



# State of New Mexico

## *Office of the Governor*

**Bill Richardson**  
*Governor*

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### **Governor Richardson Announces 75 New Jobs for Taos**

*Ci Direct to create high wage jobs for northern New Mexicans*

TAOS- Governor Bill Richardson today announced that Ci Direct, a national bilingual insurance provider, will hire 75 new employees for its new facility in Taos.

“We are very happy to have Ci Direct in Taos,” stated Governor Bill Richardson. “This project is a great example of how economic development opportunities can utilize emerging technologies to create good paying jobs and move our local economies forward.”

Ci Direct was founded in 1997 and is a member of the ZC Sterling family. The company provides licensed agent sales and customer support for the insurance and financial services marketplaces. Ci Direct is headquartered in Harlan, Iowa, additional communication centers are located in the Avoca, Iowa and Taos, New Mexico.

“This project has brought together a diverse group of individuals that have worked together to leverage a great opportunity for northern New Mexico,” stated New Mexico Economic Development Secretary Rick Homans.

The average salary will be \$23,400 per year plus benefits. Already, Ci Direct has hired thirty eight employees. These employees have been working for the company for the past year in Taos. Ci Direct will be making a capital investment of over \$2.8 million over the next five years in a 11,000 square foot facility.

The company will create an additional \$3.6 million in new tax revenues over the next ten years, which will include \$2.2 million in gross receipts taxes and \$1.4 million in corporate and personal income taxes. Ci Direct will spend \$29.6 million in construction, payroll, and company spending and will generate \$26.9 million in direct and indirect salaries over the next ten years.

Ci Direct has been awarded over \$262,000 in training assistance from the state’s JTIP program.