



Manager's Memo

We Need Your Input!

As we enter November, the holidays are just ahead. Now is the time we think both about past and the future at the same time. Our November 13 workshop covering the Tax Cuts and Jobs Act fits that description well. Small business owners will look back at how they used to prepare for and file taxes, as well as the new tax law recently passed. At the same time, we need to look forward to how that affects our final tax planning for the year and preparation for the first filings under the new law. There are many changes affecting small business of which you should be aware. As a bonus, our experts will help you understand how the new law will affect New Mexico businesses and individuals. See the Upcoming Events section below to register while space remains.

Similarly, we want to look back and thank the 50 attendees that made our October training such a success. We are also looking ahead to 2019 with our consultant team. I'd love to hear from you about what you think is needed from the STAR program to help you continue to succeed and grow. You can

contact me at ReneeD.Roybal@state.nm.us or simply answer this month's question below.

Next Month

Next Month - 'Tis the Season

- Renee Roybal, STAR Program Coordinator

Upcoming Events

November 13

NMDOT STAR Training
The New Federal Income Tax Law and You
[Click Here for More Information](#)

November 27

Albuquerque SCORE
Ask the Expert: One Hour of Q&A on Business
Funding & Alternative Financing
[Click Here for More Information](#)

November 29

Las Cruces SCORE
HR 102 – A Small Business Guide to Managing
Employees
[Click Here for More Information](#)

We want to hear from you! Answer this month's question.

Take this Month's Survey!

Business Buzz

The Number One Branding Mistake - Thinking It's About You

We all know we want to establish a strong brand in the market. There are many tools and professionals that seek to aid us in this process. To build an effective brand positioning statement though, you need to change your perspective. Traditional thinking tells us there are four primary parts to a brand positioning statement: Target Audience, Brand Name, Competitive Set and Unique Selling Proposition. I like to add two more parts: Pain and Reasons to Believe.

The key in developing your brand positioning statement is found in two of those parts: Target Audience and Pain. Specifically, can you define the target audience in terms of demographics (distinctive, measurable facts/aspects), geographics (I know – geography is a part of demographics, but for us small businesses I want to make sure we give it its own focus) and psychographics (attitudes, aspirations and other psychological criteria). Yes, sometimes there is more than one, so focus on your primary audience.

Can you clearly identify your target audience and describe the pain or problem they are experiencing? The Value Proposition Canvas is a helpful tool in this process. When you then go on to describe your solution, make sure it is stated in a way that provides a benefit to your target audience addressing the pain they experience. In other words, your features, bells and whistles are not a benefit (that is why I suggested you include “reasons to believe” as a part of your statement.)

So, to avoid a mistake in your branding stay customer-centric – it's not about you. Although your brand positioning statement is not meant as ad copy or your tagline, it serves as a foundation for all of your brand communications. Be consistent in your approach across all touch points with your target audience. Ultimately, your job is to influence their perception of your

brand.

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Industry News

SBA Announces Appointment of Shawn Pensoneau to its Office of Native American Affairs

WASHINGTON – Administrator Linda McMahon of the U.S. Small Business Administration announced the appointment of Shawn Pensoneau as the Assistant Administrator for the SBA's Office of Native American Affairs. In this role, he will oversee the office's collaboration with American Indians, Alaska Natives and Native Hawaiians who seek to create, develop and expand small businesses and ensure they have full access to the business development and expansion tools available through the agency's entrepreneurial development, lending and procurement programs.

"I'm glad to welcome Shawn to the SBA's team and we look forward to the work he will do on behalf of Native American small businesses. With his leadership, we

will continue to champion Native American entrepreneurs and provide them with the tools and resources to start and grow small businesses,” McMahon said.

Prior to joining the SBA, Pensoneau served as a public affairs specialist at the Department of Interior’s Office of the Assistant Secretary for Indian Affairs. In this capacity, he was involved with providing information on secretarial decisions and actions to news media and other entities interested in Indian Affairs via news releases, media relations, and the Indian Affairs website.

Pensoneau previously served as Director of Governmental Affairs for the National American Indian Housing Council (NAIHC). In this role, he worked to achieve the organization’s success by maintaining a unified voice when working on various challenges throughout Native American communities. He also worked for the National Indian Gaming Commission and the Navajo Nation Washington Office.

Pensoneau is a graduate of Fort Lewis College in Durango, Colo., and is an enrolled member of the Kickapoo Tribe of Oklahoma.

Additional Thoughts

*"Leadership is a potent combination of strategy and character.
But if you must be without one, be without the strategy."*

– Norman Schwarzkopf

New Mexico Project Leads
(click image to see opportunity)



NMDOT

RFP No. 19-27

I-25 Nogal Canyon

Engineering Consultant Services



NMDOT

RFP No. 19-26

District 5 US 285 MP 384 - MP 393

Engineering Consultant Services



NMDOT

RFP No. 19-25

MP 3.4 TO 3.8, White Sands Blvd.-FL-

4923-P

Engineering Consultant Services



New Mexico

General Services Department

Construction of a Low Water

Crossing Bridge Over the Pecos River

in

Artesia, NM

Next Month: NMDOT STAR Announces New Training Programs!

[Civil Rights Bureau](#) | [Procurement Services](#) | [Prequalification Requirements](#) | [RFP Schedule](#) | [DBE Directory](#) | [Statewide Transportation Improvement Program](#)

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