



CONTACT:

Wende Schwingendorf
Public Relations Manager
Indian Pueblo Cultural Center | Indian Pueblos Marketing Inc.
2401 12th Street NW, Albuquerque, NM 87104
(505)451-2840
wschwingendorf@indianpueblo.com

Photos: https://www.dropbox.com/sh/y17zhd9u1o1dnp4/AACrbmbaSQUB_64M-9t5Lcska?dl=0

For Immediate Release:

**INDIAN PUEBLO CULTURAL CENTER SELECTED AS FIELD IMMERSION
PROJECT PARTNER FOR HARVARD BUSINESS SCHOOL**

Albuquerque, NM (May 11, 2022) — The Indian Pueblo Cultural Center (IPCC) this week had the opportunity to host a team of students from Harvard Business School in Albuquerque for one week as part of a required course called the FIELD Immersion. IPCC was one of 171 FIELD Immersion Project Partners spanning 15 cities across 15 states. Together, these Partners combined to host more than 1,000 Harvard Business School students in all.

“We are pleased to be working with Harvard Business School to provide students with a real-world learning experience here at the Indian Pueblo Cultural Center,” said IPCC President/CEO Mike Canfield. “We feel certain that the students were able to gather insights here that they would never be able to glean from a classroom discussion alone.”

The FIELD Immersion is a course designed to strengthen and develop students’ ability to manage and operate effectively in a variety of business contexts. IPCC executives had been working with the team remotely in the months leading up to their arrival. While here, the students pitched their ideas to the leadership team, conducted field research with consumers around Albuquerque and presented their final recommendations to management.

The purpose of this immersive experience is to provide students with the opportunity to ‘learn by doing’ through the challenge of introducing a new product, service or customer experience for their Partner company. This requires students to also focus on

Acoma
Cochiti
Isleta
Jemez
Laguna
Nambé
Ohkay Owingeh
Picuris
Pojoaque
Sandia
San Felipe
San Ildefonso
Santa Ana
Santa Clara
Santo Domingo
Taos
Tesuque
Zia
Zuni

2401 12th St. NW
Albuquerque, NM 87104

866-855-7902

IndianPueblo.org



building contextual intelligence and team effectiveness skills while delivering value in an unfamiliar context.

For the IPCC, the students helped design programming, services, and experiences that will draw attention and visitation to the IPCC's Indian Pueblo Opportunity Center, a business incubator and makerspace for those interested in creative industries, which is the foundation for many Native American communities. IPCC hopes this space will be multi-functional and is excited to adapt the concept to the needs and preferences of the local community, Canfield added.

Harvard is quick to acknowledge that this important learning experience would not be possible without the Project Partners.

"We are extremely grateful to the Indian Pueblo Cultural Center and all the FIELD Immersion Project Partners organizations for all they do on behalf of our students," said Carrie Elkins, Professor of Business Administration and Faculty Chair for the FIELD Immersion. "The students benefit immeasurably from this experience and we hope the partner organizations do as well."

###

About the Indian Pueblo Cultural Center:

Founded in 1976 by the 19 Pueblo tribes of New Mexico, the Indian Pueblo Cultural Center is a world-class museum and cultural center located in the historic 19 Pueblos District. The IPCC is a nonprofit organization with a mission to preserve and perpetuate Pueblo culture, and to advance understanding by presenting with dignity and respect the accomplishments and evolving history of the Pueblo peoples of New Mexico. Visitors can learn fascinating history, shop for Native jewelry and art, watch a cultural dance, hear Native languages, and experience the flavors of traditional and contemporary Native cuisine. To learn more, please visit: www.indianpueblo.org, or Facebook, Twitter, and Instagram @IndianPueblo.

About Indian Pueblos Marketing, Inc.

[Indian Pueblos Marketing, Inc.](http://www.IndianPueblosMarketing.com) (also founded by the 19 Pueblo tribes of New Mexico) includes a variety of commercial enterprises designed to support the Indian Pueblo Cultural Center and provide economic opportunities to the Pueblo and local communities. IPMI is a for-profit umbrella that includes the Indian Pueblo Store, a premier Native American arts store and website, Four Winds convenience store, the largest Starbucks in New Mexico, the top-rated Holiday Inn Express in Albuquerque, TownePlace Suites by Marriott Albuquerque Old Town, Extra Space Storage and more that support our Pueblo culture and communities.

Acoma

Cochiti

Isleta

Jemez

Laguna

Nambé

Ohkay Owingeh

Picuris

Pojoaque

Sandia

San Felipe

San Ildefonso

Santa Ana

Santa Clara

Santo Domingo

Taos

Tesuque

Zia

Zuni

2401 12th St. NW
Albuquerque, NM 87104

866-855-7902

IndianPueblo.org