



State of New Mexico

Office of the Governor

Bill Richardson
Governor

For Immediate Release
June 17, 2005

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Governor Bill Richardson announces partnership between Dean Baldwin Painting and Southwest Airlines, creating jobs in Roswell

ROSWELL - Governor Bill Richardson today announced that Southwest Airlines has contracted with Dean Baldwin Painting Co., based in Roswell, to refurbish the exteriors and repaint between 50 and 100 existing Boeing 737 aircraft over the next three years. The contract will lead to as many as 60 new jobs and millions of dollars in economic impact in Chaves County.

“I’m glad this finally came together, not only because of the millions of dollars and the jobs that will flow to this community,” Governor Bill Richardson said, “but also because this represents yet another major step in our bipartisan efforts to build a strong economy – in Chaves County and throughout New Mexico.”

Among the aircraft that will be refurbished is "New Mexico One," the distinctive Southwest Airlines Boeing 737 that features the state flag and colors. Company officials say they anticipate the plane will be re-painted at the Roswell facility next month.

“Our thanks to Governor Richardson and the New Mexico Legislature for their leadership in making New Mexico a more attractive place for Southwest to do business,” said Ron Ricks, Southwest’s Senior Vice President of Law, Airports, and Public Affairs. “The contract between Southwest and Dean Baldwin Painting Co. is a perfect example of a public-private partnership that produces significant economic benefits, creates jobs, and stimulates private enterprise. We estimate that the contract will be worth several million dollars over the life of the contract.”

Governor Richardson worked with State Sen. Tim Jennings, of Roswell, during the recent legislative session to create a deduction from gross receipts taxes for refurbishing transport jet aircraft. The tax incentive helped Dean Baldwin Painting land the contract with Southwest Airlines.

Top officials from Southwest Airlines joined Governor Richardson at today's news conference. Ron Ricks, Senior Vice President of Law, Airports, and Public Affairs at Southwest Airlines., Katherine Findlay, Southwest Maintenance Director of Finance, and Ed Mahr, Southwest New Mexico Lobbyist, represented the company.

Dean Baldwin Painting, which has been in business for 35 years, employs 98 people in Roswell. The company's clients include: Mesa Airlines, SkyWest, American Eagle, Hill AirForce Base, Southwest Airlines and Lear Siegler Services.

Southwest Airlines, the largest domestic airline in terms of passengers carried, initiated service in New Mexico with six daily roundtrips between Albuquerque and Dallas in 1980. Southwest's Albuquerque presence has grown to include 57 daily nonstop departures to 21 cities, 250 airport Employees, and a state-of-the-art reservations center with more than 350 Employees.

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