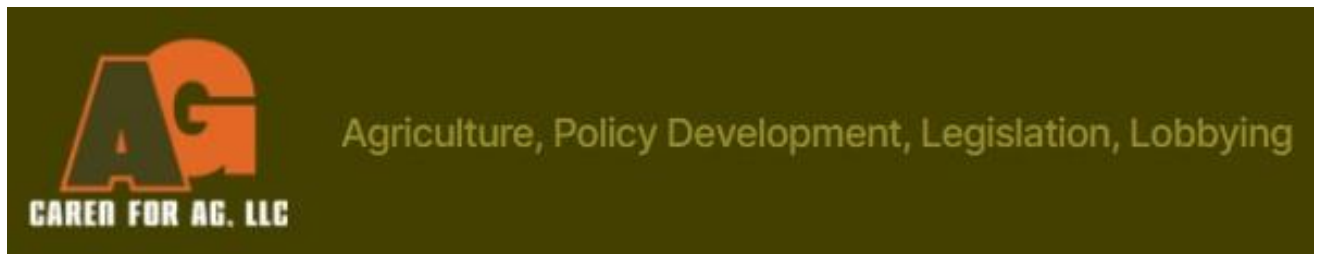


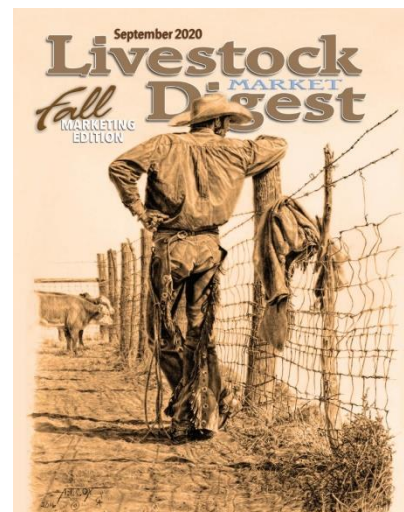
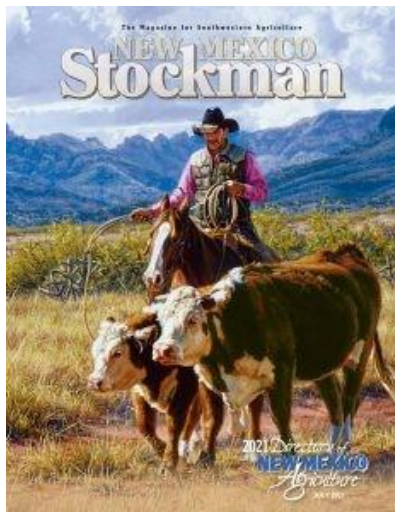
Business Spotlight: Caren Cowan and her many ventures

New Mexico Business Coalition (NMBC) has grown over the past 12 years into a formidable, outspoken advocate for pro-business public policy and increased private sector job opportunities for New Mexicans. One of the key elements of a brighter future is great businesses that provide the jobs, products and services that improve the quality of life for all New Mexicans. NMBC is glad to profile some of those entrepreneurs and businesses that provide great products, quality service, much needed jobs, and bring an overall value to their clients and strengthen New Mexico. This week we feature Caren Cowan and her many ventures.

Caren Cowan created the new *Caren For Ag* in March 2020. The new venture offers services and policy develop from association and board training to crafting legislation and lobbying. Her current clients range from livestock organizations to a non-profit called Protect Americans Now, dedicated to educating Americans on government overreach and how to change government policy, regulation and statutes.



Caren has published the **New Mexico Stockman** magazine and the **Livestock Market Digest** newspaper since 2009. She has expanded the reach of the **Stockman** from Southwest to the Mid-West and has circulation from Maine to Oregon and all parts in between. The **Digest** reaches from Hawaii to Maine with a major focus on the West Coast.



Both publications contain the expected livestock news, but they also are focusing on all the issues affecting private property rights and the maintenance of businesses small and large in today's uncertain environment.

From 1997 to 2020 she worked as executive director of the New Mexico Cattle Growers' Association. Caren worked in the same position for the New Mexico Wool Growers, Inc. from

1990 to 1997 and from 2001 to 2020. She was able to bring both century old organizations under one roof.

In December 2020 Caren was honored with the New Mexico Cattle Grower's Association's highest award, the Cattleman of the Year.

Heck yes and hats off to Caren Cowan for all she has done, and we look forward to what is to come from Caren. The old saying, "If you want something done, ask a busy person to do it.", applies to Caren. The state of New Mexico needs more Caren Cowans.