

THE DAILY TIMES

FARMINGTON NEW MEXICO

Greg Gumbel to introduce SJEDS to nation

By Cornelia de Bruin The Daily Times

Article Launched: 06/12/2008 12:00:00 AM MDT

FARMINGTON — San Juan Economic Development Service will be hitting the big time with exposure to a nationwide audience about its successes as an organization.

The big time translates to an infomercial/advertorial production called "America's Hidden Gems," which will air as a five-minute segment of "The Economic Report" on FOX Business Network. Subsequent showings of the program on affiliates of the Cable News Network, or CNN, and licensing to San Juan Economic Development Service for unlimited use are packaged into the \$19,700 production price the SJEDS' board of directors authorized spending Wednesday.

Well-known broadcaster Greg Gumbel will introduce the segment. Sports fans likely remember him for his various assignments on the CBS network — most notably the National Football League and NCAA basketball. The brother of news personality Bryant Gumbel, he has announced many major sports championship in the United States, including Super Bowl XXXV for CBS in 2001.

Final agreement came during a conference call with the senior producer of "America's Hidden Gems" after the board meeting.

"They agreed to let us pay in three increments," said Margaret McDaniel, director of the group.

McDaniel and board president Tommy Roberts were skeptical of the idea at first, wondering whether the sales pitch was a scam. But their due diligence and

conversations with a Pennsylvania company that was pleased with the results of its product reassured the executive committee members.

The segment, which will promote San Juan County economic-base business efforts, will begin airing later this year.

Also discussed at the board's meeting was the possibility of forming a subcommittee to look into the possibility of bringing rail service back to Farmington.

"The last rail was pulled out in the 1950s, but it was important for shipping," said Jasper Welch, director of the Quality Center for Business Enterprise Center and SJEDS board member.

State Sen. Bill Sharer, R-Farmington, proposed the idea to board member Keith Johnson, agreeing to chair the committee if a committee were formed.

Board members agreed to look into the possibilities, along with the history of prior efforts during the 1970s, '80s and '90s.

Moving into their Annual Meeting of the Corporation, board members approved their present slate of officers: Tommy Roberts, of Farmington, as president; Carol Spencer, of San Juan College, as vice president; Keith Johnson, of Bloomfield, as secretary; Keith Johns, of San Juan County, in the member position; and David Velasquez, representing Aztec.

Cornelia de Bruin: debruin@daily-times.com

Advertisement



A bright idea in online advertising.

PrinterStitial® ads by Format Dynamics.



FormatDynamics®

Print Powered By  FormatDynamics™