



State of New Mexico
Office of the Governor

Susana Martinez
Governor

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**New Mexico Department of Transportation Hosts Marketing Workshop For
Businesses Affected by the Paseo Del Norte/I-25 Interchange Reconstruction
Project**

*Local Marketing Expert Stacy Saaco to Share “Best Practices” and Ideas to Keep Customers
Coming Back During Construction*

Albuquerque - The New Mexico Department of Transportation will host a free marketing workshop for businesses affected by construction of the Paseo Del Norte/I-25 Interchange Reconstruction Project on Monday, Oct. 28 from 11 a.m.-1 p.m. at the CNM Workforce Training Center, 5600 Eagle Road Ave. NE.

The workshop, “Construction 101: How to Keep Your Customers Coming Back During the Paseo Del Norte/I-25 Interchange Reconstruction Project”, will feature local marketing expert Stacy Sacco, a lecturer in entrepreneurial studies at the University of New Mexico and Associate Director of the UNM Small Business Institute.

“This interchange serves well over 100,000 people a day and is a major artery through our state’s largest city. It’s an important project that will have a long-lasting positive impact on our state,” says Governor Susana Martinez. “We want to do everything we can to support businesses in the area, and to minimize as much as possible any lasting effects on their business and customer base. This workshop will offer valuable ideas and practical marketing strategies that they can use during the construction period,” said New Mexico Governor Susana Martinez

The workshop will include a review of “best practices” in marketing during highway construction projects as well as information on how to set up and maintain customer loyalty programs, how to maximize the effectiveness of websites and promotions, and other relevant topics.

In addition, participants will be invited to ask questions and solicit help on brainstorming ideas to effectively market their products and services during construction of the Project.

The workshop is free to businesses in and near the Paseo Del Norte/I-25 Interchange Reconstruction Project construction zone, and refreshments will be served.

Space is limited, so any business interested in attending is encouraged to contact Jason Edwards at (505) 245-3133 or jason@cooneywatson.com to make reservations.

The Paseo Del Norte/I-25 Interchange Reconstruction Project is a project of the New Mexico Department of Transportation in partnership with the Federal Highway Administration, City of Albuquerque and Bernalillo County and in cooperation with the Mid-Region Council of Governments.

Construction on the Project is expected to be completed in December 2014.

More information is available at www.paseoi25.com, where persons can sign up for email or text traffic alerts. Individuals can also call the Project hotline, (505) 245-3150 with questions or comments.

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