



# 100 Years in a State of Enchantment

## New Mexico Centennial E-News

October 27, 2009



### *Greetings!*

Welcome to the October, 2009 e-newsletter for NM Centennial 2012. Please consider forwarding this email to friends and associates who would be interested in New Mexico's Centennial!

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### *Nearly 100 Project Planning Forms Received... Add Yours!*

There is still a bit of time for submitting a Project Planning form for possible inclusion in the Master Plan that will be dated January, 2010. There will also be subsequent opportunities for future updates. If you wish for your Centennial event or project to be included in this first round, please submit a [project planning form](#) by November 30, 2009.

If you have not yet looked at the information on our website about community Centennial involvement, please visit [click here](#).

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#### **Centennial Calendar**

Don't forget, community events that have a Centennial focus are welcome on the [Tourism Department's Events Calendar](#) which will automatically link the [Centennial Calendar on our website](#).

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## ***Centennial Online Atlas of Historic NM Maps Launch***

If you are in Albuquerque, consider joining the New Mexico Humanities Council this Thursday as they launch their **Centennial Online Atlas of Historic New Mexico Maps**. Visit their [website](#) and click on **Centennial Atlas of Historic New Mexico Maps** on the home page to access this new resource.

The atlas, funded by the NMHC as one of several projects celebrating the centennial of New Mexico statehood, offers more than 20 historic, interactive maps. Clicking on the maps leads the user to material including an overview of the site's significance, eyewitness accounts of historic events, links to other sites and more. The site is designed specifically to be useful to teachers and includes six 45-minute lessons. Casual users as well as professionals will find the site enjoyable and useful.

Designed and implemented by the internet design company 1uffakind, The Centennial Online Atlas is an online companion for the upcoming University of New Mexico Press (UNM Press) publication, An Atlas of Historic New Mexico Maps by Dr. Peter Eidenbach of NMSU-Alamogordo.

THE OFFICIAL SITE LAUNCH takes place at 5:30 p.m. this Thursday, October 29th at the National Hispanic Cultural Center, 1701 4th St SW, Albuquerque. There will be a reception and an opportunity for hands-on experience of the site. The event is free, but please RSVP to reserve your space. Call NMHC at 277-3705 or send an [e-mail](#).

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## ***Excitement Building Overseas for NM Centennial***

Recently, we spoke with Osamu Hoshino, the Japanese Market Representative for the NM Department of Tourism, to get his perspectives on what interests Japanese tourists about New Mexico, and what our Centennial of Statehood might mean to them.

At 3.7 million tourists annually, Japan is surpassed only by the U.K. in terms of foreign vacationers in the U.S., and a surprising amount of these travelers visit the Four Corners area, with New Mexico being a favorite destination. Says Hoshino, "Japanese tourists used to only go to Hawaii, and the Coasts, but with the trend towards nature travel and World Heritage Sites," our state is seeing increasing numbers of tourists from Japan."

When asked what kinds of things tourists from his country like to do in New Mexico, Mr. Hoshino explains "Japanese tourists like to do things more than just see them. For that reason, events and attractions that combine cultural offerings with eco-tourism and outdoor activities are very popular. New Mexico

### **NM Centennial Website**

Please visit and enjoy the bilingual (Spanish/English) [NM Centennial website](#).

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has three World Heritage Sites," he adds, speaking of Chaco Canyon, Taos Pueblo, Carlsbad Caverns, and other nature attractions, along with cultural opportunities such as Pueblo festivities that attract Japanese tourists.

Mr. Hoshino admits that Japanese tourists are interested in experiences that are unique to New Mexico, and that include our rich history. This is useful information for communities to carry forward as they consider how to organize special events and commemorations for the 2012 Centennial. "Cooking classes, the chance to do things outdoors, and to meet people in a unique setting are really interesting," Hoshino concludes. For example, Japanese tourists may be interested in an experience where they can visit a mine and then make their own jewelry. These kinds of adventures keep visitors in a town for a longer period, which, he adds, lets them experience more of the culture and people of our beautiful state.

In coming months, we will have opportunities to talk to others who love New Mexico, and who are eager to share in our Centennial commemorations.

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### *Centennial Web Badges for your Site*

Webmasters, bloggers, Facebook Friends... check out the NM Centennial **web badge**, which you can use to help get the word out about our forthcoming commemoration. It's not too soon to start building Centennial awareness!

All badges should link to our website

(<http://www.nmcentennial.org>) [Click here](#) for the web badge in red or [here](#) for it in blue, or [here](#) for more information.



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### *Contact Us*

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