



Arrowhead Center
New Mexico State University
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**Exploring Innovation in a Collaborative Food & Ag Economy:
An AgAssembly Pre-Conference Workshop**

Arrowhead Center at New Mexico State University and the Purdue University Agile Strategy Lab have partnered to host an immersive workshop to support a collaborative food and agriculture economy in our region.

The purpose of the workshop is to identify ways for startups to increase their speed to market and improve their chances of commercial success, as part of a regional and global food ecosystem. The workshop will be comprised of approximately 25-30 startup entrepreneurs, industry experts, university researchers, academic faculty, food industry practitioners, and local Las Cruces ecosystem stakeholders.

The workshop will serve as a base of initial conversation and action as a lead into the 2nd annual AgAssembly conference, to be held at the New Mexico Farm & Ranch Heritage Museum on September 6th.

The workshop itself will use the framework of Strategic Doing, a strategy discipline that is lean, agile, and fast—just what startups need to survive and thrive. Designed specifically for open, loosely connected networks, Strategic Doing accelerates the formation of complex collaborations by following a protocol of 10 simple rules. The process helps workshop participants to form sophisticated collaborations quickly and moves them into learning by doing. Strategic Doing, whose roots are based in innovation ecosystems, has been used by civic, business, university, and government organizations such as NASA's Life Science Research Capabilities Team and Lockheed Martin.

Your voice is valuable and we want you at the table. The 3-hour workshop will take place on **Wednesday, July 25th from 9am-noon in the Mark and Stephanie Medoff Theatre in the ASNMSU Center for the Arts—on the NMSU main campus in Las Cruces.**

There is no cost to attend the workshop, but seating is limited. Apply to attend **by Wednesday, July 18th** at bit.ly/2KSQ4ER.

If you cannot participate, but have someone who may be interested, please direct them to the link above or have them contact me at 575-646-5069 or poet@nmsu.edu.

I look forward to hearing from you, and feel free to reach out with any questions.

A handwritten signature in black ink that reads 'Dr. Lauren Goldstein'.

Dr. Lauren Goldstein
Technical Writer and Researcher/Program Manager
Arrowhead Center at New Mexico State University