



# KARLA NIEMEIER

Public Relations Manager

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Karla Hamel Niemeier was born and raised in Abilene, Texas, and graduated with a bachelor's degree in Education/Psychology. She has lived in New London, Connecticut, right next to the Thames River. Then she moved to Amarillo, Texas, where she experienced the cold wind that blew straight through that barbed wire fence! A little over 20 years ago, Karla moved to Carlsbad, New Mexico, where she fell in love with the warmer weather and the small town. Loving the town so much, she successfully pursued a position as the Executive Director of Carlsbad MainStreet, a program supported by National Main Street America, which was a 501(c)(3) focusing on revitalizing rural communities across America. While at Carlsbad MainStreet, she brought a dwindling program back to life, added a renewed spirit not only downtown but throughout the community. In the summer of 2020, Karla was heartbroken to see the once hopping downtown no longer hopping because of COVID. She felt her work at MainStreet was done, and it was time to pursue other opportunities. That is when Karla found CEHMM; CEHMM found Karla and she joined the CEHMM team as their Public Relations Manager. Karla and her husband Bill have five grown children and are proud to be KK and Poppy to their two beautiful grandchildren.