



State of New Mexico

Bill Richardson
Governor

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Governor Bill Richardson Announces 150 New Jobs for Taos

Santa Fe - Governor Bill Richardson today announced that CiDirect of Harlan, IA has selected Taos as the site for its bilingual customer support center, creating 150 new jobs for Taos area residents.

“We are committed to creating high wage jobs for New Mexicans,” said Governor Bill Richardson.”

Governor Richardson credited the New Mexico Economic Development Partnership and the state’s Economic Development Department for landing the deal after a four-month competition with 12 other communities in California, Texas and Arizona.

“This announcement is happening thanks to the Partnership has been out knocking on doors, following up on leads, and promoting all the communities of our great state,” said Governor Richardson. “This announcement today - good jobs in rural New Mexico -- is exactly what we had in mind when we created this organization 10 months ago.”

CiDirect will serve Hispanic customers, concentrating on life, health, and property and casualty insurance markets.

Salaries will average \$10.50 an hour, plus benefits and performance bonuses. The company will begin hiring later this month and expects to be operational by the fourth quarter of 2004.

The company will invest \$2.8 million in a new facility, including the building, plus equipment, furniture and fixtures.

CiDirect is owned by ZC Sterling of Atlanta, Georgia, which is a member of the Zurich Financial Services Group.

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