antonio de Arteaga started growing wine grapes along the Rio Grande around 1629. By the late 19th century, New Mexico was the wine growing region in the United States, producing over a million gallons each year. These days, nearly 50 wineries dot the landscape, and many of the wines produced here are award-winning and well worth your time.

**Beacon Hill Institute, 14th Annual State Competitiveness Report**

<http://www.beaconhill.org/Compete14/Compete14.pdf>

Excerpts:

New Mexico’s Key Rankings:

Government and Fiscal Policy Subindex:

1. #13 – State and Local Taxes Per Capita Income Per Capita
2. #17 – Bond Rating: Composite
3. # 6 – Budget Deficit, % of GSP

Infrastructure Subindex:

1. #11 – Average Travel Time to Work

Human Resources Subindex:

1. #11 – % of Population Enrolled in Degree-Granting Institutions
2. #10 – Infant Mortality Rate, Deaths Per 1,000 Living Births

Technology Subindex:

1. #11 – Academic Science and Engineering R&D Per $1,000 GSP
2. #15 – Science & Engineering Graduate Students per 1,000 Inhabitants
3. #17 – Scientists and Engineers as % of Labor Force
4. # 8 – Employment in High-Tech Industry as % of Total Employment
5. # 7 – Cost of Labor Adjusted for Educational Attainment

Environmental Policy Subindex:

1. # 5 – Toxic Release Inventory, Pounds Per Sq. Miles
2. # 7 – Carbon Emission Per Sq. Miles

**Albuquerque Economic Development Local Area Rankings**, [www.abq.org](http://www.abq.org)

Excerpts:

1. Albuquerque ranked 9th Mid-Sized American City of the Future, Foreign Direct Investment
2. Albuquerque the 5th Most Cost-Friendly City to Do Business In the U.S., KPMG
3. Albuquerque recognized as the 6th Best Place for Business and Careers, Forbes Magazine.
4. Albuquerque ranked 6th in America’s Favorite Cities List, Travel + Leisure Magazine
5. Albuquerque ranks among America’s Best Cities for Global Trade, Global Trade Magazine
6. Several nationally-recognized companies have located major offices in New Mexico with AED’s assistance:

* AOL
* Facebook
* Intel
* Meow Wolf
* NetFlix

**Sandoval Economic Alliance Local Awards and Recognition**, <https://sea-nm.com/>

Excerpts:

1. Rio Rancho is the 30th Best Place to Live in America, Money Magazine, September 2018.
2. Rio Rancho is the Best Place to Live in New Mexico, Money Magazine, January 2018.
3. Rio Rancho 27th Best Place to Live in the US, 24/7 Wall Street, October 2016.
4. Rio Rancho 37th Best City in the Country for Young Families, Apartment List, March 2016.
5. RRPS #2 of Best School Districts in New Mexico, January 2018.
6. NM is Best Place for Female Entrepreneurs, FitSmall Business, January 2018.
7. NM #1 for R&D, #2 for High Tech Jobs and #3 for Innovation, 2017 NM New Economy Index, Information Technology and Innovation Foundation, November 2017.
8. Rio Rancho, 17th Friendliest City in the United States, Insider, October 2017.
9. Rio Rancho Among Most Diverse Cities in New Mexico, Niche, October 2017.
10. New Mexico Among the Most Diverse States in American, WalletHub, September 2017.
11. New Mexico ranked fourth for states with the most “highly skilled developers,” HackerRank, July 2017.
12. New Mexico #1 for Job Growth in Exports, US Department of Commerce, April 2015.
13. Rio Rancho is the site of Intel's Intel Fab 11X, one of the largest semiconductor fabrication plants in the world. The fully automated, $2 billion facility opened in 2002 and was the first Intel plant to manufacture 300 mm silicon wafers, which can hold almost twice as many chips as the standard 200 mm wafers.

**And speaking of per capita statistics statewide…**

1. New Mexico has the highest number of PhDs
2. New Mexico has the highest number of science fiction authors
3. New Mexico has one of the highest number of women-owned businesses
4. Albuquerque has one of the highest number of Live Theaters

**And the University of New Mexico boasts a number of accolades:**

1. Anderson’s MBA program in Management of Technology was ranked in the top 10 in the U.S. in a 2004 study published in the *Journal of Product Innovation Management*.
2. In April 2008, the [Federal Bureau of Investigation](https://en.wikipedia.org/wiki/Federal_Bureau_of_Investigation) announced that was awarding the nation's 15th [Regional Computer Forensics Laboratory](https://en.wikipedia.org/w/index.php?title=Regional_Computer_Forensics_Laboratory&action=edit&redlink=1) (RCFL) to New Mexico, with the University of New Mexico as one of several partnering institutions and agencies. The New Mexico RCFL is a [computer forensics](https://en.wikipedia.org/wiki/Computer_forensics) laboratory and training center supporting local, state, and federal [criminal investigations](https://en.wikipedia.org/wiki/Criminal_investigation). The Anderson School's Center for Information Assurance Research and Education, established in 2006, is involved with the laboratory. The CIARE was designated a Center of Academic Excellence in Information Assurance by the [National Security Agency](https://en.wikipedia.org/wiki/National_Security_Agency) and [Department of Homeland Security](https://en.wikipedia.org/wiki/Department_of_Homeland_Security) in spring 2007.
3. The UNM Small Business Institute (SBI) at Anderson, established in 1978, connects with Albuquerque-area businesses with graduate students who provide free [consulting work](https://en.wikipedia.org/wiki/Management_consulting) under the guidance of the faculty. The institute works with around 25 businesses a semester and has consistently won national awards for their excellent client reports.
4. Anderson MBA marketing have won the Cadillac National Case Study Competition in 2005 and 2006, and placed second in 2007.
5. Senior-level BBA marketing students won Project Acceleration: The [Subaru Impreza](https://en.wikipedia.org/wiki/Subaru_Impreza) Collegiate Challengein 2007.
6. In April 2009, the Bridgespan Group ranked the Anderson School tied for third in the nation in the number of courses specifically related to managing [social sector](https://en.wikipedia.org/wiki/Social_sector) organizations.
7. In 2007, the [Aspen Institute Center for Business Education](https://en.wikipedia.org/wiki/Aspen_Institute) rated the Anderson School 18th in the world among business schools for demonstrating significant leadership in integrating social and environmental issues into its MBA program.
8. In the same year, *Hispanic Business* magazine included Anderson School one its list of "top ten U.S. business schools for Hispanics" based on its total graduate and Hispanic enrollment, faculty, student services, retention rate and reputation.
9. In March 2011, according to US News magazine, Anderson School of Management, was named one of the top 10 business schools with the highest three month job placement rates among full-time 2010 MBA graduates.

**Best Places to Retire in Each State, William P. Barrett, Forbes, 2018.**

<https://www3.forbes.com/business/best-places-to-retire-in-each-state-2018/62/>

1. Rank: Best  
   City: Las Cruces  
   Population: 102,000  
   Median Home Price: $164,000

Las Cruces is the economic and geographic center of the fertile Mesilla Valley. Las Cruces is also the home of New Mexico State University, New Mexico’s only land grant university. The city’s major employer is the federal government on nearby White Sands Test Facility and White Sands Missile Range. The majestic Organ Mountains are dominant in the city’s landscape, along with the Doña Ana Mountains, Robledo Mountains, and Picacho Peak.

1. Rank: Runner Up  
   City: Santa Fe  
   Population: 84,000  
   Median Home Price: $349,000

Santa Fe, literally ‘holy faith’ in Spanish, is known by its nickname “the City Different.” Due to the presence of Los Alamos National Laboratory, Sandia National Laboratories and the Santa Fe Institute, and because of its attractiveness for visitors and an established tourist industry, Santa Fe routinely serves as a host to a variety of scientific meetings, summer schools and public lectures. The city is also well-known as a center for arts that reflect the multicultural character of the city.

**Metro New Mexico Site Search,** <https://www.ingenuitycentral.org/>

Excerpt:

1. Get a glimpse into the world of possibilities for your business, your ideas and yourself. New Mexico is fertile ground for transformational changes. If you want to join the many who have found the Albuquerque region and fallen in love with its endless skies, open vistas and open attitudes, jump on and lift off because the rules of gravity don’t apply here.

**New Mexico Government,** [www.newmexico.gov/](http://www.newmexico.gov/)

Excerpt:

1. “New Mexico is truly an enchanted place. Explore everything our state has to offer – from breathtaking sunsets to fabulous local cuisine, New Mexico has it all. Whether you are a citizen, visitor or have a business in our state, you can find the information you need in the state’s official online portal – NewMexico.Gov”

**New Mexico Pueblo Cultural Center,** [www.nmpcc.org](http://www.nmpcc.org)

Excerpt:

1. The New Mexico Pueblo Cultural Center showcases the state’s 19 pueblos (that speak 4 distinct languages):
   * Acoma
   * Cochiti
   * Isleta
   * Jemez
   * Laguna
   * Nambe’
   * Ohkay Owingeh
   * Picuris
   * Pojoaque
   * Sandia
   * San Felipe
   * San Ildefonso
   * Santa Ana
   * Santa Clara
   * Kewa
   * Taos
   * Tesuque
   * Zia
   * Zuni
2. Famous people who were either born in New Mexico or lived a significant portion of their life here, include:

* Paul Allen and Bill Gates, founded Microsoft in Albuquerque
* Rudolfo Anaya, Author
* Jeff Bezos, Amazon
* William Bonney “Billy the Kid”
* Alex Bregman, Houston Astros
* John Denver, Singer, Songwriter
* Sam Donaldson, Newscaster
* Neil Patrick Harris
* Tony Hillerman
* Conrad Hilton
* Holly Holm
* Dennis Hopper
* Peter Hurd, Artist
* Al Hurricane
* Val Kilmer
* D.H. Lawrence, Novelist
* Demi Lovato
* George R.R. Martin
* Demi Moore
* Jim Morrison
* Georgia O’Keeffe
* Ernie Pyle, War correspondent, Pulitzer Prize winner
* Steven Michael Quezada, actor, Breaking Bad
* Julia Roberts
* Chevel Shepherd, The Voice, 2018
* Harrison Schmitt, Apollo 17
* Al and Bobby Unser
* Brian Urlacher, Chicago Bears

**Albuquerque Balloon Fiesta,** [www.balloonfiesta.org](http://www.balloonfiesta.org)

Excerpt:

1. “For nine days in October the Albuquerque International Balloon Fiesta® creates an enchanted world of special shape balloon rodeos, twilight balloon glows, and vibrant balloon-filled skies. Brisk autumnal mornings in the Rio Grande Valley create an otherworldly backdrop for the breathtaking majesty of our most popular event, Mass Ascension of the Albuquerque International Balloon Fiesta®.”
2. New Mexico is known as the Capital of numerous things:
   * The “Green Chile Capital of the World.” (Chile, NM)
   * The “Uranium Capital of the World” (Grants, NM)
   * The “Cowboy Capital of the World.” (Cimarron, NM)
3. Santa Fe is considered one of the largest art markets in the United States (ranks 3rd nationwide).
4. The Santa Fe Opera is considered one of the best opera houses in the world, [www.santafeopera.org](http://www.santafeopera.org).
5. New Mexico boasts 4 different climatic zones, (hence why the story about someone skiing on the Sandia Mountains while someone else is golfing in Albuquerque on the same day is true)… and best of all, we have more than 300 days of sunshine throughout the year (eat your heart out Seattle!)
6. The 48 Hour Film Project was launched in New Mexico in 2001, and now boast more than 130 competitions worldwide on six continents, <https://www.48hourfilm.com/home>
7. The 2009-2013 American Community Survey, Los Alamos County was ranked as the 7th richest county in the United States.
8. The Sandia Peak Tram ([www.sandiapeak.com](http://www.sandiapeak.com)), spans 2.7 miles, making it the longest tramway in the nation.
9. We have several world-class golf courses statewide, <https://www.golflink.com/golf-courses/nm/>
10. New Mexico boasts some unique museums including:

* American International Rattlesnake Museum, <http://www.rattlesnakes.com/>
* Anderson-Abruzzo International Balloon Museum, <https://www.balloonmuseum.com/>
* Coronado Historic Site, <https://kuaua.com/>
* El Camino Real Historic Trail Site, <http://nmmonuments.org/el-camino-real>
* EL Rancho De Las Golondrinas, <https://golondrinas.org/>
* Explora Children's Museum, [www.explora.us](http://www.explora.us)
* Gutierrez/Minge House, [www.albuquerquemuseum.org/exhibitions/casa-san-ysidro](http://www.albuquerquemuseum.org/exhibitions/casa-san-ysidro)
* Indian Pueblo Cultural Center, [www.indianpueblo.org](http://www.indianpueblo.org)
* International UFO Museum and Research Center, <https://www.roswellufomuseum.com/>
* J&R Vintage Auto Museum (Rio Rancho), [www.jrvintageautos.com](http://www.jrvintageautos.com)
* Museum of the American Military Family & Learning Center, Tijeras, NM, <https://militaryfamilymuseum.org/>
* National Hispanic Cultural Center, [www.nhcc.org](http://www.nhcc.org)
* Tinkertown Museum, <http://tinkertown.com/>
* Unser Racing Museum, Los Ranchos, <http://www.unserracingmuseum.com/>
* Wheels Museum, Albuquerque Railyards, <http://wheelsmuseum.org/>

1. Northern New Mexico and the San Juan River Basin, is considered one of the best places for fly fishing in the United States. <http://www.newmexicotrout.org/>
2. The 1971-1972 TV Series “The Man in the City,” Starring Anthony Quinn as the Mayor of Albuquerque was filmed here.
3. The state's “Chile Capital of the World” license plate won America’s Best License Plate Award in 2017.
4. In addition to the Albuquerque International Balloon Fiesta, ([www.ballonfiesta](http://www.ballonfiesta)) the largest hot air balloon fiesta in the world, we host many other amazing annual events worth checking out:
   * Albuquerque Film and Music Experience, [www.abqfilmx.com/](http://www.abqfilmx.com/)
   * Albuquerque Film Festival, [www.abqfilmfestival.com](http://www.abqfilmfestival.com)
   * Bubonicon Science Fiction and Fantasy Convention, <http://bubonicon.com/>
   * Gathering of Nations Pow Wow, <https://www.gatheringofnations.com/>
   * Globalquerque!, [www.globalquerque.com](http://www.globalquerque.com)
   * Great American Duck Race (Deming), <https://www.demingduckrace.com/>
   * Italian Festivals of New Mexico, [www.italianfilmfest.org](http://www.italianfilmfest.org)
   * National Fiery Foods & Barbecue Festival, [www.fieryfoodsshow.com](http://www.fieryfoodsshow.com)
   * NM BrewFest, <https://www.nmbrewfest.com/>
   * NM International Folk Dance Camp, [www.swifdi.org](http://www.swifdi.org)
   * NM State Fair (EXPO New Mexico), <https://statefair.exponm.com/>
   * NM Wine Festivals, [www.nmwine.com](http://www.nmwine.com)
   * Rio Grande Arts & Crafts Festival, <http://www.riograndefestivals.com/>
   * Rio Rancho Pork & Brew, <http://nm-rioranchocvb2.civicplus.com/274/Pork-and-Brew-Info-Page>
   * River of Lights, <http://riveroflights.org/>
   * Salsa Under the Stars, [www.nmjazz.org](http://www.nmjazz.org)
   * Santa Fe Film Festival, [www.santafefilmfestival.com](http://www.santafefilmfestival.com)
   * Santa Fe Indian Market, <http://swaia.org/index.html>
   * SOMOS ABQ, <https://www.facebook.com/somosabq/>
   * Southwest Chocolate & Coffee Fest, <https://www.chocolateandcoffeefest.com/>
   * Twinkle Light Parade (Albuquerque), [www.cabq.gov](http://www.cabq.gov)
   * UFO Festival (Roswell), <http://www.ufofestivalroswell.com/>
5. Several award-winning movies and TV-shows were filmed here:

<https://www.onlyinyourstate.com/new-mexico/movie-locations-nm/>

<http://www.nmfilmtours.com/>

Movies:

* Grapes of Wrath – 1940
* Butch Cassidy and the Sundance Kid – 1969
* Easy Rider – 1969
* Wild Hogs – 2007
* The Avengers – 2012

Television:

* Better Call Saul
* Breaking Bad
* Longmire

**Some of New Mexico’s state symbols include:**

1. State Aircraft: Hot Air Balloon
2. State Animal: Black Bear
3. State Bird: Greater Roadrunner
4. State Flower: Yucca
5. State Cookie: Biscochito
6. State Nickname: Land of Enchantment
7. State Slogan: Everybody is Somebody in New Mexico
8. State Question: Red or Green?

And from my own personal observations and information available on my website including my list “Things to do for People With Discerning Tastes, [www.nmnetlinks.com](http://www.nmnetlinks.com):

1. New Mexico hosts 500+ professional associations and industry groups in New Mexico.

99. New Mexico hosts 3,500+ nonprofit organizations statewide, [www.centerfornonprofitexcellence.org](http://www.centerfornonprofitexcellence.org)

100. There are over 230 magazines and newspapers published statewide (i.e., Albuquerque Journal,

Albuquerque Business First, etc.). See the NM Publications liste I posted on [www.nmnetlinks.com](http://www.nmnetlinks.com)

101. And finally, we have Luminarios at Christmas, and Red and Green Chile year-round! Need I say more?

Additional Resources:

* Albuquerque Economic Development, [www.abq.org](http://www.abq.org)
* New Mexico Association of Commerce and Industry, [www.nmaci.org](http://www.nmaci.org)
* New Mexico Business Portal, <http://businessportal.nm.gov/>
* New Mexico Economic Development Department, <https://gonm.biz/>
* New Mexico Networking Links, [www.nmnetlinks.com](http://www.nmnetlinks.com)
* New Mexico Partnership, <https://nmpartnership.com/>
* UNM Bureau of Economic and Business Research, <http://bber.unm.edu/>
* UNM Small Business Institute, <https://sbi.mgt.unm.edu/>

Related Readings and Books:

* 100 Things to do in Albuquerque Before You Die, Reedy Press, Ashley M. Biggers, 2015.
* 100 Things to do on Route 66 Before You Die, Jim Hinckley, Reedy Press, 2017.
* 60 Short Hikes in the Sandia Foothills, Tamara Massong, UNM Press, 2018.
* Albuquerque: A City at the End of the World, V.B. Price, UNM Press, 2003.
* American Nations: A History of the Eleven Rival Regional Cultures of North America, Colin Woodard, Penguin Books, 2012.
* An Underground Guide to Alburquerque (8 editions, out-of-print), <https://www.undergroundabq.com/>
* Best Easy Day Hikes - Albuquerque, Falcon Guides, 2010.
* Collector’s Guide: Your Guide to the Art of New Mexico, [www.collectorsguide.com](http://www.collectorsguide.com).
* Day Trips from Albuquerque: Getaway Ideas for Local Traveler, Nicky Leach, Morris Book Publishing, 2010.
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