

NEWS RELEASE

For Immediate Release

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Santa Fe Business Incubator Reception Reviews 2011 with Top Ten Presentation

Santa Fe, NM – The Santa Fe Business Incubator (SFBI) combined a press conference, a reception and a Letterman-style top 10 presentation for clients, friends and press November 17, 2011.

“I’m delighted this review occurs as 123 countries celebrate Global Entrepreneurship Week,” said Marie Longserre, SFBI President/CEO. If there’s one thing the Incubator is known for, it’s supporting entrepreneurship. This event celebrates a few of the noteworthy accomplishments responsible for our success this year.”

Members of the media presented specific SFBI accomplishments. Specifics and their presenter include the following:

#10. SFBI initiated a facility-wide energy efficiency program, “Reduce our Use,” made possible in part by a \$3,000 grant from Public Service Company of New Mexico, PNM. Presenter: Todd Lovato, Editor, SantaFe.com.

#9. SFBI nurtures a partner ecosystem collaborating and co-hosting events with the New Mexico Tech Council, New Mexico Connect, Los Alamos Labs, SCORE, WESST, the Small Business Development Center, New Mexico Angels, Technology Ventures Corporation, and many others. The Incubator helped co-sponsor the City Apps challenge, offering a prize of free co-working space. Presenter: Bruce Krasnow, Assistant City Editor, Santa Fe New Mexican.

#8. SFBI extended a helping hand during the summer fires. Tech Source, (a company forced to evacuate their Los Alamos headquarters), temporarily relocated to the Incubator’s co-working office and was able to be up and running in less than 48 hours as a result. Presenter: Tom and Holly Eakes, Publishers of the online newsletter, Finance New Mexico.

#7. SFBI colleagues (including Incubator graduates, board members, volunteers and staff) earned recognition. David Franklin, Roger Jones, Marie Longserre, Tom Lopez and Rick Sanders were each celebrated with a “Who’s Who in Technology New Mexico 2011 award.” Presenter: Megan Kamerick, Senior Reporter, New Mexico Business Weekly

#6 SFBI collaborates with the Regional Development Corporation and takes the lead to implement the Regional Economic Development Initiative's (REDI) "Northern New Mexico Green Business Cluster" in a four-county region. Presenter: Seth Roffman, Editor, Green Fire Times.

#5. SFBI acquires national credentials. Incubator President/CEO Marie Longserre took the reins as Chair of the Board of the National Business Incubation Association, (NBIA), an organization of 2,000 members in more than 40 countries. Presenter: Mary-Charlotte Domandi, Radio Café, on public Radio KSFR 101.1 FM, SantaFeRadioCafe.org.

#4. SFBI client companies positively impact our economy. Incubator client firms raised more than \$11 million in capital and funding and \$7.5 million in revenue in the most recent fiscal year. Presenter: Andy Dudzik, Publisher Santa Fe Reporter.

#3. SFBI graduates great companies. Avisa Pharma has developed the first breath test warning system to monitor infections in patients with cystic fibrosis. They launched in the Incubator last November, graduated this September, moved into an office in downtown Santa Fe and are currently expanding and creating new jobs. Presenter: Bruce Adams, Publisher, Santa Fean and Su Casa Magazines.

#2. SFBI helps launch new business ventures and new jobs. Incubator client companies created more than 49 direct new jobs in the most recent fiscal year. In 2011, five new start-up enterprises joined the Incubator community. Presenter: City Councilor Carmichael A. Dominguez representing the Mayor and the City of Santa Fe.

#1. SFBI companies are commercializing exciting technologies and growing innovative businesses. They are developing advanced engineering materials and processes; distributing sustainable fiber products; deploying wireless broadband throughout Northern new Mexico; providing technology and communications products and expertise; developing leading edge clinical diagnostics and bio-medical instruments; creating renewable energy innovations; launching new software applications, providing environmentally safe colorants for wood products; and making our roofs last longer. We are awed by the exciting things these companies and entrepreneurs are doing and proud to celebrate and support them as they launch and grow their businesses and strengthen our economy. Presenter: Hugo Hinojosa, Chair of the Board of Directors, SFBI.

Longserre, who noted the Incubator saw the rise of the life science sector and applied to the U.S. Economic Development Administration for an award grant, introduced Pedro Garza, EDA Regional Director.

Garza announced an EDA \$1.25 million partnering with SFBI to launch a BioScience laboratory and unveiled a rendering of the facility. (See additional information in news release, "BioScience initiative.") The rendering will remain on display at the Incubator. A high resolution copy may be downloaded from <http://www.sfbi.net>.

Matt Ruybal of Congressman Ben Ray Lujan's office read a congratulatory letter from the Congressman. (See media kit for copy of Congressman Ben Ray Lujan's letter.) Congressman Lujan, with the rest of the New Mexico delegation, supported the Incubator's application for the grant award.

Earlier in the program, Eric Baldonado of U.S. Bank, Santa Fe presented a donation to the Incubator.

About SFBI:

The Santa Fe Business Incubator houses and supports a wide variety of startups from lifestyle and service businesses to innovative technology companies. SFBI produces high-impact economic returns for the community and the state. To date, SFBI has helped create and grow more than 75 businesses. Specifically, as of year-end 2010, revenues for client companies and graduates exceeded \$100 million; payroll generated surpassed \$40 million. Client companies and graduates created over 800 direct new jobs, the majority of which are high-paying jobs. Of the total number of companies served since 1997, five years after graduation over 80% of graduates are still in business, or have merged or been acquired. For more information, log onto <http://www.sfbi.net>.

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