



Call for more information:
505.342.8046

The Four Winds Diversified (FWD) Project “Community & Business Training, Economic Development, Partnerships, Job Creation.....Rural American Indian & Minority Communities Moving Forward.”

An innovative project funded by the Minority Business Development Agency (MBDA), U.S. Department of Commerce and operated by Southwest Business Development Consultants, LLC in partnership with Data Management of New Mexico, LLC. The project provides Access to Unlimited Opportunities, Access to Capital, and Access to Resources & New Markets for American Indian, Alaskan Native, Native Hawaiian and Minority-owned Businesses located on Southwest rural reservation lands and local community areas. There is no cost for our core services, which will focus on Entrepreneurship, Small Business Training & Coaching, Certifications for Federal Set-Aside Programs, Community & Economic Development, Access to Capital and Small Business Resource Referral & Identification. All Minority Certification Services are fee-based.

Federal Contracting Strategies, Training & Coaching

Quarterly Small Business Training, One-On-One Meetings & Business Advisory Services

Access to Opportunities / Access to Resources & Referrals / Access to Capital

Assessment & Certification Services for Federal Set-Aside Programs such as the SBA 8(a) Certification Program, HUB Zone, WOSB, SDVOSB, Navajo Nation Business Opportunity Certification & Buy-Indian Act

Four Winds Diversified Project clientele engaged in contracting, providing goods and services to the federal government are eligible to participate in the PTAssist Bid-matching tool, which provides precise and timely procurement opportunities sourced from the federal government, many state and local governments, as well as foreign governments, saving time and effort in the process of identifying potential opportunities.

The Four Winds Diversified Project hosts monthly small business training webinars providing a convenient and accessible platform for American Indian & minority-owned small businesses to access valuable resources and information. These Webinars attract participants from diverse backgrounds, creating opportunities for networking, collaboration, overcoming barriers and developing strategies to diversify & prepare for Government Contracting Vehicles.

Michael D. Peacock
Project Operator
505-342-8046
mpeacock@swbdc.com

Darla M. Jones
Project Director
505-342-8046
dmjones@swbdc.com

Russell F. Pedro
Senior Certification & Business Strategist
505-219-7427
rfpedro@dmnm.co



Southwest Business Development Consultants, LLC 2401 12th St. NW, Suite 208N/209N /210N • Albuquerque, NM 87104



Michael D. Peacock, CEO & President

Southwest Business Development Consultants, LLC

Project Role: Project Operator & Senior Strategic Advisor



Mr. Peacock's entire business career has been focused and dedicated to serving American Indian and minority-owned businesses and his passion is to be an inspiration, role model and mentor to empower communities in building self-sufficiency and prosperity. Mr. Peacock possesses over 33 years of experience in providing comprehensive business, community, and economic development services to individuals, businesses, organizations and tribes throughout New Mexico and the United States through his past and current affiliations with the New Mexico Native American Business Development Center and the National Center for American Indian Enterprise Development – Native American Business Consultant Program, Management Consulting Services Program and Marketing and Procurement Services Program. Mr. Peacock possesses a B.B.A. Degree from the College of Santa Fe with concentrations in Accounting and Business Management and he is a 2008 Graduate of Tuck School of Business at Dartmouth - MBDA Partnership Program. He is Cayuga Seneca/Mohawk descent and an enrolled tribal member of the Pueblo of Laguna (New Mexico).

Darla M. Jones

Four Winds Diversified Project

Project Role: Project Director



Darla M. Jones oversees the team's strategic initiatives and ensures their effective execution as the Project Director for the Four Winds Diversified Project and Southwest Business Development Consultants, LLC. Her role includes project management, market development and client engagement, assisting the growth and development of American Indian, Alaskan Native, Native Hawaiian and minority-owned enterprises located in the U.S. Southwest Region, rural tribal lands, and local communities. Ms. Jones' objective is to promote entrepreneurship, small business training, as well as assessment and certification services for Federal set-aside programs. She is also Creative Director & Producer for the Four Winds Diversified Project Virtual Success Stories and client video productions. Ms. Jones possesses ten years of experience with the U.S. Department of Commerce Minority Business Development Agency and is currently a Lew Wallace Community School Council Member and actively involved in Albuquerque's Downtown Community School Collaborative. Ms. Jones is Diné and Iroquois descent and an enrolled tribal member of the Navajo Nation.

Russell F. Pedro, President / CEO

Data Management of New Mexico, LLC

Project Role: Senior Certification & Business Strategist



Russell F. Pedro, President & CEO of Data Management of New Mexico, LLC, is a member of the Pueblo of Laguna, one of the 19 Pueblo Tribes of New Mexico. Russell is passionate about creating jobs and economic opportunities, by identifying resources and applying valuable business expertise to develop business strategies, promote community & economic development, promote tourism development, and develop training to prepare entrepreneurs, small businesses, and Tribes for future development. Mr. Pedro possesses over 20 years of experience in providing comprehensive business, technical, and economic development services and training to entrepreneurs who are Native-, minority-, veteran-, and women-owned businesses, including Native American Tribes, Tribal Organizations and Native youth in New Mexico, the southwest and across the United States, through past affiliations with the Minority Business Development Agency (MBDA) – Native American Business Enterprise Center, the MBDA Business Center - Santa Fe, the American Indian Alaska Native Tourism Association and the American Indian Chamber of Commerce of New Mexico.

