

NEWS RELEASE

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Business Incubator Director Joins State Leaders at White House Briefing

Santa Fe, NM –Marie Longserre, President and CEO of the Santa Fe Business Incubator, participates this week in a Business Leaders' Briefing at the White House hosted in part by the White House Business Council.

Longserre, who was recommended by the Small Business Administration, said the event would include conversation on jobs and the economy.

"We're pleased to discuss entrepreneurship as a viable choice to build the economy," Longserre stated. "Our experience with incubation proves its effectiveness in starting, growing and retaining companies that contribute to sustainable economics for a region like Santa Fe."

In addition to her role in New Mexico economic development, Longserre brings a national perspective to her comments. She currently serves as chairman of the National Business Incubation Association and will travel to Washington D.C. from the NBIA's 26th International conference in Atlanta.

About SFBI:

The Santa Fe Business Incubator has helped create and grow more than 100 businesses. Of the total companies served since 1997, five years after leaving the incubator 80% of graduates are still in business or have merged or been acquired. For more information, log onto <http://www.sfbi.net>.